

SEMESTER I

Paper Code: BS200C

Paper Name: Management Principles & Practice

Total Credit: 4 (L-T-P = 3-1-0)

Course Outcome: The objective for this course to provide an understanding of the task and functions of management and to acquaint the participants with the developments in concept. Theories and practices in the overall field of management.

UNIT I

Nature and significance of Management, Approaches of management, Contributions of Taylor, Fayol and Barnard, Functions of a Manager, Social responsibility of Managers, Values in management.

UNIT II

The Nature of significance of Planning, Objectives, Steps of Planning, Decision making as key step in planning. The Process and Techniques of Decision Making. Organization: Nature and significance, Approaches, Departmentation, Line and staff relationships, Delegation and Decentralization, Committee system, Department of effective organizing

UNIT III

Staffing, nature and Significance, Selection, Appraisal and Development of Managers. Directing: Issues in managing human factors, Motivation, nature and Significance's, Theories and Techniques.

UNIT IV

Communication Definition and Significance, Process, Barriers of Communication, Building effective communication system. Controlling: Definition and Elements Control Techniques, Coordination, Determinants of an Effective Control system, Managerial Effectiveness.

References:

1. Koontz H., Wehrich H. (2009); Principles of Management; Tata Mc Graw Hill; 8th Edition.
2. Williams C (2009) Principles of Management; South-Western/Cengage Learning; 5th Edition.
3. Prasad L.M, principles and Practice of Management, Sultan Chand & Sons, 20th Edition.
4. Jaiswal B. & Maheshwari R.K. (2010), Essentials of Management: NRBC.
5. Wehrich Heinz and Koontz Harold (2013); Management: A Global, Innovative, and Entrepreneurial Perspective; Mc Graw Hill; 14th Edition.
6. Andrew Leigh (2012); The Essentials of Management: Everything you need to succeed as a new manager; Pearson UK; 2nd Edition.

SEMESTER I

Paper Code: BS201C

Paper Name: Fundamentals of Accounting for Business

Total Credit: 4 (L-T-P = 3-1-0)

Course Outcomes: On successful completion of the course, the students will be able to understand the basic concepts of accounting, pass journal entries and prepare ledger accounts, prepare subsidiary books, prepare trial balance and final accounts of proprietary concern, use accounting concepts in spreadsheet

UNIT I: INTRODUCTION TO ACCOUNTANCY

Introduction – Meaning and Definition – Objectives of Accounting – Functions of Accounting– Users of Accounting Information – Limitations of Accounting – Accounting Cycle - Accounting Principles – Accounting Concepts and Accounting Conventions. Accounting Standards-objectives-significance of accounting standards.

UNIT II: ACCOUNTING PROCESS

Process of Accounting - Double entry system – Kinds of Accounts – Rules-Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance – Problems on Journal, Ledger Posting and Preparation of Trial Balance

UNIT III: SUBSIDIARY BOOKS

Meaning – Significance – Types of Subsidiary Books –Purchases Book, Sales Book (With Tax Rate), Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book (Problems only on Three Column Cash Book and Petty Cash Book).

UNIT IV: FINAL ACCOUNTS OF PROPRIETARY CONCERN

Preparation of Statement of Profit and Loss and Balance Sheet of a proprietary concern with special adjustments like Depreciation, Outstanding and Prepaid Expenses, Outstanding And Received In Advance of Incomes, Provision for Doubtful Debts, Drawings and Interest On Capital.

UNIT V: EXPERIENTIAL LEARNING

Creation of Subsidiary Books in Spreadsheet: Purchases Book, Sales Book (With Tax Rate), Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book. Preparation of Statement of P/L, Balance Sheet in Spreadsheet.

Reference Books:

1. Hanif and Mukherjee, Financial Accounting, McGraw Hill Publishers
2. Arulanandam & Raman; Advanced Accountancy, Himalaya Publishing House
3. S.Anil Kumar,V.Rajesh Kumar and B.Mariyappa–Fundamentals of Accounting, Himalaya Publishing House.
4. Dr. S.N. Maheswari, Financial Accounting, Vikas Publication
5. S P Jain and K. L. Narang, Financial Accounting, Kalyani Publication
6. M.C. Shukla and Goyel, Advanced Accounting, S Chand.

SEMESTER I

Paper Code: BS244M

Paper Name: Managerial Economics

Total Credit: 4 (L-T-P = 3-1-0)

Course Objective: To impart basic knowledge of the concepts and tools of Economic Analysis relevant for Business Decision-Making.

UNIT I

Nature and Scope of Managerial Economics: Basic Tools- Opportunity Cost principle, Incremental principle, Equi-Marginal Principle. Principle of Time perspective, Discounting Principle. Uses of Managerial Economics.

Demand Analysis: Demand Theory, The concepts of Demand, Determinants of Demand. Demand Function and Elasticity of Demand and its uses in Business decisions.

UNIT II

Production Analysis: Concept of Production, Factors, Laws of Production, Economies of Scale, Economies of Scope, Production functions.

Cost Analysis: Cost Concept, Types of Costs, Cost function and cost curves, Costs in short and long run, LAC and Learning Curve.

UNIT III

Market Analysis: Price-output determination in different markets, Perfect competition, Monopoly, Price discrimination under monopoly, Monopolistic competition, Duopoly and Oligopoly markets, Different pricing policies.

UNIT IV

Introduction to Macro Economics. National Income Aggregates. Concept of Inflation- Inter-Sectoral Linkages: Macro Aggregates and Policy Interrelationships – Tools of Fiscal and Monetary Policies. Profit Analysis: Nature and Management of Profit, Profit Theories, Function of Profits, Profit policies.

Recommended book(s)

1. Agarwal M.K. (2015), Industrial Economics, New Age International.
2. Thomas & Maurice (2015), Managerial Economics, Tata McGraw Hill
3. Koutsoyiannis.A. (2013) Modern Micro Economics. Mc Millan
4. Peterson H.C & Lewis (2003) Managerial economics, Tata McGraw Hill

SEMESTER I

Paper Code: BS266E

Paper Name: Business Communication

Total Credit: 4 (L-T-P = 3-1-0)

Course Outcome: This course aims to develop communication skills in equip students with a broad-based knowledge business communication.

UNIT I

Introduction to business communication, characteristics of effective organizational communication, basic forms of communication, process of communication, Barriers to Communication, Principles of effective business communication.

UNIT II

Oral communication: Purpose, Advantages & Disadvantage, Principles of Oral Communication, Effective Listening, Non-verbal Communication. Written communication: Purpose, Advantages & Disadvantage, Principles of Written Communication, Effective writing techniques. Employment Communication: Application letter and Resume writing,

UNIT III

Conduct of meeting – agenda, notice, notes, minutes, office memorandum, office orders, press release, Business Letter Writing – Need, Functions and kinds, layout and types. Report Writing – problems, organization and techniques. (Practical's/Projects)

UNIT IV

Corporate Communication: Scope, Components, Corporate communication and Public relations, Role of Social Media in Communication. Role of Technology in Communication (ICT's), Business Etiquettes.

References:

1. Pal R. (2012) Business Communication, Sultan Chand & Sons Publication.
2. Bisen V. & Priya (2019), Business Communication, New Age International.
3. M.K. Sehgal & V. Khetrapal - Business Communication (Excel Books).
4. Chaturvedi P.D. (2006) Business Communication, Pearson Education.
5. Lesikar RV & Pettit Jr. JD (2018), Basic Business Communication: Theory & Application, Tata Mc Grow Hill.
6. Tayler Shinley (2016), Communication for Business, Pearson Education.

SEMESTER II

Paper Code: BS202C

Paper Name: Management Accounting

Total Credit: 4 (L-T-P = 3-1-0)

Course Outcome: The learner will be able to describe and recognize the principals of management accounting. The learner will be able identify, interpret, and express principals of management accounting with reference to syllabus. The learner will be able to calculate and solve practical problems based on syllabus of management accounting.

Unit I

Introduction to Management Accounting: Conceptual understanding, Relation between Management Accounting and Cost Accounting, Role of a management account in modern business world.

Unit II

Standard costing: Meaning, Concepts and Objectives, Merits and Demerits of Standard costing, Prerequisite for establishment of standard costing, Efficiency and Activity Ratios, Variance Analysis and Control.

Unit III

Budgetary Control: Concepts and Objectives, Merits and Demerits of Budgetary Control, Fixed and Flexible Budget, Cash Budget and master Budget, Zero based Budgeting

UNIT IV

Methods of costing: Job costing- need and importance, Process Costing-Meaning, significance and problems, Concept of Target costing and Life Cycle Costing.

Books Recommended:

1. Jawahar Lal, Cost Accounting, Tata McGraw Hill New Delhi
2. B.M. Lall Nigam and I.C. Jain, Cost Accounting, Principles, Methods and Techniques, PHI Pvt. Ltd, New Delhi
3. Bhabator Banerjee, Cost Accounting –Theory and Practice, PHI Pvt. Ltd, New Delhi.
4. H. V. Jhamb, H. V. Jhamb, Fundamentals of Cost Accounting, Ane Books Pvt Ltd, New Delhi
5. M. N. Arora, Cost Accounting – Principles and Practice, Vikas Publishing House, New Delhi.
6. M.C. Shukla, T.S. Grewal and M P. Gupta, Cost Accounting, Text and Problems, S. Chand & Co. Ltd., New Delhi
7. S.P. Jain and K. L. Narang, Cost Accounting, Principles and Methods, Kalyani Publishers, Jalandhar
8. S. N. Maheshwari & S.N. Mittal, Cost Accounting, Theory and Problems, Shri Mahabir Book Depot, New Delhi

SEMESTER II

Paper Code: BS203C

Paper Name: Marketing Management - I

Total Credit: 4 (L-T-P = 3-1-0)

Course Outcomes: On successful completion of the course, the students will be able to understand the concepts and functions of marketing, analyze marketing environment its impact on the business, describe marketing mix and also strategize marketing mix, describe service marketing mix, understand the various acts related to marketing.

