UNIT I
Generation of computers, Microprocessor, Data Representation, Number System (Decimal, Binary, Octal, Hexadecimal), Binary Coded decimal, Alphanumeric Representation, 1's and 2's Complement, Digital Logic Circuits.

UNIT II
Random Access Memory, Read only memory, Optical Memories, CD-Rom, WORM, DVD, Cache memory, Magneto-optical Drives, Input/output devices, Hard disk drives Floppy disk drives.

UNIT III
Programming concepts & software tools: Algorithm & Flow charts, Categories of language, Introduction to assemblers, Translators (Compiler & Interpreter), Fundamental of operating system, Serial processing, Batch processing, Multi Programming.

UNIT IV
Office management: Creating & modifying documents (MS Word), Spreadsheet solution (MS Excel), Creating Presentation (MS PowerPoint), Introduction to DBMS using MS Access (Tables, Forms, Reports).

UNIT V
Internet concept & definition, type of Access (Dial up & Dedicated), Modem, WWW, different browsers. Email: an introduction, Email address, How does Email works. Multimedia: Introduction & Application of Multimedia.

Suggestive Readings:
2) INTERNET: An introduction by Manish Diksh Tata McGraw Hill.

QUESTION PAPER MAY ONLY BE PREPARED ONLY IN ENGLISH.
BUSINESS & CORPORATE LAW

Unit I

Unit II

Unit III
Partnership Act 1932, Law relating to sale of goods.

Unit IV
Companies Act 1956, Companies Law relating to formation and financing of Joint Stock companies, Management of Share Capital.

Unit V
Management of joint stock companies in India appointment role, Functions, Duties and Liabilities of Company Directors and Managing Director.

Suggested Reading:
1. N.D. Kapoor : Mercantile Law.
5. R.C. Chawla & Garg : Mercantile Law.
M.B.A. (HRD) - 303
Optional AI

Total Quality Management

1. Quality : Concept, Establishing a Customer Focus, Quality Culture, Quality gurus and their contribution - Deming, Juran, Ishikawa, Philip B Crosby.

2. TQM : Concept, Implementing TQM, "SS", Kaizen, JIT, TQM in Service Sector.


4. ISO 9000 : Concept, Significance & clauses, Implementation, Documentation, Quality Audit, Assessment & Certification.


Suggested Reading:

Bagechi T
R.P. Mohanty
K C Arora
Ulpana
Michael Hammer
Drummond

ISO 9000
TQM
ISO 9000 & TQM
Quality Circles
Reengineering Corporation
The TQM Movement

*QUESTION PAPER MAY KINDLY BE PREPARED ONLY IN ENGLISH*


Unit III - Communication, Motivation, Leadership & Interpersonal Relations.


Unit V - Public Relations in Public & Private sector: Organisation, Management, Organisation & Management of Public Relations in Public sector Govt. of India – Ministry of I & B, DAVP, PIB, AIR, Doordarshan, Film.

Suggested Reading:
2. C. Naiksha Reddi - Public Relations in India
3. P. S. Knees - Growth of Press & Public Opinion in India
Trade Union: Development, structure, recognition, objective, function, registration of trade union organization & management.

Trade Union in India – Historical Background, management in trade union.
Types of trade union: while color and management trade, unions difficulties & obstacles in development of trade union: code of conduct

Industrial conflict, conflict and cooperation, collective bargaining: concept, function & process of collective bargaining practice in India

Works participation: Industrial democracy – purpose, importance, prerequisite of industrial democracy, level & forms of participation, employee, counseling: definition, need, method & process.

Negotiation skills & process, role of Labour administration, conciliation & arbitration, emerging trend in union management relation.

Suggested readings:
Mamoria & Mamoria
C. B. Gupta

QUESTION PAPER MAY ONLY BE PREPARED ONLY IN ENGLISH
M.B.A. in HRD III Sem.
306(a): Strategic Management
(Optional Paper)

Unit : I

Unit : II
Strategy Formula – Corporate Mission, objectives, Environmental appraisal, organizational appraisal, different strategic alternatives, process of strategic choice.

Unit : III

Unit : IV

Unit : V
Case study on Strategic Management-

Suggested Readings
Azhar Kajmi:
Hungerb & K. Wheelen: Organization and Management
L.M. Prasad: Strategic management
William Gluck: Business Policy & Strategic Management
Business Policy Strategic
MBA - HRD III Sem.
306(b): Advertising Management
(Optional Paper)

Unit : I
Advertising World- What is advertising?, Advertising and Marketing Mix, Importance of advertising in marketing and communication, Communication Model, Types of advertising, Legal and Ethical issues in advertising, Advertising as a tool for consumer welfare.

Unit : II
Advertising Decision and Media Planning – Advertising budget, Advertising Appeals, Types of media, Media Selection, Media planning process, Types of campaign, DAGMAR, 3 phases of campaign creation, Limitations of 3 stage model.

Unit : III
Creativity in Advertising – Message design and positioning, Marketing objectives, Message Presentation, Adv. Message Structure, Message format, Advertising copy for print media, Broadcast copy, TV copywriting, Scripting for TV commercials, Jingles for TV.

Unit : IV
Layout preparation and Advertising art- Components of layout, Position, Right and Left hand advertising, Top or Bottom Advertisement, Divided advertisement, Emphasis on background, caption, heading, text.

Unit : V

Suggested Readings
Chunawalla and Sethia: Foundation of Advertising Theory and practice
P.K. Agrawal: Advertising Management
MBA - HRD III Sem.
306(c): Entrepreneurship Development
(Optional Paper)

Unit I
Introduction-Entrepreneurial Traits, Types And Significance,
Meaning Of Entrepreneurs, Entrepreneurship And Enterprise,
Characteristics, Qualities, Functions Of Entrepreneurs, Role
And Importance Of Entrepreneurs In Economic Growth,
Factors Responsible For The Development Of Entrepreneurial
Skills, Need For Promotion Of Entrepreneurship And Small
Businesses.

Unit II
New Enterprise Management- Problem Of Industrialization In
Underdeveloped Countries With Special Reference To India,
Meaning Of Setting Of New Enterprise And Location,
Optimum Units-Its Meaning And Determinants, Factors
Determining Industrial Units.

Unit III
Entrepreneurship Development- Entrepreneurship
Development Programme In Indian History, Support,
Objectives, Stages Of Performance, Planning And Edp
Objectives, Target Group, Government Policies Towards Sai,
Entrepreneurship Input, Entrepreneurship And Motivation.

Unit IV
Entrepreneurship And Environment Support System- Market
And Demand Analysis For New Venture, Information
Required For Market And Demand Analysis, Secondary
Source Of Information, Market Survey, Demand
Forecasting, Technical Analysis, Materials And Inputs,
Production Technology, Product Mix, Project Layout.

Unit V
Financial Appraisal Of Project- Cost And Benefit From
Financial Angie- Basis, Cost Of Project, Means Of Financing,
Planning The Capital Structure Of The Company.

Suggested Readings
Caticts A. Dalley : Entrepreneurship Management
Rajiv Jain : Planning a Small Scale Industry
S.A. Kumar : Entrepreneurship and Small Industry