

# **CURRICULUM FOR ADVANCE DIPLOMA IN BUSINESS ADMINISTRATION (BA)**

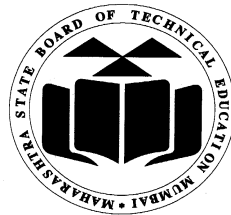
**DURATION : TWO YEAR**

**PATTERN : SEMESTER**

**TYPE : FULL TIME**

**Eligibility: - Any Graduate / Diploma in Engineering and Technology in Any Discipline**

**(To be implemented from the Academic Year 2007– 2008)**



**MAHARASHTRA STATE BOARD OF TECHNICAL EDUCATION**

**49, Kherwadi, Aliyawer Jung Marg, Mumbai – 400 051**

MAHARASHTRA STATE BOARD OF TECHNICAL EDUCATION, MUMBAI																	
TEACHING AND EXAMINATION SCHEME FOR ADVANCE DIPLOMA COURSES.																	
COURSE NAME: ADVANCE DIPLOMA IN BUSINESS ADMINISTRATION																	
COURSE CODE: BA																	
DURATION OF COURSE:FOUR SEMESTER/TWO YEARS									WITH EFFECT FROM 2007-2008								
YEAR / SEMESTER: FIRST SEMESTER									16WEEKS DURATION								
FULL TIME / PART TIME: FULL TIME									SCHEME :- C								
SR. NO .	SUBJECT TITLE	SUBJECT CODE	TEACHING SCHEME			EXAMINATION SCHEME											
			TH	TU	PR	PAPER HRS	TH		TEST	TOTAL		PR		OR		TW	
							Max	Min		Max	Min	Max	Min	Max	Min		
1	Management Principles & Organizational Behavior	7071	5	--	--	3	80	40	20	100	50	--	--	--	--	--	--
2	Managerial Economics	7072	5	--	--	3	80	40	20	100	50	--	--	--	--	--	--
3	Accounting For Managers	7073	5	--	--	3	80	40	20	100	50	--	--	--	--	--	--
4	Management Science Applications	7074	5	--	--	3	80	40	20	100	50	--	--	--	--	--	--
5	Managerial Skills Development	7075	5	--	--	3	80	40	20	100	50	--	--	--	--	--	--
<b>TOTAL</b>			<b>25</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>400</b>	<b>--</b>	<b>100</b>	<b>500</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>
STUDENT CONTACT HOURS PER WEEK (FORMAL TEACHING) : <b>25 HRS</b>																	
THEORY AND PRACTICAL PERIODS OF 60 MINUTES EACH.																	
TOTAL MARKS: <b>500</b>																	
ABBREVIATIONS: TH-THEORY,PR-PRACTICAL, ,OR-ORAL,TW-TERM WORK																	
<b>All assessment of practical, oral and termwork are to be done as per the prevailing norms for implementation and assessment</b>																	

MAHARASHTRA STATE BOARD OF TECHNICAL EDUCATION, MUMBAI																	
TEACHING AND EXAMINATION SCHEME FOR ADVANCE DIPLOMA COURSES.																	
COURSE NAME: ADVANCE DIPLOMA IN BUSINESS ADMINISTRATION																	
COURSE CODE: BA																	
DURATION OF COURSE: FOUR SEMESTER/TWO YEARS									WITH EFFECT FROM 2007-2008)								
YEAR / SEMESTER: SECOND SEMESTER									16 WEEKS DURATION								
FULL TIME / PART TIME: FULL TIME									SCHEME :- C								
SR. NO .	SUBJECT TITLE	SUBJECT CODE	TEACHING SCHEME			EXAMINATION SCHEME											
			TH	TU	PR	PAPER HRS	TH		TEST	TOTAL		PR		OR		TW	
							Max	Min		Max	Min	Max	Min	Max	Min		
1	Research Methodology	7076	5	--	--	3	80	40	20	100	50	--	--	--	--	--	--
2	Human Resource Management	7077	5	--	--	3	80	40	20	100	50	--	--	--	--	--	--
3	Marketing Management	7078	5	--	--	3	80	40	20	100	50	--	--	--	--	--	--
4	Production Management.	7079	5	--	--	3	80	40	20	100	50	--	--	--	--	--	--
5	Business Law	7080	5	--	--	3	80	40	20	100	50	--	--	--	--	--	--
<b>TOTAL</b>			<b>25</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>400</b>	<b>--</b>	<b>100</b>	<b>500</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>--</b>
STUDENT CONTACT HOURS PER WEEK (FORMAL TEACHING) : 25 HRS																	
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All assessment of practical, oral and term work are to be done as per the prevailing norms for implementation and assessment.																	