Unit-I

Fundamentals of Marketing: Introduction to Marketing, Evolution of Marketing, Meaning and Definitions, Objectives, Importance and Functions of Marketing, Traditional Marketing Concept vs Modern Marketing Concept. Marketing V/S Selling, Marketing Myopia, Approaches to Marketing

Unit-II

Marketing Research & Marketing Environment: Meaning of Marketing Research, Process, Barrier in Marketing Research. Concept of Marketing Environment, Environmental Scanning, Benefits of Environmental Scanning, Components of Marketing Environment.

Unit-III

Marketing Psychology & Consumer Buying Behaviour: Creating customer value, Satisfaction & Loyalty, Model of Consumer Behavior, Consumers use or Disposal of Products, Business Buying Process

Unit-IV

Identifying Market Segments and Targets: Segment Marketing, Niche Marketing, Local Marketing, Individual Marketing, Consumer Market Segmentation Bases, Business Market Segmentation Bases, Market Targeting, Market Fragmentation and Consolidation.

SUGGESTED BOOKS:

1. Marketing Management Kotler, Keller, Koshi and Jha
2. Marketing Paul Baines, Chris Fill, Kelly Page
3. Marketing Management Ramaswamy, Namakumari
4. Marketing Management Tapan K. Panda
5. Marketing 3.0 Kotler, Kartajaya, and Setiawan
6. Sontakki, Marketing Management, Kalyani Publishers.

SEMESTER II

Paper Code: BS245M

Paper Name: Human Resource Management

Total Credit: 4 (L-T-P = 3-1-0)

Course Outcome: On successful completion of the course, the students will be able to understand the concepts and principles of Human Resource Management. They should be able to define key HR terms, explain the importance of HR functions within organizations, and describe the roles and responsibilities of HR professionals, basics of recruitment and selection processes. They will be also able to understand concept of performance appraisal and ability to handle conflicts, address grievances, and promote employee well-being.

Unit 1: CONCEPT OF HUMAN RESOURCE MANAGEMENT:

Meaning, Definition, Nature, Scope, Objectives, Importance, Functions, Qualities and Role of HR Manager, HRM- A Line or Staff Function, Difference between Personnel Management & Human Resource Management.

Unit 2: HUMAN RESOURCE PLANNING AND JOB ANALYSIS:

Meaning, Definition, Objectives, Importance, Levels of HRP, Process, Barriers to HRP, Requisites for successful HRP.

Job Analysis: Meaning, Uses, Process, Methods of Data collection, Concept of Job Design, Techniques.

Unit 3: RECRUITMENT, SELECTION AND TRAINING & DEVELOPMENT:

Recruitment: Definition, Factors affecting Recruitment, Sources, Process; Selection: Meaning, Definition, Process.

Training and Development: Concept, Objectives, Benefits, Need, Steps, Methods.

Unit 4: PERFORMANCE APPRAISAL AND EMPLOYEE GRIEVANCES MANAGEMENT

Meaning, Objectives, Process, Methods, Problems, Making Performance Appraisal Effective, Steps to Appraisal. Employee Discipline. Employee Grievances: Concept, Form, Causes, Effects, Model Grievance Procedure, Guideline for handling Grievances, Absenteeism; Causes and Control.

SUGGESTED BOOKS:

1. Human Resource Management (Text & Cases) K.Aswathappa Tata Mcgraw Hill
2. Human Resource Management N.K.Singh Excel Books
3. Human Resource Management P.Subba Rao Himalaya Publications
4. Human Resource Management Saiyadain Tata Mcgraw Hil

SEMESTER III

Paper Code: BM210C

Paper Name: Marketing Management

Total Credit: 4 (L-T-P = 3-1-0)

Course Outcome: On successful completion of the course, the students will be able to understand the concepts of product life cycle and branding and new product development process, marketing ethics, concept and functions of integrated marketing channels and concept of integrated marketing communication.

Unit-I

Fundamentals of Marketing: Introduction to Marketing, Meaning and Definitions, Objectives, Importance and Functions of Marketing, Marketing V/S Selling, Marketing Myopia

Marketing Research & Marketing Environment: Meaning of Marketing Research, Process, Barrier in Marketing Research. Concept of Marketing Environment, Environmental Scanning, Benefits of Environmental Scanning, Components of Marketing Environment

Unit-II

Marketing Psychology & Consumer Buying Behaviour: Creating customer value, Satisfaction & Loyalty, Model of Consumer Behavior, Consumers use or Disposal of Products, Business Buying Process

Identifying Market Segments and Targets: Segment Marketing, Niche Marketing, Local Marketing, Individual Marketing, Consumer Market Segmentation Bases, Market Targeting, Market Fragmentation.

Unit-III

Products, Pricing and Branding Decisions: Product Levels, Classifications of Product, Product Life-Cycles and Marketing Strategies, New Product Development Process, New Product Adoption Process, Branding: Definition of Brand, Types of Brands, Branding Strategies, Packaging, Labelling, Pricing and Product Costs, Setting Price, Adopting the Price, Responding to Price Changes.

Unit-IV

Marketing Ethics – Basic Concepts, Designing and Managing Integrated Marketing Channels: Definition of Marketing Channel, Importance, Hybrid Marketing Channel, Channel Functions and Flows, Channel Levels, Channel Design Decisions, Channel Management, Channel Integration, Retailing, Wholesaling, Market.

SUGGESTED BOOKS:

1. Marketing Management Kotler, Keller, Koshi and Jha
2. Marketing Management Ramaswamy, Namakumari

3. Marketing Management Tapan K. Panda
4. Marketing 3.0 Kotler, Kartajaya, and Setiawan

SEMESTER III

Paper Code: BM211C

Paper Name: Management Accounting

Total Credit: 4 (L-T-P = 3-1-0)

Course Outcome: The learner will be able to describe and recognize the principals of management accounting. The learner will be able identify, interpret, and express principals of management accounting with reference to syllabus. The learner will be able to calculate and solve practical problems based on syllabus of management accounting.

Unit I

Introduction to Management Accounting: Conceptual understanding, Relation between Management Accounting and Cost Accounting, Role of a management account in modern business world.

Unit II

Standard costing: Meaning, Concepts and Objectives, Merits and Demerits of Standard costing, Prerequisite for establishment of standard costing, Efficiency and Activity Ratios, Variance Analysis and Control.

Unit III

Budgetary Control: Concepts and Objectives, Merits and Demerits of Budgetary Control, Fixed and Flexible Budget, Cash Budget and master Budget, Zero based Budgeting

UNIT IV

Methods of costing: Job costing- need and importance, Process Costing-Meaning, significance and problems, Concept of Target costing and Life Cycle Costing.

SUGGESTED BOOKS:

1. Jawahar Lal, Cost Accounting, Tata McGraw Hill New Delhi
2. B.M. Lall Nigam and I.C. Jain, Cost Accounting, Principles, Methods and Techniques, PHI Pvt. Ltd, New Delhi
3. Bhabator Banerjee, Cost Accounting –Theory and Practice, PHI Pvt. Ltd, New Delhi.
4. H. V. Jhamb, H. V. Jhamb, Fundamentals of Cost Accounting, Ane Books Pvt Ltd, New Delhi
5. M. N. Arora, Cost Accounting – Principles and Practice, Vikas Publishing House, New Delhi.
6. M.C. Shukla, T.S. Grewal and M P. Gupta, Cost Accounting, Text and Problems, S. Chand & Co. Ltd., New Delhi
7. S.P. Jain and K. L. Narang, Cost Accounting, Principles and Methods, Kalyani Publishers, Jalandhar

8. S. N. Maheshwari & S.N. Mittal, Cost Accounting, Theory and Problems, Shri Mahabir Book Depot, New Delhi

SEMESTER III

Paper Code: BM212M

Paper Name: Human Resource Management

Total Credit: 4 (L-T-P = 3-1-0)

Course Outcome: On successful completion of the course, the students will be able to understand the concepts and principles of Human Resource Management. They should be able to define key HR terms, explain the importance of HR functions within organizations, and describe the roles and responsibilities of HR professionals, basics of recruitment and selection processes. They will be also able to understand concept of performance appraisal and ability to handle conflicts, address grievances, and promote employee well-being.

Unit 1: CONCEPT OF HUMAN RESOURCE MANAGEMENT:

Meaning, Definition, Nature, Scope, Objectives, Importance, Functions, Qualities and Role of HR Manager, HRM- A Line or Staff Function, Difference between Personnel Management & Human Resource Management.

Unit 2: HUMAN RESOURCE PLANNING AND JOB ANALYSIS:

Meaning, Definition, Objectives, Importance, Levels of HRP, Process, Barriers to HRP, Requisites for successful HRP.

Job Analysis: Meaning, Uses, Process, Methods of Data collection, Concept of Job Design, Techniques.

Unit 3: RECRUITMENT, SELECTION AND TRAINING & DEVELOPMENT:

Recruitment: Definition, Factors affecting Recruitment, Sources, Process; Selection: Meaning, Definition, Process.

Training and Development: Concept, Objectives, Benefits, Need, Steps, Methods.

Unit 4: PERFORMANCE APPRAISAL AND EMPLOYEE GRIEVANCES MANAGEMENT

Meaning, Objectives, Process, Methods, Problems, Making Performance Appraisal Effective, Steps to Appraisal. Employee Discipline. Employee Grievances: Concept, Form, Causes, Effects, Model Grievance Procedure, Guideline for handling Grievances, Absenteeism; Causes and Control.

