

ALABBAR SCHOOL OF MANAGEMENT
Raffles University
BBA-Sem III
Cyber Phenomenon & Law (MGTB-301)

Objectives: In recent times the Cyber law has emerged as medium for growth with immense potentials for solving many new and interesting challenges. Both the personal and professional worlds are extremely dependent today on the Cyber World. The world is increasingly dependent on networked information and communication technologies (ICT). However, with growing dependency, new threats to network and information security have emerged and there is ever-growing vulnerability to Cyber Crime. Thus, an effort to spread awareness of Cyber Security is the need of the hour.

Course Credits: 2

Contact Hours 30 Hrs

Unit I: Introduction to Cyber space, Need for Cyber Law. Cyber Jurisprudence at International and Indian Level. Cyber Law - International Perspectives-UN & International Telecommunication Union (ITU) Initiatives, Council of Europe - Budapest Convention on Cybercrime, Asia-Pacific Economic Cooperation (APEC), Organization for Economic Co-operation and Development (OECD), World Bank, Commonwealth of Nations

Unit II: Constitutional & Human Rights Issues in Cyberspace-Freedom of Speech and Expression in Cyberspace. Right to Access Cyberspace – Access to Internet. Right to Privacy. Right to Data Protection

Unit III: Cyber Crimes & Legal Framework-Cyber Crimes against Individuals, Institution and State, Hacking, Digital Forgery, Cyber Stalking/Harassment, Cyber Pornography, Identity Theft & Fraud, Cyber terrorism, Cyber Defamation, Different offences under IT Act, 2000.

Unit IV: Cyber Torts-Cyber Defamation, Different Types of Civil Wrongs under the IT Act, 2000. Intellectual Property Issues in Cyber Space. Interface with Copyright Law. Interface with Patent Law. Trademarks & Domain Names Related issues

Unit V: E Commerce-Concept, E-commerce-Salient Features, Online approaches like B2B, B2C & C2C.Online contracts, Click Wrap Contracts, Applicability of Indian Contract Act, 1872. Dispute Resolution in Cyberspace-Concept of Jurisdiction, Indian Context of Jurisdiction and IT Act, 2000.International Law and Jurisdictional Issues in Cyberspace. Dispute Resolutions

TEXT BOOK:

1. Chris Reed & John Angel, Computer Law, OUP, New York, (2007).
2. Justice Yatindra Singh, Cyber Laws, Universal Law Publishing Co, New Delhi, (2012).
3. Verma S, K, Mittal Raman, Legal Dimensions of Cyber Space, Indian Law Institute, New Delhi, (2004)

REFERENCES BOOK:

1. JonthanRosenoer, Cyber Law, Springer, New York, (1997).
2. Sudhir Naib, The Information Technology Act, 2005: A Handbook, OUP, New York, (2011)
3. S. R. Bhansali, Information Technology Act, 2000, University Book House Pvt. Ltd., Jaipur (2003).
4. Vasu Deva, Cyber Crimes and Law Enforcement, Commonwealth Publishers, New Delhi, (2003).

ALABBAR SCHOOL OF MANAGEMENT
Raffles University
BBA Sem-III
Business Economics (MGTB-302)

Objective: Economics is the study of how individuals and societies make rational choices when confronted with scarce resources and an uncertain environment. Economic theory aims at the construction of models which describe the economic behavior of individual units (Consumers, Firms, and Government Agencies). Microeconomics studies the economic phenomenon at the micro level i.e. at the individual level. Microeconomics studies how consumers and producers make their choices; how their decisions and choices affect the demand and supply conditions and how consumers and producers interact to settle the prices of goods and services in the market.

Course Credits: 4

Contact Hours 48 Hrs

Unit I

Introduction to Economics: Nature, Scope, Definition of Managerial Economics, Difference between Managerial Economics & Economics, Micro and Macro Economics Opportunity cost. Demand and supply: Demand & supply curves, Measurement of elasticity of demand, factors affecting elasticity of demand, income elasticity of demand, cross elasticity of demand, advertising elasticity of demand. Demand forecasting: need, objective & methods (in brief)

Unit II

Consumer Behavior: Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach, Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium.

Unit III

Theories of Production: Meaning & concept of Production, Factors of Production, Production functions, Iso-quants, Fixed & Variable factors of production. Law of variable proportions (Short run production analysis), Law of returns to a scale (long run production analysis).

Unit IV

Cost analysis & Price output decision in different market: Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economics and Diseconomies of Scale. Explicit Cost and Implicit Cost, Profit maximization, equality of marginal cost and marginal revenue.

Unit V

Pricing Under Perfect Competition, Pricing Under Monopoly, Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition, Pricing Under Oligopoly.

TEXTBOOK:

1. Samuelson, P & Nordhaus, W. (2009) Economics, 18th Edition, McGraw Hill Education.
2. Dwivedi, D.N.(2008) Managerial Economics, 7th edition, Vikas Publishing House.
- 3 Salvatore, D. ((2006)) Managerial Economics in a Global Economy, 6th edition, Oxford University Press.

REFERENCES BOOK:

4. Kreps, D.(2009). MicroEconomics for Managers, 1st edition, Viva Books Pvt. Ltd.
5. Peterson, L. and Jain ((2006)) Managerial Economics, 4th edition, Pearson Education.
6. Colander, D, C (2008) Economics, McGraw Hill Education.

ALABBAR SCHOOL OF MANAGEMENT
Raffles University
BBA Sem III
Corporate Accounting (MGTB-303)

Objective: To help the students to acquire the conceptual knowledge of the fundamentals of the corporate accounting and to learn the techniques of preparing the financial statements.

