FACULTY OF SCIENCE

SYLLABI

FOR

MBACIT (SEMESTER SYSTEM)

SESSION : 2020 - 2021

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# MBACIT Course Details for the Examinations of 2020-21

<table>
<thead>
<tr>
<th>Area</th>
<th>Subject Code</th>
<th>Subject Name</th>
<th>Internal Marks</th>
<th>External Marks</th>
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<tr>
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Note: A team of two examiners will evaluate the project report in the Semester-II and for research project in semester –IV. There will be one external and one internal examiner. The Panjab University will appoint external examiners for the evaluation.

* All the students will be given research project in the beginning of the third semester, the report of which have to submit by the end of fourth semester.
MASTER BUSINESS ADMINISTRATION, COMMERCE AND INFORMATION TECHNOLOGY

SEMESTER – I

MBT 101 – FINANCIAL MANAGEMENT AND FINANCIAL SERVICES

Time : 03 hours
Max. Marks : 100
Internal : 20
External : 80

Objective: The objective of this course is to stress the fundamentals of corporate decision making with special references to investment and financing.

Note:
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT – I

UNIT – II
Sources of financing. Working capital: concept, factor effecting working capital requirements, determining requirement of working capital. Capital structure: Determinants, Capital structure theories and cost of capital.

UNIT – III
Financial Services: Meaning, types and their importance. Merchant Banking: Origin and development of merchant banking in India, Scope, guidelines of SEBI with respect to merchant bankers.

UNIT – IV
Mutual Funds: Concept, origin, growth and types of mutual funds. Leasing: Concept and development of leasing business. Difference between leasing and hire purchase, advantages of lesser and lessee.

a. Essential:
1 Financial Management – I.M. Pande
2 Financial Management – Khan and Jain
3 Financial Management – Parsana Chandra
4 Financial Management Policy – James C. Vane Home
5 Financial Management – P. V. Kulkarni

b. Further Reading:
6 Merchant Banking and financial services- Lalit K. Bansal
7 Financial services –M.Y. Khan
Objective: This paper aims at making students understand the Principles of Management, ethics in management and social responsibility of manager. This paper elaborates on importance of various aspects like planning, decision making and organizing and coordination.

Note:
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT- I
Management: Definition, Nature, Purposes and Scope of Management, Principles of Management, functions of a manager, ethics in management and social responsibility of manager
Planning: Types of plans, process of planning, objective, setting of objective, concept and process of managing by objective. Nature and purposes of strategies and policies. Strategic planning process, SWOT analysis.

UNIT- II
Decision Making: Importance- and steps in decision making, traditional approaches to decision making, decision making under certainty, programmed decisions, introduction to decision making under uncertainty, non programmed decisions, tree, group aided decisions, brain storming.
Organizing: Concept of organization, process of organizing, principles, features, delegation centralization, de-centralization, departmentalization and span of management.

UNIT- III
Communication, its meaning, process, types, barriers and solutions.
Motivation: Meaning, importance, and theories.
Leadership: Meaning, importance and style of leadership

UNIT - IV
Co-ordination: Concept and importance of coordination, factors which make co-ordination difficult, techniques or methods to ensure effective coordination.
Controlling: Concept and Importance of control, process of control, traditional and modern techniques of control.
a. **Essential:**

1. Essentials of Management – Koontz O Donnel
2. Principles and practices of management- YK Bhushan
3. Principles and practices of management – L.M . Parsad

b. **Further Reading:**

4. Principles and practices of management –Robins
5. Fundamentals of management – terry and Franklin
Objective: The paper aims to discussing the evolution of computers, basic organization and number system. The classification of computers and memory devices are elaborated at large. The students are equipped to use word processing software, Excel and powerpoint.

Note:
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT – I


Basic Computer Organization : Input Unit; Output Unit; Storage Unit; Arithmetic Logic Unit; Control Unit; Central Processing Unit ; The System Concept.

Number Systems: Non – Positional Number Systems; Positional Number Systems (Binary Number System, Octal Number System, Hexadecimal Number System); Converting One number System to Another (Converting to Decimal from Another Base, Converting from Decimal to Another Base (Division- Remainder Technique), Converting from a Base Other Than 10 to a Base Other Than 10, Shortcut Method for Binary to Octal Conversion, Shortcut Method for Octal to Binary Conversion, Shortcut Method for Binary to Hexadecimal Conversion, Shortcut Method for Hexadecimal to Binary Conversion);

Processor and Memory : The Central Processing Unit (CPU) (The Control Unit, The Arithmetic Logic Unit (ALU), Instruction set, Registers, Processor Speed, Types of Processors); The Main Memory, (Storage Evaluation Criteria, Main Memory Organization, Main Memory Capacity, RAM, ROM, PROM and EPROM, Cache Memory),

Classification of Computers : Notebook Computers. Personal Computers (PCs); Workstation; Mainframe Systems; Supercomputers; Clients and Servers.
UNIT – II

Secondary Storage Devices: Sequential and Direct- Access Devices ; Magnetic Tape (Basic Principles of Operation, Types of Magnetic Tapes , Advantages and Limitations of Magnetic Tapes , Uses of Magnetic Disks); Optical Disk (Basic Principles of Operation ,Types of Optical Disks , Advantages and Limitations of Optical Disks, Uses of Optical Disks); Mass Storage Devices ( Disk Array, Automated Tape Library, CD – ROM Jukebox); Storage Hierarchy.


