

401 : Organizational Behaviour

1. O.B. Nature & Importance, Determinants Individual & group behaviour- Meaning, Importance, Understanding Personality, Perception & Attitude
2. Group Dynamics and Team Development: Group dynamics-definition and importance, types of groups, group formation, group development, group composition, Conflict-concepts, types & Management of Conflict.
3. Motivation-Meaning, Importance, basic idea of various theories of motivation, Relationship of Incentive, Job satisfaction & moral with productivity.
4. Leadership-Meaning, styles of leadership Different approaches & Theories-Trait, Behaviour & Situational.
5. Change- Resistance to change, management of change, organizational culture and climate.

Suggested Readings:

1. Griffin, Ricky W: Organisational Behaviour, Houghton Mifflin Co., Boston.
2. Hellreigel, Don, Johan W. Slocum, Jr., and Richard W. Woodman: Organizational Behaviour, South Western College Publishing, Ohio.
3. Hersey, Paul, Kenneth H. Blanchard and Dewey E. Johnson: Management of Organisational Behaviour: Utilising Human Resources, Prentice Hall, New Delhi.
4. Ivancevich; John and Micheol T. Matheson: Organisational Behaviour and Management, Business Publication Inc., Texas.
5. Koontz, Harold, Cyril O'Donnell, and Heinz Weihrich: Essentials of management, Tata McGraw-Hill, New Delhi.
6. Luthans, Fred: Organizational Behaviour, McGraw-Hill, New York.
7. Newstrom, John W. and Keith Davis: Oraganizational Behaviour: Human Behaviour at Work, Tata McGraw-Hill, New Delhi.
8. Robbins, Stephen P, and Mary Coulter: Management, Prentice Hall, New Delhi.
9. Robbins, Stephen P: Organizational Behavior, Prentice Hall, New Delhi.
10. Steers, Richard M. and J. Stewart Black Organizational Behavior, Harper Collins College Publishers, NewYork.
11. Sukla, Madhukar: Understanding Organisations: Organisation Theory and Practice in India, Prentice Hall, New Delhi.

402 : Research Methodology

1. ~~Research: Meaning, objectives Significance, Types of Research, Research Process. Research Problem: Meaning, Need of Defining, Technique involved in defining.~~
2. Research Design: Meaning, Need and features of good research design, Different Research Designs. Measurement and scaling Techniques: Measurement scales . Test of sound measurement. Scaling-meaning and classification Bases Important scaling Techniques.
3. Sampling Theory: Population and samples, Random sampling, parameter, statistic and standard error of statistic.
Testing of Hypothesis: Basic concepts and procedure. Hypothesis Testing of means and Difference between means Hypothesis Testing of Proportions and Difference between Proportions. Estimation of Parameters. Chi-square Test: Characteristic and Assumptions, Test of Goodness of Fit and independence of attributes.
4. Analysis of variance: Concept, Basic Principle short-cut method and coding method for one-way ANOVA, Two-way ANOVA. Non-parametric Tests: Uses. Run Test, Sign Test, Median Test, Signed Rank Test.
5. Marketing Research: Concept, Applications, Limitations. Applications of Research - sales research, Product research, Motivational research, Advertising research, market segmentation, Physical distribution research.

Suggested Readings:

1. Kothari, C. R.: Research Methodology Methods & Techniques, Wiley Eastern, New Delhi.
2. Sharma, K. R.: Research Methodology, National Publishing House, Jaipur.
3. Beri, G. C.: Marketing Research
4. Gupta, S.C.: Fundamentals of Statistics, Himalaya Publishing House, Mumbai.
5. Gupta, S. P.: Statistical Methods, Sultan Chand & Sons, New Delhi.