## INDEX

SR. NO.	NAME OF THE CONTENT
<b>FIRST SEMESTER</b>	
1.	Management Principles & Organizational Behavior
2.	Managerial Economics
3.	Accounting For Managers
4.	Management Science Applications
5.	Managerial Skills Development
<b>SECOND SEMESTER</b>	
1.	Research Methodology
2.	Human Resource Management
3.	Marketing Management
4.	Production Management.
5.	Business Law

**COURSE CODE : ADVANCE DIPLOMA IN BUSINESS ADMINISTRATION**  
**COURSE CODE : BA**  
**SEMESTER : FIRST**  
**SUBJECT TITLE : MANAGEMENT PRINCIPLES & ORGANIZATIONAL BEHAVIOR**  
**SUBJECT CODE : 7071**

**Teaching And Examination Scheme**

TEACHING SCHEME			EXAMINATION SCHEME & MAXIMUM MARKS						
TH	TU	PR	PAPER HRS	TH	TEST	PR	OR	TW	TOTAL
5	-	-	3	80	20	-	-	-	100

• **RATIONALE :**

This Subject deals with the evolution of management thought, system & contingency approach for understanding organization, managerial process functions of managers, Learning Behavior Emotional Intelligence in organization, Organizational system design structure, Group decision making.

• **OBJECTIVES :**

The objectives of this paper is to familiarize the student with basic management concepts and behavioral processes in the organization.

• **DETAILED CONTENTS :**

CHAPTER	THEORY CONTENTS	MARKS	HOURS
1	Evolution of management thought – Management & Organization, Management & Administration, various approaches to Management philosophy – Mathematical, Behavioral, serial schools of management.	13	12
2	System & contingency approach for understanding organization, managerial process functions of managers, skills and roles in an organization.	13	14
3	Individual Behavior & Personality Concept of personality perception, values attitudes & learning. Learning Behavior Emotional Intelligence in organization.	13	14
4	Group Dynamics Group Behavior Group dynamics understanding group processes group decision making Leadership theory.	13	12
5	Organizational system design structure, Group decision making.	13	12
6	Management Control: Relationship between Planning and	15	16

<b>CHAPTER</b>	<b>THEORY CONTENTS</b>	<b>MARKS</b>	<b>HOURS</b>
	control. Business Budget & Budgetary Control. Audit as tool for control.		
<b>Total</b>		<b>80</b>	<b>80</b>

• **REFERENCE:**

<b>Author</b>	<b>Title</b>	<b>Year Of Publication</b>	<b>Place Of Publication &amp; Publisher</b>
Koontz, H and Wechrich	Management 10 <sup>th</sup> ed	1995	New York McGraw Hill
Luthans F.	Organizational Behaviour. 7 <sup>th</sup> ed	1995	New York, McGraw Hill
Robbins S. P.	Management 5 <sup>h</sup> ed	1996	New Delhi, Prentice Hall of India
Singh, Dalip	Emotional Intelligence at Work	2001	Sage Publications
Staw, B. M	Psychological Dimensions of Organizational Behaviour 2 <sup>nd</sup> ed	1995	Englowed Cliffs. New Jersey Prentice Hall Inc.
Stoner, J.	Management 6 <sup>th</sup> ed	1996	New Delhi, Prentice Hall of India