Computer Languages : Analogy With Natural Languages; Machine Language (Advantages and Limitations of Machine Language); Assembly Language (Assembler, Advantages of Assembly Language over Machine Language, Limitations of Assembly Language, Assembly Languages with Macro Instructions); High-Level Language (Compiler, Linker , Interpreter, Advantages and Limitations of High-Level Languages); Object-oriented Programming Languages; Some High-Level Languages (FORTRAN,COBOL, BASIC, Pascal)

The Internet : Definition (What it is?); Brief History; It’s Basic Services (Electronic Mail, File Transfer Protocol, Telnet. Usenet News, The World Wide Web); WWW Browsers; Uses of the Internet.

UNIT – III

Microsoft Office : Introduction; Microsoft Word; Microsoft Excel; Microsoft Access; Microsoft Power point, Microsoft Outlook; Internet explorer 5.0; Microsoft FrontPage; Microsoft Publisher; Microsoft PhotoDraw ; Microsoft Office Bar; Using the Mouse (To Click, To double- click, To select , To drag, To scroll, To choose from a menu, To move a window, To resize a window , To minimize a window, To restore a minimized window, To maximize a window, To switch windows, To close a window, Remember); Microsoft Office and Web (Microsoft Word, Microsoft Excel, Microsoft Access, Microsoft PowerPoint, Microsoft Outlook, Microsoft FrontPage); Common Keyboard Commands.

Creating Your Document in Word : Introduction; Saving the file ; Formatting the text, Alignment of text; Applying Fonts; Spell Checking; Consulting Thesaurus; Assign; Character Styles (Assign a Character Style, Create a character style); Borders and Shading (Apply Borders and Shading); Closing of the File; Save as option; Open File (From File menu, From Open Icon); Printing Your Document.
Proofing Your Document in Word: Introduction; Editing Tools; AutoCorrect (Add AutoCorrect Entries Without Formatting, Add New AutoCorrect Entries with Formatting); Auto Text (Creating and Auto Text Entry, AutoComplete Option); AutoFormat (AutoFormat as You Type, AutoFormat on Command, Auto Formatting Text); Find and Replace; Find; Replace Text; Page Numbering ; Header and footer (Adding a Header or Footer in Your Document); Footnotes and Endnotes (Add a Footnote or Endnote).

UNIT – IV

Creating a Worksheet in Excel: Introduction; Copying Formula.

Advanced Techniques of Excel: Introduction; Auditing a Workbook (to Trace the Precedents for a Formula); Comment Inserting (To Insert a Comment); Formulas That Make Decisions (How the If function works ); Header and Footers ; Merging Workbooks (To merge workbooks ); Outlines (Outline a Worksheet Automatically, Clear Entire Outline, Show or Hide Outline Symbols , Group rows or Columns in an Outline, Ungroup Rows or Columns in an Outline, Remove Group from Outline , Set Outline options); Printing Column and Row Labels on Every Page; protection of a workbook , to share a workbook); Ranges , Naming (To name a range); References(Absolute references, Mixed references); Seeking Goals (t seek a goal); Sheets Naming (To Name a Sheet); Working with Workbooks (Copying Entries Between Workbooks, Moving Sheets Between Workbooks , Deleting Sheets).

Power Point : Creating Presentation Using AutoContent Wizard, Creating New Presentation, Creating Presentation from Template Changing views.

a. Essential:

1. Computer Today- SK Basandra
2. Computer Fundamental- PK Sinha

b. Further Reading:
3. Introduction to software – RK Taksali
Objective: The paper aims to discussing the fundamentals of C programming language. The students are equipped to implement control constructs and data structures in C.

Note:
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT - I
Problem Solving with Computers: Algorithms, and Flowcharts. C Language: Structure of a C program : Various data types ( int, float, char, double, void); Constants and variables, variable declarations ( integer, float, character), Constants; Operators and Expressions.

UNIT - II
Control constructs: if – then, for, while; Arrays; Arrays declarations, one and two dimensional arrays; Functions- Fundamentals: General Form , function arguments, Return value, exit() function and Recursion.

UNIT - III
Basic I/O : Formatted Input/Output, Unformatted Input/Output; Program Design Examples; Type modifiers and storage class specifies for data types, Bit operator,? Operator, & operator, * operator, Type casting, Type conversion; Advanced Programming Techniques; Control Constructs: do while , switch statements, break and continue.

UNIT - IV
Dynamic Data Structure in C : Pointer, Pointer Expression, Pointer arithmetic , The dynamic Allocation functions malloc and calloc, Structure: Basics of Structures, Declaration of structure, Array of Structure, Passing structure to functions, Arrays and structures, Unions; Declaration , Uses , Enumerated data types, type def, File Handling in C.

a. Essential:
   1. Let us C : Yashwant Kanatke
   2. C Programming : E Blaguruswamy

b. Further Reading:
   3. The C Programming Language : Kernighang & Ritchie
   4. C Programming Language : Schau
Objective: The paper aims to understand the fundamentals of Internet and its technology. The students are equipped to implement HTML.

