

## SEMESTER II (BBA)

### 0201085: MANAGEMENT INFORMATION SYSTEMS (MIS)

Full Marks: 100

#### **Introduction to Management Information System**

Marks: 11

Introduction; Importance; Role in Management; Definition; Systems Concept; Characteristics of Useful Information; Information System Process; Computer Based Information Systems; Aims of Studying MIS; MIS and Operational Information

#### **MIS and Information Technology**

Marks: 12

Introduction; Characteristics of IT Impacting Industries: Powerful Information Processing, Convenient Data Storage and Retrieval, Better Communication, Rich Multimedia, Digital Representation, Versatile Input/ Output Capabilities; Data Processing; Transaction Processing; Application Process; Information System Processing

#### **Nature of Management Information**

Marks: 15

Introduction; Levels of Management Focus; Levels of Organizational Groups; Nature of Collaboration; Objectives of Management Tasks; Information Flow Direction and Source; Content and Presentation of Information: Summaries from Routine Operations, Information on Exceptional Events, Ad hoc Information, Time Series Information, Comparative External Information, Contextual or Environmental Information How Information Supply is Initiated?

#### **Importance of Software and Hardware in MIS**

Marks: 12

Introduction; Computer Hardware Basics: Importance, Essential Features, Components, Types; Computer Software Basics; Importance of Software Application in Management: Programming Language, Types of Software

#### **Communication and Computer Networks in MIS**

Marks: 12

Introduction; Development of Telecommunication; Elements of Communication Systems; Computer Network: Local Area Network, Wide Area Network, Difference between LAN and WAN, Network Topology; The internet

#### **Support Models and Knowledge Management**

Marks: 13

Introduction; Transaction Processing Systems; Online Analytical Processing (OLAP); Decision Support System (DSS); Executive Information System (EIS); Groupware: Group Decision Support System; Barcode System: Barcode Applications

#### **Business Process and Design Development Processes**

Marks: 10

Introduction; The Basic Business Processes: Basic Business Decision Making, Buying and Selling Activities, Conversion, Support Functions; Systems Concept: Control of Systems, System Performance Standards, Systems Approach

#### **Security and Ethical Issues**

Marks: 15

Introduction; A Model for thinking about Ethical, Social and Political Issues; Five Moral Dimensions of The Information Age; Key Technology Trends that Raise Ethical Issues; Acceptable Behavior on the Networks: New Standards of Conduct: Netiquette, Acceptable Use Policies, Exporting Through the Networks, Copyrights

## Reference Books:

1. Azari, R., 2003. Current Security Management & Ethical Issues of Information Technology, IRM press.
2. Davenport, T. H., 1999. Mission Critical: Realising the Promise of Enterprise System, Boston, Harvard Business.
3. Kalakota, R. and Whinston, A. B., 2000. Frontiers of Electronic Commerce, Delhi, Addison Wesley Longman.
4. Kizza, J. M., 2010. Ethical and Social Issues in the Information Age, 4th ed., Springer.
5. McLoy, K. R., 2005. *Resource Management Information Systems: Remote Sensing, GIS and Modelling*, 2nd ed.

## 0201002: LEGAL REGULATORY FRAMEWORK

Full Marks: 100

### Company Law

Marks: 15

Introduction of Company and Its Basic Concept; Distinct Features; Distinction Between Company and Partnership; Illegal Association; Types: Primary Produce, Forms of Business Organisation, Sole Proprietorship, Joint Hindu Family Firm, Partnership Form of Organisation; Controls and Influence: Beginning of Money Lending; Formation, Incorporation and Commencement of Business of a Company: Promotion Stage, Incorporation Stage, Raising Capital, Commencement of Business; Memorandum and Articles of Association: Memorandum of Association, Name Clause, Registered Office Clause, Object Clause, Liability Clause, Capital Clause; Doctrine of Ultra-vires Transaction: Consequences of an Ultra-vires Transaction, Exceptions; Articles of Association; Share Capital; Meetings: Statutory Meeting, Annual General Meeting, Statutory Requirements, Minutes of Meeting

