



NIZAM COLLEGE

(Autonomous)

A Constituent College of Osmania University

With NAAC - A Grade & CPE status

CBCS Pattern for Undergraduate B.B.A. program

Semester I and II: Academic Year 2016-17 Onwards

Semester I	Courses	Hours per Week	Duration of Exam Hrs	Marks			Marks to be Converted	No. of Credits
				Internal	External	Total		
FC	Course-IA: English (paper-I)	4	2	10	40	50	40	4
	Course-IIA: Second Language (paper-I)	4	2	10	40	50	40	4
AECC	Environmental Science	2	2	10	40	50	20	2
CC	Theory							
	DSC-IA: Business Organization and Management	5	2	10	40	50	50	5
	DSC-IIA: Basics of Marketing	5	2	10	40	50	50	5
	DSC-IIIA: Business Economics	5	2	10	40	50	50	5
	Total	25					300	250

FC: Foundation Course, AECC: Ability Enhancement Compulsory Course, CC: Core Course, DSC: Discipline Specific Course

Semester II	Courses	Hours per Week	Duration of Exam Hrs	Marks			Marks to be Converted	No. of Credits
				Internal	External	Total		
FC	Course-IB: English (paper-II)	4	2	10	40	50	40	4
	Course-IIB: Second Language (paper-II)	4	2	10	40	50	40	4
AECC	Value Education and Ethics	2	2	10	40	50	20	2
CC	Theory							
	DSC-IB: Organizational Behavior	5	2	10	40	50	50	5
	DSC-IIB: Business Statistics	5	2	10	40	50	50	5
	DSC-IIIB: Business Law	5	2	10	40	50	50	5
	Total	25					300	250

FC: Foundation Course, AECC: Ability Enhancement Compulsory Course, CC: Core Course, DSC: Discipline Specific Course



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Semester III and IV: Academic Year 2017-18 Onwards

Semester III	Courses	Hours per Week	Duration of Exam Hrs	Marks			Marks to be Converted	No. of Credits
				Internal	External	Total		
FC	Course-IC: English (paper-III)	4	2	10	40	50	40	4
	Course-IIC: Second Language (paper-III)	4	2	10	40	50	40	4
AECC	Multidisciplinary Course	2	2	10	40	50	20	2
CC	Theory							
	DSC-IC: Financial Accounting	5	2	10	40	50	50	5
	DSC-IIC: Human Resources Management	5	2	10	40	50	50	5
	DSC-IIIC: Introduction to Information Technology	5	2	10	40	50	50	5
Total		25				300	250	25

FC: Foundation Course, AECC: Ability Enhancement Compulsory Course, CC: Core Course, DSC: Discipline Specific Course

Semester IV	Courses	Hours per Week	Duration of Exam Hrs	Marks			Marks to be Converted	No. of Credits
				Internal	External	Total		
FC	Course-ID: English (paper-IV)	4	2	10	40	50	40	4
	Course-IID: Second Language (paper-IV)	4	2	10	40	50	40	4
AECC	Multidisciplinary Course	2	2	10	40	50	20	2
CC	Theory							
	DSC-ID: Financial Management	5	2	10	40	50	50	5
	DSC-IIID: Marketing Research	5	2	10	40	50	50	5
	DSC-IIID: Business Ethics & Corporate Governance	5	2	10	40	50	50	5
Total		25				300	250	25

FC: Foundation Course, AECC: Ability Enhancement Compulsory Course, CC: Core Course, DSC: Discipline Specific Course



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Semester V and VI: Academic Year 2018-19 Onwards

Semester V	Courses	Hours per Week	Duration of Exam Hrs	Marks			Marks to be Converted	No. of Credits
				Internal	External	Total		
CC	DSC IE: Quantitative Techniques for Business	5	2	10	40	50	50	5
	DSC IIE: International Business	5	2	10	40	50	50	5
	DSC IIIE: Fundamentals of Technological Management	4	2	10	40	50	50	4
	DSE IE: Elective – I Financial Institutions & Market (F) Marketing of Services (M) Change Management (HR)	5	2	10	40	50	50	5
	DSE IIE: Elective – II Investment Management (F) CRM & Retail Management (M) Industrial Relations (HR)	5	2	10	40	50	50	5
	Total		24				300	240

