

SYLLABUS
Of
3 YEARS BBA COURSE
Under



PATLIPUTRA UNIVERSITY
PATNA

From
ACADEMIC SESSION 2025-2026

Syllabus for BBA (Vocational three year degree course)

The BBA syllabus has been prepared on the basis of full observation of syllabus of various standard institutions of this country dully passed by academic council & syndicate of Magadh University, Bodh Gaya.

There will be D-Iv, D-IIv, D-IIIv teaching & annual examination in each year. Candidate has to clear all the examination to pass the Honours examination 45% is the minimum makrs to pass the honours Examination, 60% and above marks obtained by candidate shall be awarded further 1st class, 75% & above is regarded as pass with Distinction.

DISTRIBUTION OF MARKS

D-I(H)v	:	200 Marks (There shall be two papers IAv, IBv each of 100 marks).
Subsidiary	:	200 Marks (There shall be two papers stat/Eco. & English each of 100 marks).
Composition	:	100 Marks (There shall be one paper Hindi 100 marks)
D-II(H)v	:	200 Marks (There shall be two papers IIAv – 100 marks, IIBv – 75+25 marks).
Subsidiary	:	200 Marks (There shall be two papers/Eco & English each of 100 marks).
Composition	:	100 Marks (There shall be one paper Hindi 100 Marks).
D-III(H)v	:	400 Marks (There shall be four papers IIIAv, IIIBv, IIICv & IIIDv is practical each of 100 marks).

General Studies = 100 marks.

H = Honours, V = Vocational, D = Degree, I = 1st year, II=2nd year, III = 3rd year & A, B, C, D are papers.

To pass in GS (100 Marks of one paper) is a must for IIIrd Year the Hon's Exam. Candidates has to pass the separately theory paper as well as in the practical paper either pass or to improve the division 5 marks will be awarded only in final year DIIIv Exam.

To move in next higher class the candidate must either pass or promoted. But if candidate fails he/she can not move to the next higher class. At any cost while filling the forms of D-III(H)v, the DI should be clear.

BBA (Bachelor of Business Administration)

Degree year	Paper code	Sub. code	Honours Paper	Subsidiary Paper	Composition
DI(H)v	I Av	Gr. I	Honours Paper I (IAv) Management Theory & Practice	Economics	Hindi
		Gr. II	Organization Behavior	English	
		Gr. III	Financial Accounting		
	I Bv		Honours Paper II (IBv)		
		Gr. I	Business Economics		
		Gr. II	Business Environment		
		Gr. III	Computer Fundamental & MS-Office		
DII(H)v	II Av		Honours Paper III (IIAv)	Economics	Hindi
		Gr. I	Business Law		
		Gr. II	Management Accounting		
		Gr. III	Cost Accounting		
	II Bv		Honours Paper IV (IIBv)	English	
		Gr. I	Entrepreneurship & SBM		
		Gr. II	MIS & RDBMS		
		Gr. III	Communication Skill		
	III Av		Honours Paper V (IIIAv)		
		Gr. I	Marketing Management		
		Gr. II	Agriculture Markets		
	DIII(H)v	III Bv		Honours Paper VI (IIIBv)	
Gr. I			BBM (Humens) Resource Management		
Gr. II			Industrial Relation & Labour Law		
III Cv			Honours Paper VII (IIICv)		
		Gr. I	Financial Management		
		Gr. II	Production & Operational Marketing Management		
III Dv			Honours Paper VDI (IIIDv)		
		Gr.	Project		

PAPER - I

COURSE TITLE : MANAGEMENT THEORY AND PRACTICE :