403: E-Commerce

1. ~~Internet and Commerce: Business operations; E-commerce practices vs traditional business practices; concepts b2b, b2c, c2,c, b2g, g2h, g2c; Benefits of e-commerce to organization, consumers, and society; Limitation of e-commerce: Management issues relating to e-commerce.~~
2. Operations of E-commerce; Credit card transaction; Secure Hypertext Transfer Protocol (SHTTP); Electronic payment systems; Secure electronic transaction (SET); SET's encryption; Process; Cybercash; Smart cards; Indian payment models.
3. Applications in B2C: Consumer's shopping procedure on the internet; Impact on dis-intermediation and re-intermediation; Global market; Strategy of traditional department stores; products in b2c model; Success factors of e-brokers; Broker based services online; Online travel tourism services; Benefits and impact of E-commerce on travel industry; Real estate market; Online stock trading and its benefits; Online banking and its benefits; Online financial services and their future; E-auctions-benefits, implementation, and impact.
4. Applications in B2B: Applications of b2b; Key technologies for b2b; Architectural models of b2b; Characteristics of the supplier oriented marketplace, buyer-oriented marketplace, and intermediary oriented marketplace; Benefits of b2b on procurement reengineering; Just In Time delivery in b2b; Internet based EDI from traditional EDI; Integrating EC with back-end information systems; Marketing issues in b2b.
5. Introduction to M-Commerce: Concept of WAP; Technological foundations of WAP; WAP vs e-commerce; WAP vs traditional business operations; Global growth projections.
Applications in Wireless-Internet environment: Location based applications-independent applications, business applications; Advantages of mobile commerce.

Suggested Readings:

1. Agarwala Kamlesh. N. and Agarwala Deeksha; Bridge to Online Storefront; Macmillan India, New Delhi.
2. Agarwala Kamlesh. N. and Agarwala Deeksha: Business on the Net-Introduction to the E-commerce; Macmillan India New Delhi.
3. Agarwala Kamlesh. N. and Agarwala Deeksha: Bulls, Bears and The Mouse: An Introduction to Online Stock Market Trading; Macmillan India New Delhi
4. Tiwari Dr. Murli D.: Education and E-Governance; Macmillan India New Delhi
5. Minoli Daniel, Minoli Emma: Web Commerce Technology Handbook; Tata McGraw Hill, New Delhi.
6. Minoli Daniel: Internet & Intranet Engineering; Tata McGraw Hill, 1999
7. Bhatnager Subhash and Schwere Qbert (Eds); Information and Communication Technology in development; Sage Publications India, New Delhi.
8. Amor, Daniel: E-business (r) evaluation, The: Living and Working in an interconnected World; Prentice Hall US.
9. Afuah, A., and Tucci, C: Internet Business Models and Strategies; McGraw Hill, New York.
10. Agarwala Kamlesh. N. : Internet Banking; Macmillan India New Delhi.
11. Parag Diwan and Sunil Sharma: E-Commerce A Managers Guide to E-Business, Excel Books, New Delhi.
12. Agarwala Kamlesh N. and Agarwala Prateek: M-Commerce; Macmillan India Ltd. new Delhi.

404 : Financial Management

1. Financial management: Financial goals; profit vs wealth maximization; financial functions-investment, financing, and dividend decisions; Financial planning.
2. Capital Budgeting: Nature of investment decisions, investment evaluation criteria, payback period, accounting rate of return, net present value, internal rate of return profitability index; NPV and IRR comparison.
3. Cost of Capital: Significance of cost of capital; Calculating cost of debt; Preference shares, equity capital, and retained earnings; combined (Weighted) cost of capital.
Operating and Financial Leverage: Their measure; Effects on profit, analysing alternate financial plans, combined financial and operating leverage.
4. Capital Structure : Theories and determinants
Dividend Policies: Issues in dividend policies; Walter's model; Gordon' model; M.M. Hypothesis, forms of dividends and stability in dividends, determinants.
5. Management of Working Capital: Nature of working capital, significance of working capital, operating cycle and factors determining of working capital requirements; Management of working capital-cash, receivables, and inventories.

Suggested Readings:

1. Van Horne J.C: Financial management and Policy; Prentice Hall of India, New Delhi.
2. Van Horen J. C: Fundamentals of Financial Management; Prentice Hall of India, New Delhi.
3. Khan M. Y. and Jain P. K: Financial management, Text and Problems; Tata McGraw Hill, New Delhi.
4. Prasanna Chandra: Financial Management Theory and Practice; Tata McGraw Hill, New Delhi.
5. Pandey I. M: Financial Management: Vikas Publishing House, New Delhi.
6. Brigham E. F., Gapenski L. C., and Ehrhardt M.C: Financial management-Theory and Practice: Harcourt College Publishers, Singapore.
7. Bhalla V. K. : Modern Working Capital Management, Anmol Pub, Delhi.
8. Rao, Singh Rao Financial management Apex Publishing, Udaipur

406- Comprehensive Viva

Paper No. 406- Comprehensive Viva shall be examined by an external Examiner and one Internal Examiner at college level. External examiner shall be appointed by the university.