

BANASTHALI VIDYAPITH

Bachelor of Business Administration



Curriculum Structure

First Semester Examination, December, 2020
Second Semester Examination, April/May, 2021
Third Semester Examination, December, 2021
Fourth Semester Examination, April/May, 2022
Fifth Semester Examination, December-2022
Sixth Semester Examination, April/May-2023

BANASTHALI VIDYAPITH
P.O. BANASTHALI VIDYAPITH
(Rajasthan)-304022

July, 2020

22

No. F. 9-6/81-U.3

**Government of India
Ministry of Education and Culture
(Department of Education)**

New Delhi, the 25th October, 1983

NOTIFICATION

In exercise of the powers conferred by Section 3 of the University Grants Commission Act, 1956 (3 of 1956) the Central Government, on the advice of the Commission, hereby declare that Banasthali Vidyapith, P. O. Banasthali Vidyapith, (Rajasthan) shall be deemed to be a University for the purpose of the aforesaid Act.

Sd/-

(M. R. Kolhatkar)

Joint Secretary of the Government of India

NOTICE

Changes in Bye-laws/Syllabi and Books may from time to time be made by amendment or remaking, and a Candidate shall, except in so far as the Vidyapith determines otherwise, comply with any change that applies to years she has not completed at the time of change.

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Programme Educational Objectives

The intellectual and behavioural competencies ensuring employability of students are prime learning goals associated with this course. This ensures both professional and personal development among students and hence allows preparing women leaders in all walks of life intertwined with the core values of Banasthali Vidyapith. The aim is to facilitate students for a better understanding about global trends, changes and their impact as well. Preparing the graduates for a constantly changing world with the fundamental knowledge is the key driver of this programme. The programme offers ample of opportunities to develop upon skills of leadership, communications, critical thinking, and fact based decision making.

Amidst a local setting the approach is of global mindset to prepare students for exciting careers in international business and further studies. Various measurable learning objectives are also established in consonance with the exclusive educational philosophy of Banasthali Vidyapith. Through the program, we inculcate competitive management skills and transform them into business professionals capable of successfully growing in the dynamic business environment.

The main objectives of BBA programme are:

1. To inculcate critical thinking and decision making skills in students to learn management efficiently.
2. To enhance the writing and listening skills among students to enable them for proficient communication.
3. To educate students about ethical behavior and social responsibility streamlined with value creation.
4. To reflect upon core business knowledge and demonstrate competency in the underlying concepts of management.
5. To integrate both functional and the theoretical side of management to prepare students for a global mind-set.
6. To administer development of entrepreneurial society by delivering management lessons in the most efficient manner.
7. To enhance the overall personality of students for encouraging professional orientation and ensures professional and personal success.

Programme Outcomes

PO1: Education: The programme is designed in a way to impart the managerial learning's in both theoretical and functional manner. Foundational knowledge of functional domains of management will enable in preparing future managers.

PO2: Leadership and Problem Solving: The student will learn to seek ample of opportunities to showcase her talent in the field of management. Both on professional and personal front the need to make use of managerial skills amalgamated with leadership skills is fulfilled this way.

PO3: Critical Thinking: Implementing the lessons of management derived from classroom learning in the business arena will allow the students to invoke critical thinking among them.

PO4: Global Mindset: The approach to think local and act global in the modern business world is the rock stone of success. The students will be facilitated to dwell upon the modern ideas so as to attain success in every sphere of life.

PO5: Enchanting Personality: Learning new skills in managerial domain with reference to communication, strategy formulation, decision making and alliance formation develops personality extensively.

PO6: Professional Code of Conduct: Students will learn to present themselves with higher levels of professional ethics and will learn to follow the desirable code of conduct which makes them industry ready.

PO7: Business Ethics: Ethics are essential in every sphere of life and professional success attained through ethical behaviour in line with Indian Culture is sustainable in nature. This core value is the mantra of education imparted by Banasthali Vidyapith.

PO8: Communication Skills: The appropriate selection and usage of words and skills for adapting the message for different set of audiences with ease is a sure shot outcome of bachelor of business administration at Banasthali Vidyapith.

PO9: Responsible Citizenship: The critical thinking and efficient decision making goes hand in hand with concern for people, planet and profit. This emphasized concern for people and planet makes Banasthali Graduates responsible citizens as well.

PO10: Employability: Key learning's derived from the management lessons, decision making, stress management, conflict management etc. definitely increases the degree of employability in Banasthali Graduates.

PO11: Emotional Intelligence: Being mentally stable and sustainable in both success and failure is the need of today's competitive world. This rule of thumb is garnered in the mindset of each and every student enrolled in this programme throughout the course itself.

Curriculum Structure
Bachelor of Business Administration
First Year
First Semester

Course Code		Course Name	L	T	P	C*
BVF	011/	General English / सामान्य हिन्दी	2	0	0	2
BVF	014					
		Core Foundation Course - I	2	0	0	2
COM	104	Financial Accounting	4	0	0	4
CS	105	Computer for Management	4	0	0	4
ECO	108	Micro Economics for Managers	4	0	0	4
MGMT	102	Foundation of Management	4	0	0	4
MGMT	105	Human Behaviour	4	0	0	4
CS	113L	Computer for Management Lab	0	0	4	2
Semester Total:			24	0	4	26

Second Semester

Course Code		Course Name	L	T	P	C*
BVF	014/	सामान्य हिन्दी/General English	2	0	0	2
BVF	011					
		Core Foundation Course - II	2	0	0	2
COM	101	Business Environment	4	0	0	4
ECO	104	Macro Economics for Managers	4	0	0	4
MGMT	103	Foundations of Marketing Management	4	0	0	4
MGMT	104	Group Behaviour	4	0	0	4
STAT	108	Statistics for Management	4	0	0	4
STAT	111L	Statistics for Management Lab	0	0	4	2
Semester Total:			24	0	4	26

Second Year
Third Semester

Course Code	Course Name	L	T	P	C*
	Core Foundation Course - III	2	0	0	2
	Elective Foundation Course - I	2	0	0	2
COM 204	Cost Accounting	4	0	0	4
COM 211	Principles and Practices of Banking	4	0	0	4
MGMT 205	Foundation of Human Resource Management	4	0	0	4
LAW 209	Intellectual Property Law	4	0	0	4
TSKL 104	Business Communication	4	0	0	4
TSKL 204L	Business Communication Lab	0	0	4	2
Semester Total:		24	0	4	26

Fourth Semester

Course Code	Course Name	L	T	P	C*
	Core Foundation Course - IV	2	0	0	2
	Elective Foundation Course - II	2	0	0	2
COM 210	Emerging Banking Services	4	0	0	4
CS 203	Application Software for Management	4	0	0	4
MGMT 202	Basics of Financial Management	4	0	0	4
CS 219L	Application Software for Management Lab	0	0	4	2
MGMT 211P	Project#	0	0	8	4
Semester Total:		16	0	12	22

MGMT 211P is a summer training Project for BBA IV Semester, for a duration of 45 days.

Third Year
Fifth Semester

Course Code	Course Name	L	T	P	C*
	Vocational Course - I	2	0	0	2
	Core Foundation Course - V/ Elective Foundation Course - III	2	0	0	2
	Discipline Elective - I	4	0	0	4
COM 303	Business Taxation	4	0	0	4
MATH 306	Mathematics for Management	4	0	0	4
MGMT 305	E - Business	4	0	0	4
MGMT 315P	Term Paper	0	0	12	6
Semester Total:		20	0	12	26

Sixth Semester

Course Code	Course Name	L	T	P	C*
	Vocational Course - II	2	0	0	2
	Elective Foundation Course - III/ Core Foundation Course - V	2	0	0	2
	Discipline Elective - II	4	0	0	4
MGMT 313	Foundation of Bhartiya Prabandhan	4	0	0	4
MGMT 304	Business Policy	4	0	0	4
LAW 311	Information Technology Law	4	0	0	4
MGMT 206	International Business	4	0	0	4
MGMT 313L	Foundation of Bhartiya Prabandhan Lab	0	0	4	2
Semester Total:		24	0	4	26

List of Discipline Elective

Course Code	Course Name	L	T	P	C*
COM 312	Personal Finance	4	0	0	4
LAW 312	Law of Torts	4	0	0	4
LAW 309	Banking Laws	4	0	0	4
MGMT 308	Operations Management	4	0	0	4
MGMT 309	Organizational Studies	4	0	0	4
LAW 310	Human Rights Law and Practice	4	0	0	4
MGMT 314	Marketing in Special Domains	4	0	0	4
COM 313	Basics of Audit	4	0	0	4
MGMT 317	Fundamentals of Human Resource Management	4	0	0	4
MGMT 208	Retail Environment in Management	4	0	0	4
MGMT 312	Risk Management and Insurance	4	0	0	4

