

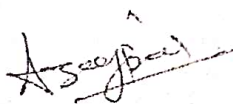
MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF  
JOURNALISM & COMMUNICATION, BHOPAL  
MEETING MINUTES OF THE BOARD OF STUDIES

Department of Management (29/8/2022)

The meeting of Board of Studies of Department of Management was held online on 4/8/2022 and 22/8/2022 and detail syllabus of B.COM (Hons) Management was discussed. The syllabus of B.COM ( Hons ) Management course ( 4 year-8 semester) under NEP was revised as per discussion with following members of BOS

1. Dr. Avinash Bajpai,  
Head Deptt. of Management , Chairman BOS ,  
MCU Bhopal
2. Dr Breeze Tripathi  
V.C nominee
3. Dr. Deepak Shrivastava  
Director, IMS, DAVV, Indore
4. Dr Parag Dubey  
Professor, NITTR
5. Mr Manish Shrivastava  
Chief of Bureau & Manager  
The Press Trust of India Ltd (PTI)
6. Prof. Kanchan Bhatia  
Professor, Deptt. of Management  
MCNUJC, Bhopal
7. Dr. Kapil Chandoriya  
Assistant Professor, Deptt. of Management  
MCNUJC, Bhopal
8. Dr. K.Mani Kandhan Nair  
Asst. Professor, Deptt. of Journalism  
MCNUJC, Bhopal

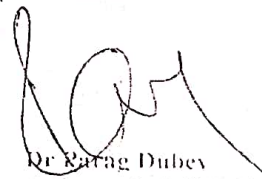
After discussion the detailed Syllabus of BCOM (Management) Hons (4year-8 Semester) as per NEP 2020 is approved. The Attached Syllabus is recommended as per the norms for further implementation.



Dr. Avinash Bajpai,  
Head Deptt. of Management ,  
Chairman BOS ,  
MCNUJC, Bhopal

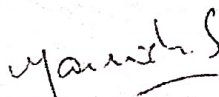


Dr Breeze Tripathi  
V.C nominee

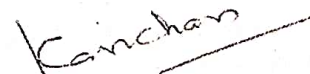


Dr Parag Dubey  
Professor, NITTR, Bhopal

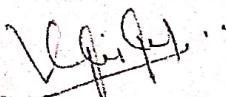
Dr Deepak Shrivastava  
Director, IMS, Indore



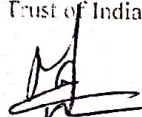
Mr Manish Shrivastava  
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Prof. Kanchan Bhatia  
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Dr. K.Mani Kandhan Nair  
Asst. Professor,  
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Detailed Syllabus for Bachelor of Commerce (Hons): Management (Honors) / (Research)  
Three/Four Years Full Time Undergraduate Degree Programme based on National Education  
Policy (NEP -2020)  
Effective from July 2022



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*A. Bajpai*  
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**Programme Name : Bachelor of Commerce (B.COM-Hons) Management**

**Intake: 30 Seats**

**Eligibility: 10+2 (Commerce stream with Recognized Board)**

**Duration: 3+1 Year**

- |   |                           |   |  |
|---|---------------------------|---|--|
| 1 | Completion of First Year  | - | Certificate in Commerce (Management)                         |
| 2 | Completion of Second Year | - | Diploma in Commerce (Management)                             |
| 3 | Completion of Third Year  | - | Degree : BCOM( 3 Years)<br>(120 credits)                     |
| 4 | Completion of Fourth Year | - | Degree : BCOM (Hons.) Management<br>( 4 Years) (160 credits) |

**Or**

**Degree :B.COM (Research)**

**Management (4Years) (160 Credits)**

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**Department of Management**  
**Makhanlal Chaturvedi National University of Journalism & Communication, Bhopal**  
**Programme Structure of Bachelor of Commerce :Management (Honors)/(Research)**

**Semester – 1**

Discipline Specific Core(DSC) 5 Credits	Discipline Specific Elective (DSE) 5 Credits	Generic Elective(GE) 5 credits	Ability Enhancement Courses(AECC) 2 credits	Skill Enhancement Courses(SEC) 2 credits	Project/Internship/Dissertations/Thesis	Total Credits
Principles & Practices of Management		Under this head from 3 <sup>rd</sup> to 8 <sup>th</sup> Semesters, student has to choose from several subjects offered by different departments. See the subjects in table at the end of this scheme	Social and Emotional learning ✓	Business Communication and soft skills		18 Total
			Ethics and Culture ✓			
			Language and Literature (Hindi) ✓ Hindi Bhasha Evam Sahitya			
Managerial Accounting						

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Semester-1

**Principles & Practices of Management**  
**Total Marks: 100 [Theory (80), Internal (20)]**

Credit Points – 5

**Course Objective:**

- To provide a basis of understanding to the students with reference to working of business organization through the process of management
- To acquaint students with Management process, Functions, Skills and Role of Managers
- To provide adequate basic understanding about the Managerial functions like Planning, Organizing, Staffing, Leading and Controlling.
- To make the students familiar about significance of strategic management and recent trends in Management.

**Learning Outcomes:**

- Exhibit understanding of broad Business concepts and Principles to Students
- Understand fundamental concepts and principles of management, including the Basic Roles, Skills, and Functions of Management
- Demonstrate Leadership and effective Communication skills in an Organization
- Understand role of strategist and modern management concepts.

Unit-1	Introduction to Management	L	T	P
1.1	Nature of Management, Importance of Management (Lecture, PPT)	11	2	1
1.2	Management as Art, Science & Profession-, Functions of Management, Difference between Management and Administration, (Lecture, PPT)			
1.3	Evolution of Management thoughts: Classical Neoclassical and Modern approaches (Lecture, PPT)			
1.4	Contribution of Henry Fayol, F.W Taylor and Peter Drucker (Lecture, PPT)			
1.5	Elton Mayo and Hawthorne experiment			
Unit-2	Planning and Decision making	L	T	P
2.1	Planning: Nature and Importance, Process of Planning. (Lecture, PPT, Case study)	10	2	1
2.2	Types of planning and it's Techniques, Principle of Planning (Lecture, PPT)			
2.3	Different approaches to planning-strategies, objectives and policies (Lecture, PPT)			
2.4	Forecasting needs and Techniques (Lecture, PPT, Case study)			
2.5	Decision Making Types - Process of rational decision making & techniques of decision making, (Lecture, PPT)			
Unit-3	Organizing and Staffing	L	T	P

3.1	Nature and Purpose of Organizing (Lecture, PPT, Case study)	11	2	1
3.2	Basis of Departmentalization, Types of organization Structure. (Lecture, PPT, Case study)			
3.3	Authority and responsibility- Centralization, Delegation and Decentralization, (Lecture, Role Play)			
3.4	Staffing - Nature and Purpose (Lecture, PPT)			
3.5	Methods of staffing (Lecture, PPT)			
<b>Unit-4</b>	<b>Direction and Control</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Direction - Nature - Principles (Lecture, PPT)	11	2	1
4.2	Communication Process and its Types (Lecture, PPT)			
4.3	Leadership Qualities and Styles (Lecture, PPT)			
4.4	Motivation, Importance and theories (Lecture, PPT)			
4.5	Control, Need and Process, Techniques of Control (Lecture, PPT)			
<b>Unit-5</b>	<b>Strategic Management and Recent trends in Management</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Concept of Strategic Management (Lecture, PPT).	9	2	1
5.2	Levels of strategy, Role of Strategist (PPT, Lecture)			
5.3	Relevance of Strategic Management and its Benefits, Strategic Management in India (Lecture, PPT)			
5.4	Total Quality Management, Kaizen (Lecture, PPT, Case study)			
5.5	Management of Change ,Knowledge Management (Lecture, PPT)			

#### Text Book for the Course-

- Prasad, L.M. , Principles and practice of management , Sultan Chand & Sons , New Delhi

#### References:

- Joseph M. Putti, Harold Koontz, Essentials of Management, An Asian Perspective, 1998, Tata Mc Graw Hill.
- Kreitner, Management Theory and Applications Cengage Learning, India, 2009
- Koontz and Weihrich, Principles of Management, Tata Mc Graw Hill. New Delhi
- Robbins, Management, 9<sup>th</sup> edition Pearson Education, 2008.
- Rao V S P & Krishna Hari, Management text and cases Excel Books, New Delhi
- Satya Raju & Parthasarthy, Management: Text & Cases, Prentice Hall of India

#### E-Resource

- [https://ebooks.lpude.in/commerce/bcom/term\\_1/DCOM102\\_DMGT101\\_PRINCIPLES\\_AND\\_PRACTICES\\_OF\\_MANAGEMENT.pdf](https://ebooks.lpude.in/commerce/bcom/term_1/DCOM102_DMGT101_PRINCIPLES_AND_PRACTICES_OF_MANAGEMENT.pdf)
- [https://gurukpo.com/Content/MBA/Principles\\_and\\_Practices\\_of\\_Management.pdf](https://gurukpo.com/Content/MBA/Principles_and_Practices_of_Management.pdf)
- <http://www.imit.ac.in/note/ppm.pdf>



Semester – 1

# Managerial Accounting

Total Marks: 100 [Theory (80), Internal (20)]  
Credit Points – 5

## Course Objectives

- To explain the concept of basic accounting and statement.
- To discuss the accounting procedure and methodologies and its applicability.
- To describe the concept of final accounts and its statements.
- To illustrate different methods of depreciation.
- To develop the understanding of Partnership concept in business.

## Learning Outcomes

- Understanding the concepts of basic accounting and statement.
- Students would be able to process final accounts entries.
- Enable to interpret the financial results
- Determination of cost of product and service.
- Application of partnership concept in business.

Unit-1	Introduction	L	T	P
1.1	Meaning and Definition of Accounting (Lecture & PPT)	8	2	-
1.2	Scope and Objectives of Accounting (Lecture & PPT)			
1.3	Uses & Limitations of Accounting (Lecture & PPT)			
1.4	Concepts & Conventions of Accounting (Lecture & PPT)			
1.5	Accounting Equation (Lecture & PPT)			
Unit-2	Accounting Procedure	L	T	P
2.1	Accounting Process (Lecture & PPT)	6	3	2
2.2	Golden rules of Accounting (Lecture & PPT)			
2.3	Journal Entries (Lecture & PPT)			
2.4	Ledger Posting (Lecture & PPT)			
2.5	Trial Balance (Lecture & PPT)			
Unit-3	Final Accounts	L	T	P
3.1	Meaning and Definition Financial Accounts (Lecture & PPT)	9	1	3
3.2	Needs & Objectives of Financial Accounts (Lecture & PPT)			
3.3	Trading Accounts : Meaning & Needs (Lecture & PPT)			

  
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3.4	<i>Profit &amp; Loss Accounts: Meaning &amp; Needs</i> (Lecture & PPT)			
3.5	<i>Balance Sheet: Meaning &amp; Needs</i> (Lecture & PPT)			
<b>Unit-4</b>	<b>Depreciation</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	<i>Meaning &amp; Definition of Depreciation</i> (Lecture & PPT)	7	2	2
4.2	<i>Reasons of Depreciation</i> (Lecture & PPT)			
4.3	<i>Methods of Depreciation</i> (Lecture & PPT)			
4.4	<i>Straight Line Method: Advantages &amp; Disadvantages</i> (Lecture & PPT)			
4.5	<i>Written Down Method: Advantages &amp; Disadvantages</i> (Lecture & PPT)			
<b>Unit-5</b>	<b>Partnership</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	<i>Concept of Partnership</i> (Lecture & PPT)	8	1	3
5.2	<i>Partnership Deed</i> (Lecture & PPT)			
5.3	<i>Admission of a Partner</i> (Lecture & PPT)			
5.4	<i>Retirement of a Partner</i> (Lecture & PPT)			
5.5	<i>Death of a Partner</i> (Lecture & PPT)			

#### Text Book :

- Financial Accounting P.C. Tulsian, , Tata McGraw Hill, New Delhi.
- Introduction to Accounting T.S. Grewal, , S. Chand and Co., New Delhi

#### References

- Anthony robert n., hawkinsf., merchant kenneth n. (2007), accounting text & cases, tata mc graw hill publication, new delhi, 12<sup>th</sup>ed
- Banerjee(2009). financial accounting, phi.,
- Shukla, M.C., T.S. Grewal and S.C.Gupta. Advanced Accounts. Vol.-I. S. Chand &Co., New Delhi.

#### E-Resource

- <http://jnujprdistance.com/assets/lms/LMS%20JNU/MBA/MBA%20-%20Design%20Management/Sem%20I/Financial%20Management/Financial%20Management.pdf>
- <http://www.csun.edu/~zz1802/Finance%20303/Web-Stuff/Lecture-Notes-Mid1.pdf>
- <http://www.boekhandelkrings.nl/images/boeken/90/018/5/6/9789001856717.pdf>
- <http://www.ddegjust.ac.in/studymaterial/mba/cp-104.pdf>

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Semester -1

**Business Communication and Soft Skills**  
**Total Marks: 40 [Theory (30), Internal (10)]**

Credits – 2

**Course Objectives**

- To provide students with an insight into the basics of communication and soft skills for managers.
- To make them aware of effective use of communication skills.
- To enable students to manage effective presentation and communication.
- To illustrate professional etiquettes among students.

**Learning Outcomes**

- Be able to understand type of communication and soft skills and its application in organisation and personal life.
- Developing managerial qualities and interpersonal skills.
- Designing organizational communication and presentation.

Unit -1	Basics of Communication	L	T	P
1.1	Introduction: Meaning and Definition of Communication, importance of Communication. <i>(Classroom Lecture &amp; Power point presentation)</i>	9	4	1
1.2	Principles of Communication, Elements of Communication. <i>(Classroom Lecture &amp; Power point presentation)</i>			
1.3	Techniques of effective Communication, Process of communication. <i>(Classroom Lecture &amp; Power point presentation)</i>			
1.4	Basic model of communication. <i>(Classroom Lecture &amp; Power point presentation)</i>			
1.5	Functions of Communication. <i>(Classroom Lecture &amp; Power point presentation)</i>			
Unit -2	Communication and Methods	L	T	P
2.1	Interpersonal and Intrapersonal Communication. <i>(Classroom Lecture)</i>	10	3	-
2.2	Channels of Communication, Classification of Communication Channels. <i>(Classroom Lecture &amp; Power point presentation)</i>			
2.3	Group Communication, Meetings and Public Communication. <i>(Classroom Lecture &amp; Power point presentation)</i>			
2.4	Mass Communication. <i>(Classroom Lecture &amp; Power point presentation)</i>			
2.5	Barriers of Communication, strategies for effective Communication. <i>(Classroom Lecture)</i>			
Unit-3	Effective Communication Skills	L	T	P
3.1	Verbal and Non Verbal Communication. <i>(Classroom Lecture &amp; Power point presentation)</i>	9	4	1
3.2	Audio-Visual Communication, Importance of Audio-Visual Communication. <i>(Classroom Lecture &amp; Power point presentation)</i>			
3.3	Listening: Meaning, Type of Listening, Tips for effective Listening.			

	<i>(Classroom Lecture &amp; Power point presentation)</i>			
3.4	Written Communication: Mail, Business Letters, Importance of Written Communication. <i>(Classroom Lecture &amp; Power point presentation)</i>			
3.5	Curriculum Vitae, Covering Letter. <i>(Classroom Lecture &amp; Power point presentation)</i>			
<b>Unit-4</b>	<b>Concepts of Soft Skills</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Meaning and Definition of Soft Skills, Type of Soft Skills. <i>(Classroom Lecture &amp; Power point presentation)</i>	10	4	-
4.2	Difference between Professional Skills and Life Skills. <i>(Classroom Lecture &amp; Power point presentation)</i>			
4.3	Impact of Behavioral Skills. <i>(Classroom Lecture &amp; Power point presentation)</i>			
4.4	Personality, Dimensions of Personality. <i>(Classroom Lecture &amp; Power point presentation)</i>			
4.5	Importance of possessing right attitude, Factors Affecting Attitude. <i>(Classroom Lecture &amp; Power point presentation)</i>			
<b>Unit-5</b>	<b>Self-Management Skills &amp; Professional Etiquettes</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Self-Discipline, Self Awareness. <i>(Classroom Lecture &amp; Power point presentation)</i>	9	3	1
5.2	Self Confidence, Self Esteem. <i>(Classroom Lecture &amp; Power point presentation)</i>			
5.3	Self-Evaluation. <i>(Classroom Lecture &amp; Power point presentation)</i>			
5.4	Conversation and Greeting Etiquettes. <i>(Classroom Lecture &amp; Power point presentation)</i>			
5.5	Body Language, Eye Contact and Manners in conversation. <i>(Classroom Lecture &amp; Power point presentation)</i>			

#### Practical / Projects / Assignments

- Assignments
- Students' class room presentation
- group discussions

#### Text Book for the Course-

- Gupta, Sanjay. (2021), Business organisation and communication, S.B.P.D. Publication, Agra

#### References:

- Ludlow, R. & Panton, F, The Essence of Effective Communications. Prentice Hall of India Pvt. Ltd
- Pal Rajendra & J.S. Korlahalli, Essentials of Business Communication Sultan Chand & Sons, 8th Edition.
- Banerji Sutapa, Soft Skill Business and Professional Communication: For BBA & MBA Students Paperback. Wiley.
- Mitchell G. Rothstein & Ronald J. Burke, Self-Management and Leadership Development (New Horizons in Management series) Hardcover

#### E-Resources:

- <https://www.tppl.org.in/2020/first-sem/4268-business-communication-and-soft-skills-9789382249412.html>



- [https://books.google.co.in/books?id=woOwky2qwQoC&printsec=copyright&redir\\_esc=y#v=onepage&q&f](https://books.google.co.in/books?id=woOwky2qwQoC&printsec=copyright&redir_esc=y#v=onepage&q&f)
- [https:// Self-Management-Leadership-Development-Horizons-Management/dp/1848443234](https://Self-Management-Leadership-Development-Horizons-Management/dp/1848443234)
- <https://www.e-elgar.com/shop/gbp/self-management-and-leadership-development-9781848443235.html>

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## Semester - 2

Discipline Specific Core (DSC) 5 Credits	Discipline Specific Elective (DSE)	Generic Elective	Ability Enhancement Courses(AEC C) 2 Credits	Skill Enhancement Courses(SE C) 2 Credits	Value Addition Courses (VAC) Dissertations	Total Credits
Business Organisation						
Financial Management			Environmental science and Sustainable Development / Language and Literature (English)  Co curricular 1	Computer Applications in Management		18 total

  
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**Business Organization**  
**Total Marks: 100 [Theory (80), Internal (20)]**

Credits: 5

**Course Objective:**

- To know the concept of business
- To familiarize the student with Business Organisation
- To introduce the Forms of Business Organization
- To Provide Insights of Business Combination
- To aware Students about Plant Layout & Location

**Learning Outcomes:**

- Understand the business concept.
- Understanding of the main Concept of organizations.
- Identify the Forms of business organization by nature of ownership.
- Knowledge of Business combination and its practical uses.
- Analyze the Need of Finance in Business Organization and Impact of Plant Location on it.

Unit-1	Introduction to Business	L	T	P
1.1	Business: Meaning, Nature, Scope & Objectives (PPT, Class room Lecture)	12	3	-
1.2	Stages of Development of Business & Importance of Business (PPT, Class room Lecture)			
1.3	Social responsibility of Business (PPTs & Class room Lectures)			
1.4	Essentials of successful business (PPTs & Class room Lectures)			
1.5	Functional areas of business. (PPTs & Class room Lecture)			
Unit-2	Concept of business Organization	L	T	P
2.1	Basic Concept of Business Organisation (Class room Lectures & PPTs)	10	2	1
2.2	Classification of Business Activities (PPT & Class room Lecture)			
2.3	Evolution of Business Organization (PPTs & Class room lectures)			
2.4	Difference Between Plant, Firm and Industry Business & Trade, and Profession and Vocation (Class room Lecture, In-Class Exercises, PPT)			
2.5	Modern Business and their Characteristics (PPT, Class room Lectures)			
Unit-3	Forms of Business Organization	L	T	P
3.1	Sole proprietorship: Definitions, Features, Merits and Demerits. (Class room Lectures & PPTs)	10	3	-
3.2	Partnership: Definitions, partnership deed, Features, Merits and Demerits (PPT & Class room Lecture)			
3.3	Joint Stock Company: Definitions, Features, Merits and Demerits. (PPTs & Class room lectures)			
3.4	Co-operatives: Definitions, Features, Merits and Demerits. (Class room Lecture, In-Class Exercises, PPT)			
3.5	Difference Between Public & Private Company, Concept of one Person			

	Company and LLP (PPT, Class room Lectures)			
<b>Unit-4</b>	<b>Business Combinations</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Business Combination ; Meaning, Characteristics, Objectives, Causes (PPTs& Class room Lecture)	12	3	1
4.2	Forms and Kinds of Business Combination (PPT & In-Class Discussion)			
4.3	Types and Forms of Mergers (Class Room Lecture, PPTs, In-class discussion and debates)			
4.4	Takeover and Acquisition (PPT& class room lectures)			
4.5	Rationalization; Meaning, Characteristics, Objectives & difference Between Rationalization and Nationalization (PPT& Classroom Lecture)			
<b>Unit-5</b>	<b>Plant Location &amp; Business Finance</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Plant Location; Concept, Meaning ,Factor affecting Plant Location (PPT & class room lectures)	11	4	1
5.2	Plant Layout – Meaning, Objectives, Importance, Types (PPTs, Class room Lecture)			
5.3	Financial Need of Business (PPTs , class room lectures & In class discussion)			
5.4	Methods and Sources of Finance (Class room Lecture & PPTs)			
5.5	Security Market, Money Market, Study of Stock Exchange & SEBI. (Class room lectures)			

**Practical / Projects / Assignments:**

- Layout Planning
- Forms of business

**Text Book for the Course-**

- Gupta, Sanjay. (2021), Business Organisation and Management , S.B.P.D. Publication , Agra

**Suggested Readings:**

- Stoner, Freeman and Gilbert Jr (2003); Management, Prentice Hall of India, New Delhi,
- Gupta, C.B. (2003); Management Concepts and Practices, Sultan Chand and Sons, New Delhi,
- Robbins, S. (2017). Management, Pearson Education, New Delhi; (13th ed.).
- Wren, D. A., & Bedeian, A. G. 2009. The evolution of management thought. (6th ed.),
- Tripathi, P.C.; Principles of Management, Tata McGraw Hill Publishing, New Delhi.
- Barry, Jim, Chandler, John, Clark, Heather; Organisation and Management, Thompson Learning, New Delhi.
- Bushkirk, R.H.; Concepts of Business: An Introduction to Business System, Dryden Press, NY.
- Douglas, MCgregor.; The Human Side of Enterprise, McGraw Hill, New York.
- Kotler, Philip; Marketing Management: Analysis, Planning, Implementation & Control, Prentice-Hall of India, New Delhi.
- Saxena, S.C. – Business Administration, Sahitya Bhawan,



**Course Objectives:**

- To explain the basic concepts of Financial Management.
- To describe the Time value concept & Present Value concept of Money.
- To discuss the different methods of Financial Statement Analysis.
- To help students to understand different types of leverages and their Computation.
- To explain the concept of Working capital and its management.

**Learning Outcomes:**

- Understanding the concepts of Financial Accounting and its relation with other accounting.
- Determination of Present value of money and Time value of money.
- Enable to interpret the financial results through different techniques.
- Knowledge of different types of leverage and ratios of finance.
- Computation of working capital and management with relevance.

