

॥ अंतरी पेटवु ज्ञानज्योत ॥



**NORTH MAHARASHTRA UNIVERSITY,
JALGAON**

Syllabus for

**BACHELOR OF
BUSINESS ADMINISTRATION
(B.B.A.)
(SECOND YEAR)**

(w.e.f. July, 2001)

NORTH MAHARASHTRA UNIVERSITY, JALGAON

BACHELOR OF BUSINESS ADMINISTRATION

B.B.A. (Second Year)

SUBJECT: - FOUNDATION COURSE-II

(With effect from July, 2001)

	<u>No. of Lecturers</u>
1. (A) <u>CONCEPTS AND THEIR SCOPE</u> Business, Industry, Commerce, Trade, Aids to trade.	(20)
(B) <u>EVOLUTION OF COMMERCE</u> Stages of Evolution, Recent Trends.	
(C) <u>FORMS OF BUSINESS ORGANIZATION</u> Sole Proprietor, Partnership, Company, Co-Op Society, Govt. Depts. & Public Corporation.	
2. <u>AIDS TO TRADE</u> Banking Insurance, Transport, warehousing, communication-their- meanings. Scope & Importance.	(12)
3. <u>REGISTRATION PROCEDURE AND DOCUMENTS REQUIRED FOR</u> 1. Bombay shops & Establishments Act, 1948. 2. Registration of a partnership firm. As per the Partnership Act, 1932. 3. Registration of a Joint Stock Co. As per the provisions of companies Act 1956. 4. Registration of a co-operative society. As per the provisions of co-op. Societys. Act of, 1812 & 1960. 5. Registration of a trust. 6. Registration of a S.S.I. Unit. As Per the procedure required to be Completed and followed for obtaining D.I.C. Registration.	(16)
4. <u>BANKING -</u> Definition and meaning - Classification of Banks, Functions of Banks. Types of deposits. Types of Loans & Advances. Cheques, drafts and other instruments. Credit Cards. Automated Teller machine, On-Line Banking.	(16)

Cont..

5. **MARKETING**

(14)

Definitions, classification of markets, marketing and salesmanship, objectives of marketing, functions of marketing, Importance of Marketing, The concept of marketing mix, Relationship Marketing-Consumer Orientation.

6. **SERVICES SECTOR**

(16)

Structure of Economy - Sectors - Services sector -
Nature of services Sector.

- Characteristics of services - classification of services.
- Role and importance of service Sector in the Economy.
- Services Sector & economic growth.
- Services sector & Employment - Services sector in Indian Economy.
- Future trends in Services Sector.

NORTH MAHARASHTRA UNIVERSITY, JALGAON

BACHELOR OF BUSINESS ADMINISTRATION

B.B.A (Second Year)

SUBJECT:- BUSINESS STATISTICS & RESEARCH

(With effect from July, 2001)

- 1) **Dispersion -**
Meaning - Measures of dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation - Co-efficient of variations.
- 2) **Correlation -**
Introduction - Types of correlation - Methods of Studying correlation - Scattered diagram method - Karl pearsons - Co-efficient of correlation - Properties of coefficient correlation.
- 3) **Index numbers-**
Introduction - uses - types - problems in construction of Index numbers - methods of constructions - simple aggregate method, weighted aggregate method. Chain Index numbers - Price Index numbers - Limitations of Index numbers.
- 4) **Time series analysis-**
Meaning - components of time series - Analysis of Time series - Graphic method only.
- 5) **Graphic & Daigramatic Presentetion of data**
Introduction - Advantages & Limitations of graphic & daigramatic representation - general rules for constructing daigrams - Type of Daigrams - choice of diagram. Rules & Techniques of construction of graphs - Histograms.
- 6) **Business forecasting**
Meaning - Role of forecasting in Business - Methods of forecasting - Theories of Business forecasting - Cautions in forecasting
- 7) **Statistical Quality Control-**
Meaning - Chance & assignable causes of variations - Uses of Statistical Quality Control - Process & Product control - Control charts - Advantages & Limitations Statistical Quality Control (Theory only)
- 8) **Research Methodology -i**
Meaning - Nature - Practical Importance - Limitations - The Research Problem - The process of choice & factors involved in the process - Hypothesis - Meaning characteristics, Sources, Research design - Meaning & Types.