Core Foundation Course

Course Code	Course Name	L	T	P	C*
BVF 002	Environment Studies	2	0	0	2
BVF 013	Indian Cultural Heritage	2	0	0	2
BVF 015	Parenthood and Family Relation	2	0	0	2
BVF 017	Selected Writings of Great Authors-I	2	0	0	2
BVF 020	Women in Indian Society	2	0	0	2

Elective Foundation Course

Course Code	Course Name	L	T	P	C*
BVF 010	Design Thinking	2	0	0	2
BVF 012	Human Body and Health	2	0	0	2
BVF 016	Science of Happiness	2	0	0	2
BVF 019	Universal Human Values	2	0	0	2
BVF 018	Selected Writings of Great Authors-II	2	0	0	2

List of Vocational Courses

Course Code	Course Name	L	T	P	C*
VOC 011L	Basic Dress Making	0	0	4	2
VOC 005L	Dress Designing	0	0	4	2
VOC 014	Entrepreneurship-I	2	0	0	2
VOC 015	Entrepreneurship - II	2	0	0	2
VOC 020	Radio Production - I	2	0	0	2
VOC 021	Radio Production - II	2	0	0	2
VOC 022	Web Designing and Internet Technology-I	1	0	0	1
VOC 022L	Web Designing and Internet Technology-I Lab	0	0	2	1
VOC 023	Web Designing and Internet Technology-II	1	0	0	1
VOC 023L	Web Designing and Internet Technology-II Lab	0	0	2	1
VOC 009	Library Science-I	1	0	0	1
VOC 009L	Library Science-I Lab	0	0	2	1
VOC 010	Library Science-II	1	0	0	1
VOC 010L	Library Science-II Lab	0	0	2	1
VOC 018	Photography-I	0	0	4	2
VOC 019	Photography-II	0	0	4	2
VOC 016	Introduction to Artificial Intelligence - I	2	0	0	2
VOC 017	Introduction to Artificial Intelligence - II	2	0	0	2
VOC 012	Computer Assisted Learning and Teaching	1	0	0	1
VOC 012L	Computer Assisted Learning and Teaching Lab	0	0	2	1
VOC 013	Emerging Technologies for Learning and Teaching	2	0	0	2

- * **L - Lecture hrs/week ; T - Tutorial hrs/week;**
P - Project/Practical/Lab/All other non-classroom academic activities, etc. hrs/week; C- Credit Points of the Course

1. Student can opt for at most 2 additional Open (Generic) audi-credit Elective from other disciplines opting at most 1 per semester from Semesters III onwards with prior permission of respective heads and time table Permitting.
2. Every Student shall also opt for:
Five Fold Education: Physical Education I, Physical Education II,
Five Fold Education: Aesthetic Education I, Aesthetic Education II,
Five Fold Education: Practical Education I, Practical Education II
One each semester

Note:

Syllabus of Foundation and Vocational courses are available in separate booklet, "Curriculum Structure and Syllabus Foundation and Vocational Courses."

Project Evaluation Scheme

Duration	Course Code	Course Name	L	T	P	C
Summer Training (6-8 weeks)	MGMT 211P	Project	0	0	8	4

Continuous Assessment (40 Marks)

- | | |
|-----------------------------------------|-------------------|
| 1. Joining report, brief project outlay | - 20 Marks |
| 2. Evaluation by Supervisor | - 20 Marks |
| Total | - 40 Marks |

End Semester Assessment (60 Marks)

- | | |
|-------------------|-------------------|
| 1. Project Report | - 20 marks |
| 2. Presentation | - 20 Marks |
| 3. Viva-voce | - 20 Marks |
| Total | - 60 Marks |

List of Alternative Online Courses

S No	Agency/ Portal	Name of course	Duration	(Core/Elective/ Reading Elective)	Credit point (s)	URL
BBA – I Human Behavior** (Student will choose any one option)						
1	UDEMY	Human Behaviour	52 Lectures	Core Course		https://www.udemy.com/organisational-behaviour/
2	Edx (University of British Columbia)	Organisation Behaviour	50 Lectures	Core Course		https://www.edx.org/course/organizational-behaviour-ubcx-busobhr1x
3	Coursera (MACQUARIE University)	Organisational Behaviour	60 Lectures	Core Course		https://www.coursera.org/learn/organisational-behaviour-know-your-people
BBA – II Statistics for Management** (Student will choose any one option)						
1	UDEMY	Intro to Statistics	44 Lectures	Core Course		https://www.udemy.com/intro-to-statistics-v/
2	Edx (MIT)	Fundamental of Statistics	60 Lectures	Core Course		https://www.edx.org/course/fundamentals-of-statistics
3	Coursera (University of Amsterdam)	Basic Statistics	56 Lectures	Core Course		https://www.coursera.org/learn/basic-statistics
BBA – III Foundation of Human Resource Management ** (Student will choose any one option)						
1	UDEMY	Human Resource Management	56 Lectures	Core Course		https://www.udemy.com/human-resource-management-management-series/
2	Edx (IIMBx)	People Management	45 Lectures	Core Course		https://www.edx.org/course/people-management-2
3	Coursera (University of Minnesota)	Preparing to manage human resource	40 Lectures	Core Course		https://www.coursera.org/learn/managing-human-resources

BBA – IV Basics of Financial Management ** (Student will choose any one option)						
1	UDEMY	Introduction to Financial Management	46 Lectures	Core Course		https://www.udemy.com/introduction-to-financial-management/
2	Edx (University of Maryland)	Financial Management in Organization	60 Lectures	Core Course		https://www.edx.org/course/financial-management-in-organizations-1
3	Coursera (University of Illinois)	Financial Management	52 Lectures	Core Course		https://www.coursera.org/specializations/financial-management
BBA V – E-Business (Student will choose any one option)						
1	Alison	e-commerce and selling online	50 Lectures	Core Course		https://alison.com/courses/e-commerce-and-selling-online/content
2	Edx (Curtin University)	Online Marketing Strategies	60 Lectures	Core Course		https://www.edx.org/course/online-marketing-strategies
3	Coursera (Lund University)	Digital Business Model	44 Lectures	Core Course		https://www.coursera.org/learn/digital-business-models
BBA VI – Business Policy (Student will choose any one option)						
1	Edx	Global Business Strategy	55 Lectures	Core Course		https://www.edx.org/course/usmx-global-business-strategy
2	Edx (IIMBx)	Strategic Management	45 Lectures	Core Course		https://www.edx.org/course/strategic-management
3	Coursera (Copenhagen Business School)	Strategic Management	40 Lectures	Core Course		https://www.coursera.org/learn/strategic-management

******The Vidyapith has decided to provide an opportunity to the students to earn credits in the above marked course by studying the course from the stipulated URL & taking the examination conducted by the concerned course provider. The credits obtained by the students would be the only basis for awarding marks for both continuous and term end evaluation. However the student must appear in the examination only after taking consent of the Dean FMS-WISDOM or as per notice (if any) issued by the Vidyapith.

Five Fold Activities

Aesthetic Education I/II		Physical Education I/II	
BVFF 101	Classical Dance (Bharatnatyam)	BVFF 201	Aerobics
BVFF 102	Classical Dance (Kathak)	BVFF 202	Archery
BVFF 103	Classical Dance (Manipuri)	BVFF 203	Athletics
BVFF 104	Creative Art	BVFF 204	Badminton
BVFF 105	Folk Dance	BVFF 205	Basketball
BVFF 106	Music-Instrumental (Guitar)	BVFF 206	Cricket
BVFF 107	Music-Instrumental (Orchestra)	BVFF 207	Equestrian
BVFF 108	Music-Instrumental (Sarod)	BVFF 208	Flying - Flight Radio Telephone Operator's Licence (Restricted)
BVFF 109	Music-Instrumental (Sitar)	BVFF 209	Flying - Student Pilot's Licence
BVFF 110	Music-Instrumental (Tabla)	BVFF 229	Aeromodelling
BVFF 111	Music-Instrumental (Violin)	BVFF 210	Football
BVFF 112	Music-Vocal	BVFF 211	Gymnastics
BVFF 113	Theatre	BVFF 212	Handball
Practical Education I/II		BVFF 213	Hockey
BVFF 301	Banasthali Sewa Dal	BVFF 214	Judo
BVFF 302	Extension Programs for Women Empowerment	BVFF 215	Kabaddi
BVFF 303	FM Radio	BVFF 216	Karate - Do
BVFF 304	Informal Education	BVFF 217	Kho-Kho
BVFF 305	National Service Scheme	BVFF 218	Net Ball
BVFF 306	National Cadet Corps	BVFF 219	Rope Mallakhamb
		BVFF 220	Shooting
		BVFF 221	Soft Ball
		BVFF 222	Swimming
		BVFF 223	Table Tennis
		BVFF 224	Tennis
		BVFF 225	Throwball
		BVFF 226	Volleyball
		BVFF 227	Weight Training
		BVFF 228	Yoga