Unit-1	Introduction	L	T	P
1.1	Meaning and Definition of Financial Management (Lecture & PPT)	7	2	-
1.2	Scope and Objectives of Financial Management (Lecture & PPT)			
1.3	Functions of Financial Management (Lecture & PPT)			
1.4	Basic Financial Decision(Investment, Financing and Dividend) (Lecture & PPT)			
1.5	The role of a Finance Manager (Lecture & PPT)			
Unit-2	Time Value & Sources of Finance	L	T	P
2.1	Concept of Time Value of Money (Lecture & PPT)	6	3	2
2.2	Compounding Technique of Time value of money (Lecture & PPT)			
2.3	Discounting Technique of Time value of money (Lecture & PPT)			
2.4	Short-term sources of Finance (Lecture & PPT)			
2.5	Long-term sources of Finance (Lecture & PPT)			
Unit-3	Analysis of Financial Statements	L	T	P
3.1	Meaning and Nature Financial Statements (Lecture & PPT)	8	1	3
3.2	Objectives & Importance of Financial Statement (Lecture & PPT)			
3.3	Limitations of Financial Statement (Lecture & PPT)			
3.4	Types of Financial Statement (Lecture & PPT)			
3.5	Methods of Financial Statement Analysis (Lecture & PPT)			



Unit-4	Leverage Analysis	L	T	P
4.1	Concept of Leverage (Lecture & PPT)	7	2	2
4.2	Types of Leverage(Operating, Financing and Combined leverage) (Lecture & PPT)			
4.3	Computation of Leverage (Lecture & PPT)			
4.4	Ratio Analysis: Meaning, Utility and Limitations (Lecture & PPT)			
4.5	Classification of Accounting Ratios. (Lecture & PPT)			
Unit-5	Working Capital Management	L	T	P
5.1	Types of capital in business. (Lecture and PPT and Example based discussion)	8	1	3
5.2	Concept of working capital management & its objectives. (Lecture, PPT)			
5.3	Components, <del>determinants</del> of working capital. (Lecture and PPT)			
5.4	Factors affecting working capital level. (Lecture, PPT and Case study of Bajaj Auto Ltd.)			
5.5	<u>Types of capital-in-business</u> Estimation of working capital (Lecture and PPT and Example based discussion) [Operating Cycle concept]			

**Text Book :**

- Dr. S.P Gupta , Financial Management, Sahitya Bhawan Publication

**References:**

- I. M. Pandey, Financial Management, Vikas Publication House, 8th Ed.,
- Sudhindra Bhat , Financial Management Excel Book
- Shurti Naagar Fundamental of Financial Management Parshva Publishers
- Brigham, Fundamentals of Financial Management, 10th, Cengage Learning
- Chandra Bose Fundamentals of Financial Management, PHI, 2009

**E-Resource**

- <http://jnujprdistance.com/assets/lms/LMS%20JNU/MBA/MBA%20-%20Design%20Management/Sem%20I/Financial%20Management/Financial%20Management.pdf>
- <http://www.csun.edu/~zz1802/Finance%20303/Web-Stuff/Lecture-Notes-Mid1.pdf>
- <http://www.boekhandelkrings.nl/images/boeken/90/018/5/6/9789001856717.pdf>
- <http://www.ddegjust.ac.in/studymaterial/mba/cp-104.pdf>

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**Computer Applications in Management**  
**Total Marks: 40 [Theory (30), Internal (10)]**

Credit: 2

**Course Objectives:**

- To acquaint students with the computer and its parts. Working with Operating System, Word Processing, Excel and PowerPoint.
- To enable students to acquire the following skills.
- Managing of files and folders.
- Designing various Page Layouts and Designs
- Creating charts and graphs in excel.
- Making & Presenting PowerPoint Presentations
- Internet terminologies.
- Knowing Multimedia Contents

**Learning Outcomes:**

- Use and identify various parts (input output devices) of Computer system.
- Use Windows operating system and create files and folders.
- Create page in Word, Check spellings, Mail merge, Documents and use various features of windows
- Create excel sheet and use formulas and prepare graphs for given data
- Make slides and use animation and transition effect in PowerPoint Presentations

Unit-1	Computer Fundamentals	L	T	P
1.1	Introduction and Definition of Computer. (Lecture & Tutorial)	11	02	05
1.2	Basic Components of Computer (Lecture & Tutorial)			
1.3	Hardware and Software of Computer (Lecture & Tutorial)			
1.4	Input and output devices of Computer (Lecture & Tutorial)			
1.5	Types of Memory and Storage in a Computer (Lecture & Tutorial)			
Unit-2	Operating Systems & Information Technology	L	T	P
2.1	Introduction to Windows Operating System (Lecture & Tutorial)	11	02	05
2.2	Necessity of Operating System and its Use (Lecture & Tutorial)			
2.3	Functions and features of Windows Operating System (Lecture & Tutorial)			
2.4	Definition & use of Information Technology in Office Management (Lecture & Tutorial)			
2.5	Introduction to Telecommunication Networks and Topologies (Lecture & Tutorial)			
Unit-3	Office Automation Tools: Ms Word:	L	T	P
3.1	Introduction to MS Office Suit & Word Processing (Lecture & Tutorial)	11	02	05

3.2	Important Features of MS Word (Lecture & Tutorial)			
3.3	Insert options, Page Numbers Setting (Lecture & Tutorial)			
3.4	Setting Table Properties. (Lecture & Tutorial)			
3.5	Text Formatting Options (Lecture & Tutorial)			
<b>Unit-4</b>	<b>Office Automation Tools: Ms Excel</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Introduction to MS Excel, Workbook & Worksheets (Lecture & Tutorial)	11	02	05
4.2	Working with Columns & Rows (Lecture & Tutorial)			
4.3	Features of MS Excel - Formulas, Sorting etc. (Lecture & Tutorial)			
4.4	MS Excel Charts and its use (Lecture & Tutorial)			
4.5	Borders & Shading, Printing Selection (Lecture & Tutorial)			
<b>Unit-5</b>	<b>Office Automation Tools: Ms Power Point</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Introduction to MS PowerPoint (Lecture & Tutorial)	11	02	05
5.2	Creating a Presentation and setting Slides (Lecture & Tutorial)			
5.3	Inserting Text, Graphics, Images and Audio & Videos options (Lecture & Tutorial)			
5.4	Setting Transition and Custom Animations (Lecture & Tutorial)			
5.5	Playing PowerPoint Presentations. (Lecture & Tutorial)			

#### Practical Projects:

- Creating and Modifying Files and Folders.
- Searching & Creating Shortcuts on Desktop
- Hindi & English Typing Practice
- Text Formatting in MS Word
- Use of Functions & Charts in MS Excel
- Creating & Presenting Presentation in MS PowerPoint.
- Using Internet Browsers

**Text Book :** Shrivastava, Niranjana.(2010) ; Computers Applications in Management, Dreamtech Press , New Delhi

#### References:

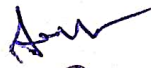
- Rana, Sadhna.(2011) ; Computers Applications in Management, Vayu Education Of India , New Delhi
- Fundamentals of Computers - PHI, V Rajaraman
- Windows – BPB Publications
- MS Office - BPB Publications

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## E-Resource

- [http://www.stet.edu.in/SSR\\_Report/Study%20Material/PDF/MATHS/UG/III%20YEAR/5.pdf](http://www.stet.edu.in/SSR_Report/Study%20Material/PDF/MATHS/UG/III%20YEAR/5.pdf).
- <http://www.eilmuniversity.co.in/downloads/Computer-Application-Management.pdf>.
- <http://www.ddegjust.ac.in/studymaterial/mba/cp-106.pdf>.

  
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Semester -3

Discipline Specific Core (DSC) 5 Credits	Discipline Specific Elective (DSE)	Generic Elective 5 Credits	Ability Enhancement Courses(AEC C) 2 Credits	Skill Enhancement Courses(S EC)	Value Addition Courses (VAC) Dissertations	Total Credits
Business Law		Trends in Ecommerce/or choose from list	Innovation, and Entrepreneurship			22
Human Resource Management						
Principle of Marketing						

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Course Objectives:

- To understand law behind the sales and purchase and tax-duties for new setup.
- To enable the students to learn the basics of business related laws and regular amendments towards business & markets.
- To familiarize students with penalty against law break towards business & marketing.
- To learn different consumer rights and responsibilities.
- To provide necessary fees of laws and others.

Learning Outcomes :

- Understand students the importance of law
- Understand courts, and how to file a case against product or company.
- Students will easily identify the important duties and taxes for govt.
- Create an effective layout of law system.
- Student also understands the needs and wants of the consumer towards retail business.

Unit - 1	Indian Contract Act-1872	L	T	P
1.1	Nature of Contract, Classification of Contract (Classroom Lecture & Power point presentation)	7	-	3
1.2	Essentials of Valid Contract - Void , Voidable & Illegal Contracts. (Classroom Lecture & Power point presentation)			
1.3	Contingent contracts, Contract without consideration, Consent, Coercion, Fraud - Mistake of Law and Mistake of Fact. (Classroom Lecture & Power point presentation)			
1.4	Performance of Contract, Discharge of Contract, (Classroom Lecture )			
1.5	Remedies for breach of Contract. (Classroom Lecture )			
Unit - 2	Sale of Goods Act-1930	L	T	P
2.1	Formation of contract of Sale, Meaning And Difference Between Sale And Agreement To Sale (Classroom Lecture & Power point presentation)	5	-	3
2.2	Conditions and Warranties, Rights of Unpaid seller. (Classroom Lecture & Power point presentation)			
2.3	Performance of contract of sale, transfer of ownership of goods (Classroom Lecture & Power point presentation)			
2.4	Unpaid seller :Meaning and rights of unpaid seller (Classroom Lecture)			
2.5	Auction sale (Classroom Lecture)			
Unit - 3	Negotiation Instruments Act,1881	L	T	P
3.1	Negotiation Instruments: Definition and Features (Classroom Lecture & Power point presentation)	5	-	3
3.2	Types of Negotiation Instruments, Promissory note, Bill of Exchange, Cheque. (Classroom Lecture & Power point presentation)			



3.3	Holder and Holder in due course , Privileges of holder in due course (Classroom Lecture)			
3.4	Crossing of cheques and endorsement of N.I (Classroom Lecture)			
3.5	Dishonour of Negotiable instruments (Classroom Lecture)			
<b>Unit – 4</b>	<b>Consumer Protection Act, 1986 &amp; Information Technology Act 2000</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Definition of Consumer, Consumer Dispute, Consumer Protection Act. (Classroom Lecture & Power point presentation)	5	-	3
4.2	Right and responsibilities of consumer, Consumer Redressal Agencies and Consumer Protection Councils (Classroom Lecture & Power point presentation)			
4.3	Cyber Laws Meaning, important Definition Need for Cyber Laws in India , (Classroom Lecture)			
4.4	Information Act-2000 :Basic Provisions (Classroom Lecture & Power point presentation)			
4.5	Types of Cyber Crimes, offences and Penalties (Classroom Lecture )			
<b>Unit – 5</b>	<b>Partnership Act 1932</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Law of Partnership- Nature of Partnership, Registration of Firms, (Classroom Lecture & Power point presentation)	6	-	3
5.2	Kinds of Partners, Essentials of partnership (Classroom Lecture & Power point presentation)			
5.3	Partnership Deed, Right and Duties of Partners (Classroom Lecture & Power point presentation)			
5.4	Mode of Dissolution of Partnership firms (Classroom Lecture & Power point presentation)			
5.5	Salient feature of LLP ACT 2008, Difference Between LLP and Partnership (Classroom Lecture & Power point presentation)			

#### Practical / Projects / Assignments

- Assignments,
- Students' class room presentation

#### Text Book for the Course-

- Business Laws, by Sushma Arora, TAXMANN, 7th Edition, ISBN NO-9789393880246
- The Indian Contract Act-1872 14th Edition, by Pollock, Mulla, Publisher: LexisNexis, ISBN: 9789351431046, 9351431045, Edition: 14th Edition, 2014

#### References:

- Law of Contract: Avatar Singh, Eastern Book Company.
- Business Law By G.K Varshney, Sahitya Bhawan Publications
- Merchantile Law: by M. C. Kucchal.
- Business Law : N. D. Kapoor
- The Law of Contract: An Outline by Dr. Nilima Chandiramani, Avinash Publications.
- Law of Sale of Goods and Partnership: A Concise Study by Dr. Nilima Chandiramani, Shroff Publishers.
- The Sale of Goods Act: P. Ramanatha Aiyar, University Book Agency.



- The Negotiable Instruments Act: Bhashyam & Adiga, Bharat Law House.
- The Negotiable Instruments Act: Avatar Singh, Eastern Book Company.

**E- Resources:**

- <http://teamslive.com/DOWNLOADS/Bharathiar%20University%20Study%20Materials/UG/BBA/Third%20Year/Business%20Law.pdf>
- <https://reemindore.com/wp-content/uploads/2015/06/BBA-4-Indian-Legal-System-for-Business.pdf>
- <http://kamarajcollege.ac.in/Department/Corporate/III%20Year/003%20Core%2015%20-%20Business%20Law%20-%20V%20Sem.pdf>



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**Human Resource Management**  
**Total Marks: 100 [Theory (80), Internal (20)]**

Credit: 5

**Course Objective**

- To learn how different HR process and procedures are carried out in the organization.
- To identify HR process that address organization requirements.
- To Design and formulate various HRM functions such as Recruitment, Selection, Training, Development, Performance appraisals and Reward Systems, Compensation Plans and Ethical Behavior.
- To understand the significance of Industrial Relations and Trade Union in India

**Learning Outcome**

- Developing the understanding of the concept of human resource management and to understand its relevance in organizations.
- Analyze the strategic issues and strategies required to select and develop manpower resources.
- Application of various HRM functions in an Organization
- Evaluate the role of IR department and dispute resolution machineries.

Unit-1	Introduction to HRM	L	T	P
1.1	Concept of HRM, Objectives, Nature and Scope, Significance of HRM (Lecture, PPT)	11	2	1
1.2	HRM vs. Personnel Management (Lecture, PPT)			
1.3	Evolution and Development of HRM (Lecture, PPT)			
1.4	Concept of Strategic HRM (Lecture, PPT)			
1.5	Changing environment of HRM, Work life Balance (Lecture, PPT)			
Unit-2	Human Resource Planning	L	T	P
2.1	Introduction to HRP, Process of HRP, Levels of Human Resource Planning (Lecture, PPT)	9	1	
2.2	Forecasting demand & supply, Skill inventories (Lecture, PPT)			
2.3	Job analysis & Job design, Process of Job Analysis, Techniques of Job Analysis, Job description & Job specifications (Lecture, PPT)			
2.4	Recruitment Concept, Techniques and Sources of Recruitment (Lecture, PPT)			
2.5	Selection Process, Placement and Induction (Lecture, PPT)			
Unit-3	Human Resource Development	L	T	P
3.1	Career Planning, Career Development , Career Management (Lecture, PPT)	9	2	
3.2	Training and Development, Techniques of Training (Lecture, PPT)			
3.3	Employee Development, Process of Development			



	(Lecture, PPT)			
3.4	Performance Appraisal, Process and Techniques of Performance Appraisal (Lecture, PPT)			
3.5	Potential Appraisal, Promotion and Transfer (Lecture, PPT)			
<b>Unit-4</b>	<b>Wage and Salary Administration</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Employee Compensation: Objectives of Wage and Salary administration, Principles of Wage and Salary administration. (Lecture, PPT)	11	2	1
4.2	Wage differentials, Types of Wages (Lecture, PPT)			
4.3	Components of wage/salary-DA, incentives, bonus, fringe benefits etc., (Lecture, PPT)			
4.4	Brief introduction to social security, health, retirement & other benefits.(Lecture, PPT)			
4.5	Job evaluation, Process and Techniques of Job Evaluation (Lecture, PPT) (Lecture, PPT)			
<b>Unit-5</b>	<b>Industrial relations</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Industrial Relations: Importance and Objectives (Lecture, PPT)	11	2	
5.2	Industrial Dispute, Factors causing Dispute, Dispute Resolution machinery (Lecture, PP, Case study)			
5.3	Grievance, Discipline and Disciplinary procedures (Lecture, PPT)			
5.4	Trade unions role, types, functions, problems. (Lecture, PPT, Case study)			
5.5	Collective Bargaining strategies (Lecture, PPT, Role Play)			

#### Text Book

- Human Resource Management - Text and Cases, by K Aswathappa (Author), Sadhna Dash (Author), 9th Edition Paperback – 27 August 2021
- Human Resource Management (Paperback), Mahapatra, B.B., New Age International (P) Ltd., Publishers, ISBN 9788122426731

#### References

- Dowling, International Human Resource Management Cengage Learning, India, 2007
- Dessler, Verckey Human Resource Management, Pearson Education, 2009
- Flippo, Edwin B., Personnel Management, Tata McGraw Hill Publishing Co, 2007, New Delhi
- K. Asawatthapa International Human Resource Management, TMH, 2001
- Subba Rao, Essential of HRM and Industrial Relation 2008, Himalaya Pub. House

#### E-Resource:

- <http://www.opentextbooks.org>
- [hk/system/files/export/32/32088/pdf/Human\\_Resource\\_Management\\_32088.pdf](http://hk/system/files/export/32/32088/pdf/Human_Resource_Management_32088.pdf)
- <https://www.humanresourcestoday.com/ebook>
- <https://researchguides.georgebrown.ca/c.php?g=490444&p=3356338>

**Course Objectives**

- To explain the students various underlying concepts involved in Marketing
- To describe the students various factors of Global , International & Domestic market
- To explain how pricing affects marketing decisions
- To discuss various differences between Product & a Brand
- To describe various channels of distribution to & their relative importance in marketing to students

**Learning Outcomes**

- The students would eventually generate within themselves ability of decision-making
- The students would conclude how pricing is done & also that it is not merely a production cost plus profit term
- The students would eventually develop within themselves the importance of Brand concept over the product concept
- The students would be able to compare between domestic & International marketing approaches

Unit-1	Introduction to Marketing Management	L	T	P
1.1	Marketing: Core concepts of marketing. (Classroom Lecture)	11	4	-
1.2	Nature , Scope & Importance of Marketing (Classroom lecture & PPT)			
1.3	Marketing Environment (PPTs & Case study of Reliance Industries.)			
1.4	Marketing Environment Scanning (Class Room Lecture with PPT's)			
1.5	Corporate Orientations towards Market place (Classroom lectures, PPTs with reference of Idea Cellular Ltd.)			
Unit- 2	Marketing Mix	L	T	P
2.1	Marketing Mix : Concept & its elements (PPT)	10	02	02
2.2	Understanding Consumer & Industrial Markets , Marketing Communication (PPT)			
2.3	Market Segmentation : Concepts , factors & Importance (PPT)			
2.4	Market Targeting : Strategies & factors required for Targeting (PPT)			
2.5	Market Positioning : Need & Strategies for Positioning (PPT)			
Unit- 3	Product and Pricing	L	T	P
3.1	Product Decisions & Product Mix, Elements of Product mix (PPT)	10	4	1
3.2	Product Life Cycle, Strategies of Different stages of PLC (PPT)			
3.3	New Product Development (PPT)			



3.4	Branding & Packaging Decisions (Classroom lectures & PPTs)			
3.5	Pricing Strategies & Methods (PPTs)			
<b>Unit- 4</b>	<b>Sales Promotion</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Promotion Concepts & Decisions (PPTs)	12	3	1
4.2	Promotion Mix & its elements (Classroom lectures)			
4.3	Advertising : Introduction & tools of Advertising (PPTs)			
4.4	Sales Promotion : Definition , Strategies & Examples (Classroom Lectures)			
4.5	Publicity & Personal Selling : Meaning , Process & Objectives (Classroom Lectures)			
<b>Unit- 5</b>	<b>Distribution Channels Management</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Marketing Distribution Channels : Types & Importance (Classroom lecture & PPT)	09	04	02
5.2	Selecting Marketing Channels : Criteria & Process (PPTs)			
5.3	Marketing Channels Co-operation (Classroom Lectures)			
5.4	Channel Conflicts & Management (PPTs)			
5.5	Vertical Marketing Implementation & Systems (Classroom lecture & PPT)			

#### Practical/Projects/Assignments

- Project Report: On Marketing strategy of Jio
- Study of distribution channel networks of Walmart Inc.

#### Text Book for the Course-

- Marketing Management - Indian Case Studies Included, Sixteenth Edition, By Pearson Paperback – 1 April 2022,
- by G. Shainesh Philip Kotler, Kevin lane Keller, Alexander Chernev, Jagdish N. Sheth
- Principles of marketing (6th edition) , Armstrong, Gary .; Kotler, Philip , Prentice hall, Englewood ,1980

#### References

- Kotler, P. (1994). *Marketing Management Analysis, Planning , Implementation & Control*. New Delhi: Prentice Hall of India
- Kotler, P., & Armstrong, G. (1997). *Principles Of Marketing*. New Delhi: Prentice Hall of India
- Ramaswamy, V., & Namakumari, S. (2010). *Marketing Management*. New Delhi : MacMillan
- Sarangi, S.K. (2011). *Marketing Management*. New Delhi: Asian Books Pvt. Ltd
- Sontakki, C.N. (2011). *Marketing Management*. New Delhi: Kalyani Publication

#### E-Resource

- <https://www.slideshare.net/walbert35/marketing-management-ebook>
- <https://bookboon.com/en/essentials-of-marketing-ebook>
- <https://www.penguinrandomhouse.com/books/.../this-is-marketing.../9780525540830/>

- [https://www.researchgate.net/publication/225084026\\_Marketing\\_Management](https://www.researchgate.net/publication/225084026_Marketing_Management)
- [http://www.mdudde.net/books/Mcom/Mcom-f/marketing-management-final\(crc\).pdf](http://www.mdudde.net/books/Mcom/Mcom-f/marketing-management-final(crc).pdf)

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3.3	Transpose of Matrix, (Classroom Lecture & Power point presentation)			
3.4	Elementary properties of determinants (Classroom Lecture & Power point presentation)			
3.5	Calculation of values of determinants up to second order (Classroom Lecture & Power point presentation)			
<b>Unit – 4</b>	<b>Logarithm and Linear Programming</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Logarithms : Basic Operation of Logarithm and Anti log (Classroom Lecture & Power point presentation)	9	1	
4.2	Linear Programming (Classroom Lecture & Power point presentation)			
4.3	Graphical method of solution (Classroom Lecture & Power point presentation)			
4.4	Problems relating to two variables including the case of mixed constraints (Classroom Lecture & Power point presentation)			
4.5	Simplex Method- Solution of problems up to two variables (Classroom Lecture & Power point presentation)			
<b>Unit – 5</b>	<b>Financial Mathematics</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Simple & Compound Interest (Classroom Lecture & Power point presentation)	6	2	
5.2	Annuities – different types of interest rates (Classroom Lecture & Power point presentation)			
5.3	concept of present value and amount of a sum types of annuities (Classroom Lecture & Power point presentation)			
5.4	present value and amount of an annuity including the cases of continuous compounding (Classroom Lecture & Power point presentation)			
5.5	Problems relating to sinking fund (Classroom Lecture & Power point presentation)			

### Practical / Projects / Assignments

- **Text Book :** Business mathematics Dr. S. M .Shukla Sahitya bhawan Publication

### Book References

- Practical Business Mathematics S. A. Bari New Literature Publishing Company New Delhi
- Mathematics for Commerce K. Selvakumar Notion Press Chennai
- Business Mathematics with Applications Dinesh Khattar & S. R. Arora S. Chand Publishing New Delhi
- Business Mathematics and Statistics N.G. Das & Dr. J.K. Das McFraw Hill New Delhi

### E- Resources:

- <http://www.freebookcentre.net/business-books-download/An-Introduction-to-Business-Mathematics.html>.
- [https://mdu.ac.in/UpFiles/UpPdfFiles/2021/Jul/4\\_07-19-2021\\_11-17-16\\_BUSINESS%20MATHEMATICS-I%20\(BM1004-I\).pdf](https://mdu.ac.in/UpFiles/UpPdfFiles/2021/Jul/4_07-19-2021_11-17-16_BUSINESS%20MATHEMATICS-I%20(BM1004-I).pdf)
- <https://www.worldcat.org/title/business-mathematics/oclc/978253136>

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## Trends in E-Commerce

Total Marks: 100[Theory (60), Internal (20), Practical (20)]

Credit: 5

## Course Objective

- To acquaint the students with the Fundamentals of E-Commerce
- To understand working of Internet and Electronic Payment System
- To give an overview of Cyber Security
- To understand the network environment of e-commerce

## Learning Outcomes

- Students to learn understanding the Fundamentals E-Commerce
- Students to learn the workings of EPS
- Students to understand Cyber Security
- Students to understand network environment

Unit-1	Foundation of E-Commerce	L	T	P
1.1	E-Commerce- An Introduction, Advantages and Disadvantage (PPTs & Class room lectures)	11	4	-
1.2	E-Commerce business models (PPTs & Class room lectures)			
1.3	Difference between Traditional Commerce and E-Commerce (PPTs & Class room lectures)			
1.4	E-Business- concept, difference between E-Business and E-Commerce (PPTs & Class room lectures)			
1.5	E-Commerce Applications (PPTs & Class room lectures)			
Unit-2	The Internet Environment & Operations for E-Commerce	L	T	P
2.1	Internet – An introduction, evolution of internet, the internet today (PPTs & Class room lectures)	10	3	2
2.2	WWW- Concept and working (PPTs & Class room lectures)			
2.3	Website design and development, Web Publishing concept (PPTs & Class room lectures)			
2.4	Introduction to Electronic Payment System (PPTs & Class room lectures)			
2.5	Types and Methods of Electronic Payment System (PPTs & Class room lectures)			
Unit-3	Cyber Security Framework	L	T	P
3.1	Cyber security- An introduction and requirement (PPTs & Class room lectures)	10	3	1
3.2	Encryption concept and types of encryption (PPTs & Class room lectures)			
3.3	Firewall and Importance of Firewall, Advantages and Limitation of Firewalls, types of Firewall.			