1. **Nature of Management :-** Meaning definitions, It's nature and purpose, functions of management , administration and Organization, Management as Arts, Science, Profession.
2. **Evolution of Management Thought :-** F.W. Taylor, Faye, Chester Barnard & Peter Ducker's contribution, Elton Mayo to management thought, Approaches in Management.
3. **Functions of Management :**
 - (a) Planning – Meaning, Importance, Types, levels advantages and limitations of planning.
Forecasting – Need and Techniques.
Decision Making – Types – Process of rational decision making Techniques of decision making.
 - (b) Organizing
Organizing elements and processes – Types of organization, Delegation of authority and decentralization.
 - (c) Staffing – Meaning and Impotence
Direction – Nature and Principles.
Communication – Types and Importance.
Motivation – Meaning & Theories
Leadership – Meaning types, qualities and function of leader.
Controlling – Nature, process and Techniques.
4. **Recent Trends in Management :**
 - (a) Social Responsibility of management.
 - (b) Management of change
 - (c) Management of crises
 - (d) Total Quality management.

Books Recommended

1. Essentials of Management 2 Harold Kooris and Heinz Weibrich, Mc. Graw Hills International.
2. Management Theory of Practice – L. N. Chandan.
3. Essentials of business Administration – K. Aswathapa, Himalaya Publishing House.
4. Principles and Practice of Management Dr. L. M. Prasad, Sultan Chand & Sons, New Delhi.
5. Business Organization and Management – Y, K. Bhushan and Taval, Sultan Chand & Sons, New Delhi.

COURSE TITLE : ORGANIZATIONAL BEHAVIOR

1. Meaning, Definition, scope & Importance of OB, OB Models.
2. Groups & group Dynamics.
3. Motivation : Mechanism & Theories of work Motivation.
4. Leadership.
5. Management of Charge.

Book Recommended

1. OB – Sharan
2. OB – K. Asiw Athapa
3. OB – Lutherns
4. OB – Davis & Newton

COURSE TITLE :- FINANCIAL ACCOUNTING

1. **Objects Importance utility of booking :-** Introduction, definition of book keeping, Objects of book keeping, Book keeping, Book keeping & Accounting, Importance of Book Keeping, transaction, Imported terms in Booking, Transaction, Important terms in Books keeping & Accountancy Principles.
2. **Classification of Accounts :**
 1. Personals A/c (b) real A/c (b) Normal A/c
 2. Impersonal A/c
3. **Journal :-** Features, advantages of Journal & Practical Problems.
4. **Leader :-** Meaning, Positing Balance of Account, Closing of Account, Subdivision of Leader & Practical Problems.
5. **Subsidiary Books :-** Meaning & Different types of subsidiary Books.
6. **Cash Books :-** Importance & Different types of cash Book, Petty cash Book.
7. **Bank Reconciliation Statement :-** Meaning & Importance & reason why we have to prepare Bank Reconciliation Statement.
8. **Trial Balance :-** Meaning & Importance & Practical Problems.
9. **Final Accounts :-** Preparation of Trading & Profit & Loss A/c and Balance Sheet & Construction of different adjustment.
10. **Ratio Analysis :-** Meaning Advantages & Limitations Practical Problems for Calculating liquidity profitability & Capital Structure ratios.
11. **Computerized Accounting :-** International – Indian – Importance of Accounting Standards – Auditor's duties in relation to Accounting standards – Accounting Standards issued by the Accounting Standards Board of the ICAI.

Books Recommended

1. Book Keeping & Accountancy By J.V. Katibhashkar.

2. Book keeping & Accountancy By M.G. Pathakar.
3. Advanced Accounting By Shukla & Gatewal.
4. Advanced Accounting By Gupta.

PAPER - II

COURSE TITLE :- BUSINESS ECONOMICS

1. **Introduction of Economics :**

- Definitions
- Scope and Significance
- Micro economics
- Basics economic problems

2. **Consumer Behaviour**

- Concept of consumer behavior and utility
- Consumer surplus
- Indifference curve analysis

3. **Demand Analysis :**

- Concept of demand, types of problems
- Demand function and law of demand
- Elasticity of demand
- Demand fore casting

4. **Supply, Production and Cost**

- Supply curves
- Production function
- Cost and cost curves
- Revenue curves

5. **Market Structure**

- Determination of equilibrium firm and industry under various market conditions.