Every Student shall also opt for:

Five Fold Education: Physical Education I, Physical Education II,

Five Fold Education: Aesthetic Education I, Aesthetic Education II,

Five Fold Education: Practical Education I, Practical Education II

one each semester

Evaluation Scheme and Grading System

Continuous Assessment (CA) (Max. Marks)					End-Semester Assessment (ESA) (Max. Marks)	Grand Total (Max. Marks)
Assignment		Periodical Test		Total (CA)		
I	II	I	II			
10	10	10	10	40		

In all theory, laboratory and other non classroom activities (project, dissertation, seminar, etc.), the Continuous and End-semester assessment will be of 40 and 60 marks respectively. However, for Reading Elective, only End semester exam of 100 marks will be held. Wherever desired, the detailed breakup of continuous assessment marks (40), for project, practical, dissertation, seminar, etc shall be announced by respective departments in respective student handouts.

Based on the cumulative performance in the continuous and end-semester assessments, the grade obtained by the student in each course shall be awarded. The classification of grades is as under:

Letter Grade	Grade Point	Narration
O	10	Outstanding
A+	9	Excellent
A	8	Very Good
B+	7	Good
B	6	Above Average
C+	5	Average
C	4	Below Average
D	3	Marginal
E	2	Exposed
NC	0	Not Cleared

Based on the obtained grades, the Semester Grade Point Average shall be computed as under:

$$SGPA = \frac{CC_1 * GP_1 + CC_2 * GP_2 + CC_3 * GP_3 + \dots + CC_n * GP_n}{CC_1 + CC_2 + CC_3 + \dots + CC_n} = \frac{\sum_{i=1}^n CC_i * GP_i}{\sum_{i=1}^n CC_i}$$

Where n is the number of courses (with letter grading) registered in the semester, CC_i are the course credits attached to the i^{th} course with letter grading and GP_i is the letter grade point obtained in the i^{th} course. The courses which are given Non-Letter Grades are not considered in the calculation of SGPA.

The Cumulative Grade Point Average (CGPA) at the end of each semester shall be computed as under:

$$CGPA = \frac{CC_1 * GP_1 + CC_2 * GP_2 + CC_3 * GP_3 + \dots + CC_n * GP_n}{CC_1 + CC_2 + CC_3 + \dots + CC_n} = \frac{\sum_{i=1}^n CC_i * GP_i}{\sum_{i=1}^n CC_i}$$

Where n is the number of all the courses (with letter grading) that a student has taken up to the previous semester.

Student shall be required to maintain a minimum of 4.00 CGPA at the end of each semester. If a student's CGPA remains below 4.00 in two consecutive semesters, then the student will be placed under probation and the case will be referred to Academic Performance Review Committee (APRC) which will decide the course load of the student for successive semester till the student comes out of the probationary clause.

To clear a course of a degree program, a student should obtain letter grade C and above. However, D/E grade in two/one of the courses throughout the UG/PG degree program respectively shall be deemed to have cleared the respective course(s). The excess of two/one D/E course(s) in UG/PG degree program shall become the backlog course(s) and the student will be required to repeat and clear them in successive semester(s) by obtaining grade C or above.

After successfully clearing all the courses of the degree program, the student shall be awarded division as per following table.

Division	CGPA
Distinction	7.50 and above
First Division	6.00 to 7.49
Second Division	5.00 to 5.99
Pass	4.00 to 4.99

CGPA to % Conversion Formula: % of Marks Obtained = CGPA * 10

First Semester Disciplinary Courses

COM 104 Financial Accounting

Max. Marks: 100
(CA: 40 + ESA: 60)

L T P C
4 0 0 4

Course Objectives:

1. To understand the basics of financial accounting, book-keeping and the accounting principles of GAAP (i.e. Concepts and Convention).
2. To have an understanding of the rules of debit credit, preparation of various books of accounts (i.e. Journals and ledgers) and statements (i.e. Trial Balance, Rectification, etc).
3. To foster an understanding of the concept of depreciation including its types and preparation of bills of exchange and bank reconciliation statements.
4. To develop skills for preparation of final accounts through practice of comprehensive questions.

Note: The paper will contain ten questions having at least two questions form each unit. Candidates are required to attempt five questions in all taking at least one question from each unit.

Course Contents

Unit I Financial Accounting- Definition & its difference with cost accounting and management accounting, Accounting principles (GAAP)- Concepts & Conventions, Capital & Revenue, Overview of single-entry system.

Unit II Preparation of voucher, Invoices & Memos, Rules of Dr.& Cr. Preparation of Journal, Ledger & Cash book understanding the format.

Unit III Trial balance, Rectification of Errors, Bank Reconciliation Statement meaning & methods of preparing.

Unit IV Depreciation- Straight line Method & Written Down Value Method, Accounting for Bills of Exchange, Reserves & Provisions.

Unit V Preparation of final accounts- trading, profit & loss account and balance sheet, format & adjustments.

Learning Outcomes:

Upon completion of the course the student will be able to:

- Understand book keeping and financial accounting.
- Maintain basic books of account
- Prepare and present final accounts.

Suggested Readings:

1. D.K. Goel, Rajesh Goel & Shally Goel. (2017) *Accounting* (16 ed). New Delhi: Arya Publications
2. T.S. Grewal. (2017) *Introduction to Accountancy* (18 ed). New Delhi: Sultan Chand
3. M.C. Shukla, T.S. Grewal, S.C. Gupta. (2016) *Advanced Accounts* (19 ed). New Delhi: Sultan Chand
4. Mukherjee and Mukherjee. (2016) *Accounting* (10 ed). New Delhi: Sultan Chand

Suggested E-Learning Material:

1. MSG. (2016). *What is single entry system:Pros and Cons*. Retrieved from Managment Study Guide: <https://www.managementstudyguide.com/single-entry-system-in-accounts.htm>
2. MSG. (2018). *What is Accounting*. Retrieved from Management Study Guide: <https://www.managementstudyguide.com/financial-accounting-articles.htm>
3. Kumar, S. (2017, May 6). *Basic concept of accounting*. Retrieved from Youtube: <https://www.youtube.com/watch?v=eaJosm9Y5dQ>.
4. Badlani, D. (2014, Sep 5). *Financial Statement of Companies*. Retrieved from Youtube: <https://www.youtube.com/watch?v=TzBGN1OJS1E>.

CS 105 Computer for Management

Max. Marks: 100
(CA: 40 + ESA: 60)

L T P C
4 0 0 4

Course Objectives:

1. The students will be introduced to the basic concepts of computers including software, hardware, and various other elements.
2. An insight will be developed on the Programming Languages along and Problem-Solving ability will be developed using various peripherals of computers.
3. The students will be trained in using and MS Word and Excel along with the knowledge of applying various mathematical and statistical formulas using excel.
4. To develop the understanding of Microsoft Power point presentation for making an effective presentation including various novel concepts and methods to present the idea.

Note: The paper will contain ten questions having at least two questions form each unit. Candidates are required to attempt five questions in all taking at least one question from each unit.

Course Contents:

Unit I Introduction to Computer System: Simple model of Computer, Basic components of a computer system-Control unit, ALU, Generations of Computers, Number System: Data representation-binary, octal, hexadecimal, positive and negative numbers, 1's and 2's Complement method of representation, characters and codes-BCD, ASCII and EBCDIC coding.

Unit II Introduction to Software, Types-System and Application, assembler, Compiler, Interpreter, Operating System, single user and multi user OS. Booting process and DOS commands (i.e. DIR, MD, CD, COPY, RENAME, CHKDSK, DEL etc.), Introduction to Unix, Unix as a multi-user OS, Basic Unix Commands related to file management and directory management, Introduction to Windows, Concepts of GUI using desktop elements, managing files and folders.

Unit III Memory - RAM, ROM, EPROM, PROM and concept of other types of memory, Input/output functions and characteristics, I/O

devices, Serial and Parallel, Graphics Devices used for I/O, Storage Devices, Sequential, Direct and Index Sequential.

Unit IV Application Software in management, Introduction to word-processing, spreadsheets, presentation, Application in Business - Need and Scope, Cost and Budgetary Control, Inventory Control System, Payroll and Personnel Record, Banking, Insurance and Stock broking.