Note:
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT - I


Internet Technology: Modem, Internet Addressing, Physical Connections, Telephone Lines. INTERNET BROWSERS( Internet Explorer, Netscape Navigator).

UNIT - II

INTRODUCTION TO HTML: Designing a Home Page, History of HTML, HTML Generations, HTML Documents, Anchor Tag, Hyper Links,
HEAD AND BODY SECTIONS: Header Section, Title Prologue, Links, Colorful Web Page, Comment Lines.

DESIGNING THE BODY SECTION: Heading Printing, Aligning the Headings, Horizontal /rule, Paragraph, Tab Setting, Images and Pictures, Embedding PNG format images.

UNIT - III

ORDERED AND UNORDERED LISTS:
Lists, Unordered Lists, Headings in a List, Ordered Lists, Nested Lists.

TABLE HANDLING: Tables, Table creation in HTML, Width of the Table and cells, cells spanning multiple row/ columns, coloring cells. column specification,
DHTML AND STYLE SHEETS: Defining styles, Elements of styles, linking a style sheet to an HTML Documents, In-Line Styles, External styles sheets, Internal style sheets, Multiple Styles.
UNIT - IV

FRAMES: Frameset Definition, Frame Definition, Nested Framesets etc.
FORMS : Action Attributes, Method Attribute, Encrypt Attribute, Drop Down List, Sample Forms.

a. Essential:

1 Web, HTML, DHTML, Java Script- Ivan Bayross

b. Further Reading:
2 HTML Black Book – Steven Holzner

MBT 106 – Practical based on MBT 104 & MBT 105

Time : 03 Hours
Max. Marks : 50
Internal : 00
External : 50
Objective: The paper aims to elaborate the components of computer system. The students are equipped to implement control constructs and data structures in C. As the subject is practical oriented, sufficient exercise on assembling and disassembling of computer system should be given.

UNIT – I

RATIONALE
The course aims at making the students familiar with various parts of computers and different types of peripherals. In addition, the course will provide the students with necessary knowledge and skills in computer software installation and maintenance and make him/her diagnose software faults.

DETAILED CONTENTS

1) Familiarization with various components and parts of personal computers, mother board details, hard disk drive, floppy disk drive, CD Rom drive, DVD, keyboard, display devices, various chips (memory chips and CPU); serial and parallel ports, USB port
2) Installation of various operating systems, UNIX, LINUX, Windows NT, Windows 98,2000 and XP. Familiarization of their features with practical demonstrations. Changing settings.
3) Installation of different softwares and device drivers

UNIT-II

4) Virus detection, prevention and cure. Use of PC tools. Learning about various types of viruses such as boot sector virus, file virus, partition table viruses and their cure.
5) Hard disk access modes: LBA, ATA, Normal, FAT, NTFS, Partitioning hard disk and loading multiple operating systems.
6) Installation of printers and scanners
7) Installation of modem and starting a new internet connection in stand alone Computer.

INSTRUCTIONAL STRATEGY
Exercises for repair and fault finding of peripheral devices like printers, display devices, disk drive should be given to the students. Field visits too the places where assembly of computers is taking place will be helpful to the students. Visits to the manufacturing units of CVT and UPS will also be helpful to the students.
a. **Essential:**

1) PC Upgrade of Maintenance Guide 8th Edition by Mark Minasi, BPB Publication
2) Hardware Bible by Winn Rosch, Techmedia Publications

b. **Further Reading:**

3) IBM PC and Clones by Govind Rajaluu Tata McGraw Hill
SEMESTER II

MBT 201- BUSINESS STATISTICS AND OPERATION RESEARCH

Time : 03 hours
Max. Marks : 100
Internal : 20
External : 80

Objective: This paper aims at Business Statistics and Methods of Data Collection. Operational research concepts and linear programming is also elaborated.

Note:
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT - I

Business Statistics: Definition, Use and limitations, data collection, various sources of data collection.
Methods of Data Collection: Questionnaire, schedule interview and observation method, classification and tabulation data.

UNIT - II

Sampling: Meaning, importance and limitation, various techniques and sampling decisions. Measures of Central Tendency mean, median, mode, Measures of dispersion, co-relation.

UNIT - III

Operation Research: Meaning/scope and managerial Decision making in OR.
OR Models: Principles and types.

UNIT - IV

Linear programming, problem formulation graphical /simplex, duality/sensitivity analysis.
PERT-CPM, Game theory.

a. Essential:
2. Operation Research – SD Sharma, Kedar Nath Ram
3. Operation Research – V.K. Kapoor
4. Statistical Methods – SP Gupta

b. Further Reading:
5. Introduction to OR- Hiller and Lieberman.
Objective: The course is designed to meet sound management required of HR in the changing business environment.

Note:
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT - I

Human resource Management: meaning, significance scope & functions, manpower planning, recruitment selection, training wages and salary administration, performance appraisal.

UNIT – II

Production Management : functions, production planning and control, quality control, TQM. Marketing Management: concept of marketing functions, marketing research, advertising and salesmanship.