6. **Distribution**

- a. Marginal productivity theory of distribution
- b. Rent
- c. Wages
- d. Interest
- e. Profit

Books Recommended

1. M.L. Seth, Micro economics.
2. M.L. Jhingan, Micro economics.
3. Gupta, G.S. managerial Economics, theory and application.

COURSE TITLE :- BUSINESS ENVIRONMENT

1. Concept and Significance of Business environment.
2. Nature, Scope, characteristics of Business, Convergence, Population, Agriculture industry, Trade, Transport, Banking and financial institution, Insurance business environment scenario.
3. Economy Relationship between business and national. Business environment and economic reforms, the rights of second generation reforms.
4.
 - Introduction to Micro economic policies.
 - Fiscal Policy
 - Monetary Policies
 - Export-Import Policies
 - Labour taxation
 - Public expenditure
5. Political stability and business economics environment International situation and its effects on business Environment Indian and world economic and trade Organization.

Books Recommended

1. Dr. B.S.K.S. Chopra – Business Policy and Strategies.
2. A.N. Agarwal – Indian Economy
3. Dutta and Sandaram – Indian Economy

COURSE TITLE :- COMPUTER FUNDAMENTALS & MS OFFICE

1. **Introduction of Computer :**
 - Elements of digital computer.
 - Function memory – CPU, I/O devices secondary storage, magnetic tape, disk, CD-ROM, Scanners, Dignities.... Application
 - System Software
2. **Hardware and Software**
 - Micro, and mainframe computers their features
3. **Number Systems**
 - Data Representation
 - Representation of character in computers
 - Representation of integers
 - Representation of Fractions
 - Hexadecimal Representation of Numbers
 - Decimal to binary Conversion
 - Error detecting Codes
 - Binary Arithmetic
 - Binary Addition



- Binary Subtraction
 - Signed Numbers
 - Two's Complement Representation of Numbers
 - Addition/Subtraction of Numbers in 2's Complement Notation
 - Binary Multiplication
 - Binary division
 - Floating Point representation of Numbers
 - Arithmetic Operations with Normalized floating Point Numbers
4. Introduction to Internet and the World Wide Web Internet and Extranet.
5. M.S. Office
- MS-WORD, MS-EXCEL.

Books Recommended

1. Computer Fundamentals P. K. Sinha (B.P.B. Publication)
2. Fundamentals of computers, V. Rajaraman (Prentice Hall)
3. M.S. Office, Sanjay Saxsena
4. Computer today.

Ist Year

सामान्य हिन्दी

(स्नातक कला, विज्ञान एवं वाणिज्य परीक्षा के लिए अनिवार्य)

1. पाठ्य पुस्तक से परिचयात्मक प्रश्न
2. पाठ्य पुस्तक से अर्थ-लेखन
3. निबंध लेखन
4. व्यावहारिक हिन्दी-रचना से प्रश्न

निर्धारित पुस्तक एवं पाठ्यांश :

1. कविता-कानन-स० डॉ० देवदत्त राय ।

पाठ्यांश

1. विद्यापति - वड़ सुख सार पाओल तुअ तीरे
तव वृंदावन नव नव त/ मन ।
2. कवीर - कौन
भगति विनु
3. दूरदास - निस दिन बरसत नैन हमारे ।
ऊधो, मोहि ब्रज बिसरत नाहि ।
4. तुलसी - मन पछताइहें अवसर दी...
यह विनती रघुवीर गोसाईं ।
5. बिहारी - निम्नलिखित दोहे-
नहि पराग नहि मधुर मधु, पत्रा ही तिथि पाइये,

चिरजीवी जारी जुते क्यों, करी धिरह ऐसो
मोन मूरति रैयाम की, कनक-कनक त सीमुरी,
त्यो-त्यो प्यासेई रहत, अधर धरत हरि के परत,
कहलाने एकत बसत, सगै सगै सुंदर रामे ।