	(PPTs & Class room lectures)			
3.4	Digital signature and SSL concept (PPTs & Class room lectures)			
3.5	Security threats on Web and Types (PPTs & Class room lectures)			
<b>Unit-4</b>	<b>The Network Environment Behind E-Commerce</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Protocols- Introduction and Types of Protocols (PPTs & Class room lectures)	<b>8</b>	<b>7</b>	<b>1</b>
4.2	Network and types of network (PPTs & Class room lectures)			
4.3	Network topologies and its types (PPTs & Class room lectures)			
4.4	OSI Model and working of layers (PPTs & Class room lectures)			
4.5	TCP/IP Model (PPTs & Class room lectures)			
<b>Unit-5</b>	<b>Technology Infrastructures for E-Commerce</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	EDI Concept, Advantages of an EDI System, Features and types of Electronic Data Interchange (PPTs & Class room lectures)	<b>10</b>	<b>7</b>	<b>-</b>
5.2	Cloud Computing concept (PPTs & Class room lectures)			
5.3	Enterprise Resources Planning- Features, needs (PPTs & Class room lectures)			
5.4	Database, Database functionality, Database system architectures (PPTs & Class room lectures)			
5.5	Database models and database languages (PPTs & Class room lectures)			

#### Practical / Projects / Assignments:

- Project report on Electronic Payment System (How to make online payment)
- Presentation on Online shopping lifecycle

#### Text Book for the Course-

- E-Business and E-Commerce Management: Strategy, Implementation and Practice 4th Edition, Chaffey Dave, 2009

#### References:

- Chan Henry, Raymond Lee, Dillon Tharam, Chang (2007), E-Commerce: Fundamentals and Applications, Wiley
- Gupta Gaurav, Gupta Sarika 2015, E-Commerce Second Edition, Khanna Publishing
- Joseph P. T. S. J.: 2012, E-Commerce: An Indian Perspective
- Timmers Paul (1999); Electronic Commerce: Protocols, Strategies and Models for Business-to-Business Trading, John Wiley & Sons
- Trivedi Munesh Chandra(2010)Electronic Commerce: A Simplified Approach, JAICO Publication House
- Whiteley David 2017, E-Commerce: Strategy, Technologies and Applications, McGraw Hill Education

#### E-Resource:

- <https://www.wisdomjobs.com/e-university/e-commerce-concepts-tutorial-7>
- [https://www.tutorialspoint.com/e\\_commerce/e\\_commerce\\_edi.htm](https://www.tutorialspoint.com/e_commerce/e_commerce_edi.htm)
- <https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf>

Semester -4

Discipline Specific Core (DSC) 5 Credits	Discipline Specific Elective (DSE)	Generic Elective 5 Credits	Ability Enhancement Courses(AECC) 2 Credits	Skill Enhancement Courses(SEC)	Value Addition Courses (VAC) Dissertations	Total Credits
Business Economics Organisational Behaviour Cost Accounting		Advertising and personal selling/or choose from list	Co-Curricular-II (2) A) Parliament: practice and procedure-II ✓ B) Bhartiya Sangeet -II ✓ C) Lalit Kala-II			22

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**Course Objectives:**

- To Introduce the basic concept of Business Economics
- To Understand the market Demand & Supply
- To Know the theory of cost of production
- To Aware students about different Market and Pricing Policies
- To Make the student aware about Indian Economic Condition

**Learning Outcomes:**

- Understanding the basics difference between Economics and Business Economics
- Analyze impact of Demand and Supply on Market Conditions
- Understand the Production Cost and its Impact on Business
- Analyze how Revenue generated indifferent market condition with pricing policies
- Create Relationship between Economic Condition and Growth of India

Unit – 1	The Fundamentals of Business Economics	L	T	P
1.1	Meaning, Nature, Scope, importance and limitations of Business Economics- (Micro) (Classroom lectures, PPT)	11	3	-
1.2	Difference between Micro and Macro Economics, Positive and Normative Economics (PPT, Classroom Lecture)			
1.3	Central Problems of an Indian Economy (PPT, Lectures)			
1.4	Working of Economic Systems; Economic Cycles (Lectures & PPT)			
1.5	Economic Indicators and Business Cycles (PPTs, case study)			
Unit – 2	Basic Elements of Demand and Supply	L	T	P
2.1	Demand- Concept, Types, The law of demand and determinants of demand (Classroom lecture)	10	4	-
2.2	Elasticity of Demand- Concept, Methods of Demand Forecasting (PPTs, Lecture)			
2.3	Supply- Concept , Individual and Market Supply (Classroom lectures, PPT)			
2.4	Determinants of Supply, Law of Supply (PPT, Classroom lectures)			
2.5	Consumer Behavior; Utility- Meaning, Concept (Classroom Lectures & PPT)			
Unit – 3	Theory of Production and Costs	L	T	P
3.1	Theory of Production- Factors of Production (PPTs, Classroom lectures)	11	4	-
3.2	Production Function (PPTs, Classroom lectures)			
3.3	Law of Variable Proportions, Returns to Scale (Three Stages) (PPT, lectures, Case study)			
3.4	Theory of Costs- Basic Concepts & Types of Cost (PPTs, Lectures)			



3.5	Behavior of Cost Curves: 1) In the Short Run 2) In the Long Run (PPTs, Lectures)			
<b>Unit – 4</b>	<b>Analysis of Markets, Revenue &amp; Pricing</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Revenue Concepts-Meaning, Concepts and Importance (PPTs, Lectures, )	11	3	-
4.2	Relationship between Total Revenue, Average Revenue and Marginal Revenue (PPTs & Classroom Lectures)			
4.3	Concept of Market and Main Forms of Market (PPTs, Lectures)			
4.4	Market Function, Structure & Features (PPTs & classroom lectures)			
4.5	Price Determination in Perfect Competition, Monopoly, Monopolistic and Oligopoly Market, Pricing Strategies (Classroom Lectures PPTs)			
<b>Unit – 5</b>	<b>Indian Economy- An Overview</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Basic Characteristics of the Indian Economy (PPTs, Classroom Lectures)	12	2	-
5.2	Major Issues of Development (PPTs & classroom lectures)			
5.3	Development Experience and Recent Trends in Indian Economy (PPT, Classroom lectures)			
5.4	Economic Indicators, Monetary & Fiscal Policies of India (PPT, classroom lectures)			
5.5	Indian Economy in Comparison to Major Economies of the World (PPTs, Lectures)			

#### Practical / Projects / Assignments

- Case Studies: A Case Analysis on Economic Condition During Pandemic & Demonetization
- Presentation and Group Discussions
- Field Visit and assignments

#### Text Book for the Course-

- Business Economics, Dr. J.P. Mishra, Sahitya Bhawan Publication , 20222

#### References

- H. L. Bhatia Micro Economic Theory; Modern Publisher, Gulab Bhawan, 6, Bahadurshah Zafar Marg, New Delhi. 2. M.L. Jhingan Micro Economic Theory; Konark Publishers Pvt. Ltd., A-149, Vikas Marg, Shakarpur, New Delhi-110 092.
- S. K. Agarwala Economic System and Micro Economic Theory; Galgotia Publishing Company, 6A/4, WEA, Karol Bagh, New Delhi.
- D.D. Chaturvedi Macro Economic - Analysis and Policy; Galgotia Publishing Company, 6A/4, WEA, Karol Bagh, New Delhi.
- D.M. Mithani Macro Economics; Himalaya Publishing House.
- D.M. Mithani Money Banking, International Trade and Public Finance; Himalaya Publishing House, Ramdoot, Dr. Bhalerao Marg, Girgaon, Bombay-400 004.
- RuddarDatt & Indian Economy; S. Chand & Company Ltd., Ram Nagar, New Delhi. K.P.M. Sundaram.
- H.L. Ahuja, Business Economics, 1999.
- H.L. Ahuja, Principles of Microeconomics



### E-Resource

- [https://studentzonengasce.nmims.edu/content/Business%20Economics/Business\\_Economics\\_Book\\_trOWJ916T5.pdf](https://studentzonengasce.nmims.edu/content/Business%20Economics/Business_Economics_Book_trOWJ916T5.pdf)
- <https://www.icsi.edu/media/webmodules/BUSINESS%20ECONOMICS.pdf>
- [http://www.ebooks-for-all.com/bookmarks/list/onecat/Electronic-books+Economics-and-Business/0/all\\_items.html](http://www.ebooks-for-all.com/bookmarks/list/onecat/Electronic-books+Economics-and-Business/0/all_items.html)
- <http://www.businessbookmall.com/Free%20Business%20e-books.htm>



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**Organizational Behavior**  
**Total Marks: 100 [Theory (80), Internal (20)]**

Credit: 5

**Course Objective**

- To generate awareness about behavioral dimensions in organization.
- To enhance students understanding of one's own behavior & its impact on other.
- To equip the students with an essential knowledge based on behavioral dynamics of organizations with necessary models, tools & techniques
- To gather, organize & apply information for diagnosing, predicting & controlling human behavior & performance in the organization.
- To inculcate techniques of group decision making, communication & interpersonal behavior in students.

**Learning Outcomes**

- Demonstrate the applicability of the concept of OB to understand the people's behavior in the organization.
- Analyze the complexities associated with management of the group behavior in the organization.
- Identify personal dimensions of personality, motivation, learning & job satisfaction.
- Examine group formation techniques & evaluate the developments of basic conflict resolutions.

Unit-1	Introduction to Organizational Behavior	L	T	P
1.1	Organizational Behavior : Nature & Scope (Class room lectures & PPT)	11	3	-
1.2	Objectives & Importance of Organizational Behavior (PPT & class room lectures)			
1.3	Levels of analysis within OB – individual, group and organization (PPT)			
1.4	Challenges and opportunities for OB (Class room Lectures)			
1.5	Relationship of OB with other fields. (PPT)			
Unit-2	Foundation of Individual Behavior	L	T	P
2.1	Individual Behavior & Decision Making (PPT)	11	4	-
2.2	Learning Theories (PPT & Class room Lectures)			
2.3	Perception: factors influencing Perception (class room lectures)			
2.4	Personality & Attitudes (PPT, Class room lectures)			
2.5	Job satisfaction and Values (Class room Lectures)			
Unit-3	Motivation	L	T	P
3.1	Motivation: concept and process (Class room lectures)	12	3	-
3.2	Maslow's hierarchy of needs theory (PPT & class room lectures)			



3.3	McGregor's theory X & Y ( class room lectures)			
3.4	Herzberg 's Motivation –Hygiene Theory (Role Playing , PPTs)			
3.5	Porter & Lawler and Equity theory ( PPTs)			
<b>Unit-4</b>	<b>Organizational Culture &amp; Climate</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Organizational Culture & Climate ( <i>Industrial Visit , Class room lectures</i> )	<b>10</b>	<b>3</b>	<b>-</b>
4.2	Organizational Conflict: Type, Causes and Management ( <i>PPT &amp; class room lectures</i> )			
4.3	Johari Window and Transactional Analysis ( <i>class room lectures</i> )			
4.4	Power & Politics ( <i>Role play &amp; class room lectures</i> )			
4.5	Emotional Intelligence & Knowledge Management ( <i>PPTs</i> )			
<b>Unit-5</b>	<b>Organizational Change</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Organizational Change : Forces for change; Resistance to change ( <i>Case study of Walmart Inc.</i> )	<b>10</b>	<b>5</b>	<b>-</b>
5.2	Change Management ( <i>PPTs &amp; class room lectures</i> )			
5.3	Stress: Concept, Sources of Stress, Consequences, Management of Stress ( <i>Class room lectures</i> )			
5.4	Burnout: Causes and Handling of Burnout ( <i>PPTs</i> )			
5.5	Managing diversity in organization ( <i>PPTs</i> )			

**Practical / Projects / Assignments:**

- Case Studies: Related to various contemporary organizational cultures
- Study of Manpower Management techniques of FMCG industry major.

**Text Book for the Course:**

- Organizational Behaviour, R.K. Singla, VK Global Publications Private Limited; 2014
- Organizational behavior (Robbins & Judge) , Judge, Timothy A.;Robbins, Stephen P.; Sanghi, Seema , Pearson education, New Delhi :2009

**References:**

- Baron, R.A. and Greenberg, J (Behaviour in organization. Pearson India).
- Chandan, J., "*Organizational Behaviour*", Vikas Publishing House Pvt. Ltd.
- Davis, K. Human Behaviour at work. New Delhi. Tata McGraw Hill.
- Khandwalla, P. N. (1992). Organization Design for excellence, new Delhi: Tata McGraw Hill.
- Luthans, F., "*Organizational Behaviour*", 7<sup>th</sup>ed. New York, McGraw Hill, 1995.
- Robbins, S.P., Judge, T. A and Sanghi, S. (2007). Organizational Behaviour Dehil : Pearson Education.
- Udai Pareek, "*Organizational Behaviour*", Oxford University Press, 2004.

**E-resources:**

- <https://open.lib.umn.edu/organizationalbehavior/>

- <https://opentextbc.ca/organizationalbehavioropenstax/>
- <https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf>
- [https://www.academia.edu/36739565/Organizational\\_Behaviour\\_book](https://www.academia.edu/36739565/Organizational_Behaviour_book)

*Aswini*

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**Course Objectives:**

- Define the costs and their impact on value creation in the manufacturing and non-manufacturing companies
- Understanding the concept and role of cost accounting in the business management
- To enable students to reconcile results as per Cost and Financial Accounts.
- To enable students to get acquainted with the terms related to Construction Contracts and enable them to prepare contract account

**Learning Outcomes:**

- Be able to classify costs and would be able to prepare cost sheet for manufacturing and trading concerns
- Be able to reconcile cost and financial statements
- Students would be able to prepare contract account and understand various aspects of contract costing including treatment of profit on incomplete contracts.

Unit -1	Introduction to Cost Accounting	L	T	P
1.1	Introduction: Meaning, objectives and advantages of cost accounting. (Classroom Lecture & Power point presentation)	12	4	1
1.2	Cost concepts and classifications. (Classroom Lecture & Power point presentation)			
1.3	Difference between cost accounting and financial accounting; (Classroom Lecture & Power point presentation)			
1.4	Cost Centre & Profit Centre, Cost units (Classroom Lecture & Power point presentation)			
1.5	Role of a cost accountant in an organisation (Classroom Lecture & Power point presentation)			
Unit -2	Elements of Cost: Material and Labour	L	T	P
2.1	Meaning of Material Cost, Material Cost Control & its Importance (Classroom Lecture & Power point presentation)	10	3	-
2.2	Meaning of EOQ and its calculation (Classroom Lecture & Power point presentation)			
2.3	Methods of pricing of materials issues — FIFO, LIFO, Simple Average, Weighted Average method (Classroom Lecture & Power point presentation)			
2.4	<b>Labour:</b> Accounting and Control of labour cost (Classroom Lecture & Power point presentation)			
2.5	Methods of wage payment and the Incentive schemes— Time Rate & Piece Rate, Halsey, Rowan, (Classroom Lecture & Power point presentation)			
Unit-3	Elements of Cost: Overheads	L	T	P
3.1	Meaning of Overheads, Classification of overheads (Classroom Lecture & Power point presentation)	10	4	1
3.2	Allocation, apportionment and absorption of overheads (Classroom Lecture & Power point presentation)			
3.3	Over-Absorption & Under-Absorption of Overheads, Accounting Treatment			



	<i>(Classroom Lecture &amp; Power point presentation)</i>			
3.4	Steps in Accounting of Overheads – Secondary Distribution; (Simultaneous Equation Method, Repeated Distribution Method) <i>(Classroom Lecture &amp; Power point presentation)</i>			
3.5	Machine hour rate and its calculation <i>(Classroom Lecture &amp; Power point presentation)</i>			
<b>Unit-4</b>	<b>Costing and Reconciliation statement</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Meaning of Cost Sheet, Format of Cost Sheet <i>(Classroom Lecture &amp; Power point presentation)</i>	9	4	-
4.2	Preparation of Cost Sheet <i>(Classroom Lecture &amp; Power point presentation)</i>			
4.3	Statement of Cost (Including calculation of tender price) <i>(Classroom Lecture &amp; Power point presentation)</i>			
4.4	Reconciliation of Cost and Financial Accounts. Preparation of Reconciliation Statement <i>(Classroom Lecture &amp; Power point presentation)</i>			
4.5	Contract costing: Preparation of contract Account (simple) <i>(Classroom Lecture &amp; Power point presentation)</i>			
<b>Unit-5</b>	<b>Marginal Costing</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Marginal Costing- Contribution ,Profit – Volume Ratio, Break – Even Point <i>(Classroom Lecture &amp; Power point presentation)</i>	10	3	1
5.2	Margin of Safety, Application of Break-even Analysis <i>(Classroom Lecture &amp; Power point presentation)</i>			
5.3	Cost Audit – Meaning, Importance <i>(Classroom Lecture &amp; Power point presentation)</i>			
5.4	Techniques of Cost Audit <i>(Classroom Lecture &amp; Power point presentation)</i>			
5.5	Cost Audit Programme. <i>(Classroom Lecture &amp; Power point presentation)</i>			

#### Practical / Projects / Assignments

- Assignments
- Students' class room presentation

#### Text Book :

- Prof: M.L. Agarwal , Dr. K. L. Gupta Sahitya Bhawan Publications; 2018th edition

#### Suggested Reading:

- Jawahar Lal, Cost Accounting, Tata McGraw Hill New Delhi
- H. V. Jhamb, H. V. Jhamb, Fundamentals of Cost Accounting, Ane Books Pvt Ltd, New Delhi
- M. N. Arora, Cost Accounting – Principles and Practice, Vikas Publishing House, New Delhi.
- M.C. Shukla, T.S. Grewal and M P. Gupta, Cost Accounting, Text and Problems, S. Chand & Co. Ltd., New Delhi
- S.P. Jain and K. L. Narang, Cost Accounting, Principles and Methods, Kalyani Publishers, Jalandhar
- S. N. Maheshwari & S.N. Mittal, Cost Accounting, Theory and Problems,

#### E-Resources

- <https://www.investopedia.com/terms/c/cost-accounting.asp#toc-understanding-cost-accounting>
- <https://finlawportal.com/difference-between-financial-accounting-and-cost-accounting/>



Semester -4

Advertising & Personal Selling

Total Marks: 100 [Theory (80), Internal (20)]

Credit: 5

Course Objective:

- To enable the students to understand the concept of advertisement and its relevance to the marketing
- To describe the different types of advertising
- To make them aware about different strategies in Personal Selling.
- To Understand the financial implication of strategic Advertising decisions
- To Understand the integration of Advertising & Personal Selling

Learning Outcomes:

- Students would get proficient in communication skills required in corporate world
- Students would understand the importance of advertising in current corporate scenario
- Students would understand what it takes to make a Personal Selling strategy successful
- Application of Financial implications and understanding of Advertising management in organization.

Unit-1	Advertising: An Introduction	L	T	P
1.1	Advertising :Need& Scope of Advertising (Class room lecture &PPTs)			
1.2	Importance and Functions Advertising (Class room lecture & PPTs)			
1.3	Public Relation & Advertising: Connection & Significance. (Class room lecture & PPTs)			
1.4	Types of Advertising Media: Electronic, Films, Print, Outdoor Media. (Class room lecture & PPTs)			
1.5	Advertising & Communication: Propaganda, Publicity, Personal Selling and Sales Promotion (Class room lecture &PPTs)			
Unit-2	Types of Advertising	L	T	P
2.1	Advertising: Appeals & Persuasion (Class room lecture &PPTs)			
2.2	New Trends in Advertising (Class room lecture &PPTs)			
2.3	Commercial and Non Commercial Advertising (Class room lecture & PPTs)			
2.4	Classified and Display Advertising, Consumer and Business Advertising. (Class room lecture &PPTs)			
2.5	Corporate and Public Service Advertising (Class room lecture & PPTs)			
Unit-3	Advertising Agency	L	T	P
3.1	Advertising Agencies : role and importance in Advertising (Classroom Lecture & Power point presentation)			
3.2	Broad Functions : Consultant to clients , Formulation Of Advertising Campaigns , Placing Of Advertising (Classroom Lecture)			



3.3	advertising Campaigns : Factors & Importance (Classroom Lecture)			
3.4	Selection Of Advertising Agency: Steps In Selection (Classroom Lecture & Power point presentation)			
3.5	Advertising Department: Functions (Classroom Lecture & Power point presentation)			
<b>Unit-4</b>	<b>Personal Selling</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Personal Selling : Introduction & Objectives (Classroom Lecture & Power point presentation)			
4.2	Personal Selling Process (Classroom Lecture & Power point presentation)			
4.3	Sales Professionals Types, Advantages & Disadvantage (Classroom Lecture & Power point presentation )			
4.4	Skills in Personal Selling & Management of the Sales Force (Classroom Lecture & Power point presentation)			
4.5	Personal Selling Vs Sales Management : Comparison (Classroom Lecture & Power point presentation)			
<b>Unit-5</b>	<b>Personal Selling : Styles &amp; Responsibilities</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	personal selling : roles & responsibilities, Personal selling program (Class room lecture & PPTs)			
5.2	Personal selling styles: Trade Selling, Missionary selling, Technical selling and New business selling. (Class room lecture & PPTs)			
5.3	Personal Selling Efforts: Evaluation & Control (Class room lecture & PPTs)			
5.4	Personal Selling – Difference between Advertising and Personal Selling (Class room lecture & PPTs)			
5.5	Personal Selling Vs Salesmanship : Differences (Class room lecture & PPTs)			

#### Practical / Projects / Assignments:

- Analysis of various Ad Campaigns
- Developing advertising briefs for any product of their choice.