SUGGESTED BOOKS:

1. Human Resource Management (Text & Cases) K.Aswathappa Tata Mcgraw Hill
2. Human Resource Management N.K.Singh Excel Books
3. Human Resource Management P.Subba Rao Himalaya Publications
4. Human Resource Management Saiyadain Tata Mcgraw Hil

SEMESTER III

Paper Code: BM213E

Paper Name: Leadership & Team Building

Total Credit: 3 (L-T-P = 2-1-0)

Course Outcome: After studying this course, students:

1. Will be able to understand the meaning of organizational leadership and identify the main characteristics of global leaders.
2. Analyse the changing environmental demands and the skill sets required to become effective leaders and understand the follower's characteristics as well.
3. Will be familiar with the meaning and importance of team building, factors affecting team performance, and to understand how teams can be made more effective.

Unit I: Introduction to Leadership

Understanding Leaders and Leadership; Leaders and Managers; Need for leadership; Leadership: The Changing Paradigm; Leadership Effectiveness; Leadership styles, Theories on Leadership, Leadership in Different Cultures.

Unit II: Attributes of leaders

Concepts of power and authority; Theories on the sources of authority, Leadership Skills; Leadership Traits; Intelligence and Leadership; Developing leadership Skills, Delegation of authority, process of delegation, effective delegation, Decentralization.

Unit III: Developing Leadership for Tomorrow

Leader Development; Need for Leadership; Finding & creating leaders, Leadership Developmental Mechanisms; Paradigm shift in Leadership; Profile of Tomorrow's Leaders; Process of Leadership Development: Models of Leadership Development (Infosys, Wipro, BPO Industry)

Unit IV: Creativity, Innovation and Leadership

Steps in creative process; Characteristics of creative leaders; Overcoming traditional thinking as a creativity strategy; Organizational methods to enhance creativity; Establishing a climate for creative thinking

Unit V: Essentials of Building and Managing Teams

Individual Vs Group Vs Team; Group Development Stages; Understanding Team; Differentiating Groups and Teams; Making Teams Effective; Fostering Team Creativity, Skills for Team leaders; Building High Performance Teams. Determinants of group processes; determinants of team performance; facilitating team building; interpersonal competence and team effectiveness

SUGGESTED BOOKS:

1. Haldar, Kumar, Uday (2010). "Leadership and Team Building", First Edition, Oxford Publications.
2. DuBrin J. Andrew (2009). "Leadership: Research Findings, Practice & Skills.2nd Edition, Biztantra,
3. Rajeesh Viswanathan, Principles of Management, Himalaya publishing house

4. Mullins, Clare Graham Constable (2007), Leadership and Teambuilding in Primary care, Radcliff Publication, UK

SEMESTER III

Paper Code: BM214SE

Paper Name: Computer & IT Application II

Total Credit: 3 (L-T-P = 2-1-0)

Course outcomes: Students acquire skills of using end-user software for communication, data transformation and presentation.

UNIT I: Text processing software: Creating and saving a document, previewing and printing a document, editing, proofreading and formatting of documents. Presenting information in columns and tables, using graphics, symbols, diagrams and charts. Creating and modifying table of contents, index, bookmarks, cross references, hyperlinks, foot notes, end notes and bibliography. Crating form letters, e-mail messages and labels. Collaborating using tracking of changes, adding and reviewing comments, comparing and merging documents, password protecting of documents. Creating documents in alternate formats, mail merge.

UNIT II: Presentation software: Creating and managing slides and presentation, entering and editing content on slides, presenting content in tables, inserting, creating and managing graphics, adding sound and animation to slides, reviewing, preparing and delivering presentation, customising and sharing presentations.

UNIT III: Spreadsheet Software: Creating workbooks, working with data and tables, formatting and changing workbook appearance, managing and hiding worksheet data, ordering and summarising data, combining data from multiple sources, creating charts and graphs, protection of worksheet Performing calculations using Formulas and Functions: Analysing alternate data sets, creating dynamic worksheets, printing worksheets and charts. Automating repetitive tasks, performing business intelligence analysis: What-if Analysis, Goal seek, Data Table, Lookup, Match, Index etc.

UNIT IV: Database: Introduction to Database and Database Management System, Database Models, Type of Databases, Introduction to MS-Access, Creation of database tables, Data types, Basic query and report generation.

SUGGESTED BOOKS:

1. Sinha PK, Sinha P. (2004), Computer Fundamentals: Concepts, Systems & Applications, BPB Publications.
2. Saxena S.& Chopra P. (2006) Computer Application in Management, Vikas Publication.
3. Norton P. (2008) Introduction to computers, 9th reprint Edi., Tata Mcgraw Hill.

SEMESTER IV

Paper Code: BM215C

Paper Name: Customer Relationship Management

Total Credit: 4 (L-T-P = 3-1-0)

Course Outcome: By the end of the course, students should be able to understand the concepts and importance of Customer Relationship Management (CRM), analyze customer needs and expectations to design effective CRM strategies, dynamics in CRM, apply CRM technologies and tools for managing customer interactions and concept of eCRM

Unit 1:

Fundamentals of Customer Relationship Management: Meaning and definitions of CRM, Benefits of CRM, reasons for adopting CRM, Conceptual Foundations of Customer Relationship Management. Types, Stages and Issues in CRM.

Unit 2:

Dimensions of Customer Relationship Management:

Customer Satisfaction: Meaning and Definitions, Customer Satisfaction Models, Measuring Customer Satisfaction, ISO Guidelines.

Customer Loyalty: Concept, Principles, Significance, and Dimensions of Customer Loyalty, Consumer Experience, Consumer Engagement.

Unit 3:

Information Technology in Customer Relationship Management, Technological Development in CRM. Information Technology Implementation in CRM. Features, Advantages and Functional components of eCRM. Customer Relationship Management through Information Technology Tools.

Unit 4:

Emerging Dimensions and Dynamics in Customer Relationship Management, Customer Recall, Retention and Experience Management. Service Failure and Service Recovery Management. Application of Customer Relationship Management in different sectors, Role of Social Media.

SUGGESTED BOOKS:

1. Jagdish N Sheth, Parvatiyar Atul, G Shainesh; (2013), Customer Relationship Management: Tools and Applications Paperback; McGraw Hill Education.
2. Rai A K (2012), Customer Relationship Management by Prentice Hall India.
3. Jill Dyche, (2001), Customer Relationship Management; Pearson Publication
4. N Mullick ; (2016), Customer Relationship Management Paperback; Oxford University Press.
5. Mukherjee; (2007), Customer Relationship Management: by Prentice Hall India.

SEMESTER IV

Paper Code: BM216C

Paper Name: Financial Market & Institutions

Total Credit: 4 (L-T-P = 3-1-0)

Course Objective: This course is aimed at study of the fundamentals of financial markets and financial instruments, the features of the formation of modern financial markets, on the practical application of financial instruments, the types of financial institutions and their roles and functions in the financial markets. Students will be able to properly evaluate investment risks; build relationships with various financial institutions and intermediaries; evaluate the investment as a financial asset and use the various tools of the financial market; use strong financial-analytical skills and apply them to solve investment problems.

Unit – I

OVERVIEW: Meaning, Nature and functions of financial system, structure of Indian financial system, components of Indian financial system, financial regulations of RBI, Other Regulatory Institutions of India, Financial Sector reforms.

Unit-II

BASICS OF MONEY MARKET AND BOND MARKET: Meaning and feature of money market, participants in money market operations, Function of money market, money market instruments: C paper, T-Bill, C-Deposits. Role of RBI in promoting money market, Current scenario and issues.

Unit-III

BASICS OF CAPITAL MARKET AND STOCK MARKET: Meaning and feature of capital market, capital market instruments, Types of capital market & issue procedure, Stock Exchange operations in India, current issues. Role of Sebi in promoting capital market & protecting the interest of investors, current issues.

Unit – IV

NON-BANK FINANCIAL INTERMEDIARIES AND STATUTORY FINANCIAL ORGANIZATIONS: Provident fund and pension fund, Insurance companies, Miscellaneous Non-bank Financial Intermediaries, Non-Bank statutory Financial Organizations, Meaning, Feature & Importance of Mutual Funds, organizational structure of mutual fund, classification of mutual fund, mutual fund operations in India, Current Issues.

SUGGESTED BOOKS:

1. Financial Institutions and Markets, L M Bhole and Jitendra Mahakud, MC McGraw Hill.
2. Financial Institutions and Markets, Meir Kohn, Oxford university press
3. Indian Financial System, M Y Khan, Tata McGraw Hill.

SEMESTER IV

Paper Code: BM217M

Paper Name: Operations Management

Total Credit: 4 (L-T-P = 3-1-0)

Course Outcome: By the end of the course, students should be able to understand the fundamental concepts and theories of operations management, TQM, to analyze and solve operational problems in different business contexts and to develop skills in facilities location and scheduling, inventory planning and six sigma.

Unit 1: OPERATIONS MANAGEMENT: TRENDS AND ISSUES

Manufacturing trends in India, Services as part of Operations Management, Operations management: A system perspective, challenges in operations management Determinants of Process Characteristics in Operations, Types of Processes and operations Systems, Layout Planning, Implications of layout planning, Types of layouts, Design of Process Layout, Design of product layouts.

Unit 2: TOTAL QUALITY MANAGEMENT

The quality revolution, Quality Gurus, Definitions of quality, Total Quality Management, Quality management tools, Quality certifications and Awards, Design of quality assurance systems.