6. रसखान - खंजन नैन फँदे पिंजरा, कान्क भये बस बाँसुरी के ।

2. व्यावहारिक हिन्दी रचना हेतु अनुशंसित पुस्तक :

राष्ट्रभाषा हिन्दी एवं व्याकरण- लेखक- डॉ० जितेन्द्र वत्स

निर्धारित पाठ :- संक्षेपण, पल्लवन, पत्राचार, पारिभाषिक शब्दावली, अनुवाद, देवनागरी लिपि एवं वर्तनी का मानक रूप, हिन्दी में संक्षिप्तीकरण, (संकेताक्षर), हिन्दी पदनाम, कम्प्यूटर में हिन्दी का अनुप्रयोग ।

अनुशंसित सहायक पुस्तकें :

1. आधुनिक हिन्दी व्याकरण और रचना - डॉ० वासुदेवनंदन प्रसाद ।
2. व्यावहारिक हिन्दी - डॉ० अशीध कुमार मिश्रा ।
3. हिन्दी शब्दानुशासन - आचार्य किशोरीदास वाजपेयी ।
4. राष्ट्रभाषा हिन्दी : समस्याएँ एवं समाधान - आचार्य देवेन्द्रनाथ शर्मा ।

SUBSIDIARY PAPER

COURSE TITLE : ENGLISH

Books Prescribed :

- The Golden Treasury : Motilal Banarsidass
1. Herbert : Love
 2. Milton : On His Blindness
 3. Pope : A Little Learning
 4. Wordsworth : A Slumber Did My Spirit Seal
 5. Keats : Ode to a Nightingale.
 6. Shelley : Ode to the west wind.
 7. Tennyson : Break, Break, Break
 8. Hopkins : God's Grandeur
 9. Auden : Look Stranger
- Shakespeare : The Merchant of Venice
- The Literary Heritage : A New Anthology of prose and short story.
1. India Again
 2. Life's Philosophy
 3. On Being a Bore
 4. The Country of the Blind
 5. The Postmaster
 6. The Selfish Giant.

Distribution of Marks

1. Six explanations to set (Two from each of the three books). Three answers to be attempted. 8 × 3 = 24
2. Three questions to be answered one each from the three books. 20 × 3 = 20
3. Precis of a passage. 16

COURSE TITLE : ECONOMICS

1. Micro and Macro Economics.
2. Utility Analysis.
 - (i) Law of demand
 - (ii) Elasticity
 - (iii) Consumer Sur Plus
3. Laws of returns
 - (i) Theory of Populations
 - (ii) Cost analysis
4. Value under perfect competition and Monopoly.
5. National Income.
 - (i) Social accounting and Marginal Productive.
 - (ii) Theory of distribution.
6. Rent, Interest, Wages and Profit.
7. Role of money in planned economy.
8. Quantity theory of Money and Saving Investment theory.
9. Inflation (effects, Causes and remedies).
10. Functions of Commercial and Central Banks.
11. International Monetary fund (I.M.F.) and World Bank, objective and Working.
12. Principle of taxes, benefit principle and ability to pay theory.
13. Growth of public expenditure causes and effects.
14. Comparative cost theory of international trade.
15. Gains from international trade.
16. Free trade and protection.

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IInd Year Hons.

PAPER - III

COURSE TITLE : BUSINESS LAW

ms. write

1. **Law of contract** :- sale of goods - negotiable instruments - Indian partnership.
2. **Companies Act** :- IDRA - MRTTP - sales and Excise duties.
3. **Employment Exchange** :- Apprentice Act - The contract Labour - The shops and Establishment Act - Trade Union Act - payment of wages - Minimum wages Act.
4. **Factories Act** :- Employees state Insurance (ESI) - Employee provident fund - payment of Bonus Act - Maternity Benefit Act - Grauity Act.
5. **The Law of Trade Marks** :- Copy Right - patents - Dorgan's - Trade Related Intellectual property Rights (TRIPS - cyber laws - changes made in Indian penal code - Indian Evidence Act - Bankers Book Evidence Act - Reserve Bank of India - World Trade Organization (WTO) - Information Technology (ITA) - General Agreement on Trade in services (GATS).