(P.T.O.)

9) Research Methodology -II

Data Collection-Meaning ,sources & methods -interview & questionnaire methods

Sampling Techniques-Meaning, Basic principles,Process,Types, Advantages & disadvantages of Sampling.

10) Research Methodology -III

Analysis & interpretation of data- classification- coding, Tabulation, statistical analysis of data-Interpretation & generalisation. The Research report-Meaning,contents & The style of the report.

- Notes :- 1) Above Topics No.1 to 7 are allotted 60% Marks (36 marks out of 60) in Question paper & Topic No.8 to 10 are for 40% marks (24 marks out of 60) in Question Paper.
- 2) Topic No.6 & 7 are prescribed for Theoretical part & not for practical problems

Recommended Books :-

- 1) Fundamentals of Statistics- S.C.Gupta-Himalaya Publishing House
- 2) Practical Statistics-S.C.Gupta-Himalaya Publishing House
- 3) Practical Statistics-D.N.Elhance-Kitab Mahal,Allahabad
- 4) Statistics Theory & Practice-M.K.Ghosh, S.C.Chaudhari -The Indian Press(P)Ltd., Allahabad
- 5) Statistical Methods - S.P.Gupta - Sultan Chand & Bros,Delhi
- 6) Research methods in Marketing & Management - Setlwa, Beheryza - & Leonard- Groenerld- Tata Mc Graw Hill Pvt.Ltd.,New Delhi.
- 7) Research Methodology -Suravanavel P -Kitab Mahal,Allahabad
- 8) Research methods in Social Sciences -Sharma R.D
- 9) Foundations of Social Research & Economics Techniques - S.C.Shrivastava - Himalaya Publishing House
- 10) Fundamentals of Statistics - D.N.Elhance

Pattern of Question Paper for Second year B.B.A.
Subject:-Business Statistics & Research
(With effect from July-2001)

Time Allowed-3 Hours

Max.Marks-60

- Notes :-
- 1) All questions are compulsory.
 - 2) All questions carry equal marks.
 - 3) Use of non programming calculators is allowed.

- Question No.1 - Practical Problem on statistics
OR
Practical Problem on statistics
- Question No.2 - Practical Problem on statistics
OR
Practical Problem on statistics
- Question No.3 - Practical Problem on statistics
OR
Write Three short notes.(on Topics of Statistics)
- Question No.4 - Broad Question on Research Methodology
OR
Write Three short notes on Research Methodology
- Question No.5 - Broad Question on Research Methodology
OR
Write Three short notes on Research Methodology

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NORTH MAHARASHTRA UNIVERSITY, JALGAON
BACHELOR OF BUSINESS ADMINISTRATION

B.B.A. (Second Year)

SUBJECT:- BUSINESS ECONOMICS

(With effect from July, 2001)

1. **NATURE AND EVOLUTION OF MONEY**
Evolution of Money - definition of Money function's of Money - Money and Near Money Assets - Money stock in India.
2. **VALUE OF MONEY**
Fisher's approach (Transaction equation) Cambridge approach (cash - Balances equations) Index Number - Constructions of simple and weighted index Number's and their importance.
3. **THEORY OF INCOME AND EMPLOYMENT**
Say's Law of Market and its criticism by Keynes Outline of Keynesian theory of income and employment - consumption function - APC - MPC - Limitation of consumption function.
4. **INCOME GENERATION IN MONETARY ECONOMICS**
Investment Multiplier and its Limitations, accelerator - super multiplier - Balance Budget multiplier - Foreign Trade multiplier
5. **MONETARY THEORIES**
Saving - Investment - equality
Marginal Efficiency of capital
Theories of interest Rates - Lovable fund theory - Liquidity theory - modern theory of Interest rate.
6. **INFLATION**
Definitions - Causes of inflation - Types of inflation - Demand - pull - Inflation and costpush - Inflation - phillips curve - measurement of Inflation
7. **TRADE CYCLE**
Nature - definitions - Types of Trade cycle - Phases of Trade cycle - Measurement of Trade cycle
8. **MONETARY POLICY**
Meaning- Instrument's of monetary policy - objective's of monetary policy - conflictive objective's - co-ordination of objective's

