

Year-1 Semester-2

Micro Economics Paper Code: UGMBCC03 Credit: Theory-4 + Tutorial-2 Contact hrs: 60

Objective: The purpose of this course is to apply micro economic concepts and techniques in evaluating business decisions taken by firms. The emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives. Simple geometry and basic concepts of mathematics will be used in the course of teaching.

Unit I: Demand, Supply and Market equilibrium: individual demand, market demand, individual supply, market supply, market equilibrium; Elasticity's of demand and supply : Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply; Theory of consumer behavior : cardinal utility theory, ordinal utility theory(indifference curves, budget line, consumer choice, price effect, substitution effect, income effect for normal, inferior and giffen goods), revealed preference theory.

Unit II: Producer and optimal production choice : optimizing behavior in short run (geometry of product curves, law of diminishing margin productivity, three stages of production), optimizing behavior in long run (isoquants, isocost line, optimal combination of resources) Costs and scale : traditional theory of cost (short run and long run, geometry of cot curves, envelope curves), modern theory of cost (short run and long run), economies of scale, economies of scope.

Unit III: Theory of firm and market organization : perfect competition (basic features, short run equilibrium of firm/industry, long run equilibrium of firm/industry, effect of changes in demand, cost and imposition of taxes) ; monopoly (basic features, short run equilibrium, long run equilibrium, effect of changes in demand, cost and imposition of taxes, comparison with perfect competition, welfare cost of monopoly), price discrimination, multi-plant monopoly ; monopolistic competition (basic features, demand and cost, short run equilibrium, long run equilibrium, excess capacity) ; oligopoly (Cournot's model, kinked demand curve model, dominant price leadership model, prisoner's dilemma)

Unit IV: Factor market : demand for a factor by a firm under marginal productivity theory (perfect competition in the product market, monopoly in the product market), market demand for a factor, supply of labour, market supply of labour, factor market equilibrium.

Readings:

1. Dominick Salvatore (2009). Principles of Microeconomics (5th ed.) Oxford University Press
2. Lipsey and Chrystal. (2008). Economics. (11th ed.) Oxford University Press
3. Koutosyannis (1979). Modern Micro Economics. Palgrave Macmillan
4. Pindyck, Rubinfeld and Mehta. (2009). Micro Economics. (7th ed.). Pearson.

Business Accounting
Paper Code: UGMBCC04
Credit: Theory-4 + Tutorial-2
Contact hrs: 60

Objective: To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation.

Unit I: Introduction to Accounting, Meaning of Accounting, Branches of Accounting, Accounting-An Information System, Users of Accounting Information, Accounting Cycle, Accounting principles, concepts and conventions, Need for Accounting Principles - Generally Accepted Accounting Principles, Accounting Standards – Applicability, Interpretation, Scope and Compliance.

Unit II: The Accounting Process: Overview, Double entry system of accounting, Books of Original Record; Journal and Subsidiary books, Ledgers, Trial Balance. Preparation of Bank Reconciliation Statements.

Unit III: Accounting for Depreciation, Bad Debts, Reserves and Provisions.

Unit IV: Preparation of Final Accounts of Sole Proprietorship Business. Concepts of Capital and Revenue expenditure and their accounting basics.

Unit V Issue of Shares, forfeitures and reissue, Bonus issue. Preparation of Company Final Accounts as per Schedule III of the Companies Act, 2013.

Unit VI: Analysis – Uses and Limitations, Classification of Ratios – Liquidity, Profitability, Financial and Turnover Ratios – Simple problems only.

Unit VII: Cash Flow Statement as per AS – 3 (Revised).

Unit VIII: Project/ Assignments

Suggested Readings:

1. Accounting for Managers – Asish K. Bhattacharya; PHI.
2. Financial Accounting for Management – N Ramachandran & Am Kr. Kakni; Tata Mcgraw-Hill.
3. Financial Accounting 2e - Mohammed Hanif& Amitabha Mukherjee; Mcgraw-Hill.
4. Financial Accounting: A Managerial Perspective By R. Narayanaswamy; PHI
5. Introduction to Financial Accounting – Horngren; Pearson Books.
6. Accounting & Finance For Managers – T.P. Ghosh; Taxmann

Business Communication & Personality Development

Paper Code: UGMBAE02

Credit: Theory-3 + Tutorial-1

Contact hrs: 40

Objective: This course will help the students to develop their personality – presentation, etiquette, soft skills and communication - in such a way that they are considered fit for the business environment.

UNIT I: Business Communication – Basic concepts; Purpose of Communication; Process of Communication; Types of Communication.

UNIT II: Recap of language skills – grammar & vocabulary

LSRW rules in Communication –

Listening – active vs. passive (Talk less, listen more);

Speaking – Speech vs pronunciation; Brief speeches;

Reading – Focus on the structure not on the theme alone; Comprehension

Writing – Paragraph, Summary, Proof reading.