Reference Books

1. Cyber Laws for every Netizen in India - N. Vijayashankar
2. Elements of Mercantile Law - Kapoor N.D.
3. Legal System in Business - Saravanavel & Sumathi S
4. Principles of Business Law - Ashwathappa
5. Case book on Business Law - Crone
6. Handbook of Business Law - Gulson SS and Kappor or GK.
7. Business Law - Saravanavel & Alam
8. Business Laws - Nabhi Kumar Jain

Course Title :- Management Accounting

1. **Management Accounting** :- Management, scope, functions, evolution of Accounting, structure of Accounting, distinction between Management Accounting and Financial Accounting, tools & techniques of Management Accounting - overview of planning, Organizing control & decision making based on accounting information, Limitations of Management Accounting.
2. **Basics concepts of management control** :- Budgetary control, revenue Budget, capital budget, zero based budgeting.
3. **Information of financial and cost Audit** :- Origin of audit, difference between

Book – Keeping Accountancy and Auditing – object scope importance.

Types of Audit cost Audit – need cost audit under companies Act 1956 object of Audit scope. Distinction between cost audit, Financial Audit – cost Auditor – cost Audit report.

4. **Activity Based Costing (ABC) :-**

Meaning – ABC frame Work – Advantages

Requirements for Adopting ABC system.

5. **Cost control and cost reduction :**

Meaning – importance steps – control of labour.

Materials & overheads. Difference between cost control and cost reduction – Areas of reduction. Advantages of cost control Majors problems in cost reduction programme.

Books Recommended :

1. Management – Accounting – By Dr. Mahesh Kulkarni
2. Management – Accounting – By ICFAL.

COURSE TITLE : COST ACCOUNTING

1. **Cost concepts & classifications :-** Cost, classifications of cost, cost statement or cost sheet, cost center, cost units, practical problems.
2. **Element of cost :-** Material Labour & overheads, production, Administrating & selling & Distribution overheads.
3. **Installation of costing system and overview of costing methods :-** Job costing, contract costing, process costing, operating costing.
4. **Costing Techniques :**
 - (i) **Budgeting :-** Concept, objective and functions of budgeting advantages, limitations, Different types of budgets.
 - (ii) **Standard costing :-** Historical cost & it's limitaitons, Definition, advantages Limitations, setting standards variances, Different types of vacancies i.e. material price & labour variances.
 - (iii) **Marginal costing :-** Concept, fixed & variable cost, importance, Advatnage, Limitations, break even analysis, Margin of safety, Decision Making, practical problem.
5. **Reconciliation of cost & financial Accounting :-** Need for Reconciliaton, reason for difference in profit, Reconciliation procedure, practical problems.

Books Recommended :

1. Advanced cost Accounting by Saxena & Vaisishta.

2. Advanced cost Accounting by S. P. Jain & Narang.
3. Cost Accounting by S.N. Maheshwari.
4. Cost Accounting by Ratnam.

PAPER- IV

COURSE TITLE : MANAGEMENT INFORMATION SYSTEM & RDBMS

1. Introduction to MIS

- ❖ What is MIS
- ❖ Role of MIS
- ❖ Characteristics of MIS

2. Information

- ❖ Definition
- ❖ Sources of information
- ❖ Attributes of information

3. System Concept

- ❖ General Model
- ❖ Types of system
- ❖ Feedback control

4. Organization Structure and Theory

- ❖ Basic Model of Organization Structure
- ❖ Modification to the Basic Model of organization structure
- ❖ Organization Behaviour
- ❖ MIS organization

5. Information Requirements Analysis

- ❖ Information requirement at different levels.
- ❖ Technique for assessing information requirements.