#### Text Book for the Course-

- Advertising & Personal Selling, C. B. Gupta, Sultan Chand and Sons, 2017
- Advertising (Sontakki), Sontakki, C.N., Kalyani publishers, Ludhiana :1996
- Advertising: new concepts, Kaptan, S.S., Sarup and sons, New Delhi :2002

#### Suggested Readings

- David Aaker & Mayer Nylén, David W., Advertising: Planning, Implementation & Control. 4th Edition, Cincinnati: South-Western Publishing Co.
- Pricken, Mario. Creative Advertising: Ideas & Techniques From World's Best Campaigns. New York :Thames and Hudson
- Rossiter, John & Percy, Larry Advertising Communication & Promotion Management. New Delhi :Tata Mcgraw Hill
- Hauled, Anand, Planning For Power Advertising, New Delhi: Sage Publication Marks, Ronald. Personal Selling: A Relationship Approach New York : Pearson Education



**E-resources:**

- <http://www.eiilmuniversity.co.in/downloads/Advertising-Management.pdf>
- <https://www.pdfdrive.com/advertising-management-d34318699.html>
- <https://commercestudyguide.com/personal-selling-and-salesmanship-pdf-notes-2/>
- <https://www.pdfdrive.com/sales-management-with-personal-selling-and-salesmanship-d54054630.html>

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Semester -5

Discipline Specific Core(DSC) Credits :5	Discipline Specific Elective(DSE) Credits :5	Generic Elective 5 - Credits	Ability Enhancement Courses(A ECC)	Skill Enhancement Courses(S EC)	Value Addition Courses (VAC) Dissertations	Total Credits
Management Information System	Principles of Banking and Insurance/ Training and Development	Business Maths /or choose from list				20
Retail Management						

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Semester -5

**Management Information System**  
**Total Marks: 100 [Theory (80), Internal (20)]**

**Credit: 5**

**Course Objectives:**

- Apply sound managerial concepts and principles in the development and operation of information systems.
- Effectively apply systems analysis, IS design and project management concepts.
- Effectively apply technical concepts in information technology.

**Learning Outcomes:**

- Understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision making.
- Analyze and synthesize business information and systems to facilitate evaluation of strategic alternatives.
- Effectively communicate strategic alternatives to facilitate decision making.

<b>Unit -1</b>	<b>Understanding MIS</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Introduction and definition of MIS (Classroom lecture)	12	2	1
1.2	Introduction to Management, Information and System (Classroom lecture, PPT)			
1.3	Components of MIS (Classroom lecture, PPT)			
1.4	Need and Role of MIS (Classroom lecture)			
1.5	Difference between MIS and Computer Science (Classroom lecture, Group Discussion)			
<b>Unit -2</b>	<b>Concept of MIS</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Role and Process of Management (Classroom lecture, PPT)	10	2	-
2.2	Characteristics of MIS (Classroom lecture, PPT)			
2.3	MIS - support to Management (Classroom lecture, PPT)			
2.4	MIS and Computer, MIS and User (PPT, Case Study)			
2.5	Communication problems in MIS, Limitations of MIS (PPT, Case Study)			

Unit-3	Planning and Decision Making	L	T	P
3.1	MIS and Planning, MIS and Decision (Classroom lecture, PPT)	10	3	2
3.2	Concept of Corporate Planning, Strategic Planning (Classroom lecture, PPT)			
3.3	Planning and Controlling (Classroom lecture, PPT)			
3.4	Decision Making Process (Classroom lecture, PPT)			
3.5	Process and Modeling in Decision Making (Classroom lecture, PPT, Class Activity)			
Unit-4	Information	L	T	P
4.1	Concept of Information and Data (Classroom lecture, PPT)	11	2	2
4.2	Methods of data and information collection (Classroom lecture, PPT, Case Study)			
4.3	Classification of Information (Classroom lecture, PPT)			
4.4	Quality and Value of Information (Classroom lecture, Group Discussion)			
4.5	Need for Information Systems (Classroom lecture, Group Discussion)			
Unit-5	Development and Decision Support System	L	T	P
5.1	Development of MIS (Classroom lecture, PPT)	12	2	1
5.2	Development and Implementation of MIS (Classroom lecture, PPT)			
5.3	Concept and role of Decision Support System (Classroom lecture, PPT, Case Study)			
5.4	Attribute and Types of DSS (Classroom lecture, PPT)			
5.5	Security and Ethical Issues of MIS (Classroom lecture, Group Discussion)			

**Text Book for the Course-**

- Management Information Systems, D.P. Nagpal, S Chand & Company, 2011

**References:**

- Kenneth C. Laudon, Management Information Systems: Managing the Digital Firm
- Rainer, Prince, Watson: Management Information Systems (Edition 2)
- Suresh Basandra (2011), Management Information Systems



**E-Resources:**

- [https://www.tutorialspoint.com/management\\_information\\_system/](https://www.tutorialspoint.com/management_information_system/)
- <http://www.openlearningworld.com/innerpages/MPP.htm>
- <http://www.openlearningworld.com/innerpages/Fundamentals%20of%20MIS.htm>
- <https://corporatefinanceinstitute.com/resources/knowledge/other/decision-support-system-dss/>
- <https://theintactone.com/2019/04/12/pom-u2-topic-1-planning-and-decision-making-concept-and-purpose/>

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**Retail Management**  
**Total Marks: 100 [Theory (80), Internal (20)]**

Credit: 5

**Course Objectives:**

- To enable the students to learn the basics of retailing, trends in retailing, evolution of retailing and global retail markets
- To familiarize students with Retail terminology in organized and unorganized marketing
- To learn different types of retail as well as analysis of consumer in the fields of retail.
- To provide students the necessary skills important in retail business in modern era
- To make them aware about various factors which are directly or indirectly affected to retail business in India and other countries.

**Learning Outcomes:**

- Understand students the contemporary issues in retail easily
- Students will easily identify the important channel of retail according to time.
- Create an effective layout of good quality retail system.
- Student also understands the needs and wants of the consumer towards retail business.

Unit – 1	Introduction to Retailing	L	T	P
1.1	Definition – functions of retailing - types of retailing. (Lecture, PPT)	10	4	-
1.2	Forms of retailing based on ownership (Lecture, PPT)			
1.3	Retail theories – Wheel of Retailing – Retail life cycle. (Lecture, PPT)			
1.4	Retailing in India – Influencing factors – present Indian retail scenario (Lecture, PPT)			
1.5	Retailing from the International perspective (Lecture, PPT, Case study of Thomas Cook)			
Unit – 2	Retail purchasing and pricing: Purchase management	L	T	P
2.1	Merchandise purchasing, open to buy, open to buy planning, (Lecture, PPT)	11	3	-
2.2	Analyzing the merchandise performance. (Lecture, PPT)			
2.3	Pricing strategies:-every day pricing, competitive based pricing, price skimming, market-oriented pricing, marginal cost pricing (Lecture, PPT)			
2.4	Retail price strategies: - mark-up pricing, vendor pricing (Lecture, PPT)			
2.5	Competitive pricing, psychological pricing (Lecture, PPT)			
Unit – 3	Retail Operations	L	T	P
3.1	Store Layout Store Layout and Space planning. (Lecture, PPT)	9	4	1
3.2	Types of Layouts, role of Visual Merchandiser. (Lecture, PPT)			
3.3	Visual Merchandising Techniques. (Lecture, PPT)			
3.4	Controlling Costs. (Lecture, PPT)			



3.5	Reducing Inventories Loss, Exteriors, Interiors. (Lecture, PPT, Group Discussion)			
<b>Unit – 4</b>	<b>Retail Marketing Mix</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Retail Marketing mix. (Lecture, PPT)	9	4	1
4.2	Retail communication mix. (Lecture, PPT)			
4.3	Role of Advertising in Sales promotion. (Lecture, PPT)			
4.4	Public relations. (Lecture, PPT)			
4.5	Personal selling in retailing. (Lecture, PPT)			
<b>Unit – 5</b>	<b>Merchandise Management and Supply Chain</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Merchandise management components: merchandise mix, merchandise planning. (Lecture, PPT)	12	3	1
5.2	Merchandise acquisition: supplier decisions. (Lecture, PPT)			
5.3	Merchandise control. Merchandise handling. (Lecture, PPT & Case Study)			
5.4	Product assortment choice: determining factors. Category management process. (Lecture, PPT)			
5.5	Nature and role of supply chain management in retailing. Successful SCM principles. SCM objectives. (Lecture, PPT)			

#### Practical / Projects / Assignments

- Assignments,
- Students' class room presentation

#### Text Book for the Course-

- Retail Management, Gibson G. Vedamani, Pearson Education, 2017

#### References

- Cohan Peter S. (2000) e-Profit: High Payoff Strategies for Capturing the E-Commerce Edge, AMACOM, NY 2000
- Greenlaw R; Hepp E, "Fundamentals of Internet and WWW" 2nd Edition, Tata McGraw-Hill, 2007
- Srivastva Chetan, Fundamentals of Information Technology, Third edition, Kalayani Publishers, 2008
- Timmers Paul (1999). Electronic Commerce : Protocols, Strategies and Models for Business-to-Business Trading, John Wiley & Sons
- Trivedi Munesh Chandra(2010)Electronic Commerce: A Simplified Approach, JAICO Publication House

#### E-Resources

- <https://www.pdfdrive.com/retail-management-a-strategic-approach-13th-editionpdf-e189362538.html>
- <https://www.pdfdrive.com/retail-store-management-e47690441.html>
- <https://www.pdfdrive.com/retail-marketing-management-e51619868.html>

- <https://www.pdfdrive.com/retail-supply-chain-management-quantitative-models-and-empirical-studies-e176007987.html>

Arif -

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**Principles of Banking and Insurance**  
**Total Marks: 100 [Theory (80), Internal (20)]**

Credit: 5

**Course Objectives**

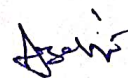
- To introduce the Banking System
- To understand the Concepts related to banks
- To understand the E-Banking and Marketing of Banking Services
- To aware students about Insurance concept
- To make the student aware about different types of Insurance in business

**Learning Outcomes**

- Understanding the basics of Banking system
- Analyze Function of Banks and relationship with its customer
- Understand the Banking Business Marketing and e-banking
- Analyze the Insurance and its Regulatory acts
- Create Awareness about uses of Insurance

Unit – 1	Introduction to Banking System	L	T	P
1.1	Evolution of banking system in India , Meaning, Origin (classroom lectures, PPT)	11	3	-
1.2	Introduction & Structure of Indian Financial System (PPT, Classroom Lecture)			
1.3	Role of Government & Reserve Bank of India as Regulators of Bank (reserve bank of India act 1934 & Banking Regulation act 1949) (PPT, Lectures)			
1.4	Role and Functions of Banks ( Primary and secondary Function) (Lectures & PPT)			
1.5	Various committees on Banking and their Impact, Recent Development in Indian Financial System (PPTs, case study)			
Unit – 2	Banking concepts	L	T	P
2.1	Types and Functions of Banks (Classroom lecture)	10	4	-
2.2	Relationship between banker and customer (Nature and types of accounts , contract between banks and Customer & Banks duty to customer) (PPTs, Lecture)			
2.3	Principle of Lending (classroom lectures, PPT)			
2.4	Credit Management (PPT, Classroom lectures)			
2.5	Financial Inclusion, recovery management, Management of Non-performing Assets & Risk Management in Banks (Classroom Lectures & PPT)			
Unit – 3	Electronic Banking System and Marketing	L	T	P
3.1	Electronic Banking current trends & role of Information and Communication Technology in Banking (PPTs, Classroom lectures)	11	4	-

3.2	Core Banking and Traditional Banking Technology (PPTs, Classroom lectures)			
3.3	Alternate Delivery Channels (Atms, Debit/Credit Cards, Mobile Banking, Internet Banking) RTGS, NEFT (PPT, lectures, Case study)			
3.4	Global Trends in Banking Technology, IT security in Banks & Disaster management (PPTs, Lectures)			
3.5	Marketing of Banking Services – Meaning, Importance and Functions (PPTs, Lectures)			
<b>Unit – 4</b>	<b>Introduction of Insurance</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Insurance: Meaning – Nature and Importance (PPTs, Lectures)	11	3	-
4.2	Risk Management: Identification – Measurement – Diversification (PPTs & Classroom Lectures)			
4.3	Insurance Regulation: IRDA Regulations (PPTs, Lectures)			
4.4	Insurance Contract (PPTs & classroom lectures)			
4.5	Agent Norms – Generic Norms of Insurance Advisors (Classroom Lectures PPTs)			
<b>Unit – 5</b>	<b>Insurance Types</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	The Concept of Risk & Insurance- Classification of insurance (PPTs, Classroom Lectures)	12	2	-
5.2	General Insurance: Marine Insurance – Fire Insurance – Automobile Insurance (PPTs & classroom lectures)			
5.3	Home Insurance – Medical Insurance – Social Security Insurance (PPT, Classroom lectures)			
5.4	Life Insurance: Principles – Uberima fides Insurable Interest – Indemnity – Subrogation (PPT, classroom lectures)			
5.5	Contribution Products: Death and Survival Classifications – Traditional Salary Savings Scheme – Employees Deposit Linked Insurance – ULIPs – Premium Fixation Cases (PPTs, Lectures)			



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### Practical / Projects / Assignments

- Case Studies: A Case Analysis On Mergers Of Banks & Privatization Of Banks
- Presentation and Group Discussions
- Field Visit and assignments

### Text Book for the Course-

- Banking & Insurance, Dr. O.P.Gupta & Sudhir Kumar Sharma, Sahitya Bhawan Publication, 2019

### References

- Bhattacharya, H., Banking Strategy, Credit Appraisal and Lending Decisions, 2<sup>nd</sup> Edition, Oxford University Press, 2011
- Indian Institute of Banking and Finance, Principles and Practices of Banking, 2<sup>nd</sup> Edition, Macmillan India Ltd., 2012.
- Maheshwari, S. N. and Maheshwari, S.K., Banking Law and Practice, Kalyani Publishers, 2005
- Mittal, R.K, Saini, A.K. and Dhingra, S., Emerging Trends in the Banking Sector, Macmillan Publishers India, 2008.
- Muraleedharan, Modern Banking: Theory and Practice, PHI Learning, 2009
- Rose P. and Hudgins, S., Bank Management and Financial Services, 7<sup>th</sup> Edition, Tata McGraw-Hill, 2010
- G. Kotreswar, Risk Management Insurance & Derivatives- Himalaya Publishing House
- T.T. Seth, Insurance Principles & Practice- S. Chand, New Delhi
- L. M. Sbole – Financial Institutions and Markets, TMH
- K.C. Shekar & Laksamy Sheler, Banking Theory & Practice, Vikas Publication (2001)

### E-Resource

- [http://www.universityofcalicut.info/SDE/BCom\\_Banking\\_and\\_insurance.pdf](http://www.universityofcalicut.info/SDE/BCom_Banking_and_insurance.pdf)
- <https://www.studynama.com/community/forums/bcom-bfsi-notes-ebook-download/>
- <https://www.kopykitab.com/blog/banking-and-insurance-class-10-syllabus-pdf/>
- [https://ebooks.lpude.in/management/bba/term\\_5/DMGT303\\_BANKING\\_AND\\_INSURANCE.pdf](https://ebooks.lpude.in/management/bba/term_5/DMGT303_BANKING_AND_INSURANCE.pdf)
- <https://www.geektonight.com/banking-and-insurance-notes/>

  
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**Training and Development**  
**Total Marks: 100 [Theory (80), Internal (20)]**

Credit: 5

**Course Objectives:**

- To understand the concepts of training and development as a tool of performance enhancement.
- To familiarize with the process of training and development to ensure desired out comes.
- To understand various training and development tools and techniques
- To familiarize with evaluation design to asses training program effectiveness.
- To understand development techniques and role of HRD

**Learning Outcomes**

- Understand the basics of Training and Development
- Analyze process and techniques of Training
- Enable the students to understand training evaluation techniques and feedback mechanism
- Understand development techniques and role of HRD

Unit-1	Introduction to Training and Development:	L	T	P
1.1	Meaning, Objectives of Importance of Training (PPTs, Lectures)	11	3	1
1.2	Need assessment of training (PPTs, Lectures)			
1.3	Difference between Training and Development (PPTs, Lectures)			
1.4	Training vs Education, Culture and Context (PPTs, Lectures)			
1.5	Introduction to training Strategy (PPTs, Lectures)			
Unit-2	Need assessment and Analysis	L	T	P
2.1	Need Assessment –Importance and Process (PPTs, Lectures)	11	3	1
2.2	Components of Training Need Assessment (Organizational, Task / Job Needs and Person Analysis) (PPTs, Lectures)			
2.3	Training Climate and Pedagogy (PPTs, Lectures)			
2.4	Areas of training: Knowledge, skill, attitude (PPTs, Lectures)			
2.5	Learning process and training Introduction to training Strategy (PPTs, Lectures)			
Unit-3	Training Design and Administration	L	T	P
3.1	Duties and responsibilities of training managers (PPTs, Lectures)	11	3	1
3.2	Selection of trainers: Internal and external (PPTs, Lectures)			
3.3	On the job and Off the Job Training (PPTs, Lectures)			
3.4	Implementing Training Programs (PPTs, Lectures)			
3.5	E-learning and Use of Technology in Training			



	<i>(PPTs, Lectures)</i>			
<b>Unit-4</b>	<b>Training Evaluation</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Need for Evaluation	11	3	1
4.2	Measuring Training effectiveness <i>(PPTs, Lectures)</i>			
4.3	Concept of Return on Investment, Cost – Benefit Analysis <i>(PPTs, Lectures)</i>			
4.4	Training evaluation techniques, Kirkpatrick Model implementing Training Programs <i>(PPTs, Lectures)</i>			
4.5	Role of trainer and line manager in evaluations <i>(PPTs, Lectures)</i>			
<b>Unit-5</b>	<b>Executive Development</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Significance and Nature <i>(PPTs, Lectures)</i>	11	3	1
5.2	Identifying development needs and setting objectives <i>(PPTs, Lectures)</i>			
5.3	Techniques of Development <i>(PPTs, Lectures)</i>			
5.4	Role of HRD in 21 <sup>st</sup> century <i>(PPTs, Lectures)</i>			
5.5	Training and Development in Indian Industries <i>(PPTs, Lectures)</i>			

**Text Book for the Course:**

- Training & Development, Dr. B. Janakiram, Dreamtech Press, 2007
- Training and development , Birla, Tanuja , All India management association, New Delhi :1998

**References:**

- Mathis and Jackson, Human Resource Management, South-Western College, 2004.
- Nkomo, Fottler and McAfee, Human Resource Management, South-Western College, 2007.
- R. Wayne Mondy, Human Resource Management, Prentice Hall, 2011.
- Yodder & Standohar, Personnel Management & Industrial Relations
- Edwin B. Flippo, Personnel Management, McGraw-Hill, 1984
- Lynton & Pareek, Training and Development, Vistaar Publications, 1990.

  
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Semester -5

*Maths.*

**Business Mathematics**  
**Total Marks: 100 [Theory (80), Internal (20)]**

**Credit: 5**

**Course Objectives:**

- To understand the basic concepts of Business Mathematics.
- To have a proper understanding of mathematical applications in Economics and Business
- To independently solving of business problems.
- To develop a strong foundation for further study in Management, Operations, Accounting, Marketing and Finance.

**Learning Outcomes:**

On completion of this course, the students will be able to:

- Explain the concepts and use equations, formulae, and mathematical expressions and relationships in a variety of contexts
- Apply the knowledge in mathematics (algebra, matrices, calculus) in solving business problems
- Analyze and demonstrate mathematical skills required in mathematically intensive areas in Economics and business.
- The students will have strong foundation for further study in Management, Operations, Accounting, Marketing and Finance.
- Acquired knowledge and skills with practical problems in economic practice

Unit - 1	Ratio And Proportion	L	T	P
1.1	Ratio – Sacrificing and Gaining ratio (Classroom Lecture & Power point presentation)	9	-	
1.2	Proportion: Basic (Classroom Lecture & Power point presentation)			
1.3	Percentage-Application of percentage in calculating cost and invoice price (Classroom Lecture & Power point presentation)			
1.4	manager's commission, discount, commission and brokerage (Classroom Lecture & Power point presentation)			
1.5	Average, Profit and loss (Classroom Lecture & Power point presentation)			
Unit - 2	Permutation And Combination , Theory of Probability	L	T	P
2.1	Basic concepts of Permutations and Combinations: Introduction (Classroom Lecture & Power point presentation)	8	-	
2.2	Factorial Permutations, Circular Permutations, Permutations with restrictions, (Classroom Lecture & Power point presentation)			
2.3	Combinations with standard results (Classroom Lecture & Power point presentation)			
2.4	Probability: Basic concepts (Classroom Lecture & Power point presentation)			
2.5	Independent and dependent events; mutually exclusive events. (Classroom Lecture & Power point presentation)			
Unit - 3	Matrices and Determinants	L	T	P
3.1	Definition of a matrices, types of matrices (Classroom Lecture & Power point presentation)	8	-	
3.2	Basic Operations on Matrices (Classroom Lecture & Power point presentation)			



Semester -6

Discipline Specific Core (DSC) 5 Credits	Discipline Specific Elective (DSE) 5 Credits	Generic Elective 5 Credits	Ability Enhancement Courses(A ECC)	Skill Enhancement Courses(SE C)	Value Addition Courses (VAC) Dissertations	Total Credits
International Business Company Law	Performance & Compensation Management/ Brand Management	Digital Marketing /or Choose from list				20

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**International Business**  
**Total Marks: 100 [Theory (80), Internal (20)]**

Credit: 5

**Course Objectives:**

- To acquaint students with the International business and operational procedures.
- To familiarize the importance of economic approaches and international standards.
- To describe the role and special nature of global business environment and their significance for economies.
- To make the student aware about strategy and structure international environment.

**Learning Outcomes:**

- Understanding the basic concept of international business and environment.
- Understand the internal and external decision to be made by managers in global perspective.
- Analyze the various strategy and operational procedures of global business

Unit -1	Introduction to International Business	L	T	P.
1.1	Introduction, Definition of International Business, difference between international and domestic business (Lecture, PPT)	10	4	-
1.2	Advantages and Disadvantages, Need and Importance of International Business (Lecture, PPT)			
1.3	Approaches to International Business , Modern Approach to International Business (Lecture, PPT)			
1.4	Globalization of Markets, Role of International Business in an economy (Lecture, PPT)			
1.5	International Business and International marketing, Global Marketing Theory of Competitive Advantages, Neo-Classical theory in trade. (Lecture, PPT)			
Unit -2	Global Business Environment	L	T	P.
2.1	International Trade Theories: Mercantilism; Absolute Cost theory, Comparative Cost theory, Opportunity Cost theory (Lecture, PPT)	10	3	1
2.2	Economic Systems: Capitalist, Socialist and Mix- Features (Lecture, PPT)			
2.3	Impact of Political Environment on International business, Role of Government in international business. (Lecture, PPT)			
2.4	Socio Cultural and Technological Environment, Multi National Corporations (Lecture, PPT)			
2.5	Factors Affecting decision For International Business, Govt. Guidelines for International Business. (Lecture, PPT)			
Unit-3	The Global Monetary System	L	T	P
3.1	Global and Regional Economic Integration, EU, ASEAN, NAFTA, SAARC	9	4	-



	(Lecture, PPT)			
3.2	The Foreign Exchange Market, International Monetary System (Lecture, PPT)			
3.3	Features of IBRD, WTO, Role and Advantages of WTO (Lecture, PPT)			
3.4	Basic Concepts Relating to Foreign Exchange, types of Exchange Rate Regimes – Floating Rate Regimes, Managed Fixed Rate Regime (Lecture, PPT)			
3.5	Foreign Trade Policy & FDI (Lecture, PPT)			
<b>Unit-4</b>	<b>The Strategy and Structure of IB</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	The Strategies of International Business, its Importance. (Lecture, PPT)	9	4	1
4.2	The Organization of International Business- World Bank, IMF, Free Trade Area (Lecture, PPT)			
4.3	Entry Strategy for International Business, mode of entry (Lecture, PPT)			
4.4	Challenges in International Business (Lecture, PPT)			
4.5	International Trade theories, Barriers & agreements (WTO, GATT) (Lecture, PPT)			
<b>Unit-5</b>	<b>International Business Operations</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Export-Import and Countertrade (Lecture, PPT)	10	3	1
5.2	Global Production, Outsourcing, and Logistics (Lecture, PPT)			
5.3	Global Marketing (Lecture, PPT)			
5.4	Global Human Resource Management, (Lecture, PPT)			
5.5	Future of International Business (Lecture, PPT)			

#### Practical / Projects / Assignments

- Assignments
- Students' class room presentation

#### Text Book for the Course-

- International Business, Mishra Sanjay & Yadav P.K., PHI learning Private Limited, 2009
- Fundamental of International business, Varma, Sumati, Pearson India education services pvt. Ltd, Noida, 2019

#### References:

- Cateora, P. R., & Gilly, M. C. (2008). *International Marketing 14th edition*. New Delhi: Tata
- McGraw- Hill
- Shivaramu, International Business, Macmillan India.
- Charles, E. Hill (2015): *International Business: Competing in the Global Marketplace*, 10th ed., McGrawHill/Irwin

- Francis Cherunilam - Business Environment
- Philip R. Cateora, International Marketing, Irwin McGraw Hill, 9th edn.