Unit 3: FACILITIES LOCATION & SCHEDULING OF OPERATIONS

Globalization of operations, Factors Affecting Location Decisions, Location Planning Methods. The Need for Scheduling, Scheduling: Alternative Terms, The Loading of Machines, The Scheduling Context, Scheduling of Flow shops, Scheduling of Job shops, Input-Output Control.

Unit 4: INVENTORY PLANNING AND SIX-SIGMA

Inventory Planning for independent Demand Items, Types of inventory, Inventory Costs, Inventory Control for Deterministic Demand Items, Handling uncertainty in Demand, Inventory control systems, Selective control inventory, Inventory Planning for Single-period Demand.

The Six-Sigma approach to Quality Control Management, Defects Per million Opportunities (DPMO), Organizations for Six-Sigma Quality, Process Control Fundamentals, Setting up a process Control System, Process improvement in the Long run, Six sigma and the process capability.

SUGGESTED BOOKS:

1. Operations Management: Theory & Practice B. Mahadevan Pearson Education
2. Operations Management Heizer Dorling Kindersley
3. Operations Management for Competitive Advantage Chase-Jacobs-Aquilano TMH

SEMESTER IV

Paper Code: BM218E

Paper Name: Research Methodology

Total Credit: 3 (L-T-P = 2-1-0)

Course Outcome: By the end of the course, students should be able to understand the fundamental concepts and stages of the research process, application of appropriate research methods and techniques to address business research questions, to collect, analyze, and interpret data using quantitative and qualitative approaches and to develop skills in designing research proposals and communicating research findings.

Unit 1: INTRODUCTION TO RESEARCH METHODOLOGY:

Meaning, Objectives, Types of Research, Importance, Approaches, Research Process, criteria of a good Research. Features of a good Design, Different Research, Designs, and Basic Principles of Experimental Designs.

Unit 2: SAMPLING DESIGN & MEASUREMENT & SCALING TECHNIQUES:

Census Vs Sample survey, steps in sampling Design, Criteria for selecting a sampling procedure, Types of Sample Design, Simple Vs Complex Random Sampling Designs & Techniques. Measurement in Research, Measurement Scales, Errors in Measurement, Measurement Tools, Meaning of Scaling, Scale classification Bases, Scale Construction Techniques.

Unit 3: METHODS OF DATA COLLECTION:

Types of data, Collection of Primary Data, Difference between questionnaires & schedules, some other methods of data collection, Collection of Secondary data, Selecting Appropriate data collection method, Guideline for Constructing questionnaire/ Schedule, Guideline for successful interviewing, Difference between survey & Experiment.

Unit 4: TESTING OF HYPOTHESES AND REPORT WRITING:

Definition Hypotheses, Testing of Hypotheses, Procedure for hypotheses Testing, Measuring the Power of a Hypothesis Test, Important Parametric Test: Student's T test, ANOVA, ChiSquare test. Meaning of Interpretation, Technique of interpretation, Precaution in Interpretation, Significance of Report writing, Different steps for Report writing, layout of the Research Report, Precautions for writing Research Report, Role of Computer in Research.

SUGGESTED BOOKS:

1. Research Methodology C.R. Kothari New Age
2. International Business Research Methods Zikmund, Berry, Babin South Western
3. Statistics for Management Richard L Levin, David S Rubin P

SEMESTER IV

Paper Code: BM219AE

Paper Name: Quantitative Techniques - II

Total Credit: 3 (L-T-P = 2-1-0)

Course outcomes: The course aims to build skills for statistical and mathematical inferences of business data and acquaint the students with various quantitative tools and techniques used in business decision making.

UNIT I: Probability – Definition - objective and subjective, addition and multiplication theorem of probability, conditional probability, Baye's theorem, probability distribution, binominal, poisson and normal.

UNIT II: Sampling Distribution- Sampling Process, Sampling Techniques-Probability and Non-Probability Sampling, Sample Size Decision. Hypothesis: Null Hypothesis & Alternative Hypothesis; Type-I & Type-II Errors; Hypothesis Testing: Z-Test &T-Test. Simple Problems.

UNIT III: Regression Analysis – Advantages of Regression, Parameters of Simple linear Regression Model, Methods to determine regression coefficients,

UNIT IV: Forecasting and Time Series – Meaning, Trend Analysis, Variation in Time Series (Cyclical, Seasonal, Irregular), Forecasting types.

SUGGESTED BOOKS:

1. Taha, Hamdy A. (2007) Operations Research, An Introduction, Pearson Education, 8th edition
2. Gupta,S.C. &Kapoor VK, (2002) Fundamentals of Mathematical Statistics, Sultan Chand & Sons Reprint Edition.
3. Arulmozhi, G. and Muthulakshmi, S (2009), Statistics for Management, The McGraw-Hill Education, ISBN: 9780070153684.
4. Sancheti & Kapoor, (2008) Business Mathematics, Sultan Chand & Sons, Reprint Edi.
5. Bajpai N., (2011) Business Research Methods: Pearson publisher.

SEMESTER IV

BBA (5th Semester) MARKETING MANAGEMENT

BMGT 501C

CONSUMER BEHAVIOR

1. INTRODUCTION TO CONSUMER BEHAVIOUR:

Introduction, Evolution of Consumer Behaviour, Factors affecting Consumer Behaviour, Scope & Application, Models of Consumer Behaviour (Nicosia, Howard-Sheth Model), Communication & Consumer Behaviour.

2. THE INFLUENCING FACTORS ON CONSUMER:

Personality: Nature, Theories (Freudian, Neo-Freudian, Trait), Brand Personality.

Motivation: Introduction, Dynamics of Motivation, Hierarchy of Need Theory, Motivational Research.

Learning: Elements, Theories (Classical Conditioning, Operant Conditioning, Observational Learning), Measurement of Consumer Learning.

Perception: Elements, Dynamics, Product Positioning, Perceived Price - Quality Relationship, Perceived Risk.

Attitude: Introduction, Models (Tri-component Attitude Model, Attitude – Towards - The – Ad – Model), Attitude Formation.

3. CONSUMER IN THEIR SOCIAL & CULTURAL SETTING:

Culture: Introduction, How Cultures are learned, Measurement of Culture.

Social: Introduction, Different Social classes in India, Measurement of Culture.

Situational: Introduction, Types of Situation (Purchase, Consumption, Communication), Situational influences on Consumer Behaviour.

4. CONSUMER DECISION MAKING PROCESS:

Introduction, Levels, Model of Consumer Decision Making, Gifting Behaviour, Post Purchase Behaviour.

5. CURRENT & RELATED ISSUES:

Organisational Buying Behaviour: Introduction, Organisational Buyer Characteristics, Process; Consumerism; e-Commerce & Consumer Behaviour.

SUGGESTED BOOKS:		
1. Consumer Behaviour	Schiffman and Kanuk	PHI
2. Consumer Behaviour and Marketing Action	Henry Assael	Cengage Learning
3. Consumer Behaviour in Indian Context	P.C.Jain and Monika Bhatt	S.Chand
4. Consumer Behaviour-Text & Cases	Satish K. Batra & S. H. H. Kazmi	Excel Books

ADVERTISING

1. Introduction, Nature and Importance, Different Advertising Functions, Types of Advertising, Economic Aspects of Advertising, Legal and Ethical Aspects of Advertising, Criticism of Advertising, Setting Advertising Objectives and Budget.
Advertising and Communication (Communication Model – Basic and Advertising Communication Model), Role of Source, Encoding & Decoding of Messages, Media, Audience, Feedback, Noise.
2. Creative aspects of Advertising: Introduction, The Planning and Managing Creative Strategy, Copy (Concept, How to Write Copy for Print and Broadcast Media), Advertising Appeals, Layout Planning.
3. Advertising Media and Planning: Introduction, Different Types of Media, Media Planning and Scheduling, Advertising Campaign Planning.
Roles of Advertising Agency: Introduction, Types, Function, Layout, Advertising Agency and Client Relationship
Impact of Advertising: Consumer Behaviour and Advertisement: Introduction, Cultural, Social and Behavioural Influence on Consumer Decision

SALES PROMOTION

1. Introduction, Concept, Nature, Function, Limitations of Sales Promotion, Reasons for Rapid Growth, Types of Sales Promotion Schemes.
Sales Promotion Objectives, Pull and Push Strategies, Sales Promotion and Consumer Behaviour: Theories (Classical Conditioning, Instrumental Conditioning, Dissonance Theory), Consumer Decision Making Related to Sales Promotion
2. Sales Promotion Design: Promotion Choice, Approaches, Product Choice, Market Areas, Timing, Duration and Frequency;
Sales Promotion Budget: Concept, Various Techniques of Fund Allocation; Characteristics Successful Sales Promotion; Sales Promotion Effectiveness
Sales Promotion Schemes: Sample, Coupon, Price Off, Premium, Contests, POP, Trade Fairs and Exhibitions, Internet Promotion

SUGGESTED BOOKS:		
1. Advertising Principles and Practice	Wells, Moriarty, Burnett	Pearson Publication
2. Advertising Management	Jethwaney and Jain	Oxford University Press
3. Advertising and Sales Promotion	Kazmi and Batra	Excel Books
4. Advertising and Promotion	Belch and Belch	Tata McGraw Hill

1. INTRODUCTION TO RETAILING:

Definition, An overview of Indian Retail Industry, Global Concept, Functions performed by the Retailers, Changing Retail Land space, Growth of Retail in India, Opportunities & Challenges ahead.

Evolution of Retail Formats, Theories of Retail Development, Retail Lifecycle, Classification of Retail Stores, Franchising – A dynamic Retail opportunity

2. RETAIL STORE LOCATION:

Importance of Store Locations, Types of Locations, Steps in choosing a Retail Location, Legal considerations in Location Decisions, Trade Area Analysis.