6. Decision Making

- ❖ Decision Making Concepts.
- ❖ Decision Methods, Tools and Procedures.
- ❖ Behavior Concept in Decision Making.

7. Introduction to RDBMS

Advantage & limitations – Normalization entity Relationship use of simple SQL commands single table & joins.

Books Recommended

1. Management Information System : By W. S. Jawadekar.
2. Management Information System : By Gordon Davis.
3. Management Information System : By Income Kanter.

COURSE TITLE : ENTREPRENEURSHIP & SBM

1. **Introduction to Entrepreneurship** :- Need, Scope and Characteristics - Special schemes for technical Entrepreneurship (STED) - Institutional-network of support organizations.
2. **Project Identification - Selection** :- Identification of opportunity - criteria for and principles of project selection & development - techno - economic feasibility of project - market survey technique.
3. **Project Formulation** :- Need, Scope and approaches to Project Formulation - structure of project report.
4. **Technology** :- Choice of Technology, plant and equipment - plant layout and process planning for the project.
5. **Project Implementation** :- Financial Institution - financing procedure and financial incentives.
6. **Project Management** :- Resource management - men, machine and materials, Books of accounts - financial statements and funds - flow analysis - elements of marketing and sales management - name of product and market. Strategy - packaging and advertising - after sales services.
7. **Government Control / Regulations** :- Important provisions of factory Act; sales of Goods Act, partnership Act - Income Tax, sales tax and excise duty.
8. **Project Monitoring** :- Sickness in small scale Industries and their remedial measures.
9. **Viva-voce** :- 25 marks.

COURSE TITLE : COMMUNICATION SKILLS

1. **Introduction**
 - ❖ Meaning of communication importance of communication.
 - ❖ Process of communication.
 - ❖ Types of communication.
 - ❖ Barriers of communication.
 - ❖ Body language, Listening Skills.
 - ❖ Principles of communication
2. Group Communications.
3. Public Speaking :
 - ❖ Interview (Preparing for an interview / self assessment).
4. **Written Communication** :
 - ❖ Need, Importance.
 - ❖ Business Letter's (Sales, Good News, Bad News, Enquiries, Rejections)

- ❖ Reports (Long & Short)
- ❖ Resume
- ❖ Minutes of Meeting
- ❖ Notices, Memos
- ❖ Manuals

5. **Modern Tele communication :**

- ❖ Tele communication
- ❖ Emailing

Books Recommended

1. Effective Business Communication : H. Murphy.
2. Business Communication : K. K. Singh
3. Business Communication : Lesikar
4. Effective Documentation & Presentation : D. Urmila Rai
5. Group discussion & Interview : Lata.

IInd Year

COURSE TITLE : HINDI

पाठ्य- पुस्तकों से आलोचनात्मक प्रश्न-20, 'ग' 3, 'त्र' 60, पाठ्य पुस्तकों से व्याख्या निबंध-20 अंक, निर्धारित पाठ्य पुस्तक : चशोधरा मैथिलीशरण गुप्त अथवा कुरूक्षेत्र रामधारी सिंह दिनकर, कथा सरित स्व० डॉ० लक्ष्मण प्रसाद सिन्हा, घर जमाई, पुरस्कार, पढ़ेगा, अमीचन्द्र, करवा का व्रत 'चौथ' विष के दाँत, हंसा जुड़ अकेला अथवा कथ कुँज स्व० डॉ० हरिहर नाथ, मुप्त का यश, वह क्षण, परदा अच्छे आदमी, नागफाँस, अपरिचित, नौ पदें स्व० डॉ० विनोद सिंह, नया पुराना, रीढ़ की हड्डी, सड़क, परणागत, रात बीतने तक, शाहजहाँ के आँसू अथवा एकांकी कुंज स्व० डॉ० उमेश चन्द्र मिश्र, ताम्बे के कीड़े, दो कलाकार, शिवाजी का सच्चा स्वरूप, माँ, सुखी डाली, शेरशाह ।