CC: Core Course, DSC: Discipline Specific Course, DSE: Discipline Specific Elective



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Semester VI	Courses	Hours per Week	Duration of Exam Hrs	Marks			Marks to be Converted	No. of Credits
				Internal	External	Total		
CC	DSC IF: Strategic Management	5	2	10	40	50	50	5
	DSC IIF: Cost & Management Accounting	5	2	10	40	50	50	5
	DSC IIIF: Project Work	4	2	10	40	50	50	4
	DSE IF: Elective – I Banking & Insurance (F) Consumer Behaviour (M) Performance Management (HR)	5	2	10	40	50	50	5
	DSE IIF: Elective – II Business Taxation (F) Advertising & Sales Promotion (M) Talent Management (HR)	5	2	10	40	50	50	5
	Total	24					300	240

CC: Core Course, DSC: Discipline Specific Course, DSE: Discipline Specific Elective



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Total Marks and Credits for Undergraduate B.B.A. program

Course Type	Semester	Number of Paper	Marks for each paper	Marks to be Converted	Total Marks	No. of Credits	Total Credits
Foundational Course	I, II, III, IV	8	50	40	320	32	32
ADD on Courses							
AECC	I, II	2	50	20	40	4	10
SEC	III, IV	2	50	20	40	4	
NCC/NS S/Etc	I to VI	1	20	20	20	2	
Core Courses							
DSC: Theory	I, II, III, IV	12	50	50	600	60	108
	V, VI	6	50	40	240	24	
DSE: Theory	V	3	50	40	120	12	
Project	VI	3	50	40	120	12	
Attendance	I to VI		100	20	20	2	2
Total of add on and core courses						120	120



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Paper Code: DSC-IA

BUSINESS ORGANIZATION AND MANAGEMENT

Objective: The general objective of this course is to provide a broad and integrative introduction to the theories and practice of management. In particular, the course focuses on the basic areas of the management process and functions from an organizational viewpoint. The course also attempts to enable students to understand the role, challenges, and opportunities of Business in contributing to the successful operations and performance of organizations.

UNIT-I

FUNDAMENTAL CONCEPTS

Concepts of Business, Trade and Aids to Trade, Industry and Commerce - Characteristics of Business - Objectives of Business - Functions of Business - Essential elements of Successful Business - Classification of Industry - Relationship between Trade, Industry and Commerce.

UNIT-II

FORMS OF BUSINESS ORGANIZATION

Factors Influencing the selection of different forms of Business Organization - Sole Proprietorship - Characteristics - Advantages and Disadvantages - Suitability of Sole Proprietorship - Partnership - Kinds of Partners - Advantages and Disadvantages of Partnership - Suitability of Partnership - Partnership Deed - Meaning - Contents - Company Form of Organization - Joint Stock Company - Meaning - Definition - Characteristics - Advantages and Disadvantages, - Kinds of Companies - Co-operative Organization - Characteristics - Types of Co-operative Societies - Documents required for promotion and registration of a company - AOA-MOA- Prospectus and their Contents

UNIT-III

SOURCES OF BUSINESS FINANCE

Fixed and Working Capital sources- Shares - Types - Debentures - Types - Public deposits - Venture Capital - Seed Capital - other Sources of Finance - Merits and demerits

UNIT-IV

MANAGEMENT & PRINCIPLES OF MANAGEMENT

Management - definition - meaning - nature - importance of Management Principles - Fayol's Principles of Management - Scientific Management - meaning - principles - objectives - criticisms.

UNIT-V

FUNCTIONS OF MANAGEMENT



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Meaning-Characteristic features and process of Planning - Organizing – Staffing - Coordination - Control and other Essential elements of management functions

BOOKS RECOMMENDED

1. Bhushan Y. K: Business Organization and Management; Sultan Chand publns
2. RK Sharma and Sashi K. Gupta: Industrial Organization and Management, Kalyani publs
3. CB Gupta: Industrial Organization and Management. Sultan Chand publns

Essentials of Management – Koontz, O'Donnell6. P.C. Tripathi & P.N. Reddy, (2015) Principles of Management, 5th Edition, Tata McGraw-Hill Education, New Delhi.