### Indian Contract Act, 1872

Marks: 22

Introduction: Definition; Contracts: Essential Elements of a Valid Contract, Types of Contract, Validity, Formation, Performance; Communication, Acceptance and Revocation of Proposals: Communication When Complete, Revocation of Proposals and Acceptances, Revocation - How Made, Acceptance Must Be Absolute, Acceptance by Performing Conditions or Receiving Consideration, Promises, Express and Implied; Contracts, Voidable Contracts and Void Agreements; Consent, Free Consent, Coercion (under section-15), Undue Influence (under section-16), Fraud (under Section- 17), Misrepresentation and Fraud (under Section- 18); Mistake (under Section-20, 21 and 22); Agreement Without Consideration; Agreement in Restraint of Marriage Void; Agreement in Restraint of Trade Void; Agreements in restraint of legal proceedings void; Agreements Void for Uncertainty; Agreements by Way of Wager Void; Contingent Contract: Rules of Contingent Contract; Quasi Contract; Performance of Contracts; The Consequences of Breach of Contract; Compensation for Breach of Contract where Penalty Stipulated for various cases; Indemnity and Guarantee; "Bailment", "bailor" and "bailee"; Agency, Appointment and Authority of Agents

### Sales of Goods Act, 1930

Marks: 13

Sale of Goods Act-1930; Definition; Formation of the Contract; Effects; Performance; Rights of Unpaid Seller Against the Goods; Suits for Breach of the Contract; Miscellaneous

### The Negotiable Instruments Act, 1881

Marks: 15

Introduction; Short Title; Repeal of Enactments; Notes, Bills and Cheques: Parties to Notes, Bills and Cheques, Negotiation, Presentment, Discharge from Liability on Notes, Bills and Cheques, Notice of Dishonor, Noting and protest, Reasonable Time, Acceptance and payment for honor and reference in case of need Special Rules of Evidence, Crossed Cheques, bills in sets, International Law, Penalties in Case of Dishonor of Certain cheque for Insufficiency of Funds in the Accounts

## **The Consumer Protection Act, 1986**

Marks: 23

Introduction: Short Title, Extent, Commencement and Application, Definition; The Central Consumer Protection Council; Procedure for Meetings of the Central Council: Objects of the Central Council, The State Consumer Protection Councils, The District Consumer Protection Council, Establishment of Consumer Disputes Redressal Agencies, Jurisdiction of the District Forum, Manner in Which Complaint Shall Be Made, Procedure on Receipt of Complaint, Appeal; Composition of the State Commission: Objects of the Central Council, The State Consumer Protection Councils, The District Consumer Protection Council, Establishment of Consumer Disputes Redressal Agencies, Jurisdiction of the District Forum, Manner in Which Complaint Shall Be Made, Procedure on Receipt of Complaint, Appeal; Jurisdiction of the National Commission; Power of and Procedure Applicable to the National Commission: Transfer of Cases, Appeal; Limitation Period; Finality of Orders: Enforcement of orders of the District Forum; Dismissal of Frivolous or Vexatious Complaints; Penalties; Appeal Against Order Passed Under Section 27; Protection of Action Taken in Good Faith; Service of Notice and Others; Vacancies or Defects in Appointment Not to Invalidate Orders; Power of the National Commission to Make Regulations: Power to Make Rules; Rules and Regulations to be Laid Before Each House of Parliament

## **The Information Technology Act 2000**

Marks: 12

Introduction; Digital Signature; What Does the IT Act Enable; Bar of Limitation: Computation of Period of Limitation, Effect of Fraud or Mistake, Effect of Acknowledgment in Writing, Continuing Breaches and Torts, Law of Limitation, Limitation in Criminal Matters

### **Reference Books:**

1. Economics And Business Fundamentals. May 2003. Indian(Kolkata). Directorate of Studies The Institute Of Cost And Work Accountants of India.
2. Jennifer Reuting. Limited Liability Companies For Dummies (For Dummies (Business & Personal Finance)
3. Nancy Kubasek, M. Neil Browne, Andrea Giampetro-Meyer, and Linda Barkacs Dynamic Business Law
4. By K. K Malik V.D. Kulshreshtha's The Indian Contract Act 1872. 1983.
5. Atul Chandra Patra. The Indian Contract Act, 1872. 1966
6. V. V Chitale . The Indian contract act (9 of 1872) (Corpus Iuris of India). 1957
7. EBC Sale of Goods Act, 1930 May 21, 2008 Eastern Book Co 24th Edition
8. S. Masud-ul-Hassan Khan Sabri The sale of goods act, 1930, with Sales tax act, 1951, and other relevant acts, 1969. Khyber Law Publishers. 247 pages
9. The Indian Sale of Goods Act, 1930 Butterworth Publisher 1930, 245 pages