SUBSIDIARY PAPER

COURSE TITLE : ENGLISH

1. Animal Farm (Novel) : By George Orwell
2. The New Icons : Anthology of prove and short story.

Section (A) (Prose)

1. On Habits
2. Uncle Podger Hangs A picture
3. Definition of a Gentlement
4. Of Studies
5. Forgetting
6. Indian civilization and culture

Section (B).(Short Story)

1. The speckled Band.
2. The Gift of Magi.
3. The 1,00,0000 Bank note.
4. A work of Art.
5. The parrot in the Cage.
6. The Doll's House
7. Essay

Distribution of Marks :

3 explanation of out of 6.2 extracts from Animal Farm to be set, 2 extracts from section (A) (prose) and 2 extracts from section (B) (Short story) to be set. Any three to be answered.

1 critical question from Animal Farm.

1 questions from section (A) (Prose) from the Anthology:

1 questions from section (B) (Short story) from the Anthology

Short Essay

Grammar (Common error or idioms or pair of words.)

COURSE TITLE : ECONOMICS

1. Planning need and objectives.
2. Types of Planning :-
 - (a) Capitalistic
 - (b) Socialistic
 - (c) Mixed EconomyPlanning by inducement and direction.
3. Characteristics of Indian economy, poverty and unemployment and their eradication.
4. Population
 - (a) Size and Growth.
 - (b) Population policy.
5. Natural Resources
 - (a) Forest Policy
 - (b) Energy Policy
6. Agriculture
Causes of backwardness of agriculture.

7. Land reforms.
 - (a) Selling's on holding.
 - (b) Consolidation of holdings.
 - (c) Co-operative farming
8. Agriculture credit, Co-operatives, Commercial Banks, Rural Banks, NABARD.
9. New strategy of agricultural development, Green revolution.
10. Industrial Policy since 1956, 1980, 1991.
11. Large scale industries.
 - (a) Iron and steel.
 - (b) Cement
 - (c) Sugar and cotton
12. Small scale industries.
 - (a) Importance and problems.
13. Foren trade of India.
Nature and Composition.
14. India's five year plans with special reference to the latest plan.

**

IIIrd Year

PAPER - V

COURSE TITLE : MARKETING MANAGEMENT

1. **Market & Marketing :-** Introduction, Core concepts of marketing. Marketing Management Meaning, Function, Importance, Company, orientation towards Markets.
2. **Introduction to :-** Marketing planning, Marketing research, Marketing Environment, Consumers Behavior, Marketing segmentation.
3. Marketing Mix, 4 PS of marketing.
4. Control & measurement of marketing activity.
5. Changes in technology affecting marketing activity.

Books Recommended

1. Marketing – R. S. Devar
2. Marketing Management – Shertekar
3. Marketing Management – Philip Kollor.

COURSE TITLE : AGRICULTURE MARKETING

1. Agriculture Marketing, definition and Scope, difference in marketing of agricultural and Manufactured goods.
2. Agriculture marketing and economic development.
3. Marketing functions, Packaging, transportation, grading and standardization, Storage and warehousing, processing and value addition.
4. Marketing agencies, institutions and channels.
5. Marketing farm inputs fertilizers, seeds, plant protection, chemicals, farm machinery.
6. Trade in Government intervention and rôle in Agriculture marketing.
7. Cooperating and cooperatives in agricultural marketing.
8. Training, research, extension and statistics in agricultural marketing.
9. External agricultural products.

Ref. Book

Agricultural marketing in India – By S. S. Acharva, N. L. Agarwal

PAPER - VI

COURSE TITLE : HUMAN RESOURCE MANAGEMENT

Human Resource Management :

1. Meaning Definition, Scope importance of Human resource management, introduction to Human resource management function.
2. Recruitment & selection.
3. Performance Appraisals & Training.
4. Wage & study Administration.
5. Career Planning & Succession planning.