3. RETAIL MERCHANDISING AND MERCHANDISE BUYING:

Definition, Evolution, Factors affecting Merchandising function, Functions of Merchandise Manager, Functions of a Buyer, Merchandise Planning.

Merchandise Buying process, Branding strategies, Category Management.

4. RETAIL PRICING & MERCHANDISE PERFORMANCE:

Considerations in setting Retail Price, Developing a Pricing Strategy, Price Adjustments, Pricing to increase sales, Analysing Merchandise Performance, Gross Margin Return on Investment (RMROI)

5. STORE LAYOUT, DESIGN AND VISUAL MERCHANDISING:

Importance of Store design, Objectives of Store design, Store Layouts, Space Management, Visual Merchandising, Atmospherics, and Website Design Considerations.

SUGGESTED BOOKS:		
1. Retailing Management	Michael Levy, Barton A Weitz, Ajay Pandit	The McGraw Hill
2. Retailing Management – Text & Cases	Swapna Pradhan	Tata McGraw Hill
3. Retail Management – A Strategic Approach	Barry Berman, Joel R. Evans	Pearson Education

1. MARKETING RESEARCH FUNDAMENTALS:

Introduction to Marketing Research, Overview of Research, Application and Limitations of Marketing Research, Threats of Marketing Research, Marketing Information System, Marketing Decision Support System

2. MARKETING RESEARCH MANAGEMENT:

Importance of Research Management, Qualities of a Marketing Research Manager, Organising Marketing Research Function, Evaluation and Control of Marketing Research, Market Research versus Marketing Research, Marketing Research and Marketing Management

3. DATA COLLECTION, SAMPLING AND INTERVIEWING:

a. Secondary Data (Evaluating Secondary Data, Sources of Secondary Data) b. Collection of Primary Data (Observation, Methods of Observation, Questionnaire, Designing questionnaire, Choice of Survey Method) c. Sampling Designs (Some Basic Terms, Estimation and Testing of Hypothesis, Advantages & Limitations of Sampling. The Sampling Process, Types of Sample Design, Characteristics of a Good Sample Design) d. Interviewing: Conditions for a successful Interview, Selection for Interviewers, Training of Interviewers, Qualitative Research

4. DATA PROCESSING, RESEARCH ANALYSIS AND REPORTING:

Data Processing, Data Analysis – Measures of Central Tendency, Testing of Hypothesis, Factor Analysis

5. SELECTED APPLICATIONS OF MARKETING RESEARCH:

a. Sales Analysis and Forecasting: Sales Analysis, the Concept of Market Potentials, Methods of Estimating Current Demand b. New Product Development and Test Marketing: New Product Development, Process and Test Marketing c. Advertising Research: Importance of Advertising, Need for Advertising Research

SUGGESTED BOOKS:

1. Marketing Research	G. C. Berry	Tata McGraw Hill
2. Marketing Research	Luck, D. J. & Rubin, R. S.	Prentice Hall
3. Marketing Research	Naresh K. Malhotra	Prentice Hall

A. FORMAT OF PROJECT REPORT**With general guide lines on how to write a Project Report**

- Consult your Guide from time to time, as well as whenever necessary, carry out suggested changes by your guide and then proceed for next step.
- Do take signature of your project guide as required on your progress report sheet.
- Work regularly with commitment and ensure you are following Project Report Activity Completion Schedule and avoid last minute's hustle.

Note: For any query contact your respective Project Guide / Class coordinator

Schedule for Project Completion
Department of Business Management
Summer Training Project Report

S. No.	Activities to be Completed.	Signature with Date
1.	Initial discussions & finalization of title.	
2.	Finalization of chapter scheme.	
3.	Finalization of chapter 1& 2	
4.	Finalization of chapter 3	
5.	Finalization of chapter 4 & 5	
6.	Final Draft	
7.	Approved draft shall go for binding	
8.	Final submission of report	

B. INSTRUCTIONS FOR TYPING/ PRINTING

The project report should be strictly prepared according to the following guidelines.

- **Finalization of the Project Report**

Student should obtain clearance from their respective guide before final printing of the final project report.

- **Paper**

The size of the paper sheet: A4

Typing should be done on one side of the paper.

- **Font**

Type: Times New Roman

Size: 12

- **Line Spacing**

Body of the text: 1.5 lines

List of tables/ graphs/ charts/ bibliography: Single Line

- **Alignment**

Title page: Centre

Chapter heading: Centre

Subheading: Left

Body of Text: Justify

- **Margins**

At the binding edge (Left): not less than 3 cm

Other margins (Right, Top, Bottom): not less than 2 cm.

- **Titles**

All titles and subtitles should be printed in BOLD.

All the Tables/ Graphs/ Charts/ should have appropriate titles.

- **Numbering of the Tables/Graphs/Charts**

Tables/ Graphs/ Charts should be numbered in the following fashion. Second table/ Graph/ Chart in Second Chapter should be numbered as Table/ Graph/ Chart No 2.02 where first digit stands for Chapter No. and digits after (.) period stand for serial number of Table/ Graph/ Chart in that chapter. Same numbering system should be followed for other chapters. Tables/ Graphs/ Charts must be followed by proper explanation and analysis.

- **Pagination**

The title page should not carry any page number.

For initial pages (i.e. from student's declaration to Executive Summary) numbers should be given in small Roman Numbers. (Like i, ii,iii,iv etc,)

Report should contain main page numbers (i.e.1, 2.....) after Executive Summary.

Main page numbers should start from first page of Chapter 1 and will continue until last page of the report.

Page numbers are to be given at the centre of bottom of the page.

Pages separating Chapters should not be numbered but be counted.

- **Binding of the report**

The project should be hard bound with golden embossing as per the standard format

- **Number of copies to be prepared**

2 Hard copies and 1 soft copy (C.D.)

- **Before submission**

Students must sign Declaration and Acknowledgement before putting for the signature of the Guide.

C. TITLE OF THE PROJECT REPORT

Title of the Project Report (14, Title Case, Bold)

Submitted in Partial Fulfilment for the Award of the

Degree of Bachelor in Business Administration YYYY-YYYY (14, Bold)

Under the Guidance of: (14, Bold)
Name of the Guide from Institute (14 size)
Designation (14 size)

Submitted By: (14, Bold)
Name of the Student (14 size)
University Enrolment No. (14 size)



Logo of
Tripura University

Department of Business Management (14, Bold)
Tripura University (A Central University) (14 size)
Suryamaninagar, Agartala, Tripura (W), Pin-799022 (14 size)

D. WRITING THE SUMMER PROJECT REPORT

- Student's Declaration
- Certificate from the Company
(Mandatory if the Project is External. Otherwise required only for the students who are doing their Internal Projects in any outside organisation/ Company)
- Certificate from the Guide
- Acknowledgements
- Executive Summary
- List of Tables
- List of Charts
- List of Graphs

Table of Contents

Chapter 1 - Introduction to the topic

About the company/ topic (include details like product mix, marketing mix, HR policies, etc) according to the need of the project

Chapter 2 - Methodology

Research Design (Exploratory, Analytical etc.)

Data Collection

Primary and Secondary data

Instruments for Data Collection (Questionnaire, Inventories, Interview etc.)

Method for Data Collection (Shopping Mall Intercept, Telephone, E-mail etc.)

Chapter 3 Findings & Analysis

Chapter 4 Conclusions

Chapter 5 Recommendations / Suggestions

Chapter 6 Limitations of the Study

- Bibliography
- Annexure
 - 1. Questionnaire (If Applicable)
 - 2. Miscellaneous :
- Schedule for Project completion.

E. STUDENT DECLARATION

STUDENT DECLARATION (On plain paper)

This is to certify that I have completed the Summer Project titled “(title of the project)” under the guidance of “(name of the guide)” in partial fulfilment of the requirement for the award of Degree of Bachelor of Business Administration at Department of Business Management, Tripura University (A Central University), Suryamaninagar, Agartala, Tripura (W). This is an original piece of work & I have not submitted it earlier elsewhere.

Date:

Signature:

Place:

Name:

University Enrollment No.:

F. CERTIFICATE FROM THE INSTITUTE GUIDE

CERTIFICATE FROM THE INSTITUTE GUIDE

This is to certify that the summer project titled “_____” is an academic work done by “_____” submitted in the partial fulfilment of the requirement for the award of the degree of Bachelor of Business Administration at Department of Business Management, Tripura University (A Central University), Suryamaninagar, Agartala, Tripura (W), under my guidance & direction.

To the best of my knowledge and belief the data & information presented by him/ her in the project has not been submitted earlier.

Signature:

Name of the Faculty:

Designation:

G. BIBLIOGRAPHY

Word or list of the words referred in a text or consulted by you for writing report. It should be arranged in alphabetical order by name of the authors.

For books

Name of the author (last name first) Title of the book, Edition, year of publication, No of Vol. (if any) Name and place of publisher.

Example:

Kothari, C.R. Research methodology, 3rd edition, 1997, Vikas Publishing House Pvt. Ltd, New Delhi.

For Research Papers, Published articles, Magazines, Periodicals, Journals, Newspaper etc. Name of the author (last name first), Title of the article, (in quotation mark) Name of the Journals/ Periodicals/ Magazines etc in italics, Volume number, year, Page numbers.

Example: Wortman, Maxs (Jr.) "Entrepreneurship: An Integrating Typology and Evaluation of the Empirical Research in the field", *Journal of Management*, Vol.13 (2), 1967, pp 259-279.

