<table>
<thead>
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<th>क.</th>
<th>कक्षा</th>
<th>कोर्स नं.</th>
<th>संशोधित प्रश्न पत्र</th>
<th>प्रभावशील समय</th>
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<tbody>
<tr>
<td>1</td>
<td>BBA VI Sem</td>
<td>BSHR-2</td>
<td>Human Resource Management (Organization Development)</td>
<td>2011-12</td>
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<td>2</td>
<td>MDA I (FT)</td>
<td>CP-102</td>
<td>Quantitative Methods</td>
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<td>CP-106</td>
<td>Accounting for Managers</td>
<td>2012-13</td>
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<td>CP-----</td>
<td>Communication Skills</td>
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<td>6</td>
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<td>CP-204</td>
<td>Financial Management</td>
<td>2013-14</td>
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<td>7</td>
<td>MBA III (FT)</td>
<td>FSF-4</td>
<td>Corporate Taxation</td>
<td>2012-13</td>
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<td>8</td>
<td>MBA III (FT)</td>
<td>CP-301</td>
<td>Business Policy and Strategic Analysis</td>
<td>2012-13</td>
</tr>
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</table>

अतः संलग्न संशोधित लिस्ट के अनुसार ही अध्ययन कराया जाना सुनिश्चित किया जाये।
एवं इस पाठ्यक्रम के प्रश्नपत्र का सिलेबस यथायत (सत्र 2.11-12 की भाषा) रखें।

कुलसचिव
पुष्पकार्य 1076 /अकादमी/पाठ्यक्रम/अ-1/12
भोपाल, दिनांक...04...06...12

प्रतिष्ठित:
1. आयुष्य एवं संचालन उच्च शिक्षा म.प. सत्यानंद भोपाल
2. समाज संवेदनशील विश्वविद्यालयों के संबंधों को इस अनुमोदन के साथ कि उक्त अधिसूचना से विद्यार्थियों को अवगत कराने का कदम करें। संलग्न संशोधित सिलेबस के अनुसार ही अध्ययन कराया जाना सुनिश्चित किया जाये।
3. अध्याय्य, प्रमण संकाय, ब.वि.वि. भोपाल की ओर सुनाई।
4. प्रो. विविध शैक्षणिक अभियान, छात्र कल्याण, ब.वि.वि. भोपाल की ओर सुनाई।
5. प्रो. एक्स.विभागीय अधिशंका महाविद्यालयीन विकास परीक्षा ब.वि.वि. भोपाल
6. अध्याय्य एवं संशोधित, प्रमण अध्ययन मंडल की ओर सुनाई।
7. प्रो. एस.दी.एस. राजनीति परीक्षा विकासीरण वर्कशाला विश्वविद्यालय की ओर सुनाई।
8. उप-कुलशिव गोपीनाथ विकासीरण वर्कशाला विश्वविद्यालय की ओर सुनाई।
9. राहुल-कुलशिवील शिक्षा/गोपीनाथ/भोपाल का वर्कशाला विश्वविद्यालय की ओर सुनाई।
10. संवेदक सहायक परीक्षा/गोपीनाथ/भोपाल का वर्कशाला विश्वविद्यालय की ओर सुनाई।
11. शीर्षता विश्वास जनसंपर्क अविकल्प वर्कशाला विश्वविद्यालय की ओर सुनाई।
12. प्रभारी निर्देश कार्यालय वर्कशाला विश्वविद्यालय की ओर सुनाई।
13. श्री अश्वत्त बेलेस्त्रांग प्रभारी की ओर इस आशय के साथ कि वर्कशाला इस अधिसूचना के साथ संलग्न संशोधित प्रश्न पत्र के सिलेबस के अधिसूचना एवं सिलेबस को विश्वविद्यालय की पर अपलोड करने का कदम करें।
14. कुलसचिव के निज सहायक के माध्यम से कुलसंवेदित की ओर सुनाई।
15. कुलसचिव के निज सहायक के माध्यम से कुलसंवेदित की ओर सुनाई।
16. समाजकर्मी मंडल दैनिक समाचार पत्रों की ओर इस निदेशन के साथ प्रस्तुत है कि उक्त अधिसूचना को अपने लिए ही समाचार पत्र में उपलब्ध अधिसूचना को समाचार के रूप में प्रकाशित करने की कृपा करें।
17. संबंधित नस्ली।

(डा. भोपाल)
उपकुलसचिव/अकादमी
COURSE CONTENTS

UNIT-I  Organizational Development:- Overview, Concept, Meaning, Objectives, Assumptions of OD, Values and Beliefs in OD.


UNIT-III OD Intervention Strategies - Interpersonal, Team, Inter-Group and Structural.

UNIT-IV Evaluation :- Evaluation of CD, Ethics of CD Professionals.