REFERENCE

- | | | |
|---------------------------------------|---|--------------------------------|
| 1. Business Economics | - | Mukund Mahajan |
| 2. Macro-Economics | - | K.H. Thakkar |
| 3. Macro-Economics | - | M L. Jingan |
| 4. Fundamentals of Monetary Economics | - | B.N. Ghosh and Rama Ghosh |
| 5. Principle's of economics | - | Lipsay + Chrystal |
| 6. The Economics of Money and Banking | - | Chandler L.V. & Goldfield S.M. |

NORTH MAHARASHTRA UNIVERSITY JALGAON.

BACHELOR OF BUSINESS ADMINISTRATION

B. B. A. (Second Year)

SUBJECT:- LEGAL ENVIRONMENT OF BUSINESS

(WITH EFFECT FROM JULY, 2001)

<u>Chapter</u>	<u>Act and Units</u>
<u>No.</u>	<u>Section - I</u>
1)	<u>Indian Contract Act, 1872. (Section 1 to 75)</u> <ol style="list-style-type: none">1. Nature and Kinds of Contract.2. Offer and Acceptance and Consideration3. Capacity of Parties.4. Free consent of Parties5. Contingent Contract6. Performance and Discharge of Contract7. Remedies for Breach of Contract8. Quasi Contract
2)	<u>Sale of Goods Act, 1930.</u> <ol style="list-style-type: none">1. Contract of Sale of Goods2. Conditions and Warranties3. Transfer of property (Ownership)4. Performance of contract of sale5. Rights of unpaid seller.
3)	<u>Indian Partnership Act, 1932.</u> <ol style="list-style-type: none">1. Nature and Types of partnership - Kinds of Partnership.2. Meaning-Purpose-Contents-Preparation of Partnership Deed.3. Rights, Duties, Responsibilities-Liabilities, of Partners.4. Procedure of Registration of Partnership Firm.5. Dissolution of Partnership.
4)	<u>Negotiable Instruments Act, 1881.</u> <ol style="list-style-type: none">1. Negotiable Instrument - Kinds and Nature2. Parties to Negotiable Instruments.3. Holder and Holder in Due Course4. Negotiation - Types of Endorsement5. Dishonour of Negotiable Instrument-Bill of Exchange-Cheques.6. Consequences and Remedies for dishonour of Bill of Exchange-Cheques.
5)	<u>Indian Companies Act, 1956</u> <ol style="list-style-type: none">1. Definition of Private and Public Companies.2. Types of Companies-comparative studies of Types of Companies.3. Memorandum and Articles of Association.4. Prospectus - Allotment - Share certificate-Rights of Members.5. Incorporation Certificate and Commencement of Business Certificate.

6. Directors - Appointment, Duties, Rights, Responsibilities, Remuneration and Legal Position-Interest Directors Managing Directors.
7. Meetings of Board of Directors and Shareholders - Statutory, Annual General Extra-Ordinary General & Requisition General meetings - Essentials of valid Meetings -Board and Shareholders Meetings, Notice, Quorum, Chairman, Types of Proxies, Types of Motions and Resolutions, Types of Voting, Minutes.
8. Prevention of oppression and Management.