**E-Resources:**

- [https://saylordotorg.github.io/text\\_international-business/s09-global-and-regional-economic-c.html#:~:text=Regional%20economic%20integration%20has%20enabled,basic%20form%20of%20economic%20cooperation.](https://saylordotorg.github.io/text_international-business/s09-global-and-regional-economic-c.html#:~:text=Regional%20economic%20integration%20has%20enabled,basic%20form%20of%20economic%20cooperation.)
- [https://instruction2.mtsac.edu/rjagodka/BUSM51\\_Course/Chap014\\_Organization.pdf](https://instruction2.mtsac.edu/rjagodka/BUSM51_Course/Chap014_Organization.pdf)
- <http://gundasrinivas.com/wp-content/uploads/2019/12/Charles-Hill-International-Business.pdf>
- <https://www.amazon.com/International-Business-Competing-Global-Marketplace/dp/007811277X>
- <http://annirahimah.lecture.ub.ac.id/files/2013/09/International-Business-Marios-i-Katsioloudes.pdf>

*A. Singh*

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**Course Objectives**

- To provide students with an insight into the basics of Company law practices.
- To instill an understanding of company law and its execution process.
- To make them aware of effective Company law strategies.
- To enable students to manage overall functioning and coordination activity of any company.

**Learning Outcomes**

- Be able to conceptualize and plan essential company law into practice.
- Be able to analyze business and procedures with reference to key parameters.
- Can develop and utilize strategic plans for successful implementation.

		<b>L</b>	<b>T</b>	<b>P</b>
<b>Unit -1</b>	<b>Basics of Company Law</b>	<b>9</b>	<b>4</b>	<b>1</b>
1.1	Introduction: Definition, Characteristics of Company. (Classroom Lecture & Power point presentation)			
1.2	Objectives and Salient Features of the Companies Act, 2013. (Classroom Lecture & Power point presentation)			
1.3	Lifting of corporate veil. (Classroom Lecture & Power point presentation)			
1.4	Formation of company, Online registration of a company. (Classroom Lecture & Power point presentation)			
1.5	Types of Company. (Classroom Lecture & Power point presentation)			
<b>Unit -2</b>	<b>Incorporation of Company</b>	<b>10</b>	<b>3</b>	<b>-</b>
2.1	Promotion Stage: Meaning of Promoter, Position of Promoter & Functions of Promoter. (Classroom Lecture & Power point presentation)			
2.2	Incorporation Stage: Meaning & contents of Memorandum of Association & Articles of Association. (Classroom Lecture & Power point presentation)			
2.3	Distinction between Memorandum of Association and Articles of Association, Certificate of Incorporation. (Classroom Lecture & Power point presentation)			
2.4	Subscription Stage: Meaning & contents of Prospectus, Types of Prospectus. (Classroom Lecture & Power point presentation)			
2.5	Commencement Stage: Document to be filed, e-filing, Register of Companies, Certificate of Commencement of Business; . (Classroom Lecture & Power point presentation)			
<b>Unit-3</b>	<b>Company Administration</b>	<b>9</b>	<b>4</b>	<b>1</b>
3.1	Classification of directors. (Classroom Lecture & Power point presentation)			
3.2	Auditors Appointment, power, duties and Responsibilities. (Classroom Lecture & Power point presentation)			
3.3	Appointment of Managing Director, Powers, Duties & Responsibilities. (Classroom Lecture & Power point presentation)			
3.4	Audit Committee and CSR Committee. (Classroom Lecture & Power point presentation)			
3.5	Company Secretary-Qualification, Appointment and Rights.			



	(Classroom Lecture & Power point presentation)	L	T	P
<b>Unit-4</b>	<b>Corporate Meetings</b>	10	4	-
4.1	Type of Meetings, Importance of Meeting. (Classroom Lecture & Power point presentation)			
4.2	Requisites of a valid meeting, Notice, Quorum, Resolutions. (Classroom Lecture & Power point presentation)			
4.3	Voting – Proxy. (Classroom Lecture & Power point presentation)			
4.4	Registration of resolutions. (Classroom Lecture & Power point presentation)			
4.5	Role of a company secretary in convening the meetings. (Classroom Lecture & Power point presentation)			
<b>Unit-5</b>	<b>Winding Up of Companies</b>	9	3	1
5.1	Meaning, Concept and Modes of Winding up. (Classroom Lecture & Power point presentation)			
5.2	Consequence of Winding up (Classroom Lecture & Power point presentation)			
5.3	Appointment of Official Liquidator. (Classroom Lecture & Power point presentation)			
5.4	Role & Responsibilities of Liquidator (Classroom Lecture & Power point presentation)			
5.5	Fast Track Liquidation (Classroom Lecture & Power point presentation)			

#### Practical / Projects / Assignments

- Assignments
- Students' class room presentation
- group discussions

#### **Text Book for the Course-**

- Company Law, Singh Avtar, Paperback 17<sup>th</sup> edition, 2018 & 2022

#### **References:**

- S.N Maheshwari, Elements of Corporate Law, HPH
- Company Law and Secretarial Practice by N.D. Kapoor, Sultan Chand and Sons
- Company Law and Secretarial Practice by S.C. Kuchal
- Elements of Corporate Law by S. N. Maheshwari, Himalaya Publication House
- Corporate Administration by K.Venkataramana, SHBP
- Business Law for Management by Balachandran, Himalaya Publishing House.
- Avtar Singh, *Indian Company Law*, Eastern, Lucknow.

#### **E-Resources:**

- <https://www.feedough.com/what-is-a-company-meaning-types-features-of-a-company>
- [https://www.indiacode.nic.in/handle/123456789/2114?view\\_type=search&sam\\_handle=123456789/1362](https://www.indiacode.nic.in/handle/123456789/2114?view_type=search&sam_handle=123456789/1362)
- <https://lawlex.org/lex-pedia/lifting-of-corporate-veil-under-the-companies-act-2013/26061>
- [https://www.mca.gov.in/MinistryV2/incorporation\\_company.html](https://www.mca.gov.in/MinistryV2/incorporation_company.html)
- <https://www.legalnature.com/guides/corporate-meetings-what-you-need-to-know>



Semester -6

**Performance & Compensation Management**  
Total Marks: 100 [Theory (80), Internal (20)]

Credit: 5

**Course Objective:**

- To understand the concept of Performance Management system in the organization.
- To make the students familiar about the various techniques of appraising employees' performance in an organization.
- To develop understanding of conceptual knowledge of Compensation Management
- To acquaint students with Reward system and to classify different perks and fringe benefits offered to employees ranging from junior to senior most executives

**Learning Outcomes:**

- Understand the basic concepts of Performance Management system
- Familiarize with various technique of Performance appraisal
- Identification of the main elements of compensation structure in an organization at various levels.
- Understand fundamental concepts and principles of Compensation Management and to design financial and nonfinancial rewards for an organization

Unit-1	Performance Management system	L	T	P
1.1	Concept, Objectives of PMS , History from Performance appraisal to Performance development (Lecture & PPT's)	11	2	1
1.2	Performance management and performance appraisal, Performance Management process (Lecture & PPT's)			
1.3	Performance Planning, Process and Documentation (Lecture & PPT's)			
1.4	Determinants of Performance, Diagnosing the causes of Poor Performance, Performance management and Reward system (Lecture & PPT's)			
1.5	Performance feedback and counseling (Lecture & PPT's)			
Unit-2	Performance Appraisal	L	T	P
2.1	Objectives and Process of Performance appraisal (Lecture, PPT, Case study)	10	2	1
2.2	Traditional and Modern Techniques of Appraisal (Lecture, PPT)			
2.3	Mentoring and Counseling ,Appraisal Interviews and feedbacks (Lecture, PPT)			
2.4	Competency development ,Performance system trends (Lecture, PPT, Case study)			
2.5	Ethical Perspectives in performance appraisal. (Lecture, PPT)			
Unit-3	Introduction to Compensation Management	L	T	P
3.1	Nature and objectives of Compensation, Types of	11	2	1



	Compensation (Lecture, PPT)			
3.2	Factors affecting Compensation , Designing Compensation structure (Lecture, PPT)			
3.3	Concept of Wages and Salary, Minimum Wages, Fair Wages and Living Wages. (Lecture, PPT)			
3.4	Understanding Elements of Compensation Structure: Fixed Pay, Variable Pay, Cash Benefits, Incentives, Stock Options (Lecture, PPT)			
3.5	Executive Compensation structure			
<b>Unit-4</b>	<b>Job evaluation and Wage policy</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Concept, Objectives and Significance of Job evaluation (Lecture, PPT)	11	2	1
4.2	Techniques of Job evaluation (Lecture, PPT)			
4.3	Company Wage Policy: Wage Determination, Pay Grades, Wage Surveys, Wage Components. (Lecture, PPT)			
4.4	Modern trends in compensation - Wage Board, Pay commission (Lecture, PPT)			
4.5	Comparable worth, broad banding, competency-based pay (Lecture and PPT)			
<b>Unit-5</b>	<b>Incentive and Social security Benefits</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Incentives plans for production employees and for other professionals. (Lecture, PPT).	9	2	1
5.2	Developing effective incentive plans, pay for performance (PPT, Lecture)			
5.3	Supplementary pay benefits, insurance benefits, employee services benefits (Lecture, PPT)			
5.4	Introduction to Provident Fund Employees State Insurance, Gratuity, Superannuation, Bonus Retirement plan, VRS (Golden Handshake scheme) (Lecture, PPT, Case study)			
5.5	Benefits & Incentive practices in Indian industry (Lecture, Case study)			

**Text Book for the Course:**

- Performance Appraisal & Compensation management, Goel Dewakar, PHI learning New Delhi, 2009

**References:**

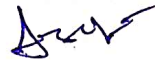
- Compensation planning, George T Mulovich & Jerry Newmann, McGraw Hill Publication
- Compensation and reward management, B. D. Singh, Excel Publication
- K Aswathappa, (2001). Human resource & personal management (text & cases). New Delhi: Tata McGraw-Hill.



- Mamoria, C. B., &Gankar, S.V. (2002). Personal management (text & cases). New Delhi: Tata McGraw-Hill.
- Rao, T. V. (2015). Performance Management: Toward organizational excellence. Sage Publication.
- Bhatia Kanchan ,Compensation Management, Himalaya Publication,2009

**E-Resources:**

- <https://www.humanresourcestoday.com/ebook/performance-management/>
- <https://www.clearreview.com/resources/ebooks>
- <https://www.worldcat.org/title/compensation-management/oclc/700042062>
- <https://www.humanresourcestoday.com/compensation/ebook/>



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Semester - 6

**Brand Management**  
**Total Marks: 100 [Theory (80), Internal (20)]**

**Credit: 5**

**Course Objectives:**

- To give students an introduction to the field of Business Environment including its evolution & history
- To familiarize the students with terminologies and processes of Business Policy and Strategic Management
- To generate awareness about industry analysis and sustainable competitive advantage
- To inculcate among students basics of Branding Principles and its relevance in current market situations
- To make the student aware about Brand strategy and Brand extension

**Learning Outcomes:**

- Understanding of Strategic Management so as to enable strategy formulation in Organization
- Environmental scanning and appreciation of external business environment for effective strategy implementation
- Learn how to identify brand meaning and to measure brand strength for any particular market offering
- Apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance

Unit – 1	Principles of Branding	L	T	P
1.1	Meaning and Types of Branding.(Lecture, PPT)	10	4	-
1.2	Evolution & Historical Perspective of Branding (Lecture, PPT)			
1.3	Importance & Significance of Branding.(Lecture, PPT)			
1.4	Architecture of Branding, Anatomy of Branding (Lecture, PPT)			
1.5	Brand Challenges and its Overcoming (Lecture, PPT, Case study of Thomas Cook)			
Unit – 2	Brand Planning	L	T	P
2.1	Brand Recognition and Awareness.(Lecture, PPT)	11	3	-
2.2	Concept of Brand Identity, Brand Potential, Brand Contact Requirement.(Lecture, PPT)			
2.3	Strategic Planning for brand creation(Lecture, PPT)			
2.4	Techniques Applied to Branding: Brand Personality, Brand Image, Brand Response(Lecture, PPT)			
2.5	Brand Positioning and Repositioning.(Lecture, PPT)			
Unit – 3	Brand Extension & Brand Equity	L	T	P
3.1	Concept of Brand Equity and Customer Based Brand Equity.(Lecture, PPT)	9	4	1
3.2	Brands Equity Measures and Methods of Measuring. (Lecture, PPT)			
3.3	Needs of Communication in Branding(Lecture, PPT)			
3.4	Brand Extension, Advantages & Disadvantages of Brand Extension.(Lecture, PPT)			



**Course Objectives:**

- To give students an introduction to the field of Business Environment including its evolution & history
- To familiarize the students with terminologies and processes of Business Policy and Strategic Management
- To generate awareness about industry analysis and sustainable competitive advantage
- To inculcate among students basics of Branding Principles and its relevance in current market situations
- To make the student aware about Brand strategy and Brand extension

**Learning Outcomes:**

- Understanding of Strategic Management so as to enable strategy formulation in Organization
- Environmental scanning and appreciation of external business environment for effective strategy implementation
- Learn how to identify brand meaning and to measure brand strength for any particular market offering
- Apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance

Unit – 1	Principles of Branding	L	T	P
1.1	Meaning and Types of Branding.(Lecture, PPT)	10	4	-
1.2	Evolution & Historical Perspective of Branding (Lecture, PPT)			
1.3	Importance & Significance of Branding.(Lecture, PPT)			
1.4	Architecture of Branding, Anatomy of Branding (Lecture, PPT)			
1.5	Brand Challenges and its Overcoming (Lecture, PPT, Case study of Thomas Cook)			
Unit – 2	Brand Planning	L	T	P
2.1	Brand Recognition and Awareness.(Lecture, PPT)	11	3	-
2.2	Concept of Brand Identity, Brand Potential, Brand Contact Requirement.((Lecture, PPT)			
2.3	Strategic Planning for brand creation(Lecture, PPT)			
2.4	Techniques Applied to Branding: Brand Personality, Brand Image, Brand Response(Lecture, PPT)			
2.5	Brand Positioning and Repositioning.(Lecture, PPT)			
Unit – 3	Brand Extension & Brand Equity	L	T	P
3.1	Concept of Brand Equity and Customer Based Brand Equity.(Lecture, PPT)	9	4	1
3.2	Brands Equity Measures and Methods of Measuring. (Lecture, PPT)			
3.3	Needs of Communication in Branding(Lecture, PPT)			
3.4	Brand Extension, Advantages & Disadvantages of Brand Extension.(Lecture, PPT)			



3.5	e-Branding–Building the Brand Online. (Lecture, PPT, Group Discussion)			
<b>Unit – 4</b>	<b>Brand Association</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Brand Elements to Create Brand (Lecture, PPT)	9	4	1
4.2	Leveraging Secondary Brand Association (Lecture, PPT)			
4.3	Brand Affect (Lecture, PPT)			
4.4	Brand Loyalty (Lecture, PPT)			
4.5	Brand Equity Measurement Approaches (Lecture, PPT)			
<b>Unit – 5</b>	<b>Brand Strategies</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Growing and Sustaining Brand Equity (Lecture, PPT)	12	3	1
5.2	Designing and Implementing Branding Strategies (Lecture, PPT)			
5.3	Managing Brand Overtime and Geographic Boundaries (Lecture, PPT & Case Study)			
5.4	Developing Brand Equity Management System (Lecture, PPT)			
5.5	Measuring Sources of Brand Equity (Lecture, PPT)			

#### Practical / Projects / Assignments

- Case Studies Related to Strategic Management and Branding
- A Study Related to Brand positioning of any Organization
- Enactment of Some Management Games
- Role Play

#### Text Book for the Course-

- Brand Management, Dutta kirti, Paperback, 2022

#### References

- Dutta K., *Brand Management*, Oxford Publishing
- Dwivedi D. N., (2009). *Managerial Economics*, Vikas Publishing House
- Kazmi A., (1986). *Strategic Management*, Mc Graw-Hill Book
- Pant, H. (2007), *Advertising & Consumer Behavior*, New Delhi: Response Book
- Paul J. (2008). *Business Environment Text & Cases*, New Delhi, Tata McGraw Hill
- Moorthi Y. L. *Brand Management*, Vikas Publication, Delhi:

#### E-Resource

- <https://egyankosh.ac.in/handle/123456789/72014>
- <http://www.eiilmuniversity.co.in/downloads/Brand-Management.pdf>

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Semester -6

**Digital Marketing**  
**Total Marks: 100 [Theory (60), Internal (20), Practical (20)]**

**Credit: 5**

**Course Objective:**

- To understand the Fundamental of digital marketing
- To learn the Digital Marketing Management
- To acquaint students with the Presence of Digital Marketing
- To help students to get knowledge of Interactive Marketing
- To describe the need of Ethics & Legal Framework for Digital Marketing

**Learning Outcomes:**

- Identify and assess the impact of digital technology in transforming the business environment and also the customer journey.
- Understand how marketers think, conceptualize; test continuously to optimize their product search on digital platforms.
- Explain marketing through social media channels.
- Demonstrate their skills in digital marketing tools such as SEO, social media, and Blogging for engaging the digital generation.
- Appreciate the need for regulatory framework for digital marketing in India.

Unit-1	Introduction and Fundamental of Digital Marketing	L	T	P
1.1	Introduction, Advantages & Disadvantages (Lecture, Presentation)	11	3	1
1.2	Nature and Scope of Digital marketing (Lecture, Presentation)			
1.3	Digital marketing Vs Traditional marketing (Lecture through PPT, case discussion, Presentation)			
1.4	Reasons of Growth in Digital Marketing and Future of Digital marketing (Lecture through PPT, case discussion, Presentation)			
1.5	Digital penetration in the Indian market (Lecture through PPT, case discussion, Presentation)			

Unit-2	Digital Marketing Management	L	T	P
2.1	Digital-marketing mix (Lecture through PPT, case discussion, Presentation)	10	4	1
2.2	Concept of Segmentation, Targeting, Differentiation and Positioning (Lecture through PPT, case discussion, Presentation)			
2.3	Concept, levels, and strategies in a digital environment (Lecture through PPT, case discussion, Presentation)			
2.4	Digital technology and customer-relationship management (Lecture, case discussion, Presentation)			
2.5	Digital consumers and their buying decision process. (Lecture through PPT, case discussion, Presentation)			



Unit-3	Digital Marketing Presence	L	T	P
3.1	Concept and role of Internet in marketing (Class room Lecture, PPTs)	11	3	1
3.2	Online marketing domains (PPTs & Class room Lectures)			
3.3	Search engine optimization: stages, types of traffic, tactics. (PPTs & Class room lectures)			
3.4	Online advertising: types, formats, requisites of a good online advertisement (PPTs & Class room lectures)			
3.5	E-mail marketing: types and strategies. (PPTs & Class room lectures, )			

Unit-4	Interactive Marketing	L	T	P
4.1	Interactive marketing: concept and options ( Class room lectures & PPTs)	11	4	-
4.2	Social media marketing: concept and tools (Lecture, PPTs)			
4.3	Blogging: types and role. (Lecture)			
4.4	Video marketing: tools and techniques (PPTs & Class room lectures)			
4.5	Mobile marketing, PPC marketing & Payment options. ( PPTs)			

Unit-5	Ethical and Legal Issues in Digital Marketing	L	T	P
5.1	Digital Marketing Ethics ( PPT& class room lectures & GDs)	11	4	1
5.2	Growing Ethical Issues in Digital Marketing ( Class room lectures )			
5.3	Ethical issues and legal challenges in digital marketing ( PPT& class room lectures)			
5.4	Regulatory framework for digital marketing in India (PPT & class room lectures)			
5.5	How to be Ethical in Digital Marketing (PPT& Class room lectures)			

#### Practical / Projects / Assignments:

- Success Stories of Successful Entrepreneur
- Case Studies of Brands
- Assignments on social media channels

#### Text Book for the Course-

- Digital marketing, Gupta Seema, Paperback, 2020

#### Suggested Readings :

- Burbary Ken, Hemann Chuck, Digital Marketing Analytics, 2019, Second edition, Pearson Education
- Ryan Damian Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, 2016, 4 edition, Kogan Page



- Das Abhishek Applications of Digital Marketing: For Success in Business, 2018,1st Edition, BPB Publications
- Kumar Karthik, T. N. Swaminathan,Digital Marketing - From Fundamentals to Future, 2019, Cengage Learning India Pvt. Ltd.
- Bhatia Puneet,Fundamentals of Digital Marketing, Second Edition, 2019, Pearson Education
- Gupta Seema,Digital Marketing, Edition: 1, 2017, McGraw Hill
- Chaffey, D, F.E. Chadwick, R. Mayer, and K. Johnston (2015). Internet Marketing: Strategy, Implementation, and Practice. Pearson India.
- Frost, Raymond D., Alexa Fox, and Judy Strauss (2018). E- Marketing. Routledge
- Gupta, Seema (2018). Digital Marketing. McGraw Hill Education (India) Private Ltd. • Kapoor, Neeru. E-Marketing, Pinnacle learning
- Kotler, Philip, HermawanKartajaya, and IwanSetiawan (2017). Digital Marketing: 4.0 Moving from Traditional to Digital. Pearson India
- Ryan, Damian and Jones Calvin (2016). Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation. Kogan page

**E-Resource:**

- [https://www.tutorialspoint.com/digital\\_marketing/index.htm](https://www.tutorialspoint.com/digital_marketing/index.htm)
- [https://www.tutorialspoint.com/social\\_media\\_marketing/index.htm](https://www.tutorialspoint.com/social_media_marketing/index.htm)
- <https://blog.hubspot.com/marketing/what-is-digital-marketing>
- <https://neilpatel.com/what-is-digital-marketing>

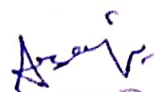
  
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Semester -7

(Option-1)

Discipline Specific Core (DSC) 5 Credits	Discipline Specific Elective(DSE) 5 Credits	Generic Elective 5 Credits	Ability Enhancement Courses(AECC)	Skill Enhancement Courses(SEC)	Value Addition Courses(VAC) Dissertations	Total Credits
Corporate Social Responsibility	Sales & Distribution Management/International Marketing	Auditing/Or choose from list			Thesis/Internship (5)	20

  
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**Corporate Social Responsibility**  
**Total Marks: 100 [Theory (80), Internal (20)]**

Credit: 5

**Course Objectives:**

- To explain the students various underlying concepts involved in corporate social responsibility.
- To describe the students various framework of CSR, factors of Global environment.
- To discuss with students the role and effect of CSR activities in national economy.

**Learning Outcomes:**

- The students would eventually generate within themselves ability of decision making for business and society.
- The students would conclude how CSR affect the business and society.
- The students would eventually develop within themselves the importance of CSR-Ethics and Business Strategy.