**COURSE CODE : ADVANCE DIPLOMA IN BUSINESS ADMINISTRATION**

**COURSE CODE : BA**

**SEMESTER : FIRST**

**SUBJECT TITLE : MANAGERIAL ECONOMICS**

**SUBJECT CODE : 7072**

### Teaching And Examination Scheme

TEACHING SCHEME			EXAMINATION SCHEME & MAXIMUM MARKS						
TH	TU	PR	PAPER HRS	TH	TEST	PR	OR	TW	TOTAL
5	-	-	3	80	20	-	-	-	100

- **RATIONALE :**

This subject deals with the Concept & Techniques of Managerial Economic sand its applications, demand functions income & substitution object, break-even analysis, profit maximization sales maximization, ownership & control, Market Structure

- **OBJECTIVES :**

The objectives of the course are to acquaint the participants with concepts and techniques used in Microeconomics. Theory and to enable them to apply this knowledge in business decision-making, emphasis is given to changes in the nature of business firms in the context of globalization.

- **DETAILED CONTENTS :**

CHAPTER	THEORY CONTENTS	MARKS	HOURS
1	Concept & Techniques of Managerial Economics. Managerial Economics its application, in marginal analysis and optimization.	13	12
2	Theory of Demand, demand functions income & substitution object, revealed & preference approach & demand forecast.	13	12
3	Production & cost-returns to scale cost curves break even analysis	13	12
4	Theory of firm, profit maximization sales maximization organizational slack ownership & control.	14	12
5	Market Structure-Competition, monopoly, oligopoly, non price competition.	14	12

CHAPTER	THEORY CONTENTS	MARKS	HOURS
6	Macro-economics and business, business cycle and business policies. Economic indicators. Forecasting for business Input-output analysis.	13	20
<b>Total</b>		<b>80</b>	<b>80</b>

• **REFERENCE:**

Author	Title	Year Of Publication	Place Of Publication & Publisher
Adhikary, M	Business Economics.	2000	New Delhi, Excel Books
Baumol, W. J.	Economics Theory and Operations Analysis 3 <sup>rd</sup> ed	1996	New Delhi, Prentice Hill Inc
Chopra, O. P.	Managerial Economics	1985	New Delhi, Tata McGraw Hill
Keat, Paul G & Philips KJ. Y. Young,	Managerial Economics	1996	Prentice Hill New Jersey
Koutsoyiannis	A Modern Micro Economics	1991	New York, Macmillan
Milgrom, P and Roberts J.	Economics Organization and Management Englewood Cliffs	1992	New Jersey Prentice Hall Inc
Maheshwari, Yogesh	Management Economics	-	P.H.I.
Mehta, P. L	Managerial Economics	-	Sultan Chand & Sons.
Varshney, R. L	Managerial Economics	-	Sultan Chand & Sons.

**COURSE CODE : ADVANCE DIPLOMA IN BUSINESS ADMINISTRATION**  
**COURSE CODE : BA**  
**SEMESTER : FIRST**  
**SUBJECT TITLE : ACCOUNTING FOR MANAGERS**  
**SUBJECT CODE : 7073**

**Teaching And Examination Scheme**

TEACHING SCHEME			EXAMINATION SCHEME & MAXIMUM MARKS						
TH	TU	PR	PAPER HRS	TH	TEST	PR	OR	TW	TOTAL
5	-	-	3	80	20	-	-	-	100

- **RATIONALE :**

This subject deals with the Financial Accounting-concept, generally adopted accounting principles, analysis of Balance Sheet, measurement of business income, inventory valuation, methods of depreciation, costing for decision-making.