SECTION - II

1) Consumers Protection Act, 1986

1. Objectives, Scope of the Act.
2. Consumer - Definition, Coverage and Relationship.
3. Rights of Consumers
4. Procedure of filing complaints.
5. Machinery for Redressal of grievances.
6. Important Case Laws

2) Pollution Control Laws

1. Pollution control (Air-Water-Environmental) laws and their Impact-on Conducting of Business-Business Environment.
2. Important Case Laws .

3) Public Interest Litigation:

Meaning -Constitutional Validity-Objectives-Importance-Usage in India-Impact on Conducting Business.

4) (A) INFORMATION TECHNOLOGY ACT-2000:

Introduction-Objectives-Scope-Impact on Business.

(B) MAHARASHTRA RIGHT TO INFORMATION ACT-2000:

Introduction-Objectives-Scope- Business Transparency.

5) ECONOMIC LEGISLATIONS :

Meaning, Objectives & Scope of:-

1. Banking Regulation Act 1949.
2. Monopolies and Restrictive Practices Act 1960, Rules 1961.
3. Securities and Exchange Board of India Act 1992.
4. Foreign Exchange Management Act 1999.
5. MRTP Act 1967.

Objects

1. Broad Preview of Legal Provisions of essential Mercantile, Corporate, Economic and Social Laws is expected to be covered.
2. The Impact of Legal Influence on Business Environment to be highlighted.
3. Important High court and Supreme Court case laws based on important provisions of the laws may be without reference to the citations be covered.

Books Recommended

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|----|-----------------------------------|---|----------------------------------|
| 1. | Elements of Mercantile Law | - | N.D. Kapoor |
| 2. | Elements of Company Law | - | N.D. Kapoor. |
| 3. | Economic and other Legislations | - | V.S.Datey |
| 4. | Base Acts of all the laws. | - | Govt.Publications. |
| 5. | Corporate Laws | - | Ed-Ravi Puliani & Mahesh Puliani |
| 6. | All India Reporter(For Case Laws) | | |
| 7. | Banking Law and Practice in India | - | M.L.Tannan. |

NORTH MAHARASHTRA UNIVERSITY, JALGAON

BACHELOR OF BUSINESS ADMINISTRATION

B.B.A. (Second Year)

SUBJECT:-BUSINESS ENTREPRENEURSHIP

(With effect from July, 2001)

1. **Concept of Entrepreneurship :**
Meaning, Traditional and modern Approaches-Distinctive Role of Entrepreneur, Organiser, Manager Qualities of an Ideal Entrepreneur. Inherited and acquired qualities - Role of training in the growth and development of Entrepreneurship
2. **Functions of Entrepreneur :**
Functions- evolutionary approach- perception, Risk-Taking, Innovation, Building up own organisation-Resource mobilisation, Leadership, Entrepreneur as a business leader
3. **Types of Entrepreneur :**
Classification on different basis-single & collective, Innovative & Imitative, Fabian and Drone and their respective characteristics
4. **Role of Entrepreneur :**
Role of Entrepreneur in economic growth-With reference to stage of economic development- Entrepreneurship in Developed, Under Development and Developing economies. Entrepreneurship for third world countries. impact of globalisation, Liberalisation and Privatisation on Entrepreneurship .
5. **Factors affecting Entrepreneurship :**
Internal and External factors- personal factors, family background, Economic, Social, Cultural, Political, Psychological, Technological, Educational and International factors.
6. **Project Selection :**
Identification of Project-stages involved in identification of a project-feasibility testing- Identification of potentials in various sectors-Manufacturing, Agrobased industries, Trade, Services, Concept of Formal and Informal Sector.
7. **Project Report :**
Meaning, Importance -Contents, Estimation of earning-B.E.P, Cash-Flow Statement-Estimation of Working Capital -Sources of Finance, Projected financial statements .

(P.T.O.)

8. **Setting up new business :**

Registration procedure for Business Unit, Stages involved and documents required for registration-Legal framework for registration of business unit, renewal of registration special concessions for registration.