Unit V Algorithms and Flowcharts: Problem analysis, algorithms, flowcharts, stepwise refinement sequencing alternation and Looping, Searching and Sorting, programming languages and problem-solving computers.

Learning Outcomes:

Upon completion of the course the student will be able to:

- Use the basic computer for the daily working.
- Design and use worksheet for management and finance.
- Give Presentation effectively using the tools the power point presentation.
- Effectively use technology.
- Develop the conceptual understanding of operating system like DOS, Windows and UNIX and their commands.

Suggested Readings:

1. Goel, A. (2010). *Computer Fundamentals* (1 ed.), New Delhi, Pearson.
2. Pradeep Sinha, P. S. (2003). *Computer Fundamentals* (6 ed.), New Delhi, SChand.
3. Thareja, R. (2014). *Fundamentals of Computers* (2 ed.), New Delhi, Oxford.
4. V Rajaraman, N. A. (2012). *Fundamentals of Computers* (6 ed.), New Delhi, PHI.

Suggested E-Learning Materials:

1. Computer Hope. (2018, November 11). *Memory*. Retrieved from Computerhope: <https://www.computerhope.com/jargon/m/memory.htm>
2. Kashyap, V. (2018, August 16). *11 Best Business Management Software You Should be Using Today*. Retrieved from proofhub: <https://www.proofhub.com/articles/best-business-management-software>

ECO 108 Micro Economics for Managers

Max. Marks: 100
(CA: 40 + ESA: 60)

L T P C
4 0 0 4

Course Objectives:

1. To understand the basics of micro economics.
2. To understand the structure of economy and economic activities within economy.
3. To understand the structure of market and its functions in Indian economy.
4. To understand the effect of economics activities on managerial decision making.

Note: The paper will contain ten questions having two questions from each unit; candidates will be required to attempt five questions taking one question from each unit.

Course Contents:

- Unit I** Introduction of Economics: Nature and Significance of Economics, Micro and Macro Economics, Positive and Normative Economics, Economics in Management, Basic Concepts: Equilibrium, Opportunity Cost, Black Money, Price, Direct and Indirect Taxes.
- Unit II** Concept of Utility, Marginal Utility, Law of diminishing marginal utility and equimarginal utility, Indifference curve analysis- Assumptions and Consumer's Equilibrium, Consumer's Surplus.
- Unit III** Demand and Supply: Laws of Demand and Supply, Factors affecting demand and supply, Market demand and supply curve, Price determination amidst shift in demand and supply curves, Elasticity of demand and its Application, Income elasticity of demand, Demand Forecasting: level of forecasting and overview of methods.
- Unit IV** Theory of Production: Production function, Short run law of Production; production with one variable input, Law of Diminishing Returns, Long term Law of Production; Production with two variable input, Isoquant Curves and their properties.

Unit V Market Structure: Classification of Markets, Revenue and Cost curves, Price and output under perfect competition, Monopoly and Monopolistic competition, Introduction to Oligopoly.

Learning Outcomes:

Upon completion of the course the student will be able to:

- Understand the economics activities.
- The relationship of economics activities with policy framework.
- Take better managerial decisions.

Suggested Readings:

1. Ahuja, H. L.(2002).*Principles of Microeconomics*, (21 ed), New Delhi, S.Chand.
2. Ahuja, H. L. (2007). *Advanced economic theory: Microeconomic analysis* (20 ed), S. Chand.
3. Case & Fair (2007). *Principles of Economics*, (8 ed) New Delhi, Pearson.
4. Hornby, W., Gammie, R., & Wall.s, (2001). *Business Economics*, (2 ed) Financial Times Management.
5. Dholakia R. H & OZA, A.N. (2012). *Micro Economics for Management Students*, (10 ed), Delhi, Oxford University Press.

Suggested E-Learning Material:

1. Agrawal, D. (2017, Mar 8). *Indifference Curve*. Retrieved from Youtube: https://www.youtube.com/watch?v=3l_rYca4eio.
2. Econ (2012). *Cost*. Retrieved from: Guide:[http:// www2. econ.iastate. edu/classes/econ301/jintanakul/Notes/Ch7.pdf](http://www2.econ.iastate.edu/classes/econ301/jintanakul/Notes/Ch7.pdf)
3. Bhogal, S. (2018, June 04). *Income and Cross Elasticity*. Retrieved from Youtube: <https://www.youtube.com/watch?v=i7O4CriwvrY>.

MGMT 102 Foundation of Management

Max. Marks: 100
(CA: 40 + ESA: 60)

LT PC
4 0 0 4

Course Objectives:

1. To introduce the students to the foundation of principles of management.
2. Practice the process of management's four functions: planning, organizing, leading and controlling.
3. Observe and evaluate the influence of historical forces on the current practice of management.
4. Provide the students with the capability to apply theoretical knowledge in simulated and real-lifettings.

Note: The paper will contain ten questions having at least two questions from each unit. Candidates are required to attempt five questions in all taking atleast one question from each unit.

Course Contents:

Unit I Evolution of Management Thought: Scientific, Administrative, Human relations, Systems.

Unit II Importance, Definition and Nature of Management. Functions of Managers. Skills vs Levels of Management, Relevance of Management principles for all spheres.

Planning: concept, purpose, process, types of plans Decision Making, MBO.

Unit III Organizing: Concept, Purpose, Process, Organizational Structure, Elements of Organizational Structure: Departmentation, Delegation, Decentralization, Span of management, Work Specialization, Overview on Staffing.

Unit IV Leading: Concept and Importance. Leadership Styles, Theories of Leadership - Trait, Behavioral: Blake & Mouton, Ohio State, Michigan Univ, Situational: Path Goal Theory Fiedler's Contingency Theory. Role of a Leader.

Unit V Controlling: concept, purpose, process, types. Cultural context, practices and work ethics of American, Japanese and Indian organizations and their comparative analysis.

Managerial learning from the struggle of Indian freedom fighters

Learning Outcomes:

Upon completion of the course the student will be able to:

- Evaluate the global context for taking managerial actions.
- Understand conflict resolution, motivation and leadership.
- Understand application of theories and management principles.

Suggested Reading:

1. Tripathi, P. C., & Reddy, P. N. (2017). *Principles of Business Management*, (22 ed.), New Delhi, Tata McGraw Hill.
2. Robbins & D. Cenzo. (2017). *Fundamentals of Management (10 ed)*, New Delhi, Pearson Education Asia
3. Prasad,L.M.*Principles and Practice of Management (2005) (9ed)*, New Delhi, Sultan Chand & sons,
4. Wehrich&Koonts. *Management-A Global Perspective (2019) (15ed)*, New Delhi , Tata McGraw Hill,

Suggested E-Learning Material:

1. Prachi, J. (2016). *Planning Function of Management*. Retrieved from Management Study Guide: https://www.managementstudyguide.com/planning_function.htm
2. Amit,L. (2018, December). *Controlling: Features,process and types*. Retrieved from: <https://www.youtube.com/watch?v=JRVXfaFrMEM>
3. Brian, T. (2017, May 11). *Different Types of Leadership Styles*. Retrieved from: <https://www.youtube.com/watch?v=vilZazhIjoc>
4. Chandan,P (2017, September 26). *Organising:Meaning,Process and Types*. Retrieved from https://www.youtube.com/watch?v=XrmJG_8d9Cg

MGMT 105 Human Behaviour

Max. Marks : 100

L T P C

(CA: 40 + ESA: 60)

4 0 0 4

Course Objectives:

1. To analyze individual human behavior in the workplace as influenced by personality, values, perception, decision making and motivation
2. To enrich students with the essential content and experiences they need to become a motivating student, successful manager and an effective employee in any type of work they do in the future.
3. To enhance the critical thinking and analysis skills through the use of management case studies.

Note: The paper will contain ten questions having at least two questions from each unit. Candidates are required to attempt five questions in all taking at least one question from each unit

Course Contents:

Unit I Personality- Definition, personality determinants, trait theory, type theory, Heldon's theory, Freud's psychoanalytical theory. Major Personality attributes influencing organizational behavior, Personality-job fit.

Unit II Learning- Definition, Classical conditioning, instrumental conditioning.

Motivation-Meaning, Motivation cycle, Maslow's Theory, Herzberg's Theory, Theory X and Y, McClelland's Achievement Theory.

Unit III Perception- Difference between perception and sensation, Process, perceptual distortion, attribution theory, Application in organization.

Unit IV Decision Making- Meaning, process, Effect of perception on decision making, situations in decision making, Rationality and Bounded rationality.

Unit V Attitude- Meaning, Types of attitude, Cognitive dissonance theory, Measuring the A-B relationships-moderating variables, Self-perception theory.