Unit -1	Introduction to Corporate Social Responsibility	L	T	P
1.1	Introduction, Meaning & Definition of CSR, Concept of Corporate Social Responsibility (Lecture, PPT)	9	4	-
1.2	Need and Importance of Corporate Social Responsibility (Lecture, PPT)			
1.3	Role of CSR in an economy (Lecture, PPT)			
1.4	Scope and Characteristics of CSR (Lecture, PPT)			
1.5	History of CSR, emergence of CSR in India (Lecture, PPT)			
Unit -2	Conceptual framework of CSR	L	T	P
2.1	CSR through triple bottom line and Sustainable Business (Lecture, PPT)	10	4	1
2.2	Concepts of Charity, Corporate philanthropy, Corporate Citizenship (Lecture, PPT)			
2.3	CSR-an overlapping concept. Concept of sustainability & Stakeholder Management. (Lecture, PPT)			
2.4	Chronological evolution and Models of CSR in India (Lecture, PPT)			
2.5	Carroll's model Major codes on CSR Initiatives in India. (Lecture, PPT)			
Unit-3	International framework for corporate social Responsibility,	L	T	P
3.1	Millennium Development Goals, Sustainable Development Goals (Lecture, PPT)	9	3	-
3.2	Relationship between CSR and MDGs (Lecture, PPT)			
3.3	UN guiding principles on business and human rights, OECD CSR policy tool (Lecture, PPT)			

3.4	major codes on CSR, Role of CSR commitments, Corporate Public Relations (Lecture, PPT)			
3.5	ILO tri-partite declaration of principles on multinational enterprises and social policy. (Lecture, PPT)			
<b>Unit-4</b>	<b>Managing Corporate Social Responsibility</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Managing Corporate Social Responsibility, Implementation of CSR (Lecture, PPT)	10	3	1
4.2	Planning for CSR (Lecture, PPT)			
4.3	Process of CSR (Lecture, PPT)			
4.4	Issues of Corporate Citizenship, Stages of Corporate citizenship (Lecture, PPT)			
4.5	Enhancement of Brand image through Corporate citizenship, Sustainable development (Lecture, PPT)			
<b>Unit-5</b>	<b>CSR-E(hics and Business Strategy</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Corporate Social Responsibility towards Customers, Community, Action groups (Lecture, PPT)	9	4	1
5.2	Business and Ethical Responsibility, Difference between tangible and intangible CSR value (Lecture, PPT)			
5.3	The strategic lens: vision, mission, strategy, and tactics of CSR (Lecture, PPT)			
5.4	CSR as a Strategic Business tool for Sustainable development (Lecture, PPT)			
5.5	Strategic CSR model, CSR as competitive advantage. (Lecture, PPT)			

#### Practical / Projects / Assignments

- Assignments
- Students' class room presentation

#### Text book

- Sanjay K Agarwal, Corporate Social Responsibility in India, Sage Publications, 2008

#### References:

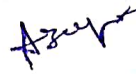
- William B. Werther Jr. and David Chandler, Strategic Corporate Social Responsibility: Stakeholders in a Global Environment, Second Edition, Sage Publications, 2011
- Sanjay K Agarwal, Corporate Social Responsibility in India, Sage Publications, 2008
- Mark S. Schwartz, Corporate Social Responsibility: An Ethical Approach, Broadview Press, 2011
- George Pohle and Jeff Hittner, Attaining Sustainable Growth through Corporate Social Responsibility, IBA Global Business Services, 2008



- Blowfield, Michael, and Alan Murray, Corporate Responsibility, Oxford University Press.
- Francesco Perrini, Stefano, and Antonio Tencati, Developing Corporate Social Responsibility-A European Perspective, Edward Elgar. University of Delhi.
- Sharma, J.P., Corporate Governance, Business Ethics & CSR, Ane Books Pvt Ltd, New Delhi.
- Sharma, J.P., Corporate Governance and Social Responsibility of Business, Ane Books Pvt. Ltd, New Delhi.

**E-Resource:**

- <https://www.icsi.edu/media/portals/2/ppt/ROC-CSR-300317%20.pdf>.
- <https://www.mdos.si/wp-content/uploads/2018/04/defining-corporate-social-responsibility.pdf>
- [https://www.jru.edu.in/wp-content/uploads/moocs/e-books/management/Corporate\\_social\\_responsibility.pdf](https://www.jru.edu.in/wp-content/uploads/moocs/e-books/management/Corporate_social_responsibility.pdf)



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**Course Objective**

- To enable students understand the Sales & Distribution functions as integral part of marketing activities of a business firm.
- To explain the students role of sales managers in the context of Indian economy with particular reference to essential consumer and industrial goods and services.
- To outline the students about importance of distribution function in Sales process.
- To illustrate students channel conflict & its influence on Sales function.
- To determine various Sales Personnel motivation techniques to the students.

**Learning Outcomes**

- Students would be able to understand that "Sales is an integral part of success in any organization".
- By analyzing the importance of skills needed for Sales Manager, students would be able together the various factors contributing to success of Sales decisions.
- Student would be able to summarize various concepts leading to motivation of sales staff towards building a concrete Selling approach.
- Analyzing various logistic & distribution concepts that would enable students to develop deep knowledge of supply chain management.

Unit-1	Introduction to Sales Management	L	T	P
1.1	Sales Management : Nature , Scope & Importance (Class room lectures & PPT)	4	4	-
1.2	Skills & Types of Sales Manager ( PPT& class room lectures)			
1.3	Personal Selling : Objectives & Strategies (PPT)			
1.4	Theories of Personal Selling ( Class room Lectures)			
1.5	Sales Process & Sales Forecasting ( PPT)			

Unit-2	Sales Force Management	L	T	P
2.1	Sales Organization Structure (PPT)	4	4	-
2.2	Recruitment & Selection Of Sales Force (PPT & Class room Lectures)			
2.3	Training Of Sales Force : Developing and Conducting Sales Training Programmes ( class room lectures)			
2.4	Sales Force Compensation ( PPT , Class room lectures)			
2.5	Evaluation Of Sales Performance (Class room Lectures)			

Unit-3	Motivating Sales Personnel	L	T	P
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3.1	Sales Meetings and Sales Contests (Class room lectures)	5	3	-
3.2	Designing Territories and Allocating Sales Efforts (PPT & class room lectures)			
3.3	Objectives and Quotas for Sales Personnel (Class room lectures)			
3.4	Motivating Sales Personnel. (PPTs)			
3.5	Sales Cost and Cost Analysis (PPTs)			

Unit-4	Distribution Channels	L	T	P
4.1	Distribution Channels : Introduction & types (PPTs)	6	2	-
4.2	Channel strategy & design (PPT & class room lectures)			
4.3	Selection , Motivation & Evaluation of Intermediaries (class room lectures)			
4.4	Managing Channel Dynamics & Relationships & Channel Conflict (Role play & class room lectures)			
4.5	Channel Conflict : Types , Causes & Management (PPTs)			

Unit-5	Logistics & Supply Chain Management	L	T	P
5.1	Supply Chain Management & Logistics : Introduction & Scope (Case study of Adani Logistics Company)	5	3	-
5.2	Components of Logistics (PPTs & class room lectures)			
5.3	Inventory & Warehouse Management (Class room lectures)			
5.4	Channel Information Systems (PPTs)			
5.5	Ethical & Legal Issues in Sales & Distribution Management (PPTs)			

**Practical / Projects / Assignments:**

- Case Studies: Related to various personal selling strategies of organizations.
- Study of supply chain management of Retail industry major.

**Text book**

Pingali Venugopal Sales and Distribution Management: An Indian Perspective 2008

**References:**

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- Anderson, R. Professional Personnel Selling. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1992
- Buskirk, R H and Stanton, W J Management of Sales Force. Homewood Illinois, Richard D. Irwin, 1983
- Dairymple, D J Sales Management; Concepts and Cases, New York, John Wiley, 1989
- Johnson, EM etc. Sales Management: Concepts, Practices and Cases, New York, McGraw Hill, 1986
- Stanton, William J etc Management of a Sales Force, Chicago, Irwin, 1995
- Still, R. R. Sales Management, Englewood Cliffs, New Jersey, Prentice Hall, Inc., 1988

**E-resources:**

- [https://www.tutorialspoint.com/sales\\_and\\_distribution\\_management/sales\\_and\\_distribution\\_management\\_tutorial.pdf](https://www.tutorialspoint.com/sales_and_distribution_management/sales_and_distribution_management_tutorial.pdf)
- [https://gurukpo.com/Content/MBA/Sales\\_Management.pdf](https://gurukpo.com/Content/MBA/Sales_Management.pdf)
- [http://www.stet.edu.in/SSR\\_Report/Study%20Material/PDF//MBA/6-2.pdf](http://www.stet.edu.in/SSR_Report/Study%20Material/PDF//MBA/6-2.pdf)
- <http://www.fimt-ggsipu.org/study/bcom315.pdf>
- [https://www.academia.edu/36645956/Sales\\_and\\_Distribution\\_Management\\_1\\_1\\_Content\\_Index](https://www.academia.edu/36645956/Sales_and_Distribution_Management_1_1_Content_Index)



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Semester -7

**International Marketing**  
**Total Marks: 100 [Theory (80), Internal (20)]**

**Credits: 5**

**Course Objectives**

- To provide students with an insight into the basics of International Marketing.
- To impart an understanding of International Marketing and global business environment.
- To build a competitive cadre of international Business executive.
- To enable students to use International Marketing strategies required for the dynamic international market.

**Learning Outcomes**

- Be able to conceptualize and plan International Marketing activities.
- Be able to develop professional approach towards international market and competition.
- Can develop and formulate the connectivity between international trade and various trade blocks.
- Be able to develop effective international marketing skills for global market.

Unit -1	Basics of International Marketing	L	T	P
1.1	Introduction: Definition, Nature and Scope of International Marketing. <i>(Classroom Lecture &amp; Power point presentation)</i>	9	4	1
1.2	Objectives, Need and Importance of International Marketing. <i>(Classroom Lecture &amp; Power point presentation)</i>			
1.3	Domestic V/s International Marketing. <i>(Classroom Lecture &amp; Power point presentation)</i>			
1.4	Merits and Demerits of International Marketing. <i>(Classroom Lecture &amp; Power point presentation)</i>			
1.5	International Environment, Types of International Business Environment.. <i>(Classroom Lecture &amp; Power point presentation)</i>			
Unit -2	International Marketing Entry	L	T	P
2.1	Principles of International Marketing, <i>(Classroom Lecture &amp; Power point presentation)</i>	10	3	-
2.2	Screening and selection of International markets. <i>(Classroom Lecture &amp; Power point presentation)</i>			
2.3	International market entry strategies <i>(Classroom Lecture &amp; Power point presentation)</i>			
2.4	Export licensing, International Contract manufacturing <i>(Classroom Lecture &amp; Power point presentation)</i>			
2.5	Joint venture – Setting up of wholly owned subsidiaries abroad. <i>(Classroom Lecture &amp; Power point presentation)</i>			
Unit-3	International Marketing Environment	L	T	P
3.1	Introduction to political, Legal & Regulatory environment & its impact on International Marketing. <i>(Classroom Lecture &amp; Power point presentation)</i>	9	4	1



3.2	Socio Culture environment & its impact on International Marketing. (Classroom Lecture & Power point presentation)			
3.3	International Economic & Technological environment & its impact on International Marketing. (Classroom Lecture & Power point presentation)			
3.4	Challenges in International Marketing. (Classroom Lecture & Power point presentation)			
3.5	Trade theories, Trade Barriers & agreements (WTO, GATT) (Classroom Lecture & Power point presentation)			
<b>Unit-4</b>	<b>Product Planning for International Market</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Product planning, Standardization vs. adaptation. (Classroom Lecture & Power point presentation)	10	4	-
4.2	National & International Product, New Product Development. (Classroom Lecture & Power point presentation)			
4.3	Branding and packaging. (Classroom Lecture & Power point presentation)			
4.4	Labeling and quality issues. (Classroom Lecture & Power point presentation)			
4.5	After sales service, International Pricing, Factors Influencing International price. (Classroom Lecture & Power point presentation)			
<b>Unit-5</b>	<b>Procedures &amp; Policies of International Marketing</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	International Distribution, Distribution channels and logistics decisions. (Classroom Lecture & Power point presentation)	9	3	1
5.2	Selection and appointment of foreign sales agents. (Classroom Lecture & Power point presentation)			
5.3	Export Policy and Practices in India, Exim policy an overview. (Classroom Lecture & Power point presentation)			
5.4	Foreign Exchange, Foreign currency and exchange market. (Classroom Lecture & Power point presentation)			
5.5	International Financial Institutions, IMF, World Bank, Future of International Marketing. (Classroom Lecture & Power point presentation)			

#### Practical / Projects / Assignments

- Assignments
- Students' class room presentation
- Group discussions

#### Text book

- Rajagopal, International Marketing , Vikas Publication, New Delhi 2011

#### References:

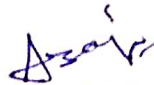
- Bhattacharya, B, Export Marketing Strategies for success, Global Business Press New
- Bhattacharya R.L. and Varshney B. : International Marketing Management; Sultan Chand, New Delhi.
- Bhattacharya B. : Export Marketing Strategies for Success; Global Press, New Delhi.
- Keegan W.J. : Multinational Marketing Management; Prentice Hall, New Delhi.



- Kriplani V. : International marketing; Prentice Hall New Delhi.
- Taggart J.H. and Moder Mott. M.C. : The Essence of International Business; Prentice Hall, New Delhi.
- Kotler Phillip : Principles of Marketing; Prentice Hall New Delhi.
- Fayer Weather John : International Marketing; Prentice Hall N.J.
- Caterora P.M. and Keavenay S.M. : Marketing an international Perspective; Erwin Homewood, Illinois.
- Paliwala, Stanely J. The Essence of International marketing; Prentice Hall, New Delhi.

**E-Resources:**

- <https://www.investindia.gov.in/exim>
- <https://www.amazon.in/International-Marketing-Philip-R-Cateora/dp/9339204468>
- <https://www.businessmanagementideas.com/marketing/international-marketing-2/20680>
- <http://ecoursesonline.iasri.res.in/mod/resource/view.php?id=4850>
- [https://www.google.co.in/books/edition/International\\_Business\\_Concept\\_Environme/YPWROYPgDewC?hl=en&gbpv=1&printsec=frontcover](https://www.google.co.in/books/edition/International_Business_Concept_Environme/YPWROYPgDewC?hl=en&gbpv=1&printsec=frontcover)



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Semester -7

**Auditing**  
**Total Marks: 100 [Theory (80), Internal (20)]**

**Credit: 5**

**Course Objectives:**

- To describe the students about different concept of Auditing.
- To explain the student's about the qualities of an auditor.
- To summarize the importance of Internal Check.
- To explain the importance of Vouching & Verification.

**Learning Outcomes:**

- Students would develop within him/her self the understanding about auditing.
- Students would know qualification and disqualification of an auditor.
- Students would understand internal check process.
- Student would be able to develop processing of vouching verification and investigation.

Unit-1	Introduction	L	T	P
1.1	Meaning & Objectives of Auditing (Lecture & PPT)	8	2	-
1.2	Importance & Types of Auditing (Lecture & PPT)			
1.3	Classification of Auditing (Lecture & PPT)			
1.4	Advantages & Disadvantages of Audit (Lecture & PPT)			
1.5	Basic Principles & Techniques of Audit (Lecture & PPT)			
Unit-2	Company Auditor	L	T	P
2.1	Qualification & Disqualification of an Auditor (Lecture & PPT)	6	3	2
2.2	Appointment & Removal of an Auditor (Lecture & PPT)			
2.3	Rights & Remuneration of an Auditor (Lecture & PPT)			
2.4	Duties & Liabilities of Auditor (Lecture & PPT)			
2.5	Auditor's Report: Content & Types (Lecture & PPT)			
Unit-3	Internal check System	L	T	P
3.1	Meaning and Definition of internal Check (Lecture & PPT)	8	1	3
3.2	Objectives & Importance of Internal Check (Lecture & PPT)			
3.3	Advantages & Disadvantages of Internal Check (Lecture & PPT)			
3.4	Audit Programme: Meaning & Definition (Lecture & PPT)			
3.5	Advantages and Disadvantages of Audit Programme (Lecture & PPT)			
Unit-4	Vouching & Investigation	L	T	P



4.1	Meaning & Definition of Vouching (Lecture & PPT)	7	2	2
4.2	Objectives & Importance of vouching (Lecture & PPT)			
4.3	Meaning & Definition of Investigation (Lecture & PPT)			
4.4	Features of Investigation (Lecture & PPT)			
4.5	Difference between Audit & Investigation (Lecture & PPT)			
<b>Unit-5</b>	<b>Verification &amp; Valuation</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Meaning & Definition of Verification (Lecture and PPT)	8	1	3
5.2	Meaning & Definition of Valuation (Lecture and PPT)			
5.3	Methods of Valuation (Lecture and PPT)			
5.4	Distinction between Vouching, Valuation and Verification (Lecture and PPT)			
5.5	Recent Trends in Auditing (Lecture and PPT)			

#### Text Book:

- Auditing and Assurance by Sanjib Kumar Basu| For B.Com | Third Edition | By Pearson
- Auditing and Corporate Governance By Anil Kumar, Lovleen Gupta, Jyotsna Rajan Arora, Taxmann Publication

#### References

- Badi, R. V., & Badi, N. V. (1997). *Auditing*. New Delhi: Vrinda Publications, 2nd Edition
- Barringer, M. J. (2012). *Principles of Auditing*. New York: Prentice-Hall
- Couger, C. (1999). *Auditing Theory*. New York: IPP
- Holt. (1998). *Internal Auditing*. New Delhi: Prentice-Hall
- Kakkar, D. N. (1998). *External Auditing & Quality*. New Delhi: Wiley Dreamtech
- Barringer, M. J. (2012). *Principles of Auditing*. New York: Prentice-Hall

#### E-Resource

- [https://www.academia.edu/13226828/2\\_Media\\_Management\\_in\\_Theory\\_and\\_Practice](https://www.academia.edu/13226828/2_Media_Management_in_Theory_and_Practice)
- <https://www.slideshare.net/AbdulJawadChaudhry/chapter-1-introduction-to-media-management>
- [https://www.researchgate.net/publication/312557618\\_Media\\_Management](https://www.researchgate.net/publication/312557618_Media_Management)
- [http://shodhganga.inflibnet.ac.in/bitstream/10603/54534/5/05\\_chapter%201.pdf](http://shodhganga.inflibnet.ac.in/bitstream/10603/54534/5/05_chapter%201.pdf)

  
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Semester – 8

(Option-1)

Discipline Specific Core (DSC) 5 Credits	Discipline Specific Elective(DSE) 5 Credits	Generic Elective 5 Credits	Ability Enhancement Courses(AE CC)	Skill Enhancement Courses(S EC)	Value Addition Courses(VAC) Dissertations	Total Credits
Direct Tax	Leadership and Team development/ Consumer Behaviour and CRM	Event Management/ Choose from list			Thesis/Internship(5)	20

*Customer Relationship management*

*Accepted*  
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**Direct Tax**  
**Total Marks: 100 [Theory (80), Internal (20)]**

Credits: 5

**Course Objectives:**

- To enable the students to identify the basic concepts, definitions and terms related to Income Tax
- To enable the students to compute income under various heads namely income from salaries, house property, business/ profession, capital gains and income from other sources.
- To enable the students to discuss the various deductions under Chapter VIIA of the Income tax act, 1961
- To enable the students to compute the net total taxable income of an individual.

**Learning Outcomes**

- Be able to identify the technical terms related to Income Tax.
- Students would determine the residential status of an individual and scope of total income.
- Be able to compute income from salaries, house property, business/profession, capital gains and income from other sources.
- Be able to would compute the net total income of an individual.

Unit -1	Basics of Income tax	L	T	P
1.1	Brief History of Indian Income Tax - Legal Frame Work Permanent Account Number (PAN) <i>(Classroom Lecture &amp; Power point presentation)</i>	12	4	1
1.2	Types of Taxes <i>(Classroom Lecture &amp; Power point presentation)</i>			
1.3	Definition :Income, agricultural income, person, assessee, assessment year, previous year, gross total income, total income <i>(Classroom Lecture &amp; Power point presentation)</i>			
1.4	Residential status, Scope of total income on the basis of residential status <i>(Classroom Lecture &amp; Power point presentation)</i>			
1.5	Exempted income under section 10 <i>(Classroom Lecture &amp; Power point presentation)</i>			
Unit -2	Computation of Income under head: Income from Salaries, Income from House Property	L	T	P
2.1	Section 14 : Different Heads Of Income <i>(Classroom Lecture &amp; Power point presentation)</i>	12	3	-
2.2	Sections 15, 16 & 17 Inclusive of allowances (exclusive of valuation of perquisites) <i>(Classroom Lecture &amp; Power point presentation)</i>			
2.3	computation of income from salaries of an individual assessee) <i>(Classroom Lecture &amp; Power point presentation)</i>			
2.4	Basis of charge, Deemed Owners, Composite Rent, Annual Value, Determination of Annual Value, Deduction from Annual Value, <i>(Classroom Lecture &amp; Power point presentation)</i>			
2.5	Computation of Income from House Property <i>(Classroom Lecture &amp; Power point presentation)</i>			



Unit-3	Computation of Income under head: Income from business & Profession	L	T	P
3.1	Meaning and Definition of Business, Profession – Vocation (Classroom Lecture & Power point presentation)	10	4	1
3.2	Expenses Expressly Allowed – Allowable Losses – (Classroom Lecture & Power point presentation)			
3.3	Expenses Expressly Disallowed – Expenses Allowed on Payment Basis (Classroom Lecture & Power point presentation)			
3.4	Computation of income from Business of an individual assessee (Classroom Lecture & Power point presentation)			
3.5	Computation of income from Profession relating to Chartered Accountant, Advocate and Medical Practitioner (Classroom Lecture & Power point presentation)			
Unit-4	Computation of Income under head: Capital Gains , and other sources	L	T	P
4.1	Definition : Capital Asset , Transfer ,Capital Gains: Short term and Long term (Classroom Lecture & Power point presentation)	10	4	-
4.2	Exemption from capital gains (sec 54) ,computation of short term capital gains/loss. (Classroom Lecture & Power point presentation)			
4.3	Computation of long term capital gains/loss. (Classroom Lecture & Power point presentation)			
4.4	Different Income from other sources (Classroom Lecture & Power point presentation)			
4.5	Computation of taxable income under the head 'Income from other sources (Classroom Lecture & Power point presentation)			
Unit-5	Computation of Total Income and Tax Liability	L	T	P
5.1	Set-off and carry forward of losses (Classroom Lecture & Power point presentation)	9	3	1
5.2	Deductions under Chapter VI-A Sections 80 C, 80CCC, 80CCD, 80 CCE, 80D, 80E, 80G, 80TTA, 80U., (Classroom Lecture & Power point presentation)			
5.3	Computation of total income of individuals (Classroom Lecture & Power point presentation)			
5.4	Tax slab for individuals ,E filling of returns (Classroom Lecture & Power point presentation)			
5.5	Tax liability of an individual, Rebate under Section 87A (Classroom Lecture & Power point presentation)			

#### Practical / Projects / Assignments

- E-filing of income tax
- The impact of taxation as an aid to economic development

#### Text Book :

- Vinod K. Singhania :Students' Guide to Income Tax, Taxmann Publications, Kapil Singhania New Delhi.
- Indirect Tax By Dr. H C Mehrotra ,Dr. S P . Goyal, Sahitya bhawan Publications

#### References:

- Income Tax Law and Practice: Gaur and Narang



- Mehrotra : Income Tax Law & Accounts, Sahitya Bhavan, Agra.
- Government of India- Income Tax Manual
- Income Tax Act and Latest Finance Act 6. Income Tax: M.B.Kadkol

**E-Resources:**

- [https://deb.ugc.ac.in/Uploads/SelfLearning/HEI-P-U-0543/HEI-P-U-0543\\_SelfLearning\\_20210723105858.pdf](https://deb.ugc.ac.in/Uploads/SelfLearning/HEI-P-U-0543/HEI-P-U-0543_SelfLearning_20210723105858.pdf)
- <https://tax2win.in/guide/income-tax-basics-comprehension-guide#what-is-income-as-per-income-tax-act>
- <https://www.incometaxindia.gov.in/pages/charts-and-tables.aspx>

*Azmi*

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Semester -8

Leadership & Team Development

Total Marks : Theory(80)

Internal (20)

Credits : 5

COURSE OBJECTIVE

- To generate awareness about Leadership dimensions in organization.
- To enhance students understanding of one's own behavior & its impact on Team.
- To equip the students with an essential knowledge based on behavioral dynamics of organizations with necessary models, tools & techniques
- To gather, organize & apply information for diagnosing , predicting & controlling Team performance in the organization.
- To inculcate techniques of Team Building, Communication & Leadership Behavior in students.