9. **Institutions Developing Entrepreneurship :**

Role of DIC, MIDC, MSSIDC, MSFC, MITCON, MCED, SICOM, SIDBI, And Commercial and Co-operative Banks and others for Development of Entrepreneurship.

10. **Indian Entrepreneur :**

A success story of and innovative Entrepreneurs such as. Seth Walchand Hirachand, Shantanurao Kirloskar, Aabasaheb Garware, Nilkantrao Kalyani, Rahul Bajaj, B.G. Shirke, Dhirubhai Ambani, Navalmalji Firodia, Azim Premji
Problems of Indian Entrepreneurship

Recommended Books

- | | |
|---|---|
| 1. Entrepreneurship & Small Scale Business | -Dr.M.U. Deshpande |
| 2. Dynamics of Entrepreneurial | -Vasant Desai |
| 3. Entrepreneurship Development Vol-I, II & III | -Vasant Desai |
| 4. Innovation of Entrepreneurship | -Peter Drucker |
| 5. Indian Industrialists Vol-I | -Geeta Pirantia |
| 6. Business Environment & Entrepreneurship | -C.C. Vaidya, P.M. Bhagwat
Narendra Prakashan, Pune |
| 7. Business Environment & Entrepreneurship | -Prof. Mrs. Pratibha Joshi,
-Prof. A.G. Gosavi
Suvichar Prakashan Mandai,
Pune |

SYLLABUS FOR B.B.A.
COMPUTER APPLICATIONS

(W.E. From July, 2001)

CHPT 1: Database management system : Need and overview of database; specific problems relating to data independence ; elementary concepts of database models: Hierarchical model, network model & relational model.

CHPT 2: Details of relational model, keys and normalization, types of database languages , database development procedure ; interface between application program and data management system.

CHPT 3: Management consideration : Security policies , privacy, integrity , protection mechanism.

CHPT 4: Introduction and comparison between DBMS & RDBMS , advantages of RDBMS over DBMS , comparison between packages like oracle , sybase etc. Database administrator (DBA), database users , concept of normalization including 1NF, 2NF, 3NF.

CHPT 5: Interfacing with oracle database

- Basics of structured query language (SQL)
- Data definition language (DDL) statements
 - Creating table by CREATE TABLE
 - Modifying table by ALTER TABLE
 - Deleting a table by DROP TABLE
 - Displaying a structure of table by DESCRIBE
 - Renaming a table by RENAME
- Data manipulation language (DML) statements
 - Inserting record by INSERT
 - Updating record by UPDATE
 - Deleting record by DELETE
- Data control language (DCL) statements
Commit, rollback, grant, revoke
- Concept of views
- Database constraints : NOT NULL , CHECK, UNIQUE, DEFAULT, PRIMARY KEY, FOREIGN KEY
- The oracle datatypes

contd ..

- Invoking SQL * PLUS
- Basic structure of a query with SELECT, FROM, WHERE
- Selecting specified rows & columns through SQL
- Operators in oracle : Arithmatical, Relational, Logical
- Pattern matching using LIKE
- Arranging data by ORDER BY, GROUP BY, HAVING
- Checking data by IN, BETWEEN, ALL, ANY, EXISTS etc.
- Joining multiple tables using UNION, INTERSECTION & MINUS
- Working with oracle function
 - Arithmatical function - ABS(), MOD(), CEIL(), FLOOR(), ROUND(), (TRUNC(), SQRT(), SIGN(), POWER()
- CHARACTER FUNCTION - LOWER, UPPER, ININCAP, LENGNT, SUBSTR, LTRIM, RTRIM, TRIM, LPAD, RPAD, CHR, ASCH.
- Queries using multiple tables
- Subqueries Nested Queries
- Concepts of PL

PRACTICALS:

1. Design of Database, create a table using different constraints.
2. Write SQL queries using following: simple SQL, nested SQL, using join, group by clause, having clause & use of aggregate function.
3. creating & manipulating views.
4. create a simple form for a Data entry & validation
5. Create master-detail relationship form using ADD, MODIFY, DELETE Buttons & apply validations performing Triggers & LOV's.
6. Design simple report.
7. Design Master-detail Report using parameters.