Values- Definition, types of values, values across cultures.

Emotions- Meaning, emotional labor, felt vs. displayed emotions, emotion dimensions, external constraints on emotions, application of emotions in organizational context.

Learning Outcomes:

Upon completion of the course the student will be able to:

- Learn about organizational behaviour.
- Exhibit analytical skills, and application of theories in organizational context.

Suggested Readings

1. Prasad, L. M. (2015). *Organizational Behavior*, (1ed.), New Delhi, Sultan Chand and Sons.
2. Gupta, Shashi K and Joshi, Rosy. (2015). *Organizational Behavior*, (1st ed.), New Delhi, Kalyani Publishers
3. Robbins, Stephen, Judge, T. A. and Vohra, N. (2015). *Organizational Behavior*, (15 ed.), New Delhi, Pearson
4. Pareek, Udai (2011) *Understanding Organizational Behavior*, (3ed.), New Delhi, Oxford University Press
5. Bhattacharyya, Dipak Kumar (2016). *Organizational Behavior*, (2ed), New Delhi, Oxford University Pres

Suggested E-Learning Material:

- 1) MSG. (2016). Scope of Human Resource Management. Retrieved from Managment Study Guide: <https://www.managementstudyguide.com/scope-of-human-resource-management.htm>
- 2) Emcworthy (2017, August). *The Perception Process*. Retrieved from: <https://www.youtube.com/watch?v=iMcgu15MHVI>
- 3) Introduction to Psychology (2016, July 31). *Basic Concepts of Learning*. Retrieved from : <https://www.youtube.com/watch?v=oJ SquiEBKh0>
- 4) Nikita, S (2014, May). *Meaning and Definitions of Personality*. Retrieved from https://www.youtube.com/watch?v=q0H_Lrli1ts

CS 113L Computer for Management Lab

Max. Marks: 100
(CA: 40 + ESA: 60)

L T P C
0 0 4 2

Course Objectives:

1. The objective of the course is to enable the students to learn the concepts of Word, Excel, Power Point.
2. To provide students a practical outlook and understanding of the computers.

Course Contents (100 hrs.)

DOS, Unix, MS Windows

10 hrs.

1. Directory management commands
2. Creating files, copying files, moving files, editing files
3. Creating shortcuts in windows, creating files and folders in Windows
4. Understanding Control Panel

Word processing using MS Word

20 hrs.

1. Understand interface of Microsoft Word
2. Formatting (Index, Tab, bullet, numbering, etc.)
3. Adding images, comments, symbols, diagrams
4. Adding header and footer, adding, Changing Case, Text Direction, Rearranging Text into Columns
5. Mail Merge
6. Columns text (Tables, pictures, etc.)
7. Importing and exporting data and files

Spreadsheets using MS Excel

36 hrs.

1. Understand interface of Microsoft Excel
2. Entering data (numeric, text, date, time, comments)
3. Editing (update values, copying, moving, drag & drop, delete / insert rows & columns)
4. Formatting (text style, text orientation, increase/decrease width of columns and rows)
5. Changing Chart and Data Series
6. Charts (bar, pie, line, etc.)
7. Value Axis Scaling and Formatting Lines

8. Consolidating Data
9. Creating Automatic Subtotals.
10. Using Pivot Tables and Pivot Charts
11. Using Analysis Tool – Goal Seek and Solver

Presentations using Power Point

14 hrs.

1. Understand the interface of Power Point
2. Creating presentations using Wizards
3. Creating blank presentation
4. Various type of views and their uses
5. Applying templates on presentations
6. Applying color schemes on presentations
7. Implementing Slide Transactions and Custom Animations
8. OLE Concepts

Project

20 hrs

1. Developing a small presentation using MS PowerPoint and Report Writing using MS Word

Learning Outcomes:

Upon completion of the course the student will be able to:

- Use the basic computer for the daily working.
- Give Presentation effectively using various computer software.

Suggested Readings:

1. Virginia, A. (2004). *Microsoft office Access 2003* (1 ed.). New Delhi: McGraw Hill.
2. Kumar, B. (2017). *Mastering MS Office: Computer Skill Development- Be future Ready* (1 ed). New Delhi, V&S Publishers.
3. Johnson (2011). *Microsoft office 2010* (1 ed). New Delhi: Pearson Education.

Suggested E-Learning Material:

1. Students, T. f. (2017, April 24). *The Beginners Guide to Excel*. Retrieved February 2019, from Youtube: <https://www.youtube.com/watch?v=rwbho0CgEAE>
2. Tech, T. (2018, July 9). *Learn Power Point - 2018 Beginners Tutorial*. Retrieved March 2019, from Youtube: https://www.youtube.com/watch?v=u7Tku3_RGPs

Second Semester Disciplinary Courses

COM 101 Business Environment

Max. Marks: 100
(CA: 40 + ESA: 60)

L T P C
4 0 0 4

Course Objectives:

1. To acquaint the students with the critical elements of business environment and their impact on Business Decisions.
2. To provide students with an awareness of current Business trends and an overview on Indian Economy, MNC's and Union Budget.
3. To exposing students about general principles of Company Law Such as Company, Memorandum of Association, Article of Association and winding up of companies.
4. To understand the role of Director in a company according to Company Law and understanding of meetings, resolutions and dividends.

Note: The paper will contain ten questions having at least two questions from each unit. Candidates are required to attempt five questions in all taking at least one question from each unit.

Course Contents:

Unit I Introduction to business and its characteristics, Meaning and nature of business environment, Macro and micro environment, Social responsibility of business, Business current affairs.

Unit II Introduction to Indian economy-Characteristics problems and solutions Industrial policy 1991- Provisions and Approval privatization, Globalization and MNC- Need advantage and Indian experiences, Introduction to union budget.

Unit III Definition of company, Nature, Types, Procedure of registration, Memorandum of association, Article of association, Winding up a company.

Unit IV Shares and debentures-Types, Allotment, Procedure and principles, Transfer of shares-physical and electronic (Demat).

Unit V Directors-Position, Appointment, Disqualification, Power and duties, Types of meeting, Minutes, Types of resolution, statutory provisions regarding dividend. Insolvency and Bankruptcy Code, 2016: Introduction, Corporate Insolvency Resolution Process, Liquidation of a Corporate Person.

Learning Outcomes:

Upon completion of the course the student will be able to:

- Interpret the impact of Micro & Macro environment on Business Decision
- Learn about factors affecting social orientation of Business
- Understand the basic concepts related with Indian economy, Industrial Policy, 1991 and Union Budget.
- Learn about Company registration process.
- Understand process of winding up of a company.

Suggested Readings:

1. Cherunilam, F. (2016). *Business Environment Text and Cases* (25 ed.) Mumbai, Himalaya Publishing House
2. Ghosh, B. N. (2015). *Business Environment* (1ed), New Delhi, Oxford University Press.
3. Kapoor, N.D. (2016). *Elements of Company Law* (30 ed), New Delhi, Sultan Chand & Sons.
4. Pandey, I.M. (2015). *Financial Management* (11 ed.), Noida, Vikas Publishing House Pvt. Ltd.

Suggested E-Learning Material:

1. MSG. (2014). *Capitalization in Finance*. Retrieved from Management Study Guide: <https://www.managementstudyguide.com/capitalization.htm>
2. Philip, T. (2017, April). *Directors:Duties&Liabilities*. Retrieved from: <https://www.youtube.com/watch?v=b8y2vluTrP4>
3. Hitbulleye (2016, January 7). *Basics of Indian Economy*. Retrieved from: https://www.youtube.com/watch?v=CnF_M050g4o
4. Shashi, A. (2018, October 10). *Industrial Policy 1991*. Retrieved from <https://www.youtube.com/watch?v=EWqqaVkix6g>

ECO 104 Macro Economics for Managers

Max. Marks: 100
(CA: 40 + ESA: 60)

L T P C
4 0 0 4

Course Objectives:

1. To understand the meaning of Macro Economics and its relation with Microeconomics.
2. Develop the knowledge about the financial markets and Banking system in India.
3. To understand the supply of money and inflation, tools, latest trends monetary, fiscal and globalization policies.
4. To understand perspective of international trade and the concept and significance of various institution like WTO, IMF, WB, and ADB.
5. To understand the structure, features and trends of Indian economy.

Note: The paper will contain ten questions having two questions from each unit candidates will be required to attempt five questions taking one question from each unit.

Course Contents:

Unit I Money, Banking and Employment: Overview of Macroeconomics and relationship with microeconomics, Concept and Measures of Money Supply and Inflation, Functions of Banks: RBI, Commercial Banks and Other Financial Institutions, Overview of Money Market and Capital Market.