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Paper Code: DSC-IIA BASICS OF MARKETING

Objective: To provide an exposure to the students pertaining to the nature and Scope of marketing, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic philosophies and tools of marketing management.

Unit I: Introduction of Marketing: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Production concept, Product concept, Selling concept, Marketing concept. Marketing Environment: Micro and Macro Environment.

Unit II: Market Segmentation, Target Market and Product Positioning: Levels of Market Segmentation, Bases for Segmenting Consumer Markets, Bases for Segmenting Industrial Markets. Target Market and Product Positioning Tools.

Unit III: New Product Development: Introduction, Meaning of a New Product. Need and Limitations for Development of a New Product, Reasons for Failure of a New Product, Stages in New Product Development and Consumer Adoptions Process.

Unit IV: Product & Pricing Decisions: Concept of Product, Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Pricing Decisions: Concept of Price, Pricing Methods and Pricing Strategies.

Unit V: Promotion Mix: Concept of Promotion Mix, Factors determining promotion mix, Promotional Tools – Types of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Distribution: Designing Marketing Channels Channel functions, Types of Intermediaries.

Reference Books:

1. Kotler Philip, Garyarmstrong, Prafullay. Agnihotri, EU Haque, “Principles of Marketing”, 2010, 13th Ed, Pearson Education Prentice Hall of Indi..
2. Paul Baines, Chris Fill, Kelly page, “ Marketing Management”, 2009, 1st Ed. Oxford University Press.
3. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson.
4. Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective-Indian Context, Macmillan Publishers India Limited.
4. Rajan Saxena, “Marketing Management”, 2009, 4th Ed. Tata McGraw H
- 5..Roger J. best , “Market – Based Management”, 2009, 1st Ed. PHI Learning Pvt. Ltd.



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Paper Code: DSC-III BUSINESS ECONOMICS

Objective: The Purpose of this course is to apply micro economic concepts and tools for analyzing business problems and making accurate decision \s pertaining to the business firms. The emphasis is given to tools and techniques of micro economics.

Unit I: Business Economics Nature and Scope:

Introduction to business economics, characteristics, nature and scope concept of opportunities Cost, Incremental cost. Time perspective, Discounting and equi-marginal principle.

Unit – II: Demand Concepts & Elasticity of Demand.

Concept of Demand Determinates of demand , law of demand, exception to the law of demand, elasticity of demand, types of demand elasticity, uses of demand elasticity. Concept of Supply, Determinants of Supply, Law of Supply, Elasticity of Supply.

Unit – III: Production and Cost Concepts:

Theory of production, production function, input output combination, short run production laws, law of diminishing marginal returns to scale, ISO-quant curves, ISO-cost curves.

Unit – IV :Budget line:

Cost concepts, cost classification, short run cost curves and long run cost curves, Experience curve. Economies and diseconomies to the scale, economies of scope.

Unit – V: Market Structures and Pricing.

Concept of market, structures, perfect competition market and price determination, monopoly and abnormal profits, monopolistic completion market price determination, price discrimination. Oligopoly, features of oligopoly, syndicating in oligopoly, kinked demand curve, price leadership and market positioning.

Reference Books

1. Dominik Salvatore, “(2009) Principal of Micro Economics(5th Edn) oxford University Press.
2. Lipsey and Crystal (2008) Economic (11th Edn) Oxford University Press..
3. Kutosynnis (1979) Modern Mircro Economics (5th Edn) Mc millan Publishers
4. Rubin field and Mehathe (Micro Economics (7th Edn) Pearson Publishers.



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Paper Code: DSC-IB

ORGANIZATIONAL BEHAVIOUR

Objective: The main objective is to explain the fundamentals of managing business and to understand individual and group behavior at work place so as to improve the effectiveness of an organization.

UNIT-I: Organizational Behavior – Meaning, importance and historical development of organizational behavior, Factors influencing organizational behavior. Perception and Attribution- concept, nature and process, Factors influencing perception. Values and Attitudes. Personality - Stages of personality development, Determinants of personality. Concept and theories of learning.