UNIT - III


UNIT – IV

Consumer protection act (1986); salient features, definition of consumer, grievance handling.
Company law; meaning, feature, types, promotion, registration, nenorandum of association, articles of association, prospectus, shares and share capital. Director meetings including board meetings.

a. Essential:

b. Further Reading:
6. Marketing Management- Philip Kotler
7. Production and Operation Management – Adam & Ebert.
MBT 203: ENTREPRENEURSHIP DEVELOPMENT AND SMALL SCALE BUSINESS

Time : 3 Hours
Max. Marks : 50
Internal : 10
External : 40

Objective: The objective of this course is to develop entrepreneurial skill to start and manage successful small-scale businesses.

Note:
(i) The Question paper will consist of four units.
(ii) Examiners will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT -I

Concept of Entrepreneurship: Definition, nature, need, scope, philosophy and characteristics of entrepreneurship, leadership, risk taking, decision making and business planning. Emergence of entrepreneurial class including women entrepreneurs.

UNIT –II


UNIT -III

Small business as a seed bed of entrepreneurship. Concept of business venture. The startup process. Concept, plan, implementation, initial strategic planning, product and marketing scope, risk analysis, profit planning in small enterprises. Role of the small business in the national economy.

UNIT -IV

Finance management in current operation and expansion of capital. National policies for small business development, Small industrial development organization (SIDO), National Small industries Corporation (NSIC), Commission for industrial cooperative, Specialized institution for training and development.

a. Essential:
1. Entrepreneurship and Economic Development – Peter Kilby
2. Innovation in Entrepreneurship – Peter, F. Drucker
3. Environment & Entrepreneurship – B.C. Tandon
4. Organization and Management of small-scale industries – V. Desai
5. Small scale Enterprises in industrial development – K.B. Suri

b. Further Reading:
**MBT 204: DATA COMMUNICATION AND NETWORKS**

Time : 3 Hours

Max. Marks : 100
Internal : 20
External : 80

**Objective:** The paper is aimed at making students understand the network fundamentals highlighting the reference models and various layer functions in detail.

**Note:**
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

**UNIT - I**


**UNIT - II**


**UNIT - III**

Network Layer: Design Issue, Routing Algorithm, Shortest Path Routing, Flooding, congestion control.

**UNIT – IV**

Application Layer: Network Security & Privacy, Data Compression, Electronic Mail, The WWW.

a. **Essential:**


b. **Further Reading:**

Objective: The objective of the paper is to make students understand Visual Basic Fundamentals and Visual Basic Control Fundamentals. The concepts of ActiveX EXE and ActiveX DLL is also introduced.

Note:
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT - I

Introduction to Visual Basic: The Visual Basic Program Development Process; The Visual Basic Environment; Opening a Visual Basic Project, Saving a Visual Basic Project; Running a Visual Basic Project;

Visual Basic Fundamentals: Numeric Constants; String Constants; Variables; Data Types and Data Declaration; Operators and Expressions; Hierarchy of Operations; String Expressions; Library functions, Branching and Looping Statements Relational Operators and Logical Expressions; Logical Operators; Branching with the if – Then Block; Branching with if – Then – Else Blocks; Selection; Select – case; Looping with for- Next; Looping with Do – Loop; Looping with While- Wend.

UNIT - II

Visual Basic Control Fundamentals: Visual Basic Control Tools; Control Tool Categories; Working with controls; Naming Forms and Controls: Assigning Property Values to Forms and Controls; Executing Commands (Event Procedure and Command Buttons); Display Output Data (Labels and Textboxes); Entering Input data (Test Boxes0; selecting Multiple Feature (Check Boxes); selecting Exclusive Alternatives (Option Button and Frames); Assigning properties Collectively (The with Block); Generating Error Messages (The MsgBox Function), Creating Times Events; Scrollbars;

UNIT - III

ActiveX Controls: Creating an ActiveX Control, Benefits of ActiveX Control; Adding Properties; Methods and Events of the Control; Managing and Distribution of the Control; Built-in-ActiveX Controls.
UNIT - IV

ActiveX EXE and ActiveX DLL: Introduction to ActiveX DLL and EXE; Creating ActiveX EXE Component; Creating ActiveX DLL Component.

a. Essential:
1. Visual Basic Secrets : Harold Davis
2. Mastering VB 6.0 – Evangelos, Petroutsor

b. Further Reading:
3. Visual Basic from the Ground up: Cornel Gary.
4. Visual Basic 6 how to : Brierley. E.
MBT 206: RDBMS WITH ORACLE

Time : 3 Hours
Max. Marks : 100
Internal : 20
External : 80

Objective: The paper aims at elaborating on the architecture and applications of DBMS. The normalization process is elaborated in detail. The student will be able to construct ER models and implement Oracle functions and PL/SQL.