Unit II National Income: Basic Concepts of National Income: GNP, NNP and GDP, Say's Law of Market, Income and Employment Determination: Keynesian Framework.

Unit III Macro Economic Policies: Monetary policy: Concept, tools and RBI's latest policy, Fiscal Policy: Concept, tools and Latest policy, Globalization: Policy Perspectives and Implications.

Unit IV International Trade: International Trade: Rationale and Gains, Free trade versus protection, Balance of Payments: Concept and Significance, Role of International Institutions- IMF, WTO, ADB, and WB.

Unit V Indian Economic Development: Structure and Features of Indian Economy, India's Service Sector: Role & Trends, Indian Agriculture: Emerging Challenges and Strategies, India's Industrial Development and Industrial Policy (latest policy only).

Learning Outcomes:

Upon completion of the course the student will be able to:

- Understand the perspectives of macroeconomics.
- Understand about the financial markets and banking system in India.
- Know about the concept and measurement of money supply and inflation.
- Understand latest trends and impact of monetary, fiscal and globalization policies.
- Know about the concept of international trade as well as significance of various institutions (WTO, IMF, WB, and ADB).

Suggested Readings:

1. Ahuja, H. L. (2017). *Macro Economic Theory and Policy* (20 ed.), New Delhi, S. Chand and Co.
2. Diwedi, D. N. (2015). *Managerial Economics* (8 ed.), New Delhi, Vikas Publications.
3. Dwivedi, D. N. (2015). *Macro Economics Theory & Policy* (4 ed.), New Delhi, McGraw Hill Education (India) Pvt. Limited.
4. Hajela, T. N. (2009). *Money and Banking Theory with Indian Banking* (8 ed.), New Delhi, Ane Books Pvt. Ltd.
5. Jhingan, M. L. (2016). *Macro Economic Theory* (12 ed.), Delhi, Vrinda Publication (P) Ltd.
6. Mishra, S. (2012). *Banking Law and Practice* (2 ed.), New Delhi, S. Chand and Co.
7. Ohri, V. K., & Jain, T. R. (2015). *Macro Economics*. (4 ed.) New Delhi, V.K. Global Publications.
8. Varshney, R. L., & Maheshwari, K. L. (2014). *Managerial Economics* (22 ed.), New Delhi, Sultan Chand & Sons.

Suggested E-Learning Material:

1. MSG. (2014). *Principles of Managerial Economics*. Retrieved from Management Study Guide: <https://www.managementstudyguide.com/principles-managerial-economics.htm>
2. Mayank,K. (2018, September). *Theories of International Trade*. Retrieved from: <https://www.youtube.com/watch?v=uBp6secGhoE>
3. Economics on your tips (2016, August 22). *Concepts of National Income*. Retrieved from: <https://www.youtube.com/watch?v=95ijkT2vFJ4>
4. Jacob Clifford (2017, May 9). *Macroeconomics-Everything you Need to Know*. Retrieved from <https://www.youtube.com/watch?v=MKO1icFVtDc>

MGMT 103 Foundations of Marketing Management

Max. Marks: 100
(CA: 40 + ESA: 60)

L T P C
4 0 0 4

Course Objectives

1. The objective of this course is to demonstrate and stimulate students to appreciate the various issues and activities involved in marketing management.
2. To provide an understanding of the underlying concepts, strategies and issues involved in exchange of products and services between the firm and markets.
3. To understand the distribution process, its types and factors affecting the choice of distribution channels.
4. To understand the promotion, mix and various components of promotion mix.

Note: The paper will contain ten questions having at least two questions from each unit. Candidates are required to attempt five questions in all taking at least one question from each unit.

Course Contents:

Unit I Marketing Concept & Approaches of Marketing, Market planning, Marketing Environment, Marketing Mix, Concept of Market Segmentation, Targeting & Positioning.

Unit II Product Mix: Type of products, Product mix & product line decision, New-product development, Product life cycle, branding & Packaging decision.

Unit III Product Pricing: Pricing concepts, understanding price, Setting the price, Methods of pricing, Price Adaptations, Initiating and Responding to price changes.

Unit IV Distribution: Distribution channel, Types of channels of distribution Factors effecting choice of distribution channels, Channel Management.

Unit V Promotion: Promotion Mix, Objectives & Types of Advertising, Major Advertising Media, Integrated Marketing Communication concepts, Meaning Objective & Tools of Sales Promotion, Basic concepts of Personal Selling & Publicity, Marketing 3.0.

Learning Outcomes:

Upon completion of the course the student will be able to:

- Understand various issues and activities involved in marketing management
- Understand different concepts, strategies involved in exchange of products and services between the firm and the markets.
- Understand distribution process and distribution channels.
- Understand various components of promotion mix.

Suggested Readings:

1. Kotler Philip, Keller Kevind Lane, Koshy Abraham and Jha Mithileshwar (2013). *Marketing Management. A South Asian Perspective* (14 ed.), New Delhi, Pearson education.
2. Ramaswamy and Namakumari (2013). *Marketing Management* (5 ed.) New Delhi: McMillan.
3. Gandhi C. J (1985). *Marketing a management introduction* (1 ed.), New Delhi, Tata McGraw Hill.

4. Stanton William J (1984). *Fundamentals of Marketing* (10 ed.), New Delhi, MC Graw Hill.
5. Etzel M.J. Walker B.J. and Stanton William J (1994). *Marketing Concept & Cases Special Indian Edition* (10 ed.), New Delhi, Tata Mc Graw Hill.
6. McCarthy and Perreault (2002). *Basic Marketing, A Global Marketing Approach* (15 ed.), New Delhi, Tata Mc Graw Hill.

Suggested E-Learning Material:

1. Prachi, J. (2016). Classification of Advertising. Retrieved from Management Study Guide: <https://www.managementstudyguide.com/classification-of-advertising.htm>
2. Evan, C. (2014, May). *Pricing Strategies*. Retrieved from: https://www.youtube.com/watch?v=4t_MEO_la_k
3. Alanis Business Academy (2016, November). *The product Mix*. Retrieved from : <https://www.youtube.com/watch?v=9y65-JDDifM>
4. Tim, F. (2012, March). *Marketing Concept*. Retrieved from <https://www.youtube.com/watch?v=5DfqPccGUgc>

MGMT 104 Group Behaviour

Max. Marks: 100
(CA: 40 + ESA: 60)

L T P C
4 0 0 4

Course Objectives:

1. To familiarize the students with the fundamentals of group and group dynamics.
2. To develop the understanding of students on how people as a group can be managed in teams for organizational effectiveness.
3. To help students to develop the competencies they will need to become successful employees, managers, and leaders.
4. To expose students to various group management activities for better understanding of team dynamics.

Note: The paper will contain ten questions having at least two questions from each unit. Candidates are required to attempt five questions in all taking at least one question from each unit.

Course Content:

Unit I Groups- Classification of groups, reasons for group formation, stages of group development, punctuated equilibrium model, group norms, status, cohesiveness and size, external conditions imposed on groups.

Unit II Teams- Meaning, difference between team and group, types of teams, creating effective teams, turning individuals into team players.

Unit III Organizational culture- Meaning, functions and dysfunctions of culture, creating and sustaining culture. Change process, individuals' response to change, overcoming resistance to change.

Unit IV Conflict- Concept, transition in conflict thought, process, functional and dysfunctional conflict, reasons for conflict, conflict management.

Unit V Stress- Meaning, sources, consequences, managing stress.

Power and authority- bases of power, difference between power and authority.

Learning Outcomes:

Upon completion of the course the student will be able to:

- Understand group dynamics and basics of teamwork.
- Understand organizational culture and change management within the organizations.
- Understand stress and reasons behind stress within organization.

Suggested Readings:

1. Robbins, S.P. & Sanghi, S. (2009). *Organizational Behavior*. (13 ed.), Delhi, Pearson Education.
2. Luthans, F. (2011). *Organizational Behavior*. (11 ed.), Delhi, Irwin: McGraw Hill Publication
3. Pareek, U. & Khanna, S. (2012). *Understanding Organizational Behavior*. (3 ed.), Delhi, Oxford University Press.