- **OBJECTIVES :**

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

- **DETAILED CONTENTS:**

CHAPTER	THEORY CONTENTS	MARKS	HOURS
1	Financial Accounting-concept, importance & scope. Generally adopted accounting principles.	15	15
2	Financial statements with reference to analysis of Balance Sheet. Measurement of Business income.	15	15
3	Inventory valuation, Methods of valuation of stock, Depreciation methods of depreciation.	15	15
4	Relevant costing, costing for decision-making. Managerial costing & Absorption costing.	15	15
5	Cost data for control, Business Budget, Fixed and flexible budget, Standard costing and variance Analysis.	20	20
<b>Total</b>		<b>80</b>	<b>80</b>

• **REFERENCE:**

<b>Author</b>	<b>Title</b>	<b>Year Of Publication</b>	<b>Place Of Publication &amp; Publisher</b>
Anthony R. N. and Reece J.S	Accounting Principles, 6 <sup>th</sup> ed.	1995.	Homewood, Illinois, Richard D. Irwin
Bhattacharya S. K. and Dearden J.	Accounting for Management. Text and Cases	1996.	New Delhi, Vikas,
Heitger L.E. and Matrach Serge,	Financial Accounting New York	1990.	McGraw Hill
Hingorani N. L. and Ramnathan A.R.	Management Accounting 5 <sup>th</sup> ed	1992.	New Delhi, Sultan Chand,
Hogren Charles	Principles of Financial and Management Accounting	1994.	Englewood Cliffs, New Jersey, Prentice Hall Inc
Needle, Betward	Financial and Managerial Accounting	1994.	Boston, Houghton Mifflin Company
Vij. Madhu	Financial and Management Accounting	1997.	New Delhi, Anmol Publications

**COURSE CODE : ADVANCE DIPLOMA IN BUSINESS ADMINISTRATION**  
**COURSE CODE : BA**  
**SEMESTER : FIRST**  
**SUBJECT TITLE : MANAGEMENT SCIENCE APPLICATIONS**  
**SUBJECT CODE : 7074**

**Teaching And Examination Scheme**

TEACHING SCHEME			EXAMINATION SCHEME & MAXIMUM MARKS						
TH	TU	PR	PAPER HRS	TH	TEST	PR	OR	TW	TOTAL
5	-	-	3	80	20	-	-	-	100

- **RATIONALE :**

This subject deals with management science applications, frequency distribution & their analysis, Probability theory & Probability distribution, Time series Analysis & forecasting & forecasting , Basic concepts model formulation

- **OBJECTIVES :**

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

- **DETAILED CONTENTS:**

CHAPTER	THEORY CONTENTS	MARKS	HOURS
1	Mathematical Basis of managerial decision functions Applications of Functions some special functions.	15	12
2	A.P.G.P.H.P. & their managerial application. Matrices Markov chains & their applications.	15	14
3	Frequency Distribution & their analysis Probability theory & Probability distribution. Bi-nominal, Poisson Normal & Experimental distribution.	15	14
4	Correlation & Regression analysis, Time series Analysis & forecasting.	15	14
5	Linear Programming Basic concepts model formulation solution methods, quality.	15	14
6	Decision Theory	05	12
<b>Total</b>		<b>80</b>	<b>80</b>

• **REFERENCE:**

<b>Author</b>	<b>Title</b>	<b>Year Of Publication</b>	<b>Place Of Publication &amp; Publisher</b>
Chadha, N.K.	Statistics for Behaviour and Social Scientists	1996	Reliance Publishing House, Delhi
Gupta, S.P. and Gupta M.P.	Business Statistics.	1997.	New Delhi, Sultan Chant,
Kazmier, L.J. and Pohl N.F	Basic statistics for Management.	1995	New Jersey, Prentice Hall Inc.
Levin Richard I and Rubin David	Statistics for Management.	1995	New Jersey, Prentice Hall Inc.
Narag, A.S.	Linear Programming and Decision Making	1995.	New Delhi, Sultan Chant
Sharma, J.K.	Fundamentals of Operations research	2001.	Macmillan, New Delhi.
Terry, Sineich	Business Statistics by Examples London	1990.	Collier MacMillan Publishers