LEARNING OUTCOMES

- Demonstrate the applicability of the concept of Leadership to understand the people's behavior in the organization.
- Analyze the complexities associated with management of the Team in the organization.
- Identify personal dimensions of personality , Attitudes & use of Power.
- Examine Team Management factors & evaluate the development of leadership patterns .
- Integrate various factors leading to development of leadership qualities within oneself.

Unit-1	Introduction	L	T	P
1.1	Leadership: Introduction ,evolution and growth of leadership Roles.	11	4	-
1.2	Leader : Roles, functions and characteristics of a leader			
1.3	Leadership concepts : traits and ethics			
1.4	Leadership Attributes : Attitude, Behavior, Personality traits & Power			
1.5	Leadership Patterns : Types and Styles of leadership			

Unit-2	Leadership Theories	L	T	P
2.1	Trait theory of Leadership : Concepts & Implications	10	4	.1
2.2	Behavioral Theories : Definitions & Types			
2.3	Contingency Theories : Concepts & Types			
2.4	Transactional Theories : Types			



2.5	Transformational Leadership Theory : Implications in modern world			
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Unit-3	Issues & Challenges for Leaders	L	T	P
3.1	Emerging trends in leadership : Building the right culture & changed mindset	12	2	1
3.2	Servant leadership & Situational leadership : Concepts & Difference			
3.3	Gender issues in Leadership : Men vs Women leaders			
3.4	Leadership & Communication : Role & Significance in Effective Leadership			
3.5	Role of Emotional intelligence in leadership : EQ vs IQ for Leaders			

Unit-4	Introduction to Teams	L	T	P
4.1	Teams : Concept ,Nature & Types	12	3	-
4.2	Teams Vs Groups : Differences & Comparison			
4.3	Creation of Teams : Factors for building an effective team			
4.4	Leadership & Team : Leadership skills involved in Team work			
4.5	Team Dynamics : Meaning & characteristics			

Unit-5	Team Management & Development	L	T	P
5.1	Team Management : Introduction ,Scope & Essentials of managing a Team	11	4	-
5.2	Team Management : Importance & barriers in Team Management			
5.3	Team Development : Meaning & Stages of Team Development			
5.4	Team Development : Factors & importance for a leader			
5.5	Team Building vs Team Development : Comparison & Cases			

### Practical / Projects / Assignments :

- Case Studies: Related to various contemporary Leadership patterns in various organizations
- Role playing exercises regarding Team Building & effective management of team

### Text Book

Tripathi D.K ,Team Building and Leadership Himalaya Publishing House; First Edition (1 October 2014)

### Suggested Readings :

1. Baron, R.A. and Greenberg, J. , "Behaviour in organization." New Delhi: Pearson Education.
2. Davis, K., "Human Behaviour at work". New Delhi :Tata McGraw Hill.
3. Dyer,Jeff and Dyer William. (2010). Team Building : Proven Strategies for improving work performance. New York : John Wiley & Sons
4. Haldar , Uday Kumar. (2010). Leadership & Team Building. New Delhi: Oxford University Press.
5. Khandwalla, P. N. (1992). Organization Design for excellence, New Delhi: Tata McGraw Hill.
6. Luthans, F.(1995). "*Organizational Behaviour*", 7<sup>th</sup> ed. New York: McGraw Hill.
7. Robbins, S.P., Judge, T. A and Sanghi, S. (2007). Organizational Behaviour. New Delhi : Pearson Education.

### E-resources:

1. <https://www.egyankosh.ac.in/bitstream/123456789/15153/1/Unit-5.pdf>
2. <https://egyankosh.ac.in/bitstream/123456789/13317/1/Unit-12.pdf>
3. <https://egyankosh.ac.in/bitstream/123456789/21378/1/Unit-2.pdf>
4. [https://www.academia.edu/36739565/Organizational\\_Behaviour\\_book](https://www.academia.edu/36739565/Organizational_Behaviour_book)



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Semester-8

**Consumer Behavior &  
Customer Relationship Management**  
Total Marks: 100 [Theory (80), Internal (20)]

Credits: 5

**Course Objective:**

- To make students aware regarding how consumer makes buying decisions.
- To make students aware regarding the difference between urban & rural consumer psychology.
- To make students aware about why CRM is important factor of Consumer behavior.
- To aware students regarding new concept called e- CRM & its applications.
- To make students aware regarding why studying Consumer Behavior is important in Marketing.

**Learning Outcomes:**

- Students would understand how knowing its consumer improves any industry's credibility
- By knowing Urban & Rural Markets, students would be able to determine their possible orientation.
- By studying the importance of Relationship building ,students would be able to study the marketing process more effectively
- Studying e-CRM would enable these modern futuristic marketers with the modern skills needed to b incorporated in Marketing
- Students would become more efficient in the field of Marketing.

Unit-1	Introduction to Consumer Behavior	L	T	P
1.1	Consumer behavior : meaning, scope & importance (Classroom Lecture & Power point presentation)	12	4	1
1.2	Role of consumers in marketing function (Classroom Lecture & Power point presentation)			
1.3	Rural & Urban Consumers (Classroom Lecture & Power point presentation)			
1.4	Consumers decision making process (Classroom Lecture & Power point presentation)			
1.5	Innovation & Diffusion process (Classroom Lecture & Power point presentation)			
Unit-2	Introduction to Customer Relationship Management (CRM)	L	T	P
2.1	CRM : Introduction & Objectives (Classroom Lecture & Power point presentation)	12	3	-
2.2	Stages of Relationship Marketing (Classroom Lecture & Power point presentation)			
2.3	Types of CRM (Classroom Lecture & Power point presentation)			
2.4	Customer Relationship management Cycle (Classroom Lecture & Power point presentation)			
2.5	Benefits & difficulties in CRM (Classroom Lecture & Power point presentation)			
Unit-3	Customer Satisfaction	L	T	P
3.1	Customer Satisfaction: Meaning & scope (Classroom Lecture & Power point presentation)	10	4	1



3.2	Components of Customer satisfaction (Classroom Lecture & Power point presentation)			
3.3	Measuring customer satisfaction (Classroom Lecture & Power point presentation)			
3.4	Customer satisfaction practices (Classroom Lecture & Power point presentation)			
3.5	Customer Retention & its Strategies (Classroom Lecture & Power point presentation)			
<b>Unit-4</b>	<b>Customer Relationship Management</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	CRM : 4 C's of CRM (Classroom Lecture & Power point presentation)	10	4	-
4.2	Employee-organization-customer relationship (Classroom Lecture & Power point presentation)			
4.3	Customer development process (Classroom Lecture & Power point presentation)			
4.4	CRM process for B2B markets (Classroom Lecture & Power point presentation)			
4.5	Types of Relationship management (Classroom Lecture & Power point presentation)			
<b>Unit-5</b>	<b>Consumer decision making &amp; e-CRM</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Consumer decision making : concept & process (Classroom Lecture & Power point presentation)	9	3	1
5.2	Customer loyalty building strategies (Classroom Lecture & Power point presentation)			
5.3	Consumer rights, protection & education (Classroom Lecture & Power point presentation)			
5.4	e-CRM : concepts & importance of e-CRM (Classroom Lecture & Power point presentation)			
5.5	e-CRM : components & five engines of e-CRM (Classroom Lecture & Power point presentation)			

#### Practical / Projects / Assignments :

- Case Studies: Related to consumer decision making process & loyalty creation
- Study of Management Strategies of Service industry major.
- Field Visit to a service/hospitality industry

#### Text Book

- Alok Rai, Customer Relationship Management, Prentice Hall of India, 2012.
- V.kumar, Werner Reinartz, Customer Relationship Management: concepts, strategy & tools, Springer(2<sup>nd</sup> ed), 2012

#### Suggested Readings :

- Alok Rai, Customer Relationship Management, Prentice Hall of India, 2012.
- V.kumar, Werner Reinartz, Customer Relationship Management: concepts, strategy & tools, Springer(2<sup>nd</sup> ed), 2012
- Jill Dyche, The CRM Handbook, Addison-Wesley Professional(1<sup>st</sup> edition), 2001.
- Kristin Anderson, Carol Kerr. Customer Relationship Management, Mc Graw Hill Education(1<sup>st</sup> edition), 2001.



- Efraim Turban, Jae Lee, David King, & I-I. Michael Chung: ELECTRONIC COMMCRCE: Managerial Perspective, Pearson Education Inc., 2000.
- Ramanuj Majumdar, CONSUMER BEHAVIOUR, Prentice Hall of India, New Delhi, 2011

**E-Resource:**

- [https://www.oup.com.au/\\_\\_data/assets/file/0025/131983/9780195597080\\_SC.pdf](https://www.oup.com.au/__data/assets/file/0025/131983/9780195597080_SC.pdf)
- Customer Satisfaction A Complete Guide - 2021 Edition eBook :Blokdyk, Gerardus: Amazon.in: Kindle Store
- Customer Relationship Management - Meaning, Need and Steps in CRM (managementstudyguide.com)
- [http://www.mirlabs.org/ijcisim/regular\\_papers\\_2020/IJCISIM\\_8.pdf](http://www.mirlabs.org/ijcisim/regular_papers_2020/IJCISIM_8.pdf)
- Consumer Rights | Department of Consumer Affairs | Ministry of Consumer Affairs Food and Public Distribution | Government of India



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## Event Management

Total Marks: 100 [Theory (60), Internal (20), Practical (20)]

Credit: 5

## Course Objectives:

- To Understand the Process of Managing and Marketing Events from Conceptualization, Planning and Feasibility Analysis, to Staging the Event and Post-Event Evaluation.
- To Describe the Role and Special Nature of Events and their Significance for Sustainable Business Development and Host Community.
- To Identify the Importance of Marketing Communications for different types of Events.

## Learning Outcomes:

- Understand the Various Aspects of Events Management and Marketing from Planning to Staging.
- Identify the Economic, Social, Cultural, and Environmental Impacts of different types of Events and their Implications to Various Stakeholders

Unit -1	Introduction to Event Management	L	T	P
1.1	Concept of Event Management (Classroom lecture, PPT)	11	3	2
1.2	Size & Types of Events (Classroom lecture, PPT)			
1.3	Feasibility study of Event (PPT, Case Study)			
1.4	SWOT & PESTEL analysis for Event (Classroom lecture, SWOT and PESTEL exercise)			
1.5	Qualities of a good event planner (Group Discussion)			
Unit -2	Event Planning & Control	L	T	P
2.1	Planning: concept and Process (Classroom lecture, PPT)	11	2	1
2.2	Preparation of Event Proposal (Classroom lecture, PPT, Case Study)			
2.3	Team and types of team (Classroom lecture, PPT)			
2.4	Layout Planning & Design (Classroom lecture, Class Exercise)			
2.5	Venue selection & Feasibility study (Classroom lecture, PPT)			
Unit-3	Event Accounting & Sponsorship	L	T	P
3.1	Event Budgeting Preparation & Profitability analysis	10	2	1



	(Classroom lecture, PPT)			
3.2	Audience acquisition & Participation Management (Classroom lecture, PPT, Class Exercise)			
3.3	Concept & Objectives of Sponsorship (Classroom lecture, PPT, Case Exercise)			
3.4	Types of Sponsorships in Event			
3.5	Event sponsorship strategies (Classroom lecture, Group Discussion)			
<b>Unit-4</b>	<b>Event Safety &amp; Security</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Safety & Security of Venue (Classroom lecture, PPT, Case Study)	10	3	2
4.2	Risk Concept & Types of Risk (Classroom lecture, PPT, Case Study)			
4.3	Emergency Planning & Crowd Management (Classroom lecture, PPT)			
4.4	Permission required for holding an event (IPRS-Indian performing Rights Society and PPL-Phonographic Performing License) (Classroom lecture, PPT)			
4.5	Role of Information Technology (Classroom lecture, Group Discussion)			
<b>Unit-5</b>	<b>Event Marketing &amp; Advertising</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Marketing Meaning and Concept (Classroom lecture, PPT)	11	2	2
5.2	Event Marketing Mix (Classroom lecture, PPT)			
5.3	Event Marketing & Types (Classroom lecture, PPT, Case Study)			
5.4	Advertising Meaning and Concept (Classroom lecture, PPT, Group Activity)			
5.5	Marketing & Advertising Strategies (Classroom lecture, PPT, Case Study)			

**Projects/Practical Assignment**

Case Studies: PR campaigns of any Event company

Preparation of Report on any Live Event

Complete designing of event of their choice

**Text book:**

*Arora*  
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Bhatia A.K (2001) Event Management, sterling publication, New Delhi

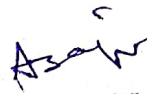
Chaturvedi Ashutosh , Event Management, Global India Publications.

**References:**

- Judy Allen, Event Planning
- Judy Allen, The Business of Event Planning, Behind the scenes secrets of special events
- Alex Genadinik, Event Planning: Management & Marketing for Successful Events

**E-Resources:**

- <https://www.entrepreneur.com/article/37892>
- <https://www.midlothiancenter.com/the-5-cs-of-event-management-that-everyone-should-know-about/>
- <https://info.shoflo.tv/event-production>
- <https://www.marketo.com/event-marketing>



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Semester -7

(Option -II)

Discipline Specific Core (DSC)5 Credits	Discipline Specific Elective (DSE) 5 credits	Generic Elective5 credits	Ability Enhancement Courses(A ECC)	Skill Enhancement Courses(S EC)	Value Addition Courses(VAC) Dissertations	Total Credits
Business Research	Project Management/Financial Literacy	Auditing /Or choose from list			Thesis/Internship (5) PROJECT	20

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Semester -7

**Business Research**  
**Total Marks: 100 [Theory (60), Practical (20), Internals (20)]**

**Credits: 5**

**Course Objectives:**

- To use research to solve problems and take advantage of future research opportunities
- To familiarize students with marketing research terminology to make them comfortable conversing with research consultants and asking the right questions
- To learn how different methods of data collection as well as analysis are applied to marketing and other fields of research.
- To provide students the necessary skills to importance of calculation methods of statistics tools in implement in business research project from start to finish
- To make them aware about research report preparation and the use bibliography in marketing and other fields including media research

**Learning Outcomes:**

- Understand students the contemporary importance of research process and how it can be completed easily
- Remember the students how and where the respective data can be collected
- Create an effective layout of good quality research in the field of marketing as well as media also understand sampling techniques before making data collection.
- Understand what precaution are required to complete a research report and how to make it effective and how to effective use of various calculation techniques like mean, mode, median, std. deviation and mean deviation etc.

Unit – 1	Concept & Process of Research	L	T	P
1.1	Meaning, Definitions of Research <i>(Classroom Lecture &amp; Power point presentation)</i>	10	-	6
1.2	Needs & Importance of Research <i>(Classroom Lecture &amp; Power point presentation)</i>			
1.3	Research Process <i>(Classroom Lecture &amp; Power point presentation)</i>			
1.4	Review of Literature: Needs & Importance <i>(Classroom Lecture &amp; Power point presentation)</i>			
1.5	Research Problem: Selection and Formulation <i>(Classroom Lecture &amp; Power point presentation)</i>			
Unit – 2	Types of Research	L	T	P
2.1	Type of Research <i>(Classroom Lecture &amp; Power point presentation)</i>	10	-	6
2.2	Layout of Research <i>(Classroom Lecture &amp; Power point presentation)</i>			
2.3	Product Research, Brand Research <i>(Classroom Lecture &amp; Power point presentation)</i>			
2.4	Advertising Research – Test Marketing & Media Selection <i>(Classroom Lecture &amp; Power point presentation)</i>			
2.5	Applications of Marketing & Advertising Research <i>(Classroom Lecture &amp; Power point presentation)</i>			
Unit – 3	Research Design	L	T	P
3.1	Meaning & Importance of Research Design <i>(Classroom Lecture &amp; Power point presentation)</i>	10	-	6



3.2	Formulation of Hypothesis, Types and Testing of Hypothesis (Classroom Lecture & Power point presentation)			
3.3	Primary & Secondary Sources for Data Collection (Classroom Lecture & Power point presentation)			
3.4	Sampling Techniques, Simple & Random (Classroom Lecture & Power point presentation)			
3.5	New Trends of Research: Data Analysis & Interpretation (Classroom Lecture & Power point presentation)			
<b>Unit – 4</b>	<b>Business Statistics</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Meaning and Importance of Statistics, Classification & Tabulation of Data (Classroom Lecture with Practical)	10	-	6
4.2	Functions and Limitation of Business Statistics (Classroom Lecture with Practical)			
4.3	Measurement of Central Tendency: Mean, Median Mode (Classroom Lecture with Practical)			
4.4	Measurement of Dispersion, Range Quartile, Mean Deviation and Standard Deviation (Classroom Lecture with Practical)			
4.5	Skewness and Kurtosis (Classroom Lecture with Practical)			
<b>Unit – 5</b>	<b>Report Preparation</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Meaning of Report preparation, Types & Drafting (Classroom Lecture & Power point presentation)	10	-	6
5.2	Drawing Conclusion, Suggestion and Findings (Classroom Lecture & Power point presentation)			
5.3	Precaution in Preparing the Report (Classroom Lecture & Power point presentation)			
5.4	Bibliography & Footnotes; APA, MLA Others (Classroom Lecture & Power point presentation)			
5.5	Report Preparation: Research Paper Writing (One) (Field study: Data Collection, Lab class)			

#### **Practical / Projects / Assignments**

- Prepare at least one research report (research paper) with relevant discipline and it viva
- Assignment

#### **Text Book**

- Kothari, C. R. (2004). *Research Methodology Methods and Techniques 2nd Edition*. Agra: New Age International (P) Limited Publishers

#### **Practical / Projects / Assignments**

- Prepare at least one research report (research paper) with relevant discipline and it viva
- Assignment
- Seminar presentation by students

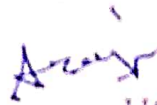
#### **Suggested Readings**

- Burns, R. B. (2008). *Business Research Methods and Statistics Using SPSS*. New Delhi: Sage Publishing India
- Gaur, A. S., & Gaur, S. S. (2015). *Statistical Methods for Practice and Research: A Guide to Data Analysis Using SPSS 16.0*. New Delhi: Sage Publishing India

- Gupta, S. L., & Gupta, H. (2011). *Research Methodology – Text and Cases with SPSS Applications*. New Delhi: International Book House Pvt. Limited
- Kothari, C. R. (2004). *Research Methodology Methods and Techniques 2nd Edition*. Agra: New Age International (P) Limited Publishers
- Sharma, S. R., & Chaturvedi, A. (1996). *Research in Mass Media Hardcover*. New Delhi: Radha Publisher

#### E-Resource

- [https://www.scholarcommons.usf.edu/cgi/viewcontent.cgi?article=1002&context=oa\\_t\\_extbooks](https://www.scholarcommons.usf.edu/cgi/viewcontent.cgi?article=1002&context=oa_t_extbooks)
- <http://www.egyankosh.ac.in/handle/123456789/15618>
- <http://www.egyankosh.ac.in/handle/123456789/3156>
- <http://www.egyankosh.ac.in/handle/123456789/48784>



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**Project Management**  
**Total Marks: 100 [Theory (80), Internal (20)]**

Credits: 5

**Course Objectives:**

- To provide students with an insight into the basics of project management practices
- To instill an understanding of project identification, project planning and its execution process.
- To make them aware of effective project management strategies.
- To enable students to manage overall functioning and coordination activity of any project.

**Learning Outcomes:**

- Be able to conceptualize and plan a project.
- Be able to analyze business and economics of project with reference to key parameters.
- Can develop and utilize strategic plans for successful implementation of any project

Unit - 1	Basics of Project Management	L	T	P
1.1	Introduction of Project Management, Importance and Characteristics <i>(Classroom Lecture &amp; Power point presentation)</i>	9	4	1
1.2	Phases of Project Management Life Cycle & Processes <i>(Classroom Lecture &amp; Power point presentation)</i>			
1.3	Objectives and Principles of Project Management <i>(Classroom Lecture &amp; Power point presentation)</i>			
1.4	Generation and Screening of Project Idea <i>(Classroom Lecture &amp; Power point presentation)</i>			
1.5	Project management skills, opportunities. <i>(Classroom Lecture &amp; Power point presentation)</i>			
Unit - 2	Project Identification, Selection and Planning	L	T	P
2.1	Project Identification Process, Project Initiation <i>(Classroom Lecture &amp; Power point presentation)</i>	10	3	-
2.2	Preliminary Screening, Project Rating Index <i>(Classroom Lecture &amp; Power point presentation)</i>			
2.3	Project Appraisal, Financial Feasibility with Risk, Types and Techniques of Risk <i>(Classroom Lecture &amp; Power point presentation)</i>			
2.4	Technical Analysis of Project, <i>(Classroom Lecture &amp; Power point presentation)</i>			
2.5	Environmental aspect, Project Time Lines. <i>(Classroom Lecture &amp; Power point presentation)</i>			
Unit-3	Cost and Finance of Project	L	T	P
3.1	Financial Feasibility of Project, Role of Financial planning <i>(Classroom Lecture &amp; Power point presentation)</i>	9	4	1
3.2	Estimating costs and budgeting for project <i>(Classroom Lecture &amp; Power point presentation)</i>			
3.3	Working Capital Requirement & Financing <i>(Classroom Lecture &amp; Power point presentation)</i>			
3.4	Balance sheet and cash flow with multiyear projections <i>(Classroom Lecture &amp; Power point presentation)</i>			



3.5	Consideration of alternative sources of finance. (Classroom Lecture & Power point presentation)			
<b>Unit-4</b>	<b>Project Management Tools &amp; Techniques</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Project Implementation and its process (Classroom Lecture & Power point presentation)	10	4	-
4.2	Project control and control charts (Classroom Lecture & Power point presentation)			
4.3	Introduction to Project Network (Classroom Lecture & Power point presentation)			
4.4	Human aspects of project management (Classroom Lecture & Power point presentation)			
4.5	Forms of Project Organizations (Classroom Lecture & Power point presentation)			
<b>Unit-5</b>	<b>Project Monitoring, Control and Report Preparation</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Project Monitoring techniques and Control Process (Classroom Lecture & Power point presentation)	9	3	1
5.2	Purpose of monitoring and Control-Process (Classroom Lecture & Power point presentation)			
5.3	Project Management Information System (PMIS) and its Advantage (Classroom Lecture & Power point presentation)			
5.4	Preparation of Project Report (Classroom Lecture & Power point presentation)			
5.5	Reviewing a project- Process, Stages and importance (Classroom Lecture & Power point presentation)			

#### Practical / Projects / Assignments

- Assignments
- Students' class room presentation
- group discussions

#### Text book

- Project Management - By Prasanna Chandra McGraw Hill Education (India) Private Limited

#### References:

- <https://books.mec.biz/tmp/books/55F1OL4WQC7HL2OBCGHS.pdf>
- <http://www.mim.ac.mw/books/Kerzner's%20Project%20Management%20A%20Systems%20Approach...10thed.pdf>
- <http://www.mim.ac.mw/books/Larson's%20Project%20Management%205th%20Edition.pdf>
- PMP - Project Management Professional - "Study Guide" - By Kimi Heldman
- Text Book of Project Management - By P Gopalakrishnan, V. E. Ramamoorthy
- Project Management - By Prasanna Chandra

#### E-Resources:

- <https://www.businessmanagementideas.com/management/controlling/break-even-analysis-with-diagram-management/8035>
- <https://cleartax.in/s/break-even-analysis>
- <https://www.pmi.org/learning/library/best-practices-create-project-office-491>
- <https://www.pmmajik.com/8-easy-to-follow-steps-to-conduct-a-project-review/>



Semester -7

**Financial literacy**  
**Total Marks: 100 [Theory (80), Internal (20)]**

Credit: 5

**Course Objective:**

- To create awareness in student about the need for possessing financial literacy education
- To learn Financial Planning and Budgeting
- To enable students to acquire specialized knowledge of law and practice relating to Banking.
- To help students to get knowledge of Financial Services of Post Office
- To describe the need of Insurance

**Learning Outcomes:**

- Describe the importance of financial literacy and list out the institutions providing financial services;
- Prepare financial plan and budget and manage personal finances
- Open, avail, and manage/operate services offered by banks
- Open, avail, and manage/operate services offered by post offices.
- Plan for life insurance and Health Insurance

Unit-1	Introduction to Financial literacy	L	T	P
1.1	Financial Literacy Concept (Lecture, Presentation)	11	3	1
1.2	Component of Financial Literacy (Lecture, Presentation)			
1.3	Financial Institution ; Banking and Non-Banking Institutions (Lecture through PPT, case discussion, Presentation)			
1.4	Concept of Investments (Lecture through PPT, case discussion, Presentation)			
1.5	Need of Financial Literacy in India (Lecture through PPT, case discussion, Presentation)			
Unit-2	Financial Planning and Budgeting	L	T	P
2.1	Meaning, importance and need for financial planning; (Lecture through PPT, case discussion, Presentation)	10	4	1
2.2	Budgeting(Personal, Family, National & Business) (Lecture through PPT, case discussion, Presentation)			
2.3	Procedure for financial planning and Budgeting (Lecture through PPT, case discussion, Presentation)			
2.4	Budget surplus and Budget deficit (Lecture, case discussion, Presentation)			
2.5	avenues for savings from surplus, sources for meeting deficit (Lecture through PPT, case discussion, Presentation)			
Unit-3	Banking Services	L	T	P
3.1	Types of banks; Banking products and services Class room Lecture(PPTs)	11	3	1
3.2	Types of bank deposit accounts (PPTs & Class room Lectures)			
3.3	Formalities to open various types of bank accounts (PPTs & Class room lectures)			
3.4	Various types of loans (PPTs & Class room lectures)			

3.5	Cashless banking, e-banking (PPTs & Class room lectures, )			
<b>Unit-4</b>	<b>Financial Services of Post Office</b>	L	T	P
4.1	Post office Savings Schemes ( Class room lectures & PPTs)			
4.2	NSC, PPF,SCSS,SSY/SSA (Lecture, PPTs)	11	4	-
4.3	India Post Payments Bank (IPPB) (Lecture, PPT)			
4.4	Money Transfer: Money Order, E-Money order. Instant Money Order (PPTs & Class room lectures)			
4.5	Collaboration with the Western Union Financial Services ( PPTs)			
<b>Unit-5</b>	<b>Protection and Investment Related Financial Services</b>	L	T	P
5.1	Insurance Concept ( PPT& class room lectures & GDs)			
5.2	Types of Insurance ( Class room lectures )	11	4	1
5.3	Health Insurance and its Plan ( PPT& class room lectures)			
5.4	Comparison of policies offered by various life insurance companies (PPT & class room lectures)			
5.5	Post office life Insurance Schemes (PPT& Class room lectures)			

#### Practical / Projects / Assignments:

- Visit a nationalized bank near your area and collect information regarding services offered by the bank.
- Visit a post office in your area and collect information about various deposit schemes available.
- Collect an account opening form from a nationalized bank and fill up the form with necessary enclosures. Collect an account opening form from a post office and fill the form.
- Prepare an annual family budget considering the income of your family. Also prepare a personal budget for six months.
- Visit a LIC branch in your area and collect information regarding any five insurance policies (with its features).