## **0201120: BUSINESS STRATEGY**

Full marks: 100

### **Introduction to Business Strategy**

Marks: 10

Introduction: Features of Strategy; Strategy at Different Levels of Business: Corporate Strategy, Business Unit Strategy, Operational Strategy; Nature of Business Policy: Types of Policies, Features of Business Policy, Difference Between Policy and Strategy; Objectives of Business; Classification of Objective of Business: Economic Objectives, Social Objectives, Human Objectives, National Objectives, Global Objectives

## **Strategic Management**

Marks: 20

Introduction; Need For Strategic Management: Due to Change, Provides Guidelines, Better Performance, Improved Allocation of Resources, Competitive Advantage, Provides Holistic Approach, Improved Integration, Systematise Business Decisions; Strategic Management Process: Environmental Scanning, Strategy Formulation, Strategy Implementation, Evaluation and Control; Benefits of Strategic Management: Proactive Approach, Facilitates Better Delegation, Exploiting Opportunities, Assists in Realistic and Effective Plans, To Gain Competitive Advantage, Minimises Weaknesses, Promotes Employees' Participation, Boost Profits, Systematic Approach for Management Decision, Empowerment of Employees; Limitations of Strategic Management; Strategies and their Role in Strategic Management; Role of Strategy in Strategic Management: Deliberate Attempt to Counteract Actions of Opponents, Emergence of Tactful Decision, Creates System Approach, Helps in Formulating General Policies, Provides Integrated Approach, Minimises Risk, Optimum Use of Organisational Resources, Continues Review; Reasons behind Failure of Strategic Management

## **Corporate Strategy**

Marks: 22

Introduction; Nature and Scope of Corporate Management: Scope of Corporate Management; Corporate Planning: Essentials of Corporate Planning, Steps of Corporate Planning Process, Benefits of Corporate Planning, Reasons Attributed to the Failure of Corporate Planning, Prerequisites for Success in Corporate Planning; Need for Corporate Management; Components of Corporate Strategy: Objectives, Vector, Competitive Advantage, Synergy; Components of Corporate Strategy; Kinds of Corporate Strategy: Stability Strategy, Expansion Strategy, Retrenchment Strategy, Combination Strategy; Significance of Corporate Strategy; Limitations of Corporate Strategy; Concept and Meaning of Corporate Policy; Features of Corporate Policy; Scope of Corporate Policy; Classification of Corporate Policies: Classification on the Basis of Scope, Classification on the Basis of Expression, Classification on the Basis of Level, Classification on the Basis of Origin, Classification on the Basis of Functional Areas, Classification of Policies on the Basis of Nature of Management; Importance of Corporate Policy

## **Top Management**

Marks: 6

Introduction; Management Levels: Top Level Managers, Middle Level Managers, First Level Managers; Board of Directors: Duties of Board of Directors; Sub Committee; Chief Responsibilities and Skills of Top Management: Planning, Organising, Controlling; Chief Executive Officer (CEO): Responsibilities

## **Strategic Planning**

Marks: 12

Introduction; Strategic Planning: Methodologies; Strategic Planning Process: Organisation Mission and Purposes, Vision, Importance of Mission Statement, Benefits of Vision, Developing a Mission Statement, Developing a Vision Statement, Setting Organisational Goals and Objectives; SWOT Analysis: Internal and External Factors, Avoiding Errors; The SWOT Matrix: Formulating Strategic Alternatives, Selecting The Best Strategy, Preparing an Operational Plan, Resource Allocation, Co-ordinating Internal Factors, Integrating Strategy and Operational Plan

## **Implementation of Strategy**

Marks: 15

Activating Strategy; Strategy Formulation vs. Strategy Implementation; Aspects of Strategy Implementation; Steps in Implementation of a Strategy; Project Management; Formulation of a Company: Licensing Procedures, SEBI Requirements, Foreign Collaboration, FEMA Requirements, MRTP Requirements, Business Incentives, Import and Export Requirements, Labour Legislation, Patenting Requirements, Resources Allocation, Importance of Organisational Structure, Structural Considerations; Other Important Strategies; BCG Matrix: Market Growth, The Growth Share Model and Cash Position, Uses and Benefits of the BCG Matrix, Limitations of the BCG Matrix; G. E. Multi Factorial Analysis; Factors Affecting Market Attractiveness; PEST Analysis