UNIT-II: Motivation- Concept, importance and theories of motivation. Leadership - concept, characteristics, theories and styles of leadership, Managerial grid, Leadership continuum and Leadership effectiveness.

UNIT-III: Group Dynamics – Meaning of groups and group dynamics, Formation, Characteristics and Types of groups, Theories of group dynamics, Group cohesiveness - Factors influencing group cohesiveness - Group decision making process. Types of teams. Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window.

UNIT-IV: Management of Change – Meaning and importance of change, Factors contributing to organizational change, Change agents, Resistance to change – causes of and dealing with resistance to change, Organizational Development - meaning and process.

UNIT-V: Organizational Culture, Conflict and Effectiveness- Concept of Organizational Culture, Distinction between organizational culture and organizational climate, Factors influencing organizational culture, Morale- concept and types of morale. Managing conflict, Organizational Effectiveness - Indicators of organizational effectiveness, Achieving organizational effectiveness. Organizational Power and Politics.

Reference Books

1. Robbins, P.Stephen - Organizational Behavior-concepts, controversies & Applications - Prentice Hall of India Ltd., New Delhi, 1988.
2. Luthans Fred - Organizational Behavior - McGraw Hill Publishers Co. Ltd., New Delhi, 1988.
3. Rao, VSP and Narayana, P.S. - Organization Theory & Behavior - Konark Publishers Pvt. Ltd., Delhi, 1987.
4. Prasad, L.M - Organizational Theory & Behavior - Sultan Chand & Sons, New Delhi, 1988.
5. Sekaran, Uma - Organizational Behavior-text & cases - Tata McGraw Hill Pub Ltd., New Delhi, 1989.
6. Aswathappa. K. - Organizational Behavior – Himalaya Publishing House, Mumbai.



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Paper Code: DSC-IIB

BUSINESS STATISTICS

Objective: The Objective of this course to provide a student an understanding of basic statistical tools to apply for management problems and analysis. The tools starting from data gathering , tabulation, presentation and analysing using basic statistical techniques like measures of central tendency, dispersion, kurtosis, correlation and regression.

UNIT-I: INTRODUCTION

Meaning – Definition – Importance and scope of Statistics – Limitations of statistics – Misuse of Statistics - Collection of data: Census Method – Sampling method – Simple, Stratified, Systematic random sampling – Judgment, Convenient, Quota sampling – sampling error – Data Array – Frequency Distribution – Methods of data Classification – Types of Frequency Distributions / tabulation of Data – Objectives of Tabulation – Parts and Types of Tables.

UNIT-II: DIAGRAMS AND GRAPHS

Simple Bar Diagrams, Sub-Divided Bar Diagram, Multiple Bar Diagram, Percentage Bar Diagram, Pie Diagram, Histogram, Frequency Polygon, Frequency Curve and Ogives

UNIT-III: MEASURES AND TENDANCY

Introduction to Averages – Requisites for a Measure of Central Tendency, Mean – Combined mean – Weighted mean, Median – Partition values – Quartiles, Deciles and Percentiles, Relationship between Partition values– Mode– Relationship between Mean, Median and Mode. Geometric Mean (GM) – Combined GM, Weighted GM, Harmonic Mean (HM).Relationship between Arithmetic Mean, Geometric Mean and Harmonic Mean.

UNIT-IV: MEASURES OF DISPERSION

Range – Quartile deviation – Mean deviation – Standard deviation – Coefficient of variation – Combined Mean and Standard Deviation – Skewness : Karl Pearson and Bowley’s Coefficient of Skewness.

UNIT-V: CORRELATION ANALYSIS

Scatter Diagram, Positive and Negative Correlation, Limits for Coefficient of Correlation, Karl Pearson’s Coefficient of Correlation, Spearman’s Rank Correlation.

TIME SERIES ANALYSIS

Components, Models of Time Series – Additive, Multiplicative and Mixed models; Trend analysis- Free hand curve, Semi averages, moving averages, Least Square methods, Linear regression. (Simple problems only).