Note:
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT - I

An Overview of DBMS Architecture: Introduction to Database Management systems; Data Model; Database System Architecture; Relational Database Management system; Candidate key and primary key in a Relational Database Management systems; Candidate key and Primary Key in a Relation ; Foreign Keys; Relational Operators ; Set Operations on Relations ; Attribute domains and their implementation. The Normalization process: Introduction; first normal form ; data anomalies in INF Relations; Partial Dependencies; Second Normal Form; data Anomalies in 2NF Relations; Transitive Dependencies; Third Normal Form; data anomalies in 3 NF Relations; Transitive Dependencies; third Normal Form; data anomalies in 3NF Relations;

UNIT – II

The Entity Relationship Model: The Entity Relationship Model; Entities & Attributes ; Relationships; One to One Relationships; Many –to-one Relationships; Normalizing the Model; Table instance charts. Interactive SQL : SQL commands; Data Definition Language Commands; Data Manipulation Language Commands; The Data types a cell can hold; insertion of data into the tables; Viewing of data into the tables; Deletion operations; updating the contents of the table; modifying the structure of the table; renaming table; destroying tables; Data Constraints; Type of Data Constraint; Column Level Constraint; Table Level Constraint; Null value concepts; The UNIQUE Constraint; The PRIMARY Constraint; The FOREIGN key Constraint; The CHECK Constraint; Viewing the User Constraint.

UNIT - III

Viewing The Data: Computations on Table Data; Arithmetic Operators; Logical Operators; Comparison Operators; Range Searching : Pattern Searching ; ORACLE FUNCTIONS; Number Functions; Group Functions; Scalar Functions; Data
Conversion Functions; Manipulating Dates in SQL; Character Functions; Sub queries and Joins: Joins; Equi Joins; Non Equi Joins; Self Joins; Outer Joins; Sub Queries ; Correlated Queries; Using Set Operators:- Union, Intersect, Minus.

UNIT – IV

Views and Indexes: Definition and Advantages Views; Creating and Altering Views; Using Views; Indexed Views; Partitional views; Definition and Advantages of Indexes; Composite Index and Unique Indexes; Accessing Data with and without Indexes; Creating Indexes and Statistics. Introduction to PL/SQL : Advantage of PL/SQL; The Generic PL/SQL Block; The Declaration Section; The Begin Section; The End Section; The Character set; Literals; PL/SQL Data types: Variables; Constants; Logical Comparison: Conditional Control in PL/SQL; Iterative Control;

a. Essential:
1. Oracle Complete Reference, Kevin Loney, McGraw-Hill
b. Further Reading:

MBT 207 – Practical based on MBT 205 & MBT 206

Time : 03 Hours
Max. Marks : 50
Internal : 00
External : 50

MBT 208 – Summer Training Report

Max. Marks : 50
Internal : 00
External : 50
Objective: The purpose of this course is to provide necessary information for cost ascertainment, cost analysis and cost control at various levels of management to equip managers to discharge the functions efficiently.

Note:
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT - I

Cost accounting: meaning, difference between cost accounting and financial accounting, importance and limitations.
Classification of costs, Elements of costs: material, labour and overhead costs

UNIT - II

Methods of costing introduction to unit, output, contract, process cost.

UNIT - III


UNIT - IV

Responsibility accounting.
Standard costing, marginal costing and breakeven analysis.

a. Essential:
2. Cost accounting – N.K. Parsad

b. Further Reading:
Objective: Managerial economics put on a professional pedestal and emphasizes the use of economic principles in management at the empirical level.

Note:
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT – I
Introduction and scope of managerial economics and other disciplines, Basis economic concepts in decision making, distinction between micro and macroeconomics
Demand analysis: individual and market demand, law of demand determinants of demand, elasticity, demand forecasting

UNIT - II
Price determination under different market conditions, characteristics of different market structures, price determination and firm equilibrium in short run and long run under perfect competition, monopolistic competition.

UNIT - III
National income analysis: Techniques of social accounting, theories of income output, classical Keynesian theory, methods of calculating national income

UNIT - IV
Macro economics policy-monetary and fiscal
Theory of inflation: causes of inflation and control of inflation

a. Essential:
1. Managerial Economics- Mote, Paul Gupta(Tata Mc-graw Hill)
2. Managerial Economics- D.N dwivedi (Vikas publ.)
3. Managerial Economics- H.C Peterson,W.c.lewis(prentice Hall India)
4. Managerial Economics- D.M. Mithani(Himalayas publ.)

b. Further Reading:
5. Macro economics theory and policy - H.I. Ahuja (S. Chand Publ.)
MBT 303: MARKETING RESEARCH AND CONSUMER BEHAVIOUR

Time : 3 Hours  Max. Marks : 50
Internal : 10  
External : 40

Objective: The focus is to make an understanding of the fundamental marketing research concepts and to make student aware about the consumer behaviour.

Note :
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT - I

Basic concept of marketing research Introduction, Definition, nature and scope of marketing, decision making, marketing research, organization of marketing research. Marketing research scenario in the Indian corporate sector.

UNIT - II

Research Design: Exploratory, descriptive time and experimental designs. Methods of data collection, searching techniques and questionnaire design.

Application of marketing research: Sales analysis, market potential analysis, sales forecasting market segmentation.

UNIT - III

Consumer behavior: Scope importance and interdisciplinary nature. Consumer behavior and marketing strategy. Consumer motivation. Consumer research process, qualitative and quantitative research.

UNIT - IV

Rational versus emotional buying motives. Influence of reference group: Friendship work, celebrity and family. Impact of social class, culture, sub-culture and cross-culture on consumer behavior.

a. Essential:
1. Marketing Research : Naresh Malhotra.
3. Marketing Research : Tull and Hawkins
4. Marketing Research : G.S. Berry
5. Modern Marketing Research : Mishra

b. Further Reading:
7. Consumer Behavior : Laudon /Bitla
Objective: The paper aims at elaborating the concepts of Multimedia and Photoshop. The students are equipped to implement Photoshop tools at large.