Online published material on World Wide Web (Alphabetically arranged Webliography)

Name of the Website, Date and time of referring the Website, Name of the Author, Title/ Topic

H. ATTENDANCE SHEET

DEPARTMENT OF BUSINESS MANAGEMENT TRIPURA UNIVERSITY (A CENTRAL UNIVERSITY)

Attendance Sheet

Name of the Student : _____

University Enrolment No. : _____

Name of the Supervisor from the Industry : _____

S. No	Date	Time	Progress Report	Signature of the student	Signature of Supervisor (Institute)
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

***Minimum (8 out of 10) 80% attendance compulsory.**

BBA (5th Semester) FINANCIAL MANAGEMENT

BMGT 506C

FINANCIAL STATEMENT ANALYSIS 1

1. INTRODUCTION:

Nature and Components of Financial Statement; Meaning and need for Financial Statement Analysis (FSA), Traditional and Modern Approaches to FSA, Parties interested in FSA, Limitations of Financial Statements

2. ANNUAL REPORT:

Contents and Structure, Additional Discussion and Analysis, Environment Report, Social Report, Shareholders' Information, Stock Market Data.

3. DISCLOSURE REQUIREMENTS AND NOTES TO FINANCIAL STATEMENTS:-

Regulatory framework of Corporate Financial Reporting, Director's Report, Auditor's Report, Notes to Accounts, Full Disclosure.

4. TECHNIQUES OF FINANCIAL STATEMENT ANALYSIS:

Income Analysis, Expenses Analysis, Comparative Statements, Common Size Statements, Trend Analysis, Accounting Ratios for FSA (Preparation and Interpretation).

5. FUNDS FLOW & CASH FLOW ANALYSIS:

Funds Flow Analysis: Different concepts of Fund, whether Depreciation is a Source of Funds or not, Preparation and Interpretation; Cash Flow Analysis: Meaning, Objectives, Merits and Limitations, Preparation and Interpretation of Cash Flow Statements (as per AS-3).

SUGGESTED BOOKS:		
1.	Financial Statement Analysis	S.K.Paul New Central Book Agency
2.	Financial Statement Analysis	G. Foster PHI
3.	Financial Statement Analysis and reporting	.K.Gupta and R.K.Sharma Kalyani Publishers.
4.	Students guide to Accounting Standards	R.S.Rawat Taxmann Publication.

1. INDIAN FINANCIAL SYSTEM:

Meaning, nature and functions of financial system, Structure of Indian financial system, Components of Indian financial system

2. BASICS OF MONEY MARKET :

Meaning and Feature of money market, Participants in money market operations, Function of money market, Money market instruments: C-Paper, T-Bill, C-Deposits.

3. BASICS OF CAPITAL MARKET:

Meaning and feature and function of capital market, Instruments of capital market, Types of capital market and issue procedure, Stock exchange operations in India, Currents issues.

4. REGULATORS OF FINANCIAL MARKETS.

Role of RBI in promoting money market, Current scenario and issues.

Role of SEBI in promoting capital market and protecting the interests of investors, Current issues.

5. BASICS OF MUTUAL FUNDS OPERATIONS (MF).

Meaning, feature and importance of mutual funds, Organisation structure of mutual fund, Classification of mutual funds, Mutual fund operations in India, Current issues.

SUGGESTED BOOKS:

1.	Indian Financial System	M. Y. Khan	Tata McGrawHill
2.	The Indian Financial System	Bharti V. Pathak	Pearson Education
3.	Financial Institutions and Markets,	Meir Kohn	Oxford University Press
4.	Chanakya Niti - A Perspective to Investing in Shares	B L Mittal Ravi Kant Sharma	Taxmann Publication.

UNIT 1: Basic Concept and Definitions: Meaning and purpose of Income Tax; Nature of Income Tax; Assessee; Person; Assessment Year; Previous Year; Sources of Income; Heads of Income; Earned Income; Unearned Income; Gross Total Income; Total Income; Tax Evasion; Tax Avoidance; Rebate Relief.

UNIT 2: Residential Status, Tax incidence and Exempted Income: Residential status of all persons except company; Incidence of Tax; Exempted Income [U/S 10(11), 10(12), 10(11A), 10(12A), 10(13A), 10(23B), 10(23AAB), 10(23D), 10(25)].

UNIT 3: Profits and Gains of Business or Profession including Depreciation: Meaning of Business and Profession; Depreciation of Block of Assets as per IT rules; Computation of Business Income; Computation of Professional Income; Valuation of stock.

UNIT 4: Capital Gains: Meaning; Capital Assets; Types of Capital Assets; Period of holding of capital assets; Transfer not regarded as transfer; Computation of short term capital Gain and computation of long term capital gain (including exemption us 54).

UNIT 5: Introduction to Goods and Service Tax: Meaning of GST; Advantages and limitation of VAT-GST as preferred tax structure; salient features of GST model; Major advantages of IGST Model; Interstate Goods and Service Tax with illustration.

Note: The assessment year immediately prior to the current assessment year will be considered (e.g. if the examination is held on 2019-20, the assessment year to be considered for the purpose is 2018-19).

Suggested Readings:

1. Direct Tax & Law, Singhanian and Singhanian, Taxman.
2. Direct and Indirect Taxes, S.K.Roy, ABS publishing House.
3. GST Ready Reckoner, V.S. Datey, Taxman's.

1. Introduction:

Evolution, Meaning and Definition of Banking, Features, Classification of Banks, Banking System.

2. Reserve Bank of India:

Management and Administration, Functions, Monetary Policy, Credit Control and Methods of Credit Control

3. Nationalisation of Banks in India:

Nationalisation of major Commercial Banks, Reasons for Nationalisation, Criticism and Achievements

4. Banking system in India: Commercial Banks:

Functions, Balance Sheet, Off Balance Sheet Items, Window Dressing, Investment Policy; Private and Foreign Banks: Importance, Recent Trends; Cooperative Banking, Regional Rural Banks (RRBs): Structure and Sponsorship, Objectives, Difficulties, Suggested Measures

5. Banking Functions:

Debit Card and Credit Card, Fund Management, Deposits and Liquidity Management, Management of Bank Loans, Non-Performing Assets (NPA)

Suggested Readings:

1. Bank Management Vasant Desai Himalaya Publishing
2. Indian Banking S.Natatrajan & R. Parneswaram S.Chand & Sons

A. FORMAT OF PROJECT REPORT**With general guide lines on how to write a Project Report**

- Consult your Guide from time to time, as well as whenever necessary, carry out suggested changes by your guide and then proceed for next step.
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Title page: Centre
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The project should be hard bound with golden embossing as per the standard format

- **Number of copies to be prepared**

2 Hard copies and 1 soft copy (C.D.)

- **Before submission**

Students must sign Declaration and Acknowledgement before putting for the signature of the Guide.

C. TITLE OF THE PROJECT REPORT

Title of the Project Report (14, Title Case, Bold)

Submitted in Partial Fulfilment for the Award of the

Degree of Bachelor in Business Administration YYYY-YYYY (14, Bold)

Under the Guidance of: (14, Bold)
Name of the Guide from Institute (14 size)
Designation (14 size)

Submitted By: (14, Bold)
Name of the Student (14 size)
University Enrolment No. (14 size)



Logo of
Tripura University

Department of Business Management (14, Bold)
Tripura University (A Central University) (14 size)
Suryamaninagar, Agartala, Tripura (W), Pin-799022 (14 size)

D. WRITING THE SUMMER PROJECT REPORT

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Primary and Secondary data

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Chapter 3 Findings & Analysis

Chapter 4 Conclusions

Chapter 5 Recommendations / Suggestions

Chapter 6 Limitations of the Study

- Bibliography
- Annexure
 - 1. Questionnaire (If Applicable)
 - 2. Miscellaneous :
- Schedule for Project completion.

E. STUDENT DECLARATION

STUDENT DECLARATION (On plain paper)

This is to certify that I have completed the Summer Project titled “(title of the project)” under the guidance of “(name of the guide)” in partial fulfilment of the requirement for the award of Degree of Bachelor of Business Administration at Department of Business Management, Tripura University (A Central University), Suryamaninagar, Agartala, Tripura (W). This is an original piece of work & I have not submitted it earlier elsewhere.

Date:

Signature:

Place:

Name:

University Enrolment No.:

F. CERTIFICATE FROM THE INSTITUTE GUIDE

CERTIFICATE FROM THE INSTITUTE GUIDE

This is to certify that the summer project titled “_____” is an academic work done by “_____” submitted in the partial fulfilment of the requirement for the award of the degree of Bachelor of Business Administration at Department of Business Management, Tripura University (A Central University), Suryamaninagar, Agartala, Tripura (W), under my guidance & direction.

To the best of my knowledge and belief the data & information presented by him/ her in the project has not been submitted earlier.

Signature:

Name of the Faculty:

Designation:

G. BIBLIOGRAPHY

Word or list of the words referred in a text or consulted by you for writing report. It should be arranged in alphabetical order by name of the authors.

For books

Name of the author (last name first) Title of the book, Edition, year of publication, No of Vol. (if any) Name and place of publisher.

Example:

Kothari, C.R. Research methodology, 3rd edition, 1997, Vikas Publishing House Pvt. Ltd, New Delhi.

For Research Papers, Published articles, Magazines, Periodicals, Journals, Newspaper etc. Name of the author (last name first), Title of the article, (in quotation mark) Name of the Journals/ Periodicals/ Magazines etc in italics, Volume number, year, Page numbers.

Example: Wortman, Maxs (Jr.) "Entrepreneurship: An Integrating Typology and Evaluation of the Empirical Research in the field", *Journal of Management*, Vol.13(2), 1967,pp 259-279.