BOOKS RECOMMENDED

- 1) Gupta SC: “Fundamental of Statistics” 6th Ed, Himalaya Publishers House, 2004.
- 2) Sharma JK: “Business Statistics” 2nd Edition Pearson Education, 2007.
- 3) S.L. Aggarwal, S.L. Bharadwaj: Business Statistics, Kalyani Publishers.



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Paper Code: DSC-IIIB

BUSINESS LAW

OBJECTIVE: The objective is to introduce the students to various regulations affecting business and to familiarize the students with regulation relating to business.

Unit 1: INTRODUCTION TO BUSINESS LAWS - Introduction, Nature of Law, Meaning and Definition of Business Laws, Scope and Sources of Business Law, Fundamental Rights and Directive Principle of State Policies, Principles having economic significance, Overview of Business Laws in India.

Unit 2: CONTRACT LAWS - Indian Contract Act, 1872: Definition of Contract, essentials of a valid contract (all essentials need to be explained in great detail), classification of contracts, breach of contract and remedies for breach of contract. Indian Sale of Goods Act, 1930: Definition of contract of sale, essentials of contract of sale, conditions and warranties, rights and duties of buyer, rights of an unpaid seller.

Unit 3: INFORMATION LAWS AND RTE - Right to Information Act, 2005: Objectives of the RTI Act, Scope, SuoMoto disclosure, Method of seeking information, Eligibility to obtain information, Authorities under the Act,.

Unit 4: COMPETITION AND CONSUMER LAWS - The Competition Act, 2002: Objectives of Competition Act, the features of Competition Act, components of Competition Act, CCI, CAT, offences and penalties under the Act. Consumer Protection Act, 1986: Definition of the terms consumer, consumer dispute, defect, deficiency, unfair trade practices and services. Consumer Protection Act, Consumer Redressal Agencies – District Forum, State Commission, National Commission.

Unit 5: ECONOMIC AND ENVIRONMENTAL LAWS- FEMA 1999: Objects of FEMA, definition of important terms – authorized dealer, currency, foreign currency, foreign exchange, foreign security, Directorate of Enforcement, salient features of the FEMA, offences and penalties, Environment Protection Act, 1986: Objects of the Act, definitions of important terms – environment, environment pollutant, environment pollution, hazardous substance and occupier, types of pollution, global warming, causes for ozone layer depletion, carbon trade, rules and powers of central government to protect environment in India.

Reference Books

1. K. Aswathappa, Business Laws, Himalaya Publishing House,
2. K.R. Bulchandni: Business Laws, HPH.
3. N.D. Kapoor, Business Laws, Sultan Chand publications.
4. S.S. Gulshan, Business Law 3rd Edition, New Age International
5. S.C. Sharama & Monica : Business Law I.K. International
6. Tulsian Business Law , Tata McGraw-Hill Education
7. Dr. K. Venkataraman, SHB Publications.



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ENGLISH – Semester I and II, BBA Course, Academic Year 2018-19 Onwards

Prescribed Text:

Advantage English, Ed, By B. Yadava Raju and C. Muralikrishna, Orient Blackswan, Hyderabad, 2009

TABLE OF CONTENTS SEMESTER I

UNIT I

Laeley Road	R.K.Narayan
The Bird's Sanctuary	Sarojini Naidu

UNIT II

The Blue Bouquet	Octavio Paz
Curious Mishap	Vikram seth

UNIT III

The Romance of a Busy	Broker O'Henry
Ode to the Clothes	Pablo Neruda

UNIT IV

The Thief	Ruskin Bond
On Television	Roald Dahl

SEMESTER II

UNIT I

The Gold Frame	R.K.Laxman
Mirror	Sylvia Plath

UNIT II

The Open Window	Saki
Conversation	Louis MacNeice

UNIT III

The Accursed House	Emily Gabortau
Ballad of the Landlord	Langston Hughes

UNIT IV

The Thief	Anton Chekhov
On Television	Kames Kirup



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Paper Code: DSC-IC

FINANCIAL ACCOUNTING

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

Unit I:

Introduction to Financial Accounting: Importance and Scope, Limitations; Users of accounting information; Accounting Concepts, Principles and Conventions – Generally Accepted Accounting Principles; The Accounting Equation; Nature of Accounts, Accounting as an Information System.