## Social Responsibility

Marks: 15

Introduction; Characteristics of Social Responsibility; Components and Areas of Social Responsibility: Towards Owners of Enterprise, Towards Workers, Towards Consumers, Towards the Society, Toward the Government, Toward the Weaker Section of Society, Towards the Economic Policy of State; Arguments Against Social Responsibility of Business; Importance of Business Ethics; Social Responsibility for Economic Growth; Outcomes of Social Responsibility; Social Audit; Need for Social Audit; Types of Social Audit: Social Process Audit, Financial Statements Format Social Audit, Macro-Micro Social Indicator Audit, Social Performance Audit, Partial Social Audit; Uses of Social Auditing

### Reference Books:

1. Charles R. Greer, (December 7, 2000). Strategic Human Resource Management: A General Managerial Approach. 2nd edition. Prentice Hall. 348 pages.
2. Derek F. Abell, (April 1980). Defining the Business: The Starting Point of Strategic Planning. Prentice Hall. 288 pages.
3. Fred R. David, (March 11, 2008). Strategic Management: Concepts and Cases. 12th Edition. Prentice Hall. 704 pages.
4. Harvard Business School Press, (July 1, 2005). Strategy: Create and Implement the Best Strategy for Your Business. 1st edition. Harvard Policy. 162 pages.
5. J. L. Thompson, (1997). Strategic Management: Awareness and Change. 2nd Edition. International Thompson Business Press, London

## 0201044: QUANTITATIVE TECHNIQUES IN BUSINESS

Full Marks: 100

### Matrices & Determinants

Marks: 13

Introduction; Matrix; Types of Matrix: Row Matrix, Column Matrix, Square Matrix, Zero or Null Matrix, Diagonal Matrix, Unit or Identity Matrix; Operations on Matrices: Addition of Two Matrices, Subtraction of Two Matrices, Scalar Multiplication of a Matrix, Multiplication of Two Matrices; Determinants: Singular and Non-singular Matrices; Properties of Determinants; Difference between Matrices & Determinants; Uses & Applications of Matrices & Determinants; Solutions to System of Linear Equations

### Mathematical Logic

Marks: 8

Introduction: Statement, Compound statement, Truth Table; Logical Connectives: Conjunctions, Disjunction, Negation, Conditional; Tautology and Contradiction; Laws of Algebra of Propositions

### Set Theory

Marks: 15

Definition; Standard Sets; Types of Sets: Finite set, Infinite set: If the set contains an infinite number of elements it is called an infinite set, Null set or Empty set, Universal set; List of Symbols: Belongs to ( $\in$ ), Not Belongs to ( $\notin$ ):  $x \notin A$ :  $x$  is not an element of set  $A$ , Equal to ( $=$ ):  $A = B$ :  $A$  and  $B$  are equal sets, Not Equal to ( $\neq$ ):  $A \neq B$ :  $A$  and  $B$  are unequal sets., Subset ( $\subset$ ):  $A \subset B$ : Set  $A$  is a subset of set  $B$ , Not a Subset ( $\not\subset$ ); Operations on Sets: Intersection ( $\cap$ ), Complementary Set ( $\complement$  or  $'$ ); De Morgan's Law; Application

## **Arithmetic Progression & Geometric Progression**

Marks: 15

Introduction; Arithmetic Progression; Geometric Progression; Sequences: Definition,  $n$ th Term of the Sequence ( $t_n$ ), Sum of the First  $n$  Terms ( $S_n$ ); Arithmetic Sequence or Arithmetic Progression: Definition,  $n$ th Term of an A.P., Sum of the First  $n$  Terms of an A.P. ( $S_n$ ), Properties of an A.P.; Geometric Progression;  $n$ th Term of a G.P, Sum of the First  $n$  Terms of a G.P. ( $S_n$ )

## **Probability**

Marks: 10

Introduction; Definition; Sample Space & Events; The Venn Diagram; Rules of Probability; Applications; Conditional Probability: Independent & Dependent Events; Multiplication Rule; Conditional Probability: Independent events, Conditional Probability: Dependent Events, Multiplication Rule: Dependent Events; How to calculate the Probabilities?; Steps to solve probability

## **Permutation & Combination**

Marks: 5

Introduction to principles of counting; Definition of Permutation; Combination; Fundamental principles of counting: Addition Rule

## **Interpolation**

Marks: 7

Introduction; Definition of Interpolation; Application; Need & Importance of Interpolation; Methods of Interpolation: Graphical Method, Newton's method of advancing differences, Lagrange's Method, Newton-Gauss Forward Method, Newton-Gauss Backward Method