UNIT III :

Letter writing – recap

Effective CV writing skills- Characteristics of fresher resume, drafting CVs - objective, designing of different layouts, relevant headings, identification of CV points, writing skill for delivering complete information, process for better presentation, delivery & submission process.

UNIT IV:

Personality Development – concept; self-awareness; body language, time management

UNIT V:

Internet - components; www working, browsing, searching, saving; Email - creating, receiving, reading, responding, attachments, signature, junk mail and sending messages.

Suggested Readings:

1.Kaul, A; Effective Business Communication; Prentice Hall

2.Sherfield, R M; Montgomery, R H & Moody, G P; Cornerstone Developing Soft Skills; Pearson

3.Soundararaj, F.; Speaking & Writing for Effective Business Communication; MacMillan India Ltd.

4. Balausbramanyam; Business Communication; Vikas Publishing House, New Delhi.

5.Chaturvdei and Chaturvedi; Business Communication: Concepts, Cases and Applications; Pearson Education.

Indian Society & Culture
Paper Code: UGMBGE03
Credit: Theory-4 + Field Work-2
Contact hrs: 60

Objective: This course provides students with the concept of Society in micro and macro perspective, social stratification, population/ demographic profile, major socio-economic problems in Indian society and Indian culture; this course also explores the ideas and thoughts of selected social thinkers.

Unit 1: Indian society

- Concept of Society
- Types of Indian Society: Tribal Society, Agrarian Society, Industrial Society
- Changes within Indian society and their repercussions
- Causes of changes
- Social Stratification
 - Caste System
 - Class System
 - Communities
 - Ethnic Groups
 - Exclusion versus Inclusion
 - Weaker Section, Dalits and Minorities
 - Constitutional Provisions for Scheduled Castes, Scheduled Tribes and other Backward Classes.
- Marriage and Family among Hindus, Muslims and Christians; Polyandry and Polygamy
- Regulations of Marriage, Separation and Divorce.
- Kinship Organization in India
- Secularism
- Unity and Diversity in Indian Society
- Effects of globalization on Indian society

Unit 2: Population/ Demographic Profile

- Demographic Profile of India: Characteristics of Indian Population in terms of Growth, Age, Sex, Religion, Language, Occupation and Scheduled Castes and Scheduled Tribes
- Tribal Communities in India: Geographical Distribution, Assimilation, Integration and Assertion
- Religions in India: Tribal, Hinduism, Buddhism, Islam and Christianity; Regional Diversities: Issues of Autonomy, Identity and Integration
- Problem of IMR, MMR and TFR
- National Policy on Population
- Demographic dividend and the way to capitalize it

Unit 3: Major Problems in Indian Society

- Poverty
- Illiteracy

- Unemployment
- Housing
- Child Labour
- Migration
- Occupational Diseases
- Insurgency
- Terrorism
- Crime
- Project Affected People
- Social Destitute
- Beggary
- Aged Population
- Juvenile Delinquency
- Problems in Family Life
- Urbanization (Transport, Waste disposal, Rural-urban migration, Sanitation, Environment, Housing, Water depletion, Pollution)
- Communalism
- Regionalism

Unit 4: Indian Culture

- Features
- Characteristics and Diversity
- Differences with Western Culture
- Human Values
- Values in Work Life
- Value Crisis in Contemporary Indian Society.

Unit 5: Selected Social Thinkers

- Radhakamal Mukerjee
- G.S.Ghurye
- D.P.Mukerji

Field Work (Suggested areas):

Area I. Social Work Communities and Organizations

1. Develop skills to analyze complex situations, and evaluate the agencies functions in relation to needs/ problems of the client system.
2. Critically analyze the philosophy, policy, thrust and traditions of the organization within the frame work of the national policy, constitutional rights, human rights and international programmes.
3. Identify gaps in policy, develop initiative and use advocacy skills to bring about change at local, state and national level.
4. Use selective skills of social worker and different roles to enable people meet challenges.

Area II Working in Teams

1. Enhance skills of working with inter-disciplinary teams to support people's quest to meet needs and goals.
2. Take initiative, and leadership roles while working with teams.

Area III (A) Programme Management

1. Involvement in programmes for social issues/concerns, and projects, prepare proposal for new programmes.
2. Develop skills for evaluation of programmes, prepare reviews, and document.
3. Develop plans and implement these for staff development.
4. Develop skills to guide and train front-line workers, like NSS and other volunteers.
5. Collect information of other similar programmes, and develop skills of networking effectively with other agencies.

Area III (B) Records

1. Records
 - i. Analysis of problem solving situations for new and significant areas of problem solving.
 - ii. Internalization of professional values.
2. Independently prepares and utilizes records like summary records, case studies, agency reports – annual and six monthly, minutes of meetings, press releases.
3. Masters skills for documentation of activities like projects, programmes, case studies etc.