Online published material on World Wide Web (Alphabetically arranged Webliography)

Name of the Website, Date and time of referring the Website, Name of the Author, Title/ Topic

H. ATTENDANCE SHEET

DEPARTMENT OF BUSINESS MANAGEMENT TRIPURA UNIVERSITY (A CENTRAL UNIVERSITY)

Attendance Sheet

Name of the Student : _____

University Enrolment No. : _____

Name of the Supervisor from the Industry : _____

S. No	Date	Time	Progress Report	Signature of the student	Signature of Supervisor (Institute)
1					
2					
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7					
8					
9					
10					

***Minimum (8 out of 10) 80% attendance compulsory.**

BBA (6th Semester) Marketing Management

BMGT 601C

SERVICES MARKETING

1. INTRODUCTION TO SERVICE INDUSTRY:

Concept, Nature, Types, Importance, Difference between Goods & Service, Factors responsible for growth of service sector, Service Marketing Triangle, Service Marketing Environment, Service Market Segmentation, Problem areas in Segmentation, Targeting & Positioning.

2. UNDERSTANDING SERVICE INDUSTRY:

Current Trends in Service Industry, Customer Relationship Marketing, Service Quality: Concept, Dimensions, GAP model of service quality delivery, Measurement of service quality, Total Quality Management & Quality Circle, Consumer Behaviour: concept, models of Consumer Behaviour in Service Industry (EKB & GAP model), Customer Expectation & Perception, Factors affecting customer expectation & perception.

3. SERVICES MARKETING MIX-I:

- a. The Service Product: Introduction, New Service Development, Service Life Cycle
- b. Pricing Strategies: Introduction, Pricing Objectives, Methods of Pricing Services
- c. Managing Distribution Channels: Introduction, Factors Affecting Choice of Distribution Channel, Managing Distribution Channels
- d. Promotional Strategies: Introduction, promotion Objectives, Promotion Planning & Strategy.

4. SERVICES MARKETING MIX -II:

- a. People: Introduction, Challenges of Managing People, Measuring Productivity of people in Service Organization
- b. Physical Evidence: Introduction, Servicescape, Managing Physical Evidence
- c. Process: Introduction, Service Blueprinting, Managing Demand & Supply.

5. APPLICATIONS OF SERVICE MARKETING:

Marketing of Financial, Hospitality, Medicare, Educational Sectors and Tourism

SUGGESTED BOOKS:

1. Service Marketing-Text and Cases	Rajendra Nargundkar	Tata Mcgraw Hill
2. Service Marketing	Govind Apte	Oxford University Press
3. Service Marketing-The Indian Perspective	Ravishankar	Excel Books
4. Service Marketing-Text and Cases	Verma	Pearson
5. Service Marketing	S.N.Jha	Himalaya Publishing

1. RURAL MARKETING: INTRODUCTION

Defining rural markets, rural myths, The rural marketing mix: challenges, the evolving rural consumer, The evolution of rural marketing, the rural environment, the rural economic environment, the rural infrastructure, The rural Boom, The way forward, Rural Dividend

Telecommunication in Rural India, Information and Telecommunication technology (ICT) in rural areas, Financial Services in Rural India, Cloud Computing for Rural banking, Rural Healthcare services.

2. RURAL CONSUMER BEHAVIOR

The Consumer buying behaviour model, the buyer decision Process, The product adoption process.

3. SEGMENTING AND TARGETING RURAL MARKETS

Segmentation, Targeting, Positioning.

4. PRODUCT AND PRICING STRATEGIES FOR RURAL MARKET

The product concept and the classification of Rural Products, Product decision and strategies, Product branding in rural markets, Packaging for rural markets, Product warranty and after sales service, New product development in rural markets.

Pricing for Rural India, Setting the price for rural products and services, price setting strategies.

5. DISTRIBUTION AND COMMUNICATION STRATEGIES FOR RURAL MARKETS

Availability: The Challenge and the Dilemma, Distribution channels, the rural retail environment. Channel behaviour in rural areas.

Challenges for Rural Communication, The communication process: An overview, developing effective rural Communication

SUGGESTED BOOKS:

1. Rural Marketing	Pradeep Kashyap	PEARSON
2. Rural Marketing (Text and Cases)	C.S.J Krishnamacharyulu, lalitha Ramakrishnan	PEARSON
3. Introduction to Rural Marketing	R. Krishnamurthy	Himalaya Publishing House

1. DEVELOPMENT & ROLE OF SELLING IN MARKETING:

Nature & Role of Selling, Characteristics of Modern Selling, Success factor for Professional Sales People, Types of Selling, Nature & Role of Sales Management, Relationship between Sales & Marketing.

Environmental & Managerial Force Imparting Sales, Sales Channel, Selling for Resale, Selling Services, Sales Promotion, Exhibitions, Public Relations

2. SALES RESPONSIBILITIES & PERSONAL SELLING SKILLS:

Prospecting, Database & Knowledge Management, Self Management, Handling Complaints, Providing Service, Sales Preparation.

The Opening, Needs & Problem Identification, Presentation & Demonstration, Dealing Objection, Negotiation, Closing Sales, Follow-up

3. SALES FORCE MANAGEMENT:

Organisation for Recruitment & Selection, Sources of Sales Force Recruits, Pre Interview Screening, Formal Application Form, The Interview, Supplementary Selection Aids.

Motivation, Leadership, Training, Conclusions, Designing Sales Compensation Plan, Types of Compensation Plans, Fringe Benefits.

4. SALES QUOTAS:

Objectives in using Quotas, Types of Sales Quota & Procedure for Quota Setting, Administering the Quota Systems.

5. SALES FORCE EVALUATION:

Sales Force Evaluation Process, Purpose of Evaluation, Setting Performance Standards, Gathering Information, Measures of Performance, Appraisal Interviewing.

SUGGESTED BOOKS:

1. Selling & Sales Management	David Jobber, Geoffrey Lancaster	Pearson Education
2. Sales & Distribution Management - An Indian Perspective	Pingali Venugopal	Response Sage Publications Ltd
3. Sales Management Decisions, Strategies & Cases	Richard R. Still, Adward W. Cundiff, Norman A. P. Govoni	Prentice Hall

1. INTERNATIONAL MARKETING:

Definitions, Natures, Scope, Significance Transition from Domestic Marketing to International Marketing, International Marketing Environment (Internal and External).

2. IDENTIFICATION AND SELECTION OF ORIGIN MARKETS:

Global Market Segmentation, Decisions Relating Foreign Market Entry Mode, Barriers to Entry, International Positioning.

3. PRODUCT PLANNING FOR INTERNATIONAL MARKETS:

Product Design, Standardisation vs. Adaptation, New Product Development, Branding, Packaging.

4. INTERNATIONAL PRICING:

Factors determining International Pricing Process, Pricing Methods, Pricing Policies and Strategies International Quotation and Terms of Payments.

5. PROMOTION OF PRODUCTS/ SERVICES ABROAD:

Direct Mail and Sales Literature, Advertising and Sales Promotion, Trade Fairs and Exhibitions, Personal Selling.

Suggested Readings:

1. International Marketing Management Bhattacharya and Varshney Sultan Chand
2. International Marketing Kripalini Prentice Hall
3. Ten Essence of International Marketing Paliwode Prentice Hall 4. Principle of Marketing Kotler & Armstrong Prentice Hall

A. FORMAT OF PROJECT REPORT**With general guide lines on how to write a Project Report**

- Consult your Guide from time to time, as well as whenever necessary, carry out suggested changes by your guide and then proceed for next step.
- Do take signature of your project guide as required on your progress report sheet.
- Work regularly with commitment and ensure you are following Project Report Activity Completion Schedule and avoid last minute's hustle.

Note: For any query contact your respective Project Guide / Class coordinator

**Schedule for Project Completion
Department of Business Management
Summer Training Project Report**

S. No.	Activities to be Completed.	Signature with Date
1.	Initial discussions & finalization of title.	
2.	Finalization of chapter scheme.	
3.	Finalization of chapter 1& 2	
4.	Finalization of chapter 3	
5.	Finalization of chapter 4 & 5	
6.	Final Draft	
7.	Approved draft shall go for binding	
8.	Final submission of report	

B. INSTRUCTIONS FOR TYPING/ PRINTING

The project report should be strictly prepared according to the following guidelines.

- **Finalization of the Project Report**
Student should obtain clearance from their respective guide before final printing of the final project report.
- **Paper**
The size of the paper sheet: A4
Typing should be done on one side of the paper.
- **Font**
Type: Times New Roman
Size: 12
- **Line Spacing**
Body of the text: 1.5 lines
List of tables/ graphs/ charts/ bibliography: Single Line
- **Alignment**
Title page: Centre
Chapter heading: Centre
Subheading: Left
Body of Text: Justify
- **Margins**
At the binding edge (Left): not less than 3 cm
Other margins (Right, Top, Bottom): not less than 2 cm.
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All the Tables/ Graphs/ Charts/ should have appropriate titles.
- **Numbering of the Tables/Graphs/Charts**
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- **Pagination**
The title page should not carry any page number.
For initial pages (i.e. from students declaration to Executive Summary) numbers should be given in small Roman Numbers. (Like i, ii,iii,iv etc,)
Report should contain main page numbers (i.e.1, 2.....) after Executive Summary.

Main page numbers should start from first page of Chapter 1 and will continue until last page of the report.

Page numbers are to be given at the centre of bottom of the page.

Pages separating Chapters should not be numbered but be counted.

- **Binding of the report**

The project should be hard bound with golden embossing as per the standard format

- **Number of copies to be prepared**

2 Hard copies and 1 soft copy (C.D.)

- **Before submission**

Students must sign Declaration and Acknowledgement before putting for the signature of the Guide.