**COURSE CODE : ADVANCE DIPLOMA IN BUSINESS ADMINISTRATION**  
**COURSE CODE : BA**  
**SEMESTER : FIRST**  
**SUBJECT TITLE : MANAGERIAL SKILLS DEVELOPMENT**  
**SUBJECT CODE : 7075**

**Teaching And Examination Scheme**

TEACHING SCHEME			EXAMINATION SCHEME & MAXIMUM MARKS						
TH	TU	PR	PAPER HRS	TH	TEST	PR	OR	TW	TOTAL
5	-	-	3	80	20	-	-	-	100

• **RATIONALE :**

This subject deals with the effective communication skills, process of communications, Barriers & Gateways to communication, Written Communication, presentation of reports, Body Language

• **OBJECTIVES :**

The course is aimed at quipping the students with the necessary & techniques and skills of communication to inform others. Inspire them and enlist their activity and willing cooperation in the performance of their jobs.

• **DETAILED CONTENTS :**

CHAPTER	THEORY CONTENTS	MARKS	HOURS
1	Importance & nature of communication, effective communication skill, process of communications, Cognitive Dissonance	15	14
2	Types of Communication, Barriers & Gateways to communication, Dos & Don'ts of Business writing.	15	14
3	Written Communication, Commercial letter types, writing business reports.	15	14
4	Oral Communication, presentation of reports, public speaking & negotiations.	15	14
5	Body Language and Kinesics – Posture, Gesture and others.	15	14
6	Use of Audio-Visual aids to enhance the impact of presentation. Overhead Projectors / Slide Projectors and paper-paint presentation.	05	10

CHAPTER	THEORY CONTENTS	MARKS	HOURS
	<b>Total</b>	<b>80</b>	<b>80</b>

• **REFERENCE:**

Author	Title	Year Of Publication	Place Of Publication & Publisher
Bowman, Joel P and Branchaw, Bemadine	Business Communication from Process to Product.	1987	Dryden Press, Chicago.
Hatch Richard	Communicating in Business	1977	Science Research Associates, Chicago.
Murphy, Herta A and Peck, Charries E	Effective Business Communications", 2 <sup>nd</sup> ed.	1976	Tata McGraw Hill, New Delhi.
Pearce C. Glenn	Business Communications : Principles and Applications. 2 <sup>nd</sup> ed.	1988	John Wiley, New York
Treece Maira	Successful Business Communication" 3 <sup>rd</sup> ed.	1987	Allyn and Bacon Bostan.

**COURSE CODE : ADVANCE DIPLOMA IN BUSINESS ADMINISTRATION**  
**COURSE CODE : BA**  
**SEMESTER : SECOND**  
**SUBJECT TITLE : RESEARCH METHODOLOGY**  
**SUBJECT CODE : 7076**

**Teaching And Examination Scheme**

TEACHING SCHEME			EXAMINATION SCHEME & MAXIMUM MARKS						
TH	TU	PR	PAPER HRS	TH	TEST	PR	OR	TW	TOTAL
5	-	-	3	80	20	-	-	-	100

- RATIONALE :**

This subject deals with the research methodology, organization structure of research, Methods of data collection, Observational & survey methods, Methods of data collection, Motivational Research Techniques, Research Report, qualities of good research report.

- OBJECTIVES :**

To equip the students with the basic understanding of the research methodology and to provide and insight into the application of modern analytical tools and techniques for the purpose of management decision making.