Books Recommended

1. HRM – Bisawjit Pattavedyak
2. HRM – Anjali ghanekar
3. HRM – Mamena

COURSE TITLE : INDUSTRIAL RELATION AND LABOUR LAW

1. **Employee Safety and Industrial Health :-** Employee Safety – Industrial Accident and Industrial Injury – Nature of Accident – causes of Accidents – Accident costs – Accident Measurement – Accident Reports and Records – Safety Whose Responsibility – Safety Program – Basis of Safety Program and Policy.
Deases – Protection against Health Hazards – statutory provisions Under the Factories Act, 1948 – Industrial Hygiene. Department – industrial Health program – Industrial Medical officer – References.
2. **Industrial Disputes :-** Introduction – From of Disputes – Types of Disputes – Causes of Industrial Disputes – Settlement of Disputes – Government and Industrial Relation – Organs of Industrial Peace – Appointed References.
3. **Industrial Relations :-** Introduction – Definition of Industrial Relations – Content of Industrial Relations – Objectives of industrial relations – Participants / variables in Industrial Relations – Aspects of Industrial Relations – Industrial Relations strategy – Industrial Relations programme – Scope of Industrial Relations work – Functional Requirement of a successful Industrial Relations programme – References.
4. **Trade Unions :-** Definition and characteristics – Principles of Trade Unionism – why do workers join a trade union ? Objective and functions of Trade union – How trade Union objectives are Achieved – Growth of Trade Union Movement – Federations of Trade Union – Factors Affecting Growth of Trade Unions – Features and weakness of Trade Unionism – Recommendations of the National Commission on Labour – Essential of a successful Trade Union – What a Trade union Should do ? References.

Book Recommended

1. C. B. Mamoria S. V. Gankar (Himalaya Publishing House)

PAPER- VII

COURSE TITLE : PRODUCTION AND OPERATIONS

1. **Introduction** :- Role and responsibility of production function in an organization. Interaction with other functions in the organization.
2. Role and responsibility of Supervisory, executive and managerial levels in production function.
3. **Manufacturing System** :- Jobs, batch, mass and continuous manufacturing and silent features.
4. **Factors Influencing plant location** :- Material flow patterns plant layouts principles of Material bundling.
5. **Production planning and control** :- Bills of material, master production schedule, Production schedule Production work order.
6. **Quality in production schedule** :- Production schedule, Production work order.
7. PERT, CPM.
8. Method study, principles of motion economy, time study.
9. Incentive schemes.
10. **Labour Laws** :- Factories act, payment of wages act, payment of minimum wages Act, workmen compensation act, PF Act.

COURSE TITLE : FINANCIAL MANAGEMENT

1. **Financial Management** :- Meaning Importance & objectives of financial management.
2. **Finance Manager** :- Function & Importance of finance manager.
3. **Working Capital Management** :- Meaning of working Capital, working capital cycle.
4. Meaning, Techniques of Capital Budgeting i.e. Pay Back.
5. **Financial Services** :
 - ❖ Internal rate of Return, net Present value etc.
 - ❖ Merchant Banking : Depository, Custodial services etc.
6. **Meaning and techniques for budging foreign exchange risk** :- Management i.e. Derivatives, forwards, Contracts etc.

Books Recommended

1. Financial Management : By in Ravi Kishore.
2. Financial Management : By Khan & Jain.
3. Financial Management : By Prasana Chandra.

PAPER- VIII

COURSE TITLE : PROJECT REPORT (ON THE JOB TRAINING)

After the second year annual examination, each student shall undergo a practical training of eight weeks duration in an approved / Industrial / service organization and submit at least two copies of summer training report to the head of the department at least 15 days before the date of commencement of the final year examination. This summer training report shall carry hundred marks and it shall be evaluated for hundred marks by two external examiners to be appointed by the university and 40 marks shall be awarded on the basis of their Internal assessment. If a student's scores more than 33% in subsidiary papers, the marks above 33 will be added to the aggregate and will be calculated for grading. The students may undertake projects on any specialized papers as their choice.

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General Studies.