

MOHANLAL SUKHADIA UNIVERSITY, UDAIPUR

BACHELOR OF COMPUTER APPLICATION (BCA Annual Scheme)

(To be offered in affiliated colleges from session 2016-17)

1. Duration of the Course : The BCA (AnnualScheme)course will be of three years duration. Each year will be approximately 10 months (minimum 180 working days) duration.

2. Medium of Instruction : The medium of instruction and examination shall be English.

Second Year B.C.A.

(Effective from session 2015-16)

- (a) The minimum marks for passing II year shall be 40% in each paper and 40% marks in the aggregate of papers.
- (b) A candidate may be promoted to III year if he has/ she secured at least 40% marks in at least six papers/practicals out of 8 theory/practical papers and more than 40% in aggregate. Such candidate shall be required to appear in papers in which he has secured less than 40% marks along with papers of III year when these courses are offered again, so as to satisfy the passing criteria laid in II(a).
- (c) A candidate fails to satisfy the criteria II(a), II(b) for promotion to III year shall be required to rejoin the course in II year, if otherwise eligible in accordance with the University regulations laid in this regard.

BCA 205: Business Organization and Management

UNIT – I

Business and Management: Business Meaning and Contents, Business as a system, Business Environment.

Management Concept and Nature, Management Process, Basic function of Management, Management Level, Role of Manager, Management Principles (Henry fayol's principle of management, Taylor's Scientific Management) .

UNIT – II

Organizational Behaviour: Need of Understanding human behaviour in organization, Challenges and Opportunities for OB.

Management by Objective (MBO), Decision making process and models, Conflict Management, Strategies & Policies.

UNIT- III

Managing Personnel: HRM- Meaning and Functions, Man Power Planning, Job Analysis

and Design, Training, Career Planning & Development.
Motivation Theories & Practices, Leadership Concept theories & Style, Compensation Management.

UNIT- IV

Marketing Management and Finance: Basic Concepts of Marketing, Nature & Scope of Marketing, Sales Promotion, Product Life Cycle, Marketing Information System (MIS) and Marketing Research.

Main Sources of Finance, Concept of Fixed & Working Capital, Introduction of Tax – Income Tax, Service Tax & VAT, Basic Concept of Invoice & Quotations.

UNIT- V

Case Study: IT & BPO Industry, HR & Finance, Case Study of Local Industry with around Hundred Employees, Industry Visit, Project.

Recommended Books:

1. B.P. Singh & T.N. Chhabra, “Business Organization and Management Functions” , Dhanpat Rai & Co. 2000.
2. P.C Tripathi & P. N. Reddy, “ Principles of Management”, Tata McGraw Hill Publishing Company New Delhi.
3. L.M. Prasad, “ Principles and Practices of Management”.
4. Stephen P. Robbins, “ Organisational Behaviour”, (8th Ed.) Prentice Hall of India.
5. K. Aswathappa, “Human Resource Management”, Tata McGraw Hill Publishing Company New Delhi.
6. Philip Kotler, “Marketing Management”, (9th Ed.) Prentice Hall of India.
7. Ramaswamy. V.S. and Namakumari.S. “ Marketing Management : Planning, Control.” New Delhi, MacMillan.1990.
8. Dr. S.N. Maheshwari, “ Financial Management – Principles and Practices” (6th revised Ed.) S. Chand & Sons.