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NORTH MAHARASHTRA UNIVERSITY, JALGAON

BACHELOR OF BUSINESS ADMINISTRATION,

B.B.A. (Second Year)

SUBJECT:- ACCOUNTANCY PAPER-II

(With effect from July, 2001)

Weightage - 80 Marks A/C, 20 Marks Costing

- 1) **Company Accounts :-**
Redemption of Preference Shares & Debentures-
Journal Entries regarding Redemption of shares and Preparation of Balance - Sheet thereafter-Journal Entries regarding Redemption of Debentures-Practical Problems on computation of Pre-incorporation and post-incorporation period. -Journal Entries regarding issue of Bonus shares and preparation of Balance Sheet after issue of Bonus shares.
- 2) **Company Final Accounts:-**
Preparation of Balance-sheet and profit & Loss Accounts as per the requirements of Schedule VI th of Companies Act 1956, from the given Trial Balance and additional information
- 3) **Internal Reconstruction :-**
Entries regarding conversion into stock, Increase in Capital, Decrease in share capital, Reserve Liability or reserve capital, Reduction of Capital and Preparation of Balance -sheet after internal Reconstruction.
- 4) **External Reconstruction - Absorption, Amalgamation :-**
Computation of purchase consideration -Journal Entries and Ledger accounts in the books of Liquidating Company, Journal Entries and revised Balance-Sheet in the books of absorbing company-Journal Entries and Ledger accounts of Amalgamating Companies -Journal Entries and Balance sheet in the books of a New or Amalgamated Company.
- 5) **Holding Company :-**
Computation of Minority Interest, Goodwill or Capital Reserve and Preparation of Consolidated Balance-Sheet in the case of Holding Company with One Subsidiary Company with simple adjustments

(P.T.O.)

- 6) **Liquidation of Joint Stock Company :-**
 Problem solving on Preparation of Statement of Affairs and Deficiency or Surplus Account according to the Companies Act 1956 (Lists A to G)
- 7) **Valuation of Goodwill & shares :-**
- a) **Valuation of Goodwill -**
 Practical Problems solving for computing Goodwill under Super Profit Method, Annuity Method, and Capitalisation Method.
- b) **Valuation Shares-**
 Practical Problems solving for valuation of Shares under Net Asset Method, Yield Basis and on the basis Earnings.
- 8) **Costing-I (Overheads)**
Overheads-Meaning-classification-Allocation of overheads-Re-
apportionment of overheads-Computation of overhead rates for
charging overheads to production.
- 9) **Costing -II (Costing Methods)**
- a) **Job Costing** -Features & Procedure of Job costing
- b) **Contract Costing-** Determination of profit in the case of incomplete contract and preparation of Contract Account- Retention money, certified work-uncertified work-Simple problems only
- c) **Process Costing**-Features- Preparation of Process Accounts in the case of Normal and Abnormal Loss-Simple Problems only
- 10) **Reconciliation of Profit as per Financial Account and Cost Account :-**
 Causes of disagreement of profit-Preparation of Reconciliation Statement from the set of information regarding expenses and gains

List of Books Recommended

- | | | | |
|----|--------------------------|---|------------------|
| 1) | Advanced Accountancy | - | Shukla & Grewal |
| 2) | Advanced Accountancy | - | R.L. Gupta |
| 3) | Advanced Accountancy | - | H.C. Chakribarti |
| 4) | Advanced Accountancy | - | S.N. Maheshwari |
| 5) | Advanced Accountancy | - | Jain & Narang |
| 6) | Advanced Cost Accounting | - | Jain & Narang |
| 7) | Advanced Cost Accounting | - | B.K. Bhar |

Pattern of Question Paper for Second year B.B.A.