- DETAILED CONTENTS:**

CHAPTER	THEORY CONTENTS	MARKS	HOURS
1	Nature & scope of Research methodology problem formulation & statement of Research objectives. Value & cost of Information.	16	16
2	Organization structure of research. Research Process, Research Design. Exploratory Descriptive & Experimental research design.	16	16
3	Methods of data collection. Observational & survey methods. Administration of survey, field work,. Tabulation of data.	16	14
4	Attitude measurement techniques. Motivational Research Techniques. Sample Design selection of Appropriate statistical techniques.	16	16
5	Use of SPSS & other statistical software packages, factor Analysis. Content Analysis, factor Analysis. Research Report qualities of good research report.	16	18
<b>Total</b>		<b>80</b>	<b>80</b>

- **REFERENCE:**

<b>Author</b>	<b>Title</b>	<b>Year Of Publication</b>	<b>Place Of Publication &amp; Publisher</b>
Andrews, F.M. and S.B. Withey	Withey Social Indicators of Well Being	1976.	Plenum Press New York,
Bennet, Roger	Management Research	1983.	ILO
Flowlwe, Floyd J. Jr	Survey Methods 2 <sup>nd</sup> ed	1993.	Sage Pub
Fox. J.A. and P.E. Tracy	Randomized Response : A Methods of Sensitive Surveys,	1977.	Sage Pub.
Gupta S.P.	Statistical Methods, 30 <sup>th</sup> ed	2001.	Sultan Chand, New Delhi
Golden Biddle, Loren and Karen D. Locke	Composing Qualitative Research	1997.	Sage Pub.
Salkind, Neil J.	Exploring Research 3 <sup>rd</sup> ed.	1997.	Prentice Hall NJ.

**COURSE CODE : ADVANCE DIPLOMA IN BUSINESS ADMINISTRATION**  
**COURSE CODE : BA**  
**SEMESTER : SECOND**  
**SUBJECT TITLE : HUMAN RESOURCE MANAGEMENT**  
**SUBJECT CODE : 7077**

**Teaching And Examination Scheme**

TEACHING SCHEME			EXAMINATION SCHEME & MAXIMUM MARKS						
TH	TU	PR	PAPER HRS	TH	TEST	PR	OR	TW	TOTAL
5	-	-	3	80	20	-	-	-	100

• **RATIONALE :**

This subject deals with the Concept & Perspective on Human Resource Management, Corporate objectives & Human Resource Planning, Job Analysis, Manpower training & development performance appraisal, Industrial Relations, Dispute Resolution & Grievance Management.

• **OBJECTIVES :**

In a complex world of industry and business, organizational efficiency is largely dependent on the contribution made by the members of the organization. The objectives of this course is to sensitize students to the various facets of managing people and to create and understanding of the various policies and practices of human resource management.

• **DETAILED CONTENTS :**

CHAPTER	THEORY CONTENTS	MARKS	HOURS
1	Concept & Perspective on Human Resource Management. Management in a changing economy.	16	16
2	Corporate objectives & Human Resource Planning. Career & Succession Planning.	16	16
3	Job Analysis & role description methods of manpower search. Recruitment & selection of Human Resources, Induction.	16	14
4	Manpower training & development performance appraisal & potential evaluation. Job evaluation & sage determination	16	16
5	Employee welfare Industrial Relations & Trade unions Dispute Resolution & Grievance Management. Employee	16	18

CHAPTER	THEORY CONTENTS	MARKS	HOURS
	Empowerment.		
<b>Total</b>		<b>80</b>	<b>80</b>

• **REFERENCE:**

Author	Title	Year Of Publication	Place Of Publication & Publisher
Aswathappa K.	Human Resource and Personnel Management	1997.	Tata McGraw Hill, Delhi
De Cenzo, D.A. & Robbins S.P.	Human Resource Management 5 <sup>th</sup> ed	1994.	New York, John Wiley
Guy, v. & Mattock J.	The New International Manage	1993.	London, Kogan Page,
Holloway, J.ed.	Performance Measurements and Evaluation	1995.	New Delhi, Sage
Monappa, A & Saiyadain M	Personnel Management 2 <sup>nd</sup> ed	1966.	New Delhi, Tata Mc-Graw-Hill
Stone, Lioyed and leslie W. Rue	Human Resource and Personnel Management	1984.	Richard D Irwin Illinois