#### Text Book

Personal financial literacy, Ryan Joan, South Western Educational Publication, 2011

Financial Literacy to Financial Planning, Dr. kothri Purvi & Mr. Mehta keyur, nexus stories, 2021

#### Suggested Readings :

- Avadhani, V. A. (2019). Investment Management. Mumbai: Himalaya Publishing House Pvt. Ltd.
- Chandra, P. (2012). Investment Game: How to Win. New Delhi: Tata McGraw Hill Education.



- Kothari, R. (2010). *Financial Services in India-Concept and Application*. New Delhi: Sage Publications India Pvt. Ltd.
- Milling, B. E. (2003). *The Basics of Finance: Financial Tools for Non-Financial Managers*. Indiana: universe Company.
- Mitra, S., Rai, S. K., Sahu, A. P., & Starn, H. J. (2015). *Financial Planning*. New Delhi: Sage Publications India Pvt. Ltd.
- Zokaityte, A. (2017). *Financial Literacy Education*. London: Palgrave Macmillan

**E-Resource:**

- [https://rbidocs.rbi.org.in/rdocs/content/pdfs/FLS140115SB\\_1.pdf](https://rbidocs.rbi.org.in/rdocs/content/pdfs/FLS140115SB_1.pdf)
- <https://moneyandyouth.com/wp-content/uploads/2018/11/Money-Youth-2018-EN.pdf>
- <https://info.undp.org/docs/pdc/Documents/IND/Publication%20on%20financial%20literacy.pdf>

**Best Beginner finance books**

- Your Money or Your Life.
- Financial Freedom. ...
- Rich Dad Poor Dad. ...
- I will teach you to be rich. ...
- The Millionaire Next Door: The Surprising Secrets of America's Wealthy. ...
- Million Dollar Habits. ...
- The Wealthy Barber Returns.

*Aravind*

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Semester -7

**Auditing**  
Total Marks: 100 [Theory (80), Internal (20)]

Credit: 5

**Course Objectives:**

- To describe the students about different concept of Auditing.
- To explain the student's about the qualities of an auditor.
- To summarize the importance of Internal Check.
- To explain the importance of Vouching & Verification.

**Learning Outcomes:**

- Students would develop within him/her self the understanding about auditing.
- Students would know qualification and disqualification of an auditor.
- Students would understand internal check process.
- Student would be able to develop processing of vouching verification and investigation.

Unit-1	Introduction	L	T	P
1.1	Meaning & Objectives of Auditing (Lecture & PPT)	8	2	-
1.2	Importance & Types of Auditing (Lecture & PPT)			
1.3	Classification of Auditing (Lecture & PPT)			
1.4	Advantages & Disadvantages of Audit (Lecture & PPT)			
1.5	Basic Principles & Techniques of Audit (Lecture & PPT)			
Unit-2	Company Auditor	L	T	P
2.1	Qualification & Disqualification of an Auditor (Lecture & PPT)	6	3	2
2.2	Appointment & Removal of an Auditor (Lecture & PPT)			
2.3	Rights & Remuneration of an Auditor (Lecture & PPT)			
2.4	Duties & Liabilities of Auditor (Lecture & PPT)			
2.5	Auditor's Report: Content & Types (Lecture & PPT)			
Unit-3	Internal check System	L	T	P
3.1	Meaning and Definition of internal Check (Lecture & PPT)	8	1	3
3.2	Objectives & Importance of Internal Check (Lecture & PPT)			
3.3	Advantages & Disadvantages of Internal Check (Lecture & PPT)			
3.4	Audit Programme : Meaning & Definition (Lecture & PPT)			
3.5	Advantages and Disadvantages of Audit Programme (Lecture & PPT)			
Unit-4	Vouching & Investigation	L	T	P



4.1	Meaning & Definition of Vouching (Lecture & PPT)	7	2	2
4.2	Objectives & Importance of vouching (Lecture & PPT)			
4.3	Meaning & Definition of Investigation (Lecture & PPT)			
4.4	Features of Investigation (Lecture & PPT)			
4.5	Difference between Audit & Investigation (Lecture & PPT)			
<b>Unit-5</b>	<b>Verification &amp; Valuation</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Meaning & Definition of Verification (Lecture and PPT)	8	1	3
5.2	Meaning & Definition of Valuation (Lecture and PPT)			
5.3	Methods of Valuation (Lecture and PPT)			
5.4	Distinction between Vouching, Valuation and Verification (Lecture and PPT)			
5.5	Recent Trends in Auditing (Lecture and PPT)			

**Text Book :**

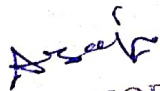
- Auditing and Assurance by Sanjib Kumar Basu| For B.Com | Third Edition | By Pearson
- Auditing and Corporate Governance By Anil Kumar, Lovleen Gupta, Jyotsna Rajan Arora, Taxmann Publication

**References**

- Badi, R. V., & Badi, N. V. (1997). *Auditing*. New Delhi: Vrinda Publications, 2nd Edition
- Barringer, M. J. (2012). *Principles of Auditing*. New York: Prentice-Hall
- Couger, C. (1999). *Auditing Theory*. New York: IPP
- Holt. (1998). *Internal Auditing*. New Delhi: Prentice-Hall
- Kakkar, D. N. (1998). *External Auditing & Quality*. New Delhi: Wiley Dreamtech
- Barringer, M. J. (2012). *Principles of Auditing*. New York: Prentice-Hall

**E-Resource**

- [https://www.academia.edu/13226828/2\\_Media\\_Management\\_in\\_Theory\\_and\\_Practice](https://www.academia.edu/13226828/2_Media_Management_in_Theory_and_Practice)
- <https://www.slideshare.net/AbdulJawadChaudhry/chapter-1-introduction-to-media-management>
- [https://www.researchgate.net/publication/312557618\\_Media\\_Management](https://www.researchgate.net/publication/312557618_Media_Management)
- [http://shodhganga.inflibnet.ac.in/bitstream/10603/54534/5/05\\_chapter%201.pdf](http://shodhganga.inflibnet.ac.in/bitstream/10603/54534/5/05_chapter%201.pdf)

  
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**Semester – 8  
(option-II)**

Discipline Specific Core (DSC)	Discipline Specific Elective(DSE ) 5 credit	Generic Elective 5 credit	Ability Enhancement Courses(AECC)	Skill Enhancement Courses(SEC)	Value Addition Courses(VAC) Dissertations	Total Credits
	Financial Markets and Institutions /Indirect Taxes	Event Management or / Choose from list			Thesis/ <del>Internship</del> (10)	20

  
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Semester - 8

**Financial Markets and Institutions**  
**Total Marks: 100 [Theory (80), Internal (20)]**

Credit: 5

**Course Objective**

- To create awareness in student about financial system in India
- To provide knowledge of Financial Markets
- To aware student about financial Regulations
- To help students to get knowledge of Financial Instruments
- To describe student about Indian Financial Intermediaries

**Learning Outcomes**

- Learn about Indian financial system
- Knowledge about different financial markets
- Aware them about Financial Regulations
- Learn about Different Financial Market Instruments
- Guidance for different financial intermediaries

Unit-1	Introduction	L	T	P
1.1	Indian Financial System – An overview (Lecture, Presentation)	11	3	1
1.2	Evolution of Financial System in India (Lecture, Presentation)			
1.3	Financial System and Economic Development (Lecture through PPT, case discussion, Presentation)			
1.4	financial sector reforms: context, need and objectives (Lecture through PPT, case discussion, Presentation)			
1.5	Major financial reforms in India (Lecture through PPT, case discussion, Presentation)			
Unit-2	Introduction to Financial Markets in India	L	T	P
2.1	Role and Importance of Financial Markets (Lecture through PPT, case discussion, Presentation)	10	4	1
2.2	Factor Affecting Financial Markets in India (Lecture through PPT, case discussion, Presentation)			
2.3	Capital Market, Money Market (Lecture through PPT, case discussion, Presentation)			
2.4	Foreign Exchange Market (Lecture, case discussion, Presentation)			
2.5	Commodity, Insurance, Derivatives Market (Lecture through PPT, case discussion, Presentation)			
Unit-3	Financial Regulations	L	T	P
3.1	Role of RBI in Financial Market (Class room Lecture PPTs)	11	3	1
3.2	Function and Responsibilities of RBI (PPTs & Class room Lectures)			
3.3	SEBI Introduction and Guidelines (PPTs & Class room lectures)			
3.4	Ministry of Corporate Affairs (MCA) (PPTs & Class room lectures)			
3.5	Financial Conglomerates.			

<i>(PPTs &amp; Class room lectures, )</i>				
<b>Unit-4</b>	<b>Financial Instruments</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Money Market Instruments <i>( Class room lectures &amp; PPTs)</i>	11	4	-
4.2	Capital Market Instruments <i>(Lecture, PPTs)</i>			
4.3	Foreign Exchange Market Instruments <i>(Lecture, PPT)</i>			
4.4	Commodity Market Instruments <i>(PPTs &amp; Class room lectures)</i>			
4.5	Insurance Market Instruments <i>( PPTs)</i>			
<b>Unit-5</b>	<b>Financial intermediary</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Concept of Financial Intermediary <i>( PPT &amp; class room lectures &amp; GDs)</i>	11	4	1
5.2	Role, advantage of Financial Intermediary <i>( Class room lectures )</i>			
5.3	Types of Financial Intermediary <i>( PPT &amp; class room lectures)</i>			
5.4	Commercial Bank, Development Bank <i>(PPT &amp; class room lectures)</i>			
5.5	Insurance companies, Mutual Funds <i>(PPT &amp; Class room lectures)</i>			

#### **Practical / Projects / Assignments:**

- Visit a nationalized bank near your area and collect information regarding Working of three Banks
- Visit a Stock Exchange Market and gain knowledge about its working
- Project on Mutual Funds

#### **Text books**

- Financial Markets & Institutions, Vinod Kumar and Atul Gupta and Manmeet Bawa, Taxman Publications, 2021
- Financial Institutions and Markets 6 th Edition, Bhole, Tata McGraw Hill, 2017

#### **Suggested Readings :**

- Avdhani: Investment and Securities Markets in India, Himalaya Publications, Delhi
- Bhole, L.M.: Financial Markets and Institutions, Tata McGraw Hill, Delhi
- Ghosh D: Banking Policy in India, Allied Publications, Delhi
- Khan, M.Y: Indian Financial System, Tata McGraw Hill, Delhi
- Varshney, P.N: Indian Financial System, Sultan Chand & Sons, New Delhi
- Srivastava R. M.: Management of Indian Financial Institution; Himalaya Publishing House, Mumbai
- Machirjee, H.R. Indian Financial System, Vikas Publishing, New Delhi.
- Siddaiah T, Financial Services, Pearson Education, New Delhi.
- Gordon, E., and Natarajan, K., Financial Markets and Services, Himalaya Publications, Mumbai.
- Bhatia, B.S., and Gupta G.S., Management of Financial Services, Deep and Deep, New Delhi.
- Ghosh, P.K., and Gupta, G.S., Fundamentals of Lease Financing, Vision Publishers, New Delhi.



- Gupta, S.K., and Nisha Aggarwal, Financial Services, Kalyani Publishers, New Delhi.
- Nalini Prava Tripathy, Financial Services, Prentice Hall of India Pvt. Ltd., New Delhi.
- Guruswamy, S., Financial Services and Markets, Thomson Learning, Singapor



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**Indirect Tax**  
**Total Marks: 100 [Theory (80), Internal (20)]**

Credits: 5

**Course Objectives:**

- To enable the students to identify the basic concepts, definitions and terms related to Indirect Tax
- To enable the students to understand Basic of Goods and service Tax.
- To get clarity about the concept of “One Nation One Tax”.
- To Acquire Knowledge about Availability of Input tax credit
- To get acquainted with basic knowledge of registration and e-filing process under GST Act.

**Learning Outcomes:**

- On successful completion of the module students will be
- Able to understand taxation structure in India.
- Familiar to technical terms related to Indirect Tax.
- Students would compute the amount of CGST, SGST and IGST payable after considering the eligible input tax credit.
- Students would analyze whether a person is required to obtain registration under GST law.

Unit -1	Basics of Indirect tax	L	T	P
1.1	Constitutional background of Indirect Taxes in India (Classroom Lecture & Power point presentation)	9	4	1
1.2	Indirect taxes – Meaning and Nature (Classroom Lecture & Power point presentation)			
1.3	Special features of Indirect Taxes- Contribution to government revenues (Classroom Lecture & Power point presentation)			
1.4	Types of Indirect Taxes :Custom Duty ,GST (Classroom Lecture & Power point presentation)			
1.5	Advantages and Disadvantages of Indirect Taxes.. (Classroom Lecture & Power point presentation)			
Unit -2	Introduction to Goods and Services Tax (GST)	L	T	P
2.1	Good and Service Tax :Introduction – Meaning - Need for GST - Advantages of GST (Classroom Lecture & Power point presentation)	8	3	-
2.2	Major Defects in the structure of Indirect Taxes prior to GST (Classroom Lecture & Power point presentation)			
2.3	Structure of GST in India – Dual concepts - SGST-CGST-IGST-UTGST (Classroom Lecture & Power point presentation)			
2.4	Taxes subsumed under SGST and CGST Act 2017, Product outside the Regime of GST (Classroom Lecture & Power point presentation)			
2.5	Impact of GST on Manufacture, Trade and service (Classroom Lecture & Power point presentation)			
Unit-3	Levy and collection of GST	L	T	P
3.1	Taxable event- “Supply” of Goods and Services (Classroom Lecture & Power point presentation)	9	4	1
3.2	Place of Supply: Within state, Interstate, Import and Export; Time of supply (Classroom Lecture & Power point presentation)			



3.3	Valuation for GST- Valuation rules; (Classroom Lecture & Power point presentation)			
3.4	Exemption from GST: Small supplies and Composition Scheme (Classroom Lecture & Power point presentation);			
3.5	Types of Rates under GST (Classroom Lecture & Power point presentation)			
<b>Unit-4</b>	<b>Input Tax Credit &amp; Return</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Introduction to Input Tax Credit (Classroom Lecture & Power point presentation)	8	4	-
4.2	Eligibility and conditions for taking input credit (Classroom Lecture & Power point presentation)			
4.3	Computation of Taxable value and of GST. (Classroom Lecture & Power point presentation)			
4.4	Payment under GST: Manner of Payment of GST liability, concept of Electronic Cash, credit & liability ledger, refund of excess GST. (Classroom Lecture & Power point presentation)			
4.5	Return: Meaning, purpose & Importance, different type of return, due date of filing return. (Classroom Lecture & Power point presentation)			
<b>Unit-5</b>	<b>Registration under GST &amp; Maintenance Of Accounts</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Meaning, optional registration, compulsory registration (Classroom Lecture & Power point presentation)	9	3	1
5.2	Procedure for new registration (Classroom Lecture & Power point presentation)			
5.3	Persons not liable for registration (Classroom Lecture & Power point presentation)			
5.4	Accounts & Records: manner of maintenance of accounts, period of retention of relevant records, Invoice: format, types- debit & credit note, vouchers. (Classroom Lecture & Power point presentation)			
5.5	Audit: meaning, types-mandatory, departmental & special audit. Penalty under GST, E-way bill. (Classroom Lecture & Power point presentation)			

#### Practical / Projects / Assignments:

- E-filing of GST Return
- The impact of taxation as an aid to economic development

#### Text Book:

- Indirect Tax By Dr. H C Mehrotra ,Prof V .P Agrawal, Sahitya bhawan Publications
- Vinod K. Singhanian :Students' Guide to Income Tax, Taxmann Publications, Kapil Singhanian New Delhi.

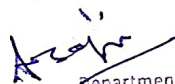
#### References:

- Singhanian, V.K; Students Guide to GST & Customers Law, TAXMANN Publication (P) Ltd, University Edition
- Agrawal, Raj. K; Advanced Handbook on GST.
- Background Material on Model GST Law, Sahitya Bhawan Publications.
- Bansal,K.M; GST a Customer's Law, TAXMANN Publication(P)Ltd, University Edition.
- Chaudhary, Vashishtha ; Dalmia, Ashu; Girdharwal, "GST- A Practical Approach", Taxman Publication

- Datey V.S., "GST Ready Reckoner", Taxman Publication, New Delhi.
- E- Resources & Latest GST Bill
- Jha R. K. & Singh, P. K. "A Bird's Eye view of GST", Asia Law House
- Majumder, SumitDutt "GST in India" 2nd edn. Centex Publications Pvt. Ltd.
- Rastogi, Abhishek A., "GST- A Professional Guide" Taxman Publication

**E-Resources:**

- <https://www.gst.gov.in/about/gst/history>
- <https://cleartax.in/s/direct-indirect-taxation-india-explained>
- <https://www.bcasonline.org/resourcein.aspx?rid=487>

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## Event Management

Total Marks: 100 [Theory (60), Internal (20), Practical (20)]

Credit: 5

## Course Objectives:

- To Understand the Process of Managing and Marketing Events from Conceptualization, Planning and Feasibility Analysis, to Staging the Event and Post-Event Evaluation.
- To Describe the Role and Special Nature of Events and their Significance for Sustainable Business Development and Host Community.
- To Identify the Importance of Marketing Communications for different types of Events.

## Learning Outcomes:

- Understand the Various Aspects of Events Management and Marketing from Planning to Staging.
- Identify the Economic, Social, Cultural, and Environmental Impacts of different types of Events and their Implications to Various Stakeholders

Unit -1	Introduction to Event Management	L	T	P
1.1	Concept of Event Management (Classroom lecture, PPT)	11	3	2
1.2	Size & Types of Events (Classroom lecture, PPT)			
1.3	Feasibility study of Event (PPT, Case Study)			
1.4	SWOT & PESTEL analysis for Event (Classroom lecture, SWOT and PESTEL exercise)			
1.5	Qualities of a good event planner (Group Discussion)			
Unit -2	Event Planning & Control	L	T	P
2.1	Planning: concept and Process. (Classroom lecture, PPT)	11	2	1
2.2	Preparation of Event Proposal (Classroom lecture, PPT, Case Study)			
2.3	Team and types of team (Classroom lecture, PPT)			
2.4	Layout Planning & Design (Classroom lecture, Class Exercise)			
2.5	Venue selection & Feasibility study (Classroom lecture, PPT)			
Unit-3	Event Accounting & Sponsorship			
3.1	Event Budgeting Preparation & Profitability analysis (Classroom lecture, PPT)	10	2	1

3.2	Audience acquisition & Participation Management (Classroom lecture, PPT, Class Exercise)			
3.3	Concept & Objectives of Sponsorship (Classroom lecture, PPT, Case Exercise)			
3.4	Types of Sponsorships in Event			
3.5	Event sponsorship strategies (Classroom lecture, Group Discussion)			
<b>Unit-4</b>	<b>Event Safety &amp; Security</b>			
4.1	Safety & Security of Venue (Classroom lecture, PPT, Case Study)	10	3	2
4.2	Risk Concept & Types of Risk (Classroom lecture, PPT, Case Study)			
4.3	Emergency Planning & Crowd Management (Classroom lecture, PPT)			
4.4	Permission required for holding an event (IPRS-Indian performing Rights Society and PPL-Phonographic Performing License) (Classroom lecture, PPT)			
4.5	Role of Information Technology (Classroom lecture, Group Discussion)			
<b>Unit-5</b>	<b>Event Marketing &amp; Advertising</b>			
5.1	Marketing Meaning and Concept (Classroom lecture, PPT)	11	2	2
5.2	Event Marketing Mix (Classroom lecture, PPT)			
5.3	Event Marketing & Types (Classroom lecture, PPT, Case Study)			
5.4	Advertising Meaning and Concept (Classroom lecture, PPT, Group Activity)			
5.5	Marketing & Advertising Strategies (Classroom lecture, PPT, Case Study)			

### Projects/Practical Assignment

Case Studies: PR campaigns of any Event company

Preparation of Report on any Live Event

Complete designing of event of their choice

### Text book:

Bhatia A.K (2001) Event Management, sterling publication, New Delhi




Chaturvedi Ashutosh , Event Management, Global India Publications.

**References:**

- Judy Allen, Event Planning
- Judy Allen, The Business of Event Planning, Behind the scenes secrets of special events
- Alex Genadinik, Event Planning: Management & Marketing for Successful Events

**E-Resources:**

- <https://www.entrepreneur.com/article/37892>
- <https://www.midlothiancenter.com/the-5-cs-of-event-management-that-everyone-should-know-about/>
- <https://info.shoflo.tv/event-production>  
<https://www.marketo.com/event-marketing/>



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