Unit II:

Types of books (Primary and Secondary); Rules of Debit and Credit; Recording Transactions in Journal; Preparation of Ledger Accounts; ledger balancing; Opening and Closing Entries

Unit III:

Preparation of Trial Balance; Preparation of Financial Statements: Trading Account, Profit & Loss Account and Balance Sheet, Adjustment Entries, Understanding contents of financial statements of a joint stock company as per the Companies Act 2013.

Unit IV:

Financial Ratios: Meaning and Usefulness of Financial Ratios.; Financial Statement Analysis using ratios: Objectives of financial statement analysis, sources of information; Techniques of financial statement analysis: Horizontal analysis, Vertical analysis and Ratio Analysis; Liquidity Ratios, Solvency Ratios, Profitability Ratios, and Turnover Ratios; Limitation of ratio analysis.

Unit V:

Indian Accounting Standards (Ind-AS): Concept, benefits, procedure for issuing Ind-AS in India, salient features of Ind-AS issued by ICAI; International Financial Reporting Standards (IFRS): Main features, uses and objectives of IFRS, IFRS issued by IASB.

Reference Books:

1. Tulsian, P.C., Financial Accounting, Pearson
2. T.S. Grewal, Introduction to Accountancy, Sultan Chand
3. Maheshwari, S.N. & Maheshwari, S.K. , Financial Accounting for B. Com., CA, CS, & ICWA (Foundation) Courses, Vikas Publishing House Pvt. Ltd.
4. Ghosh, T.P., Financial Accounting for Managers, Taxmann Allied Services (P) Ltd.
5. Balwani, Nitin, Accounting and Finance for Managers



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Paper Code: DSC-IIC

HUMAN RESOURCE MANAGEMENT

Objective: The aim of this course is to introduce to student the basic concepts related to Human Resource Management which can form foundation to understanding advanced concepts in managing human resources in an organization.

UNIT I:

Introduction to Human Resource Management and Environment: Functions of Human Resource Management. Managerial and operative role of Human Resource Management. Personnel Management vs. Human Resource Management – Strategic Management Approach. The Role of Globalization in HR Policy and Practice.

UNIT II:

Acquiring Human Resources: - Human Resource Planning and Alignment – Job Analysis and Design. Job Description, Job Specification and Job Evaluation, Job- Restructuring – Job Rotation, Job Enlargement and Job Enrichment. Recruitment and Selection – Placement – Induction and Orientation.

UNIT III:

Developing Human Resources: - Training and Development – Employee Training and Retraining – Assessing Training Needs and Designing Training Programmes. Career Planning and Development: Role and Significance of Career Planning – Impact of Career Planning on Productivity.

UNIT IV:

Labour Management: Industrial Relations, Labour Relations and Employee Relations ; Industrial Relations and Industrial Disputes. Principles and guidelines for effective handling of Industrial Disputes; Collective Bargaining and Negotiation – Introduction, Features of Bargaining, Types of Bargaining, Process of Collective Bargaining, Third party Negotiation.

UNIT V:

Rewarding Human Resources: Performance Appraisal – Methods and needs for Performance Appraisal – Organization Climate and its impact on HRM. Components of Organization Culture. Quality of Work Life – Determinants of quality of work life. Impact of QWL on Organization Climate and Culture.

Reference Books:

1. Human Resources - Bernandin H. John. TMH.
2. Managing Human Resources – Wayne E. Casio. – TMH
3. Human Resources Management – David Lepak and Mary Gowan – Pearson.
4. Human Resources Management – Decenzo and Robbins – John Willey.
5. Human Resource Management. Texts and Cases. - TMH.



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Paper Code: DSC-IIIC

INTRODUCTION TO INFORMATION TECHNOLOGY

Objective: The Objective of this course is to familiarize management students to basics of IT, its applications and importance to present day management and organization.

UNIT I

Introduction To Computers

Definitions, Characteristics and Limitations of Computers; Elements of Computers – Input and outputs devices, Memory Devices; Operating Systems, Definition, Functions of OS, Types of OS.

IT ENABLED SERVICES - BPO, KPO and Call centers.