4. Prasad, L.M.(2011). *Organizational Behavior*. (5ed.). New Delhi: Sultan Chand and sons.

Suggested E-Learning Material:

1. MSG. (2014). Organization Culture-Introduction. Retrieved from Management Study Guide: <https://www.managementstudyguide.com/organization-culture-articles.htm>
2. Mean That. (2015). *Defining and Classifying Groups*. Retrieved from: https://www.youtube.com/watch?v=6lXqnie_y0w
3. Vidya Mitra (2016). *Concept of Power and Authority* . Retrieved from : <https://www.youtube.com/watch?v=h0sq7XgDDBI>
4. UNICOM (2016, Nov). *Conflict Management*. Retrieved from <https://www.youtube.com/watch?v=xEHQcxaLr2s>

STAT 108 Statistics for Management

Max. Marks: 100
(CA: 40 + ESA: 60)

L T P C
4 0 0 4

Course Objectives:

1. To familiarize students with the meaning, importance and limitations of statistics
2. To understand the difference between Primary and Secondary data, Census and Sample Survey, with their respective advantages and disadvantages.
3. To learn the calculation and interpretation the meaning of different measures of dispersion.
4. To introduce the classification and tabulate given data along with being able to calculate its average and interpret its meaning.

Note: The paper will contain ten questions having at least two questions form each unit. Candidates are required to attempt five questions in all taking at least one question from each unit.

Course Content

- Unit I** Definition, Scope and limitations of Statistics, Concept of Statistical population. Attributes and variables. Types of data: Collection of primary and secondary data. Sample and census survey, Their advantages and disadvantages.
- Unit II** Classification and Tabulation of data. Construction of frequency table. Frequency distribution. Graphic and Diagrammatic representation of data. Measures of Central tendency (arithmetic mean (its properties without proof), mode, median, quartiles)
- Unit III** Measure of Dispersion. (Range, Mean Deviation, Standard Deviation, Quartile deviation, Coefficient of variation), Moments (Raw moments & Central moments, Relation between them without derivation), Measures of Skewness and Kurtosis.
- Unit IV** Theory of Attributes: Classes and class frequencies, Consistency of data. Independence of Attributes, Contingency table. Association of Attributes, Measures of Association. Curve fitting by the principle of least squares: Fitting of straight line and Parabola.
- Unit V** Bivariate distributions, Correlation and regression, Pearson's correlation coefficient, Lines of Regression and Regression coefficient (simple properties without proof), Rank correlation and Spearman's rank correlation coefficient.

Learning Outcomes:

Upon completion of the course the student will be able to:

- Understand the meaning, importance and limitations of statistics.
- Understand classification and Tabulation of data.
- Analyze qualitative variables techniques from theory of attributes.
- Understand Correlation and Regression analysis.

Suggested Readings:

- 1) Gupta, S. C., & Kapoor, V. K. (2003). *Fundamental of Mathematical Statistics (7 ed)*, New Delhi, Sultan Chand & Sons.
- 2) Gupta, S. C. (2017). *Fundamentals of Statistics (7 ed)*, Delhi, Himalaya Publishing House.
- 3) Freund, J. E. (2004). *Modern Elementary Statistics (12 ed)*, New Jersey, Pearson Prentice Hall.

- 4) Vohra, N. D. (2006). *Quantitative Techniques in Management, (3 ed)*, Delhi, Tata McGraw-Hill Education.

Suggested E-Learning Material

1. Courses, C. (2018, February 8). *Crash Course*. Retrieved March 2019, from Mean, median and Mode: Measures of Central Tendency: <https://www.youtube.com/watch?v=kn83BA7cRNM>
2. toppr. (2016). *Measures of Dispersion*. Retrieved from toppr: <https://www.toppr.com/...and-statistics/measures...dispersion/measure-of-dispersion/>

STAT 111L Statistics for Management Lab

Max. Marks: 100
(CA: 40 + ESA: 60)

L T P C
0 0 4 2

Course Objectives:

1. To develop understanding of practical aspects of statistics.
2. To understand the development of statistical tables using softwares.

Course Content

- 1) Preparation of frequency table by using exclusive and inclusive method of classification for continuous/discrete variable.
- 2) Tabulation of Data
- 3) Graphical representation of data by:
 - (i) Histogram
 - (ii) Frequency polygon
 - (iii) Curve
 - (iv) Ogives
- 4) Diagrammatic representation of data by :
 - (ii) Simple Bar, Sub-divided Bar and Multiple Bar diagrams.
 - (iii) Squares, Circles and Pie-diagrams.
- 5) Determination of Mean, Median, Mode, Quartiles.
- 6) Computation of :
 - (iv) Range, Standard deviation, Mean deviation, Quartile deviation and Coefficient of variation.
 - (v) Combined mean and combined standard deviation.

- 7) Computation of first four moments, Measures of Skewness and kurtosis.
- 8) Fitting of the following curves by the method of least squares:
 - (i) Straight line
 - (ii) Parabola
- 9) Computation of coefficients of correlation and rank correlation.
- 10) Fitting of regression lines.
- 11) Testing of independence of attributes.
- 12) Yule's coefficient of association for attributes.

Note: (i) The above list is only for the guidance of the students. Any practical from the syllabus of papers I & II may be set in the practical examination.

(ii) Whenever it is feasible, students should be asked to collect the required data themselves to use it in their practical.

(iii) Where it is feasible practical practice should be done through spreadsheet, package or programming.

Learning Outcomes:

Upon completion of the course the student will be able to:

- Solve the statistics problem using technology.
- Use statistical tools for the purpose of research.

Suggested Readings:

- 1) Gupta, S. C., & Kapoor, V. K. (2003). *Fundamental of Mathematical Statistics (7 ed)*, New Delhi, Sultan Chand & Sons.
- 2) Gupta, S. C. (2017). *Fundamentals of statistics (7 ed)*, Delhi, Himalaya Publishing House.
- 3) Freund, J. E. (2004). *Modern Elementary Statistics (12 ed)*, New Jersey, Pearson Prentice Hall.

Suggested E-Learning Material

1. Courses, C. (2018, February 8). *Crash Course*. Retrieved March 2019, from Mean, median and Mode: Measures of Central Tendency: <https://www.youtube.com/watch?v=kn83BA7cRNM>
2. toppr. (2016). *Measures of Dispersion*. Retrieved from toppr: <https://www.toppr.com/...and-statistics/measures...dispersion/measure-of-dispersion/>

Third Semester

Disciplinary Courses

COM 204 Cost Accounting

Max. Marks: 100
(CA: 40 + ESA: 60)

L T P C
4 0 0 4

Course Objectives:

1. To understand the concept of material handling in manufacturing organization.
2. To understand the labor and overhead management in different organization.
3. To study the different strategic decision by using marginal costing.
4. To understand the concepts of standard costing and budgetary control.

Note: The paper will contain ten questions having at least two questions from each unit. Candidates are required to attempt five questions in all taking at least one question from each unit.

Course Contents:

Unit I Cost Accounting- Definition & Concept, Cost accounting as management tool, its advantages and objections.

Unit II Classification of costs- Behavioral, Functional, Decision making & planning, Association with the product, Relation with accounting period, Costing methods & techniques.

Unit III Marginal Costing- Concept & its difference with absorption costing, Marginal costing statement, CVP Analysis- BEP analysis and P/V Analysis.

Unit IV Standard Costing- Definition, types of standards, Standard costing as management tool. Variance analysis- Material &labour variances, Controlling of variances.

Unit V Budgetary Control- Meaning, Utility, Types of budget (fixed & flexible), Introduction to zero base budgeting.

Learning Outcomes:

Upon completion of the course the student will be able to:

- Understand cost accounting in manufacturing and other industries.
- Understand the concept of material, labor and overheads used in manufacturing.
- Advice and guide on strategic decisions in cost accounting.

Suggested Readings:

1. Lal J. and Shrivastava, S. (2009). *Cost Accounting* (4 ed.), New Delhi, Tata Mcgraw Hill.
2. Khan M.Y. and Jain P.K. (2017). *Management Accounting* (7 ed.), New Delhi, Tata Mcgraw Hill.
3. Jain, S.P. and Narang, K. L. (2013). *Cost and Management accounting*, Kalyani Publishers.

Suggested E-Learning Material:

1. Agarwal, R. (2017, Oct 14), *Introduction to Cost and Management Accounting* Retrieved from Youtube: <https://www.youtube.com/watch?v=nAZhp69dPRM>.
2. Infilibate. *Absorption and marginal costing*. Retrieved from: http://content.inflibnet.ac.in/dataserver/eacharyadocuments/53e0c6cbe413016f234436f6_INFIEP_18/6/SA/18-6-SA-V1-S1__solved_problems_mc.pdf
3. Aggrwal, N. (2018, Nov 12), *FIFO Method of Store Ledger*. Retrieved from Youtube: <https://www.youtube.com/watch?v=TxM9Z306Cb8>
4. Aggrwal, N. (2017, Oct 11). *Material Variance analysis*. Retrieved from Youtube: <https://www.youtube.com/watch?v=Wi2Ud3IseJY>

COM 211 Principles and Practices of Banking

Max. Marks: 100
(CA: 40 + ESA: 60)

L T P C
4 0 0 4

Course Objectives:

1. To understand the basics of banking system of India.
2. To understand the functionalities associated with banking which affect the normal individuals' life.
3. To understand the banking operations and various norms related to banking instruments and negotiable instruments.
4. To provide the knowledge about credits, deposits and other important aspects related to retail banking.