Note:
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT - I

UNIT - II
Photoshop: New Features of Photoshop; Enhanced File Browser; Easily customize your keyboard shortcuts; Quickly create, view and edit custom file information; Create slide shows and PDF presentations; collaborate with web photo galleries; Track your editing history; Easily access and use multiple filters; Use enhanced scripting; Customize the help menu; How to create Web Images; How to Customize and Automate; How to fix and enhance Photos; How to Paint and Draw; How to Prepare Art for Other Applications; How to Print Photos; How to work with Color; How to Work with Layers and Selections.

UNIT - III
Tools of Photoshop: Using Tools; Marquee Tool; Lasso Tool; Cropping Tool; The Airbrush Tool; Clone Stamp Tool; Eraser Tools; Blur and Sharpen Tool; Path Component Selection Tool; Pen Tool; Notes Tool; Hand Tool; Move Tool; Magic Wand Tool; Slice Tool; Paintbrush Tool; History Brush Tool; Paint Bucket Tool; Dodge Tool; type Tool; Rectangular Tool; Eyedropper Tool Zoom Tool; Healing Brush Tool, Paints and Colors in Photoshop Use of Paints. Color Tools; Color Picker; the Color Palette; the Swatches palette; Adding New Color; Saving Foreground as a Swatch.

UNIT - IV
Blending Modes; Normal Dissolve; Multiplying; Behind; Screen; Overlay; Hard light; soft light; Darken; Color Dodge; color Burn; Lighten; Exclusion; Difference; Hue Saturation; color; Luminosity; Smudges; focus tools; Toning Tools, dodge and Burn Lighten; Exclusion; Difference; Hue Saturation; color; Luminosity; Smudges; focus tools; Toning Tools, dodge and Burn Tools; Sponge Tools; Different Media; Text
Layers and Masks in Photoshop Adding Text to Image; Layers Effect; Glows Effect; Bevel and Emboss; Using Layers and masks; layers; Creating a New layer; Hiding and Showing of Layers; Working with Multiple Layers; Merging Layers; Layer Effects; Masks; Quick Mask; Adding Mask to the Layer; Editing Layer Masks; Removing Layer Mask Special Effects in Photoshop Applying Radial Blur; Adding Noise Texture; Creating Halftone Pattern;

a. Essential:

1. Multi Media making it works: Tay Baughan
2. Learn Photoshop 5.5 : Ramesh Bagia

b. Further Reading:

3. Multi Media on PC - Sinclair
**MBT 305: E-COMMERCE**

Time : 3 Hours  
Max. Marks : 50  
Internal : 10  
External : 40

**Objective:** The paper aims at Electronic Commerce Fundamentals and E-commerce Framework. The concepts of Network Security and Firewalls and Electronic Commerce issues are elaborated in detail.

**Note:**
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

**UNIT - I**

Electronic Commerce Fundamentals: Introduction to E-Commerce and its advantages and disadvantages; Traditional Vs-E-commerce; Growth of E-commerce in India vis-a-vis Other Nations; Prospects and limitations in the growth of E-commerce in Indian context.

**UNIT - II**

E-commerce Framework; The anatomy of E-commerce applications; E-Commerce consumers & Organizations Applications, payment methods.

**UNIT - III**

Issues – In E-Commerce : the legal and policy environment of E-Commerce; Intellectual Property, advertising and consumer protection; Copy right law; Patent Law.

**UNIT - IV**

Network Security and Firewalls; Client-Sever Network security Treats; Data and Message Security ; Encrypted Documents and E-mails; Principles of digital cryptography; symmetric and Asymmetric Cryptosystems; Cryptographic standards e.g. Data Encryption Standards (DES); Digital signature; Public Key Certificate.

**a. Essential:**

**b. Further Reading:**
**MBT-306 – NETWORK OPERATING SYSTEM WITH LINUX**

Max. Marks : 100
Internal : 20
External : 80

Time : 3 Hours

**Objective:** The objective of this paper is to make students familiar with the Linux operating system and make them understand the commands of Linux and shell programming.

**Note:**
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

**UNIT - I**

Introduction : Introduction, comparison with other operating system.
Linux commands and Filters: Mkdir, CD, rmdir, pwd, ls, who, whoami, cat, more, tail, head, mv, chmod, grep, wc, comm., split, sort, diff, kill, write, merge, mail, news.

**UNIT - II**

Linux file Structure: Linux files, file structure, listing, displaying and printing files, managing directories, file and directory operations.

**UNIT - III**

Vi Editor and shell programming: Vi editing commands, advanced Vi editing commands, line editing commands, options in Vi, Simple shell programming examples.
System Administration, Configuration of Linux: system management, managing users, installing and managing devices, floppy disk management, file system administration, backups.