UNIT-V Power, Politics and Organizational Development, Changing Environment Future and Organizational Development

SCHEME OF EXAMINATION:
Total Marks: (Internal 15, External 35) 50 marks

SUGGESTED READINGS
1. French, W H and Bell, CH. ‘Organization Development’. New Delhi, Prentice Hall of India,
2. French, W L, Organization Development Theory, Practice and Research’ Universal Book stall, Delhi,
OBJECTIVES:

The objective of the course is to make the students familiar with some basic statistical techniques. The main focus, however, is in their applications in business decision making.

COURSE CONTENTS:

UNIT -I Statistical basis of managerial decision: Frequency distribution and graphic representation of frequency distribution, Measures of Central Tendency — Mean, Median, Mode, Requisite of ideal measures of Central techniques, Merits, Demerits of Mean, Median Mode and their managerial application.

Unit-II Dispersion Measures of dispersion range, Q.D., M.D., S.D., coefficient of variation, skewness, kurtosis.

Unit-III Theory of Probability and probability distribution—Mathematical probability, Trial and event, sample space, Simple problem based on sample space, Binomial, Poisson, Normal distribution and their application in business decision making.

Unit-IV Correlation and regression analysis — Karl Pearson’s coefficient of correlation, rank correlation, repeated ranks, spearsman’s rank correlation, regression equation, Regression coefficient, Time Series analysis and forecasting.

Unit-V Sampling Concepts and Theory Z-test and T-test for difference of Means and management test in management F-test.
SCHEME OF EXAMINATION:
Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:
Sec. A: (Short Answers) 4 out of 8 4 x 8 = 32 Marks.
Sec. B: (Essay type & case) 3 out of 5 3 x 16 = 48 Marks.

SUGGESTED READINGS:
OBJECTIVES:

The basic purpose of this course is to develop an insight of postulates, principles and techniques of accounting and utilization of financial and accounting information for planning decision-making and control.

COURSE CONTENTS:

Unit-I  Financial Accounting-Concept, Importance and Scope, Principles of Double Entry, Ledger Accounting, Preparation of Trial Balance

Unit-II  Preparation of Financial Statements- Profit and Loss Account and Balance Sheet; Depreciation Accounting.

Unit-III  Financial Statement analysis- Comparative Statement; Common Size Statements; Ratio analysis, Cash Flow and Fund Flow Analysis

Unit-IV  Management Accounting Concept; Needs, Importance; Basic Concepts of: Budget, Budgetary Control and Zero Base Budgeting

Unit-V  Cost Accounting- Records and Processes, Types of Cost, Cost Sheet, Basic Concepts of: Standard Costing and Variance Analysis.
SCHEME OF EXAMINATION:
Total Marks: (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:
Sec. A: (Short Answers) 4 out of 8 4 x 8 = 32 Marks.
Sec. B: (Essay type & case) 3 out of 5 3 x 16 = 48 Marks.

SUGGESTED READINGS:
5. RAC. Ram Gopal, “Accounting for manager,” New Age Publisher.
6. Accounting for non specialized by Jones, Wiley.
COMMUNICATION SKILLS (Proposed Syllabus)

COURSE CONTENTS:

Unit-1 Meaning, nature, need, types of communication: Oral, Written & non verbal, Upward, Downward & Lateral, Theories of Communication, Process of communication, barriers to effective communication.

Unit-2 Writing Strategies: Letter writing, types of business letters, Do's and Don'ts of business letters, Business Memos, resume writing, Essentials of resume writing, Importance of resume and covering letter.

Unit-3 Communication for employment: Strategies to develop effective communication skills, Speeches, Public Speaking, Interviews, group discussion, Conferences, Effective Listening, and Grapevine Communication.

Unit-4 Type of Non Verbal Communication: meaning and importance Kinesics, Proxemics, Chronemics, Paralanguage and Artefacts, Business etiquettes: Dressing & Grooming, Business Meals, Table Manners.

Unit-5 Report Writing: Types and structure of reports, drafting reports, Introduction to electronic communication, designing and delivering business presentations.

SCHEME OF EXAMINATION:
Total Marks : (Internal 20, External 80) = 100 marks
PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8  
4 x 8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5  
3 x 16 = 48 Marks.

SUGGESTED READINGS:


Preamble

The objectives of this course include developing an appreciation of various software, hardware and communication systems available in the industry among the students. The capture, storage, management and retrieval of organizational data are essential to provide information necessary for effective decision making. Therefore managers require computer skills to enable them perform their duties effectively.

COURSE CONTENTS

UNIT -I  Basics
  o Introduction to IS-TPS, MIS, DSS, EIS & Enterprise Information Systems
  o Keyboard & mouse skills
  o Computer buying-decisions

  ➢ Tapping Information Library-Searching Skills
    o Search & Browse skills using Internet,
    o Web Page (HTML, FORMS) basics - Working with HTML tags, Colors, hyperlinks, unordered lists, definition lists, marquee, tables, Forms
    o Websites, Web Servers, Web Hoisting & Email Basics
    o Effective use of Blogs, Forums from a business perspective
    o Internet as Collaboration Tool - Cloud Computing
    o E-Commerce Understanding of E-commerce, generation of E-commerce, need & importance of E-commerce, application of E-commerce

UNIT-II  Information Processing- Analyses Skills
  o Excel Basics-Spreadsheet, Range, formulas, functions, Charts
  o Excel As Analyses Tool - Understand ‘what if analysis, Use of Solver and Scenario Manager & Pivot Tables to analyze data.
- Excel Built-in Functions- Commonly used functions from Date & Time, Logical, Financial, Statistical function groups
- Databases at your fingertips
- Basic concepts, database management system architecture, Relational database concepts
- Manage a database list in Ms Access by sorting, finding and summarizing data.