UNIT II

Modern Communication

FAX, Voice Mail and information services, Email, Group communications (News groups, mailing lists, IRC, network games, video conferencing) Definitions - Bluetooth, Wi-Fi; file exchange, bandwidth, modem, network topologies, network types LAN, MAN and WAN, Dialup access.

UNIT III

MS WORD

Word Processing – Meaning; Features of Word processing; Advantages of word processing; Applications of word processing; Parts of word application window – Toolbars, Creating, Saving and Closing document, Opening and editing a document, Moving and Copying text, Text and Paragraph formatting, applying bullets and numbering, Find and Replace, Insertion of Objects, Date and Time, Headers, Footers and Page Breaks, auto correct, Graphics, Templates and Wizards, working with Tables, Format painter;

Mail Merge – Meaning, purpose of mail merge, Advantages of mail Merge, Creating merged letters, mailed labels, envelopes.

MS POWER POINT

Features of power point; Advantages of power point; Applications of power point; Parts of power point window – Menus and Toolbars, Creating templates through auto content wizard, Templates and Manually, Slide show, Saving, opening and closing a presentation, Inserting, editing and deleting slides; Types of slides- Slide views, Formatting, Insertion of objects and charts in slides; Custom animation and transition.



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UNIT IV

Internet

Concept & evolution, characteristics of internet, Limitations of internet; Client – Server; email; WWW; ftp; telnet; Intranet & Extranet; search Engines, Security Issues in Internet.

E-Commerce

Introduction - meaning and concept-Need and advantages of e-commerce; traditional commerce; Types of e-commerce; M-commerce

UNIT V

Introduction to IS

System: Concept, characteristics, Business organization as a system.

Information System: Meaning, definition, features of IS, needs of IS, role of IS, major challenges of information system; Types of Information system – Transaction processing systems, Office automation systems, Knowledge work systems, Management information systems, Decision support systems, Executive support systems. Definitions – Database, DBMS, Advantages & Disadvantages of DBMS.

Reference Books:

1. Kenneth C. Laudon & Jane P. Laudon - **Management Information Systems- Managing the Digital Firm**, Pearson Education, Fourth Edition 2008.
2. Turban, McLean, Wetherbe- **Information Technology For Management**, Wiley Student Edition- Fourth Edition.
3. Leonard Jessup, Joseph Valacich – **Information Systems Today, Why IS matters**, Pearson Education –Low Price Edition, Second Edition.
4. Effy Oz- **Management Information systems**, Thomson Course Technology, Fifth Edition.



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Paper Code: DSC-ID

FINANCIAL MANAGEMENT

Objective: To acquaint students with the techniques of financial management and their applications for business decision making.

Unit I:

Nature of Financial Management: Finance and relation with other disciplines; Objectives of Financial Management; Scope of Financial Management; Profit Maximization, Wealth Maximization - Traditional and Modern Approach of FM; Functions of finance – Finance Decision, Investment Decision, Dividend Decision; Organisation of finance function.

Unit II:

Concept of Time Value of Money, compounding, discounting, present value, future value, and annuity; capital budgeting –meaning, features; applications of discounting in capital budgeting –NPV, IRR, ARR, calculation of NPV and IRR

Unit III:

Sources of Long term finance- features of equity shares, preference shares, debentures, long term loans; Capital Structure – meaning, determinants of capital structure; cost of capital – component costs of capital, weighted average cost of capital; Dividend Policy Decision – types of dividend, determinants of dividend policy.

Unit IV:

Working Capital Management: gross versus net working capital, determinants of working capital; Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique (Lock box, concentration banking).

Unit V:

Receivables Management – Objectives; Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis; Inventory Management (Very Briefly) - ABC Analysis; Minimum Level; Maximum Level; Reorder Level; Safety Stock; EOQ (Basic Model)

Reference Books

- 1.M.Y. Khan & P.K. Jain , Financial Management, Tata McGraw Hill Publishing Co. Ltd.
- 2.Prasanna Chandra, Fundamentals of Financial Management, McGraw Hill Education, 6th edition, 2015
- 3.I.M. Pandey, Financial Management
- 4.J.V. Horne & J.M. Wachowicz, Fundamentals of Financial Management
- 5.Rustogi, Financial Management.