**COURSE CODE : ADVANCE DIPLOMA IN BUSINESS ADMINISTRATION**  
**COURSE CODE : BA**  
**SEMESTER : SECOND**  
**SUBJECT TITLE : MARKETING MANAGEMENT**  
**SUBJECT CODE : 7078**

**Teaching And Examination Scheme**

TEACHING SCHEME			EXAMINATION SCHEME & MAXIMUM MARKS						
TH	TU	PR	PAPER HRS	TH	TEST	PR	OR	TW	TOTAL
5	-	-	3	80	20	-	-	-	100

- **RATIONALE :**

This subject deals with the marketing corporate orientations, the marketing environment & environmental & scanning, Marketing Information System, Market segmentation, New Product Development, sales promotions, cooperation & conflict management.

- **OBJECTIVES :**

The purpose of this course is to develop and understanding of the underlying concepts, strategies and issues involved in the marketing of products and services.

- **DETAILED CONTENTS :**

CHAPTER	THEORY CONTENTS	MARKS	HOURS
1	Nature & scope of marketing corporate orientations towards the market place. The marketing environment & environmental & scanning.	16	14
2	Marketing Information System. Marketing Research understanding consumer & Industrial markets.	16	14
3	Market segmentation. Targeting & Positioning. Product decisions. Product mix product life cycle. New Product Development.	16	18
4	Branding & Packaging decisions. Pricing models & strategies Promotion decisions.	16	16
5	Promotion Mix-advertising, sales promotions, publicity & personal selling channel management selection, cooperation & conflict management.	16	18
<b>Total</b>		<b>80</b>	<b>80</b>

- **REFERENCE:**

<b>Author</b>	<b>Title</b>	<b>Year Of Publication</b>	<b>Place Of Publication &amp; Publisher</b>
Enis B. M	Marketing Classics : A Selection of Influential Articles	1991	New York, McGraw Hill
Kotler Philip and Armstrong G	Principles of Marketing	1997	New Delhi, Prentice Hall of India,
Kotler Philip	Marketing Management Analysis, Planning Implementation and Control	1994	New Delhi, Prentice Hall of India
Ramaswami V.S. and Namakumar S	Marketing Management Planning Control	1990	New Delhi, MacMillan
Stanton William J	Fundamentals of Marketing	1994	New York, McGraw Hill
Neelamegham S	Marketing in India : Cases and Readings	1988	New Delhi, Vikas

**COURSE CODE : ADVANCE DIPLOMA IN BUSINESS ADMINISTRATION**  
**COURSE CODE : BA**  
**SEMESTER : SECOND**  
**SUBJECT TITLE : PRODUCTION MANAGEMENT.**  
**SUBJECT CODE : 7079**

**Teaching And Examination Scheme**

TEACHING SCHEME			EXAMINATION SCHEME & MAXIMUM MARKS						
TH	TU	PR	PAPER HRS	TH	TEST	PR	OR	TW	TOTAL
5	-	-	3	80	20	-	-	-	100

• **RATIONALE :**

This subject deals with the types of manufacturing system, Layout planning & analysis, Materials Handling Principles, Quality assurance, Production planning & control in Mass Production, in Batch and Job Order manufacturing, Work measurement, safety management

• **OBJECTIVES :**

The course is designed to acquaint the students with decision making in : Planning, scheduling and control of Production and Operation functions in both manufacturing and services; Productivity improvement in operations through layout engineering and quality management etc.; Effective and efficient flow. Replenishment and control of materials with reference to both manufacturing and services organizations.