**UNIT -III Presentation & Reporting**
- MS Power point basics, Using power point templates and slide layouts, slide transition and animation, presentation views and slide show, Creating a business plan using built-in templates

**UNIT -IV Documentation Basics**
- MS Word Basics, Formatting text and documents, working with header footer, tables, mail merge, using built-in document templates

➤ **Communication Workshop**
- MS Outlook basics, email account settings management
- Mail merge using Ms Excel as data source and Outlook as email client

**UNIT -V Data Communication**
- Computer Networks (LAN, MAN, WAN), network hardware, reference model, Transmission mode, Transmission media (Guided, Unguided)

**SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec. A: (Short Answers) 4 out of 8 4 x 8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3 x 16 = 48 Marks.

**Suggested Readings:**

1. Working with MS Office-Tata McGraw Hill
2. Office 2007 Bible, John Walkenbach, Wiley India
3. Fundamentals of Database Management System, Renu Vig, Ekta Walo, Indian Society of Technical Education
4. Networking, Joseph R Levy
5. Mastering HTML-Ray & Ray, BPB Publication
6. The Antivirus Book-Saumil U Shah
7. E-Commerce Strategies- Charles Trepper, PHI
OBJECTIVES:
The purpose of this course is to acquaint the students with the broad framework of financial decision-making in a business unit.

COURSE CONTENTS:

Unit-I  Aims and Objectives of Financial Management, Du Pont Analysis, Economic Value Added, Cost Volume Profit Analysis

Unit-II  Instruments of Long Term Finance, Share Capital, Debentures/Bonds, Hybrid Instruments, Venture Capital, Time Value of Money, Operating Leverage, Financial Leverage & Combined Leverage

Unit-III Cost of Different sources of Raising Capital, Weighted Average Cost of Capital; Capital Structure Theories and Optimum Capital Structure.

Unit-IV  Capital Budgeting, Methods of Capital Budgeting - Traditional Methods, Pay Back Period, ARR, Discounted Cash Flows, NPV, IRR, Profitability Index

Unit-V  Management of Working Capital-Cash Receivables and Inventory management. Internal Financing and Dividend Policy.

SCHEME OF EXAMINATION:
Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:
Sec. A: (Short Answers) 4 out of 8 4 x 8 = 32 Marks.
Sec. B : (Essay type & case) 3 out of 5 3 x 16 = 48 Marks.
SUGGESTED READINGS:

OBJECTIVES:

The objective of this course is to acquaint the participant with the implications of tax structure and corporate profit planning in operational as well as strategic terms.

COURSE CONTENTS:

UNIT-I  
Basic Concepts of Income Tax; Residential status of a Company; Computation of Income. Set off and Carry forward of Losses, Minimum Alternative Tax (MAT), Alternative Minimum Tax (AMT).

UNIT-II  
Computation of Tax Liability; Dividend distribution tax. Meaning and Scope of Tax Planning and Location of Undertaking.

UNIT-III  
Tax Planning Regarding Dividends Policy, Issue of Bonus Shares, Inter Corporate Dividends.

UNIT-IV  
Tax Planning Relating to Amalgamation and Merger of Companies.

UNIT-V  
Tax Considerations in respect of Specific Managerial Decision like Make or Buy, Own or Lease, Close or Continue, etc.

SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8  
4× 8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5  
3 × 16 = 48 Marks.
SUGGESTED READINGS:


The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.
The objective of this course is to develop a holistic perspective of enterprise, critical from the point of view of the top executives.

**COURSE CONTENTS**

**UNIT-I** Business Policy as a field of Study: General Management Point of View; Vision; Mission, Objectives and Policies;

**UNIT-II** Environmental Analysis and Internal Analysis; SWOT Analysis;

**UNIT-III** Tools and Techniques for Strategic Analysis; Impact Matrix; The Experience Curve; BCG Matrix; GEC Model. II

**UNIT-IV** Industry Analysis; Concept of Value Chain;

**UNIT-V** Framework for Analysing Competition; Competitive Advantage of a Firm.

**SCHEME OF EXAMINATION;**

Total Marks: (Internal 20, External 80) = 100 Marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec. A. (Short Answers) 4 Out of 8 4×8= 32 Marks

Sec. B (Essay type & case) 3 Out of 5 3×16=48 Marks
SUGGESTED READINGS:

2. Budhiraja; S B and Athereya, M B. Cases in Strategic Management New Delhi, Tata MaGraw Hill, 1986

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.