Course Credits: 4

Contact Hours 48 Hrs

Unit I:

Accounting For Share Capital & Debentures - Issue, forfeiture and reissue of forfeited shares-concept & process of book building. Issue of rights and bonus shares. Buy back of shares. Redemption of preference shares. Issue and Redemption of Debentures.

Unit II:

Final Accounts - Preparation of profit and loss account and balance sheet of corporate entities, excluding calculation of managerial remuneration. Disposal of company profits.

Unit III: Valuation Of Goodwill And Valuation Of Shares

Concepts and calculation - simple problem only.

Unit IV: Accounts of Holding Companies/Parent Companies

Preparation of consolidated balance sheet with one subsidiary company. Relevant provisions of Accounting Standard: 21 (ICAI).

Unit IV: Cash Flow Statement

Concepts of funds. Preparation of cash flow statement as per Accounting Standard(AS): 3 (Revised) (ICAI): Indirect method only.

TEXT BOOK:

- Monga, J.R. Fundamentals of Corporate Accounting. Mayur Paper Backs, New Delhi.
- Shukla, M.C., T.S. Grewal, and S.C. Gupta. Advanced Accounts. Vol.-II. S. Chand & Co., New Delhi.
- Maheshwari, S.N. and S. K. Maheshwari. Corporate Accounting. Vikas Publishing House, New Delhi.

REFERENCES BOOK:

- Sehgal, Ashok and Deepak Sehgal. Corporate Accounting. Taxman Publication, New Delhi.
- Naseem Ahmed, "Corporate Accounting", ANE Books Pvt. Ltd. New Delhi.
- Gupta, Nirmal. Corporate Accounting. Sahitya Bhawan, Agra.
- Jain, S.P. and K.L. Narang. Corporate Accounting. Kalyani Publishers, New Delhi.
- Compendium of Statements and Standards of Accounting. ICAI

ALABBAR SCHOOL OF MANAGEMENT
Raffles University
BBA-SEM III
Human Resource Management (MGTB-304)

Objective: This module introduces the students with the key concepts, theories, tools & techniques of human resource management. The range of concepts that students will be introduced to include philosophy of HRM, human resource planning, job analysis, recruitment & selection, training & development, compensation & labor relation. By the end of the module, students will be fully equipped with the skills & techniques required to plan & manage the human resource in the organization.

Course Credits: 4

Contact Hours 48 Hrs

Unit I: Introduction to Human Resource Management

Definition and concept of HRM and personnel Management, Importance of HRM, Activities and functions of HRM, Organization of H.R.M. department, Role of HRM Department, Limitations of HRM, Challenges before HRM.

Unit II: Human Resource Planning (HRP)

Definition and objectives of Human Resource Planning, Process of Human Resource Planning, Factors influencing estimation of Human Resources. Concept of Recruitment, Recruitment policy, Sources of Recruitment, Selection and its procedure.

Unit III: Performance Appraisal

Concept and objectives of Performance Appraisal, Process of Performance Appraisal, Methods of Performance Appraisal, Uses and limitations of Performance Appraisal.

Unit IV: Training & Development

Meaning and Definition of Training; need, objectives and importance of Training, Training Methods, Evaluation of Training Programme. Concept of Management Development, Management Development Process and methods, Evaluation of Management Development Programme.

Unit V: Wage and Salary Administration

Methods of wage payments, Employee Remuneration, factors determining the level of remuneration, Profit sharing, Fringe Benefits and Employee services, Wages & Salary Administration

TEXT BOOK:

- K. Aswathappa, (2009): Human Resource Management- Text & Cases 5e, India, McGraw Hill.

REFERENCE BOOK:

- Dessler & Varkkey, (2010): Human Resource Management 11thed., Prentice Hall of India.
- Decenzo & Robbins, (2006): Fundamentals of Human Resource Management, Wiley.
- Dipak Kr. Bhattacharyya, (2010): Human Resource Management 2e, India, Excel Books.
- Bernardin, (2007): Human Resource Management- An Experimental Approach, India, TATA McGraw Hill.
- Snell & Bohlander, (2008): Human Resource Management, India, South- Western Cengage Learning

ALABBAR SCHOOL OF MANAGEMENT
Raffles University
BBA-SEM III
Rural Management (MGTB-305)

Objective: To help the students develop a general understanding of the various aspects of rural management.

Course Credits: 4

Contact Hours 48 Hrs

Unit I:

Introduction - Definition of Rural Area, Meaning and concept of rural development, nature and scope of rural development in India. Demographic structure of rural India; Trends in population growth, composition of rural work force.

Unit II:

Rural development - Concepts, Principles and Approaches: of rural management. Indicators of development; Conceptual framework, Strategies; Rural development in India:

Unit III:

Policies and Programs - A retrospective; Policies, Programs: Techniques of planning: Detail steps in district and block level planning: Area Development Planning: Definition, purpose, Area development plans.

Unit IV:

Rural Administration - Panchayati Raj & Rural Administration, Natural Resources Development & Management,

Unit V:

Rural Marketing - Rural Marketing: Rural production and products: agricultural and non-agricultural products; types of rural production and products; Market functionaries: Concept of supply chain management and Value Addition; Problems of marketing; Role of co-operative agencies in marketing of agricultural and non-agricultural product.

TEXT BOOK:

1. Rural Management by KB Gupta, FaiziaSidiqi, and Iftikhar Alam; CBS Publication

REFERENCE BOOK:

2. Rural marketing: Challenges and opportunities. by Dinesh Kumar and Punam Gupta; SAGE text
3. Rural Development: Principles, Policies and Management by Katar Singh; SAGE text
4. Rural Marketing by Pradeep Kashyap; Pearson Publication