• **DETAILED CONTENTS :**

CHAPTER	THEORY CONTENTS	MARKS	HOURS
1	Nature & scope of Production & Operations management facility location types of manufacturing system & Layout. Layout planning & analysis.	16	14
2	Materials Handling Principles equipments line Balancing Problems stores management. Quality assurance TQM-ISO 9000.	16	18
3	Operations decisions. Production planning & control in Mass Production, in Batch and Job Order manufacturing.	16	18
4	Capacity planning-models process planning Aggregate Planning scheduling work & method study. Work measurement.	16	14
5	Work environment, Industrial safety, main finance management, safety management.	16	16
<b>Total</b>		<b>80</b>	<b>80</b>

- **REFERENCE:**

<b>Author</b>	<b>Title</b>	<b>Year Of Publication</b>	<b>Place Of Publication &amp; Publisher</b>
Adam E.E. & Ebert RJ	Production and Operations Management 6 <sup>th</sup> ed	1995.	New Delhi Prentice Hall of India
Amne Harold T	Manufacturing Organization and Management,	1993.	Englewood Cliffs, New Jersey, Prentice Hall Inc
Buffa E.D.	Modern Production Management	1987	New York. John Wiley
Chary S.N.	Production and Operations Management	1989.	New Delhi, Tata McGraw Hill
Dobler Donald W. and Lee, Lamar	Purchasing and Materials Management.	1984.	New York, McGraw Hill
Dilworth, James B	Operations Management, Design, Planning & Control of Manufacturing and Services	1992.	Sinngapore, McGraw Hill
Moore F.G. and Hendrick T.E	Production Operations Management	1982	Homewood Illinois Richard D Irwin

**COURSE CODE : ADVANCE DIPLOMA IN BUSINESS ADMINISTRATION**  
**COURSE CODE : BA**  
**SEMESTER : SECOND**  
**SUBJECT TITLE : BUSINESS LAW**  
**SUBJECT CODE : 7080**

**Teaching And Examination Scheme**

TEACHING SCHEME			EXAMINATION SCHEME & MAXIMUM MARKS						
TH	TU	PR	PAPER HRS	TH	TEST	PR	OR	TW	TOTAL
5	-	-	3	80	20	-	-	-	100

- **RATIONALE :**

This subject deals with the various Acts like, The Indian Contracts Act 1872, The Sale of Goods Act 1930, The Negotiate Instruments Act 1881, The Companies Act 1956, Consumer Protection Act 1986, ESI Act, Industrial Disputes Act.

- **OBJECTIVES :**

The course is designed to assist the students in understanding basic operations of a business enterprise.

- **DETAILED CONTENTS :**

CHAPTER	THEORY CONTENTS	MARKS	HOURS
1	The Indian Contracts Act 1872, Essentials of a valid contract void agreements, performance of contract Breach and its remedies, Quasi Contracts.	16	18
2	The Sale of Goods Act 1930, Formation of contract, Right of an unpaid seller, SEBI Act	16	16
3	The Negotiate Instruments Act 1881, Nature and types of Negotiable Instruments, Negotiation and Assignment, Holder in due course, Dishonor and discharge of negotiable instruments.	16	18
4	The Companies Act 1956, Nature and type of companies, formation, memorandum.	16	14
5	Consumer Protection Act 1986, ESI Act, Industrial Disputes Act	16	14
<b>Total</b>		<b>80</b>	<b>80</b>

- **REFERENCE:**

<b>Author</b>	<b>Title</b>	<b>Year Of Publication</b>	<b>Place Of Publication &amp; Publisher</b>
Avtar Singh	Company News, 11 <sup>th</sup> Ed	1996	Company News, 11 <sup>th</sup> Ed
Ramaiya A,	Guide to the Companies Act	1992	Nagpur, Wadhwa
Tuteja S. K	Business Law for Mangers	1998.	New Delhi, Sultan Chand
Ashwathappa & Ramachandra	Principles of Business Las, 6 <sup>th</sup> ed.	2001.	-
Maheshwari & Maheshwari	Business Laws, 1 <sup>st</sup> ed	2002	-