## **Commercial Arithmetic**

Marks: 7

Introduction; Commission & Brokerage: Application of Commission; Profit & Loss; Formulae; Interest: Interest, Simple Interest, Compound Interest; Present Worth; True Discount (T.D.); Sum Due (S.D.), Insurance

## **Relations & Functions**

Marks: 5

Relation; Domain & Range of a Relation; Functions: Range, image, co-domain; Break Even Analysis

## **Statistics**

Marks: 15

Introduction; Definition of Statistics; Scope and Applications of Statistics; Characteristics of Statistics; Functions of Statistics; Limitations of Statistics; Classification; Objectives of Classification; Characteristics of Classification; Frequency Distribution: Discrete or Ungrouped Frequency Distribution, Continuous or Grouped Frequency Distribution, Cumulative Frequency Distribution

## **Reference Books:**

1. Dr. V.N. Kala, Rajashri Rana. Matrices. 2009. Laxmi Publication Ltd. First Edition. P1-25 & 140-144.
2. TR Jain, SC Agarwal. Business Mathematics & Statistics. V.K Enterprises. 2009-10. Revised. P1-40.
3. TR Jain, SC Aggarwal, Quantitative Methods. 2008-09. FK Publication. P1-92.
4. J.O. Bird (2001), Newnes engineering mathematics pocket book, Matrices & determinants, Butterworth & Hannmen, p230-240.
5. Gareth Williams (2009), Gareth Williams, Matrices & determinants, Jones & Bartlett Publications, 7th Edition, p69-165.

## 0201125: MANAGING FINANCIAL RESOURCES

Full Marks: 100

### **Introduction to Financial Management**

Marks: 15

Introduction; Definition; Nature & Scope of Financial Management; Financial Management Decisions; Objectives of Financial Management; Functions of Financial Management; Forms of Business Organisation

### **Business Funding**

Marks: 10

Introduction; Purpose of Short Term & Long Term Finance; Sources of Short Term & Long Term Finance: Short Term Finance, Long Term Finance

### **Understanding Financial Statements**

Marks: 8

Introduction; Meaning; Need of Financial Statements, Types of Financial Statements

### **Managing Debtors, Creditors, Stocks & Cash**

Marks: 15

Introduction; The Management of Debtors: Formulating a Credit Policy, Terminologies Used in Debtors Management, Procedure for Dealing with Debtors; Management of Creditors: Trade Credit, Other Creditors; Management of Stocks: Stock Costs, The EOQ Formula, Uncertainties in Demand and Lead Times: A Re-order Level System; The Management of Cash

### **Evaluating Financial Performance**

Marks: 10

Introduction; Ratio Analysis: Profitability Ratios, Turnover Ratios, Financial Ratios, Leverage Ratios; Fund Flow Analysis: Preparation of Funds Flow Statements

### **Capital Budgeting**

Marks: 15

Introduction; Types of Capital Budgeting Decisions; Importance of Capital Budgeting; Capital Budgeting Techniques: Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index (PI), Pay-Back Period (PBP), Return on Investment (ROI)

### **Budgeting & Budgetary Control**

Marks: 12

Introduction; Budget; Advantages of Budgets & Budgetary Control; Limitations of Budgets & Budgetary Control; Types of Budgets: Cash Budget; Budgetary Planning

### **Different Types of Costs & Its Analysis**

Marks: 15

Introduction; Functional Costs; Detailed Functional Costs; Direct & Indirect Costs: direct costs, indirect costs; Cost Volume Profit Analysis: Contribution Approach, Profit Volume Ratio (P/V Ratio), Break-even Analysis, Computation of Break-even point

### **Reference Books:**

1. Khan & Jain, *Management Accounting*, Management Accounting, Tata McGraw-Hill, 4th Edition, 2006, pp.17.1-17.35.
2. Lawrence J. Gitman, *Principles Of Managerial Finance*, Pearson Education India, 11th Edition, 2007, pp. 356.

3. Leopold A. Bernstein, John J. Wild, *Analysis of financial statements*, Managing cash & cash flows, McGraw-Hill, 2000.
4. Leopold A. Bernstein, John J. Wild, *Analysis of financial statements*, Financial Ratio Analysis, McGraw-Hill, 2000.
5. M. Y. Khan, *Financial Management: Text, Problems And Cases*, budget & budgetary control, Tata McGraw-Hill, 4th Edition, 2004, pp.9.1-9.28.
6. Paul M. Collier, Samuel Agyei-Ampomah, *CIMA Official Learning System Management Accounting Risk and Control Strategy*, Butterworth-Heinemann, 2008.