Area III (C) Plan

1. Plan, implement and evaluate programmes independently.
2. Be analytical and evaluate agency functions in relation to needs and problems of the client systems.
3. Takes the initiative in leadership while working with various teams, consciously assume different roles to suit different situations, and takes leadership and helps other to do so.
4. Provide opportunities to use selectively, skills of social work and utilize them to effect change.

Area IV Practice Strategies and Tools

Manifest selective and rational use of approaches, skills, techniques.

Introspect, in relation to own behaviour, values-relative, absolute, intrinsic and extrinsic and utilize this for growth.

Appreciate others contribution, however small, in the field.

Area V (A) Responsibility towards Self

Professional responsibility and concern for the client system is manifested below:

1. Mastery in time management, regularity and sincerity in work.
2. Demonstrates social work values.
3. Uses participatory approaches and problem solving skills.
4. Preparation for termination with a view to helping the client system for self dependence.

Area V (B) Responsibility Towards the Organization

1. Functions confidently as a representative of the organization with respect to tasks undertaken.
2. Guides Junior Colleagues/Volunteers to develop skills.
3. Provides leadership in specific tasks in the team of social workers, as well as in the inter disciplinary teams.
4. Shows responsibility towards other organizations
5. Practices professional ethics.

Area VI. Profession and Professional

1. Enhances faith in the profession which is committed to social change. Willingly takes up challenging tasks with confidence.
2. Represents the profession :
 - a. TO the public and other disciplines at meetings, seminars and enhances the image of profession.
 - b. Writing

Suggested Readings:

1. A.N. Tripathi : Human Values, New Age International
2. Andre Beteille : Society and Politics in India, OUP
3. B. R. Chauhan : India: A Socio-Economic Profile: New Delhi: Sterling
4. D.G. Mandelbaum : Society in India, Bombay: Popular Prakashan
5. D.P. Mukherji : Diversities, Delhi: Peoples Publishing House
6. Dipankar Gupta : Social Stratification, OUP
7. Irawati Karve : Hindu Society: An Interpretation, Poona: Deccan College
8. M. N. Srinivas : Indian Social Structure, New Delhi: Hindustan Publishing Corporation
9. M. N. Srinivas : Social Change in Modern India, California: University of California Press
10. M.N. Srinivas : Social Structure and Caste and Other Essays, OUP
11. Patricia Uberoi : Family and Marriage In India, New Delhi: Oxford University Press
12. R Lannoy : The Speaking Tree: A Study of Indian Society and Culture, Delhi: OUP
13. R. Thapar (ed.) : Tribe, Caste and Religion in India, Macmillan.
14. Ram Ahuja : Social Problems in India, Rawat Publications
15. S.C. Dube : India's Changing Village, London: Routledge and Kegan Paul
16. S.C. Dube : Indian Village, London: Houlledge
17. S.C. Dube : Society in India, New Delhi: National Book Trust
18. Yogendra Singh : Modernization of Indian Tradition, Delhi: Thomson Press

Total Quality Management
Paper Code: UGMBGE04
Credit: Theory-4 + Tutorial-2
Contact hrs: 60

Objective: To enable the students to understand the principles, practices and application in Total Quality Management and Concepts

Unit-I: Meaning of Quality – Definitions and other key concepts – Dimensions of Product Quality – Dimensions of Service Quality – What is Total Quality Management(TQM)?- Definition of Quality – Characteristics of TQM – Principles of TQM- Barriers to TQM Implementation- Potential, benefits of TQM

Unit-II: Contributions of Quality Gurus: Walter A. Shewhart - W. Edwards Deming – Joseph M. Juran – Philip Crosby – Armand V. Feigenbaum –Genichi Taguchi

Unit-III: PDSA Cycle – 5S House Keeping –kaizen–Old QC Tools – Seven New Management tools -Basic Concepts in Six Sigma

Unit-IV: Benchmarking & Quality Function Deployment: What is Bench Marking – Types – Benchmarking Process – benefits – Pit falls – Quality Function deployment – Concepts – Process –House of Quality – QFD Methodology Process

Unit-V: Quality Circles: Introduction – Characteristics- Structure – Process – Benefits of Quality Circles - Need for ISO 9000 – ISO family of Standards – Steps in ISO 9000 Certifications - Quality Audits

Suggested Readings:

1. Dr.V.Jayakumar ,Dr.R.Raju ., Total Quality Management , Lakshmi Publications, 2005
2. PoornimaM.Charantimath ., Total Quality Management , Pearson Education, 2003
3. Subburaj Ramasamy ., Total Quality Management , Tata McGraw – Hill , 2005
4. Sunil Sharma., Total Engineering Quality Management, Macmillan India Ltd. 2003
5. Kanishka Bedi ., Quality Management ,Oxford University Press, 2006