NIZAM COLLEGE

(Autonomous)

A Constituent College of Osmania University

With NAAC - A Grade & CPE status

Paper Code: DSC-IID

MARKETING RESEARCH

Objective: To provide an exposure to the students pertaining to the nature and Scope of marketing research, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic techniques and tools of marketing research.

Unit I: Marketing Research: Nature and Scope of Marketing Research – Role of Marketing Research in Decision Making. The Research process – Steps in the Research Process; Designing the Research Proposal.

Unit II: Sources and methods of gathering Marketing Information: Primary Data Collection: Survey Vs. Observations. Comparison of self administered, telephone, mail, emails techniques, Depth Interviews focus groups and projective techniques; Questionnaire-form & design.

Unit III: Secondary Data Research: Advantages & Disadvantages of Secondary Data, Criteria for evaluating secondary sources, Secondary sources of data in Indian Context.

Unit IV: Measurement and scaling - Concept of measurement and scaling – Types of Scales – Nominal, Ordinal, Interval and Ratio Scales - Attitude scales Thurstone's, Likert's, Semantic differential, Reliability and validity of a scales.

Unit V: Sampling: Sampling techniques, determination of sample size; Data Analysis: Z test (mean, diff. of mean, diff. of proportion) t test (mean), paired t test, Chi square test; ANOVA – Concept, Types of ANOVA, Applications, F-test.

Suggested Books:

1. Green E. Paul, Tull S. Donald & Albaum, Gerald: “Research for Marketing Decisions”, 2006, 6th Ed, PHI.
2. Tull and Hawkins, “Marketing Research”, 2000, 4th Ed. Tata McGraw Hill.
3. Cooper & Schindler: Business Research Methods McGraw-Hill Education.
4. Martin callingam, “Market intelligence”, 2009, Kogan Page Publishers.
6. G.C. Beri, “Marketing Research”, 2008, 8th Ed, Tata McGraw Hill.
7. Malhotra, K. Naresh, “Marketing Research- And applied orientation”, 2014.



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Paper Code: DSC-IIID

BUSINESS ETHICS & CORPORATE GOVERNANCE

Objective: The objective of this paper is to make the students more clear about the importance of ethics in business and practices of good corporate governance. It also talks about the corporate social responsibility.

Unit I

Business ethics: Meaning of ethics, why ethical problems occur in business. Ethical principles in business: Utilitarianism: weighing social cost and benefits, Rights and duties, Justice and fairness, ethics of care, Integrating utility, rights, justice and caring, An alternative to moral principles: virtue ethics, Moral issues in business: Worker's and employee's rights and responsibilities, Profit maximization vs. social responsibility.

Unit II

Corporate governance: concept, Need to improve corporate governance standards, Features of good governance, Role played by regulators to improve corporate governance, accounting standards and corporate governance, corporate disclosure, insider trading.

UNIT III

Relevance of The Board –Quality, Composition and role of Board, Outside Directors on the board (independent, nominee), Executive and Non-Executive directors, SEBI clause 49, directors and financial institutions in enhancing corporate governance, critical issues in governance of board directors, CEO Duality.

Unit IV

Role of auditors in enhancing corporate governance- duties and responsibilities of auditors, corporate governance and internal auditors, Whistle blowing: Kinds of whistle blowing, precluding the need for whistle blowing. Discrimination, affirmative action, and reverse discrimination: Equal employment opportunity, Affirmative action, Preferential hiring,

Unit- V

Corporate social responsibility: Meaning, Evolution of corporate social responsibility, common indicators for measuring business social performance, reporting social responsibility measures in annual report.

Reference Books :

1. Bhanumurthy K V: Ethics and Social Responsibility of Business, Pearson Education India.
2. N. Gopalswamy: Corporate governance a new paradigm A H Wheeler Publishing Co Ltd.
3. Manuel G Velasquez : Business ethics- concepts and cases Pearson.
5. A.C. Fernando: Business Ethics Pearson Education.
6. A.C. Fernando: Corporate Governance Pearson Education.