SUBJECT:- ACCOUNTANCY PAPER-II

(With effect from July-2001)

Time Allowed-3 Hours

Max.Marks-60

- Notes :-**
- 1) All questions are compulsory.
 - 2) All questions carry equal marks.
 - 3) Use of non programming calculators is allowed.

Question No.1 - Practical Problem on A/C
OR
Practical Problem on A/C

Question No.2 - Practical Problem on A/C
OR
Practical Problem on A/C

Question No.3 - Practical Problem on A/C
OR
Practical Problem on A/C

Question No.4 - Practical Problem on A/C
OR
Short notes on Theory of A/C - 4 Notes

Question No.5 - Practical Problem on Cost A/C
OR

Write Four short notes on Cost A/C

NORTH MAHARASHTRA UNIVERSITY, JALGAON

BACHELOR OF BUSINESS ADMINISTRATION

B. B. A. (Second Year)

SUBJECT:- BUSINESS ENVIRONMENT (PAPER - II)

(WITH EFFECT FROM JULY, 2001)

1. BUSINESS ENVIRONMENT :

Meaning, Nature and Scope of Business. Characteristics and classification of Business objectives.

Interface between Business And Environment.

Variables of external Business Environment. Economical, Political, Social Technological and Regulatory.

Internal Factors of Business Environment.

2. BUSINESS AND SOCIETY

Role of Consumerism, Consumer Rights and Protection Business Ethics. Pollution and pollution control.

Social Responsibility of Business, Role of profit in Business.

Social Audit.

3. FOREIGN TRADE :

Foreign Trade and Economical Development-Foreign Trade (Development and Regulation) Act 1992.

Export Promotion-Significance-Extent-Promotional Measures under taken Govt. of India and other Agencies, Export Houses.

Import Substitution-Import Controls.

4. GLOBALISATION :

The meaning and Rationale for Globalisation -Nature of Globalisation-Internationalisation

Globalisation of Indian Business.

Foreign Collaborations, Privatisation and Dis-Investments.

5. INDIA AND W.T.O. :

WTO-Objectives and Functions of WTO-Difference Between GATT and WTO-The WTO structure, implementation for India. Trading Blocks.

6. MULTINATIONAL AND TRANSNATIONAL CORPORATIONS :

Defination -Dominance of MNC's, Investment Pattern, Investment

Motive, MNC and International Trade, Benefits And Demerits of MNC in India.

Transnational corporations-Meaning ,difference between MNC's and TNC's

7. **ENVIRONMENT AND STRATEGIC MANAGEMENT:**
 Meaning - Objectives - Importance of Strategic Management. Integrating
 Environment and Strategic Management - Integrating Environment Segments.
 Formulation of Strategy - Implementation - Evaluation And Control.
 SWOT Analysis
 Turnaround Strategy

OBJECT

1. To make aware of importance between Business and Society.
2. To make Aware the factors influencing Business Environment.
3. To make aware the current and emerging changes that influence the
 conduct and Environment of Business.

RECOMMENDED BOOKS

- | | | |
|----|--|---|
| 1. | Business Environment and Policy | By Francis Chertullam |
| 2. | Business Government and Society
(A study of Business Environment) | By P.C.Jain, N.K.Jain |
| 3. | Business Environment for Strategic
Management | By Dr.K.Aswarthappa |
| 4. | Business and Society
Environment & Responsibility | By Keith Davis
By Robert & Blomstrom |
| 5. | Indian Economy | By Rudder Dutta & K.F.Sundaram |
| 6. | Managing Global Competition | By Arun Kumar Jain |
| 7. | Business Policy and Strategic
Management | By William Glueck. |
| 8. | Competing for Future | By Gang Hemmel CK and Prahlad |
| 9. | Export Management | By T.A.S.Balgopal |

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