C. TITLE OF THE PROJECT REPORT

Title of the Project Report (14, Title Case, Bold)

Submitted in Partial Fulfilment for the Award of the

Degree of Bachelor in Business Administration YYYY-YYYY (14, Bold)

Under the Guidance of: (14, Bold)
Name of the Guide from Institute (14 size)
Designation (14 size)

Submitted By: (14, Bold)
Name of the Student (14 size)
University Enrolment No. (14 size)



Logo of
Tripura University

Department of Business Management (14, Bold)
Tripura University (A Central University) (14 size)
Suryamaninagar, Agartala, Tripura (W), Pin-799022 (14 size)

D. WRITING THE SUMMER PROJECT REPORT

- Student's Declaration
- Certificate from the Company
(Mandatory if the Project is External. Otherwise required only for the students who are doing their Internal Projects in any outside organisation/ Company)
- Certificate from the Guide
- Acknowledgements
- Executive Summary
- List of Tables
- List of Charts
- List of Graphs

Table of Contents

Chapter 1 - Introduction to the topic

About the company/ topic (include details like product mix, marketing mix, HR policies, etc) according to the need of the project

Chapter 2 - Methodology

Research Design (Exploratory, Analytical etc.)

Data Collection

Primary and Secondary data

Instruments for Data Collection (Questionnaire, Inventories, Interview etc.)

Method for Data Collection (Shopping Mall Intercept, Telephone, E-mail etc.)

Chapter 3 Findings & Analysis

Chapter 4 Conclusions

Chapter 5 Recommendations / Suggestions

Chapter 6 Limitations of the Study

- Bibliography
- Annexure
 - 1. Questionnaire (If Applicable)
 - 2. Miscellaneous :
- Schedule for Project completion.

E. STUDENT DECLARATION

STUDENT DECLARATION (On plain paper)

This is to certify that I have completed the Summer Project titled “(title of the project)” under the guidance of “(name of the guide)” in partial fulfilment of the requirement for the award of Degree of Bachelor of Business Administration at Department of Business Management, Tripura University (A Central University), Suryamaninagar, Agartala, Tripura (W). This is an original piece of work & I have not submitted it earlier elsewhere.

Date:

Signature:

Place:

Name:

University Enrolment No.:

F. CERTIFICATE FROM THE INSTITUTE GUIDE

CERTIFICATE FROM THE INSTITUTE GUIDE

This is to certify that the summer project titled “_____” is an academic work done by “_____” submitted in the partial fulfilment of the requirement for the award of the degree of Bachelor of Business Administration at Department of Business Management, Tripura University (A Central University), Suryamaninagar, Agartala, Tripura (W), under my guidance & direction.

To the best of my knowledge and belief the data & information presented by him/ her in the project has not been submitted earlier.

Signature:

Name of the Faculty:

Designation:

G. BIBLIOGRAPHY

Word or list of the words referred in a text or consulted by you for writing report. It should be arranged in alphabetical order by name of the authors.

For books

Name of the author (last name first) Title of the book, Edition, year of publication, No of Vol. (if any) Name and place of publisher.

Example:

Kothari, C.R. Research methodology, 3rd edition, 1997, Vikas Publishing House Pvt. Ltd, New Delhi.

For Research Papers, Published articles, Magazines, Periodicals, Journals, Newspaper etc. Name of the author (last name first), Title of the article, (in quotation mark) Name of the Journals/ Periodicals/ Magazines etc in italics, Volume number, year, Page numbers.

Example: Wortman, Maxs (Jr.) "Entrepreneurship: An Integrating Typology and Evaluation of the Empirical Research in the field", *Journal of Management*, Vol.13(2), 1967,pp 259-279.

Online published material on World Wide Web (Alphabetically arranged Webliography)

Name of the Website, Date and time of referring the Website, Name of the Author, Title/ Topic

H. ATTENDANCE SHEET

DEPARTMENT OF BUSINESS MANAGEMENT TRIPURA UNIVERSITY (A CENTRAL UNIVERSITY)

Attendance Sheet

Name of the Student : _____

University Enrolment No. : _____

Name of the Supervisor from the Industry : _____

S. No	Date	Time	Progress Report	Signature of the student	Signature of Supervisor (Institute)
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

***Minimum (8 out of 10) 80% attendance compulsory.**

BBA (6th Semester) Financial Management

BMGT 606C

MANAGEMENT ACCOUNTING

1. USE OF MARGINAL COSTING IN DECISION MAKING:

Decision Making Process in various situations (areas), viz. make or buy provisions, accept or reject business proposals (local market+ foreign markets), Export Order, Shut-Down or Continue, Stop or further Process, Selection of Optimum Product Mix, Key factors influencing decisions, Optimum level Production

2. STANDARD COSTING:

Meaning advantages and disadvantages of standard costing, Techniques of standard costing, Variance analysis and reporting.

3. BUDGETARY CONTROL SYSTEM:

Meaning advantages and disadvantages of Budgetary control system, the Concept of Budget factor (Key or limiting factor) and the Budget Period, Types of Budgets, functional (or operational) Budgets, Sales, Production, Purchase, Cash Budget, Flexible Budgets, Zero-Based Budgets, Performance Budgets, Master Budget.

4. ACCOUNTING FOR OVERHEADS

Meaning of overhead costs, importance of overhead costing.

Methods of overhead costing – primary distribution and secondary distribution, Problems.

5. ACTIVITY-BASED COSTING(ABC)

Meaning, feature and importance of ABC, Various term used in ABC system, Advantages and disadvantages of ABC. Difference with traditional costing system, Technique of ABC, Problems on Absorption Costing and Variable Costing.

SUGGESTED BOOKS:

1. Management Accounting	Paresh Shah	Oxford University Press
2. Advanced Cost Accounting	S. P. Jain, K. L. Narang, S. Aggarwal	Kalyani Publishers

1. NATURE, SCOPE AND TYPE:

Meaning, origin and development, essential elements, nature, functions and importance, Classification- scope of life, fire, marine, motor and other insurances.

2. Indian insurance market:

Insurance organizations in public and private sectors, organization structure of LIC, GIC, Insurance ombudsman.

3. Insurance Intermediaries:

Insurance agent – procedure for becoming insurance agent- rights, termination of an insurance agent- essentials for successful insurance salesman- surveyor and loss assessor- brokers- third party administrators, Privatization of Indian insurance sector.

4. Risk and fund management:

Meaning, difference between risk and uncertainty, characteristics- classification of risk and risk management- corporate risk management, personal risk management; Principles of insurance contract : under insurance- over insurance, insurance fund management: significance, characteristics, process and strategies.

5. Insurance Regulatory and Development authority:

Meaning, important terms, organizing body, functions of IRDA- eligibility, registration and capital requirements, recent regulations.

SUGGESTED BOOKS:		
1. . Insurance Management	Inderjit Singh, Rakesh Katiyal, Surjit Kaur	Kalyani Publishers
2. Insurance : Theory and Practice	Pal Prabir, Tripathy, Nalini Prava	PHI
3. Fundamentals of Insurance	P.K Gupta	Himalaya Publishing House

1. INTERNATIONAL FINANCIAL ENVIRONMENT:

Evolution of the International Financial System, The Gold Standard, The Bretton Wood System and the IMF, The World Bank, WTO, Euro Bonds, Recent Pattern of International Banking Activities, Balance of Payment

2. FOREIGN EXCHANGE RISK MANAGEMENT:

Exchange Rate, Interest Rate, Inflation Rate and Exposure, Nature & Exposure of Risk, Exchange Rate and Interest Rate Volatility, Problems.

3. THEORIES ON EXCHANGE RATE MOVEMENTS:

Purchasing Power Parity, Fischer effect, International Fischer Effect.

4. GLOBAL FINANCIAL MARKETS AND INTEREST RATES:

The Global Financial Markets, Domestic & Offshore Markets, Euro Markets, Interest Rate in the Global Money Markets and an Overview of Money Market Instrument

5. FOREIGN EXCHANGE MARKET:

Structure, Types of Transaction and Settlements Rates, Exchange Rate Quotation, Forward Quotation, Exchange Rate Regimes and Foreign Exchange Market in India

SUGGESTED BOOKS:

1. International Financial Management	Madhu Viz	Excel Books
2. International Financial Management	V.K. Bhalla	Anmol Publications
3. International Financial Management	H.R.Machiraju	Himalaya Publications
4. International Financial Management	V.A. Avdhani	Himalaya Publications
5. International Financial Management	Shashi K. Gupta & Praneet Rangi	Kalyani Publishers

1. DIFFERENT FORMS OF COMPANY BALANCE SHEET-

Vertical, Horizontal, As per Revised Schedule VI of Companies Act 1956

2. CONTENTS AND ANALYSIS OF CORPORATE INCOME STATEMENT**3. ECONOMIC VALUE ADDED (EVA) AND MARKET VALUE ADDED (MVA) REPORTING****4. ACCOUNTING STANDARDS:-**

Meaning, Objectives, Merits and Limitations, Different Accounting Standards- Disclosure of Accounting Policies (AS-1), Segment Reporting (AS-17), Related Party Disclosure (AS-18), Earnings Per Share (AS-20), Accounting for Taxes on Income (AS-22), Interim Financial Reporting (AS-25), Intangible Assets (AS26), Impairment of Assets (AS-28).

5. DISTRESS ANALYSIS:

Indicators of Financial Distress, Distress Prediction

Suggested Readings:

1. Financial Statement Analysis & Reporting Shashi K. Gupta and R. K. Sharma Kalyani Publishers
2. Student's Guide to Accounting Standards R. S. Rawat Taxmann

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