**UNIT - IV**


**a. Essential:**
2. Unix, TMH, Publication Sumitabha Das.

**b. Further Reading:**
MBT 308 – WORKSHOP ON RETAIL AND RURAL MARKETING

Max. Marks : 50

Objective: To Train students about Retail chain management, Merchandising, Rural Marketing and Market strategies

UNIT-I

Retailing: Meaning, retails planning, Location, in-house branding v/s multi branding strategy, Issue and challenges.
Retail chain management- issues, challenges, advantages.
Merchandising: Multi Branding vs Exclusive space management, Role of IT and IT decisions. Relationship marketing.

UNIT-II

Rural Marketing – definition, nature, scope and importance, size structure of rural markets, factors effecting rural market.
Market strategies, Tacts with references to rural markets, role of govt. & NGO in rural marketing.
Problems in rural marketing.
consumer education, consumer movement in rural India.

a. Essential:

1. Sales Management – Cundiff, govoni & Still.
2. Selling & Sales – David Jobber & Geooff Lancaster.
3. Rural marketing – Sukhpal singh

b. Further reading:
Objective: The objective of this course is designed to meet the growing demands and vast opportunities open for employment in these sectors. The course aims to equip the students to face emerging challenges of today and tomorrow.

Note:
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT - I
Introduction: Nature of banking system in India, Types of banks, functions of banks, role of commercial banks in the development of the economy.

UNIT - II
Services provided by banking: Deposit, loans and advances, discounting of bills, letter of credit. Central bank: Their role, objective and functions.
Management of banking services: Spread management, risk management, objective and scope of assets liability management.

UNIT - III
Definition and nature of insurance, evaluation of insurance, role and importance of insurance principles. Salient features of IRDA Act 1999.

UNIT - IV
Insurance regulatory and development Authority: Duties, powers and functions of the authority. Attitude towards insurance cover, progress in privatization of insurance sector.

a. Essential:
1. Insurance principles and practices – R.S. Sharma
2. Organisation of India Insurance – S.P. Sharma
3. Insurance principles and practices – N.N. Mishra
4. Banking Law and practice – H.L. Tandon
5. Banking Law and practice – P.N. Varshney

b. Further Reading:
6. Managing Indian Banks – Joshi
7. Banking sector management- N.K Singh
MBT402 – STRATEGIC MANAGEMENT

Time : 03 hours
Max. Marks : 100
Internal : 20
External : 80

Objective: This paper aims at elaborating the concepts of strategic management, Internal Environment Appraisal, Corporate level strategies and Strategic and portfolio analysis

Note:
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT – I


UNIT – II

Internal Environment Appraisal- the internal environment, organizational capabilities, various functional areas and a company’s strategic advantage profile. Methods and techniques for organization appraisal (value chain analysis, financial and non financial Analysis, historical analysis, industry standards and benchmarking, balance scorecard and key factor rating). Identification of critical success factors.

UNIT – III

Corporate level strategies- stability, expansion, retrenchment and combination strategies concept of synergy. Business level strategies porter’s framework of competitive strategies, conditions, risks and benefits of cost leadership, differentiation and focus strategies. Concept, importance, building and use of core competencies.

UNIT – IV

Strategic and portfolio analysis (BCG, CE Nine cell, Hofer product market evolution and shell directional policy matrix) Industry level analysis, porters five forces model. Qualitative factors in strategic choice Strategic implementation: Resource allocation, projects and procedural issues, organization structure and systems in strategy implementation, leadership and corporate culture, values, ethics, strategic control and operational control, techniques of strategic evaluation.
a. **Essential:**


b. **Further Reading:**

4. Strategic Management – pears and robison – AITBS
5. Strategic Management – Wheelen ND hungee
**Objective:** Understanding of Basics of GST, major provisions, working, enforcement, Tariffs and penalties

**Note:**
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

**UNIT – I**

**UNIT – II**
Classes of officers under GST, their appointment and powers; Levy and collection of CGST/ SGST; Composition Levy scheme; Time and Value of supply, valuation in GST (basics), Tax invoice, credit and debit notes.

**UNIT – III**
IGST Act, 2017: Definitions, Supplies in the course of inter-State trade or commerce, Supplies in the course of intra-State trade or commerce, Levy and collection of IGST, power to grant exemption from tax, place of supply under IGST; Input tax credit;

**UNIT – IV**
Returns under GST, Refund of tax; offences and penalties, Prosecution and Appeals under GST, GST Portal: GST Eco system, GST Suvidha provider.

**References:**
4. GST Ready Reckoner by CA Kesha R Garg, Bharat Law House, Delhi.
5. Goods and Services Tax in India -Notifications by Government of India
6. GST Bill 2012.
MBT 404 - .NET TECHNOLOGY

Time: 03 hours
Max. Marks: 100
Internal: 20
External: 80

Objective: The paper aims at elaborating fundamentals of .NET, XML, Visual Studio

.NET and Anatomy of .NET Applications

Note:
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT - I

.NET—evolution: Need and perspective in current scenario, net framework overview, structural diagram, .NET framework Base classes: User and program interfaces, windows forms, web forms, console applications.

UNIT - II

XML: Overview of XML, use of XML, integrity of XML with databases, XML as the .NET Meta language

UNIT - III

Visual Studio .NET: Common IDE for all languages, the common language specification, all net languages, management of multiple languages, projects

Difference between Visual basic, C++ and C#: overview of C#, data types in C#, control flow statements in C#, C# classes.

UNIT - IV

Anatomy of .NET Applications: Assembly, module, type, custom types, metadata and managed data.
Introduction to visual basic. NET

a. Essential:
1. Introducing NET by James Conard, Patrick Rengller, Birn Eranics, Jay Elunn Wron Publication
2. Microsoft Visual C# Net Step- by sharp and jagger, PHI

b. Further Reading:
3. Introducing Microsoft Net, 3rd Edition by Platt, PHI
Objective: The objective of this paper is to highlight the concepts of Management Information Systems, Decision Making and System Development Approaches.

Note:
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT - I


UNIT - II

UNIT - III


System Analysis: Introduction; Requirement Determination (Understand the Process, identify Data Used and Information Generated, Determine Frequency, Timing and Volume, Know the Performance Control); Strategies for requirement Determination (Interview, Questionnaire, Record Review, Observation); Structured Analysis Tools (Data Flow Diagram, Data Dictionary, Decision Tree and Structured English, Decision Table).

UNIT - IV

System Design: Design objectives; Conceptual Design (Define Problem, Set System Objectives, Identify constraints, determine information needs, determine information sources, develop various designs, documentation of the conceptual design, report preparation); Design Methods; Detailed System Design (Project Planning and Control, involvement of user, detailed sub-system definition, output/input design, feedback from the user, database design, procedure design, design documentation).


a. Essential

1 Management information System  Suresh K. Basandra
2 Management information System  W.S. Jawadekar
3 Management information System  Gorden B. Davis, Margrethe H.Olson

b. Further Reading:

4. Management information System  Robert Schultheis, Mary Summer
   The Manager’s View
5. Management information System  S. Sadagopan

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Objective: This paper aims at highlighting the Software Project Management concepts and fundamentals of Software Configuration Management. The students are made capable of understanding the significance and concepts related to Software Reliability and Quality Management and Software Maintenance.

Note:
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

UNIT - I

Evolution and impact: Evolution of an Art to an Engineering Discipline; a Solution to the Software Crisis, Programs Vs Software Engineering; Emergence of Software Engineering Software Life Cycle Models:

Why use a Life Cycle Model, Classical Waterfall Model; Iterative waterfall Model; Prototyping Model; Evolutionary Model; Spiral Model;

Software Project Management : Responsibilities of a Software Project Manager ; Project Planning; Metrics for Project Size Estimation; Project Estimation Techniques; Cocomo Model; Halstead’ Software science; Staffing Level Estimation; Scheduling; Organization and Team Structures; Staffing; Risk Management;

UNIT - II

Software Configuration Management : Requirement Analysis And specification Requirements gathering and analysis; Software Requirement Specification ; formal system development techniques; Axiomatic specification ; Algebraic Specification.

Software Design : Classification of Cohesiveness; Classification of Coupling; Software design approaches; Function- Oriented Design; Object Oriented Design.
UNIT - III

Function oriented Software Design : Structured Analysis; DFDs; primitive Symbols used for Constructing DFDs; developing the DFD Model of a system; Short comings of the DFD Model. Extending DFD Technique to Real Time Systems; Structured Design; Detailed Design;

Coding and Testing: Coding; Coding Review ; Testing; Testing in the Large vs. Testing in the small; unit testing; black box Testing; white box testing: debugging; program analysis tools; integration testing; system testing;

UNIT - IV

Software Reliability and Quality Management: Software Reliability; Hardware Vs Software Reliability; Reliability Metrics; Reliability Growth Modeling ; Statistical Testing; Software Quality ; Software Quality Management System;

Software Maintenance: Characteristics of Software Maintenance; Type of Software Maintenance; Characteristics of Software Evolution; Software Reverse Engineering; Software Maintenance Process Models; Estimation of Maintenance Cost

a. Essential:

1 Roger Pressman: Software Engineering

b. Further Reading:

2 R. E. Fairley : Software Engineering Concepts

MBT 407 – Research Project

Max. Marks : 100
Internal : 00
External : 100
**Objective:** The objective of this course is to acquaint students with major provisions of the acts, rules, tariffs, and modus operandi of indirect taxes.

**Note:**
(i) The Question paper will consist of four units.
(ii) Examiner will set total of nine questions comprising two questions from each unit and one compulsory question of short answer type covering whole syllabi.
(iii) The students are required to attempt one question from each unit and the compulsory question.
(iv) All questions carry equal marks.

**UNIT – I**
Central Sales Tax – Features, Terms, definitions, registration of dealers—Procedure of Cancellation & Duplication of registration, Procedure of assessment, filling of returns Use of various forms, authorities, Penalties and Appeals, Branch & Consignment transfers.

**UNIT – II**
Custom Act 1962 – An overview, Levy, Collection & Exemption from customs duties, Determination of date of duty & Tariff valuation, Prohibitions/restrictions on import & Export.

**UNIT – III**
Introduction to value added tax (VAT) Act 2005 – Concept, Features, Registration Taxable & Exempt supplies, TIN, VAT Bill, Tax credit, Procedure of assessment, Filling of VAT Returns, Penalties & Fines under VAT.

**UNIT – IV**

**a. Essential:**
1. Indirect Taxes: VS Datey & V Balachandren

**b. Further Reading:**
2. How to deal with VAT: Kulbhushan, Parson Education, 2005