Note: The paper will contain nine questions having a compulsory case study in any one unit. Candidates are required to attempt five questions taking at least one question from each unit. Case Study will be compulsory.

Course Contents:

Unit I Introduction to Indian Banking Structure, Legal Aspects of Banking: Definition, Licensing requirement of banks, Permitted and Prohibited Business, Capital requirement of Banks, Qualification of Board of Directors. RBI act 1934 and functions of RBI, Banking Regulation Act 1949.

Unit II Rates fixed by RBI: CRR, SLR, MSFR, MCLR, Repo and Reverse Repo rate, Call Rate. KYC & AML policy, Banking Ombudsman, Introduction to Basel Accord, Various Ratios of latest Basel Accord.

Unit III Retail Banking: Types of Deposits, Customers and Accounts. Account Opening in name of limited companies, clubs, associations, government departments, Trust and Co-Operative societies, Types of NRI accounts. FD Return to Depositors and Taxation issues (numerical Problems).

Unit IV Banker Customer Relationship: Legal Implications, Types of relationship, Obligation of banks, Precautions. Rights of banks: Type of lien, right to set off, concept-mandates, power of attorney, garnishee order and attachment order.

Unit V Negotiable Instruments: Key features, Cheque v/s bill exchange, crossing –Concept, Type, Endorsement-Concept, Type, CTS system of clearing and its importance, Holder and payer in due course. Banker’s duties and responsibilities as paying banker and as a receiving banker, Electronic fund transfer: NEFT, RTGS, IMPS, ECS.

Learning Outcomes:

Upon completion of the course the student will be able to:

- To understand the banking operations.
- To advice and guide in basic banking operation.

Suggested Readings:

1. Gopinath, M. N. (2017). *Banking Principles and Operations* (7 ed.), Mumbai, Snow White Publications.
2. IIBF. (2017). *Legal and Regulatory Aspects of Banking* (3 ed.), Chennai, Macmillan.
3. IIBF. (2017). *Principles & Practices of Banking* (3 ed.), Chennai, Macmillan.
4. IIBF. (2017). *Retail Banking* (3 ed.), Chennai, Macmillan.
5. Vinay Dutta, K. S. (2013). *Commercial Bank Management* (1 ed.), Delhi, Tata McGraw Hill.

Suggested E Learning Material:

1. Verma, N. (2018, September 27). *History of Banking in India in Brief*. Retrieved from Gradeup: <https://gradeup.co/history-of-banking-in-india-i-e02deb86-f4ac-11e5-b410-2f0cca4d3c07>.
2. MSG. (2014). *Case Study of the Indian Banking and Financial Services Industry using Strategic Tools*. Retrieved from Managment Study Guide: <https://www.managementstudyguide.com/case-study-of-indian-banking-and-financial-services-industry.htm>.
3. Nishtha Pareek, M. D. (2018, Decemeber 1). *Emerging Trends in Banking*. Retrieved from <https://www.youtube.com/watch?v=gCBs313D46g>:

MGMT 205 Foundation of Human Resource Management

Max. Marks: 100
(CA: 40 + ESA: 60)

L T P C
4 0 0 4

Course Objectives:

1. To provide the students with the basic knowledge of Human Resource Management frameworks and overall role of HRM in business,
2. To develop insight into the managerial skills required to effectively manage people in an organization, in order to achieve corporate goals successfully.
3. To advance students' cognitive skills and processes, their knowledge of theory and application, and develop their professional skills.
4. To strengthen the student's understanding how the alignment of human resources strategy within the organization as a whole.

Note: The paper will contain ten questions having at least two questions form each unit. Candidates are required to attempt five questions in all taking at least one question from each unit.

Course Contents:

Unit I Human resource management- Meaning, Definition, Scope, Organization of human resource Department, Policies, Principles, Evolution of human resource management from personnel management.

Unit II Human resource planning- Meaning, Definition, Importance, Objectives and The factors influencing human resource planning, Demand forecasting techniques, Supply forecasting techniques

Unit III Recruitment-Definition, Purpose, Importance, Factors influencing recruitment, Process, Sources of recruitment. Selection-Meaning, role, process, Placement in organization.

Unit IV Training and development- Definition, Difference between training, education and development, Importance, Process, Learning principles, Methods of training.

Unit V Performance appraisal-Meaning, Definition, Process, Methods of performance appraisal, Performance appraisal errors.

Learning Outcomes:

Upon completion of the course the student will be able to:

- Effectively manage and plan key human resource functions within organizations
- Proficiency in fundamental HR policies and practices that help to promote the organization's strategic goals
- Understand Human Resource Development.

Suggested Readings:

1. Gupta, Shashi K., & Joshi, Rosy. (2014). *Human Resource Management* (1 ed), New Delhi, Kalyani Publishers,
2. Rao, V.S.P. (2005). *Human Resource Management-Text and Cases*, (2 ed), New Delhi, Excel Books
3. Dessler, Gary. (2011). *Human Resource Management*, (13 ed.) New Delhi, Pearson
4. Ivancevich, John, M. (2016). *Human Resource Management* New Delhi (11 ed), McGraw Hill Education Pvt. Ltd.,
5. Pattanayak, Biswajeet. (2014). *Human Resource Management*, (4 ed.) New Delhi, PHI Learning Pvt. Ltd.,

Suggested E-Learning Material:

1. Morris, S. (2017, Feb 07). *Is Human Resource Management the Right Career for You?* Retrieved from Youtube: <https://www.youtube.com/watch?v=Jp7oM9mAIXQ>
2. Calicut University (2014). *Human Resource Management* Retrieved from: <http://www.universityofcalicut.info/cuonline/exnotif/ex5462.pdf>
3. E-HRM Web Guide. *Human Resource Management* Retrieved from: <http://panosa.org/wp-content/uploads/2015/01/resource1.pdf>
4. Sommerlatte, S. (2018, Nov 19). *Should Employees be Informed About the Assessment of Their Potential?* Retrieved from: <https://www.youtube.com/watch?v=CoDWJFKEhdc>.

LAW 209 Intellectual Property Law

Max Marks: 100

(CA: 40+ESA: 60)

L T P C

4 0 0 4

Course Objectives:

1. To create consciousness amongst the learners about Intellectual Property and different rights relating to it.
2. To create awareness regarding the jurisprudential basis of the intellectual property rights.
3. To familiarize the learners with the history of IPR and different aspects of GATT, WTO and TRIPS.
4. To familiarize the learners about the registration procedures and the administrative procedures relating to IPR in India.

Note: The paper will contain ten questions having at least two questions form each unit. Candidates are required to attempt five questions in all taking at least one question from each unit.

Course Contents:

Unit I Introduction of Intellectual Property Law: Subjects Matter and Scope of Intellectual Property Law, Nature of Rights under Intellectual Property Law, Need for Law on Intellectual Property Rights, Definition of Intellectual Property Rights, Historical origin of Intellectual Property Law, A Background to TRIPs Agreement, Structure of TRIPs Agreement, National Prospective on TRIPs

Unit II Copyright : Meaning, Nature of Copyright. International Conventions on Copyright, subject matter of Copyright. Main feature of the Copyright Act, 1957, Definition of Copyright, Authorship and Ownership of Copyright: Rights conferred by Copyright, Copyright Board, Copyright Society, Performers Right, Licenses, Infringement of Copyright, Remedies against Infringement of Copyright.

Unit III Patents: Origin of Patent, Main features of the Patents Act, 1970. The Conceptual overview of Patentability, International Agreement on Patent, Patent Co-operation Treaty, Subject matter

of Patent, Procedure for obtaining the Patent, Transfer of Patent, Revocations of Patent, Infringement of Patent.

Unit IV Trademarks: Origin of Trademarks, International agreements and Trademark, Main Features of the Trade Marks Act, 1999, Registration of Trademarks Property in Trademark, Assignment, Licensing of Trademark, Infringement of Trademarks, Remedial Measures, Passing off action.

Unit V Other Intellectual Property Rights: Industrial Design, Geographical Indications, Traditional Know-how, Plant Varieties & Farmers Rights.

Learning Outcomes:

Upon completion of the course the student will be able to:

- Understand the laws related to Intellectual Property Rights.
- Use the principles of various IP laws.
- To assess the ways in which legislation and global policy influence the socio-economic environment in India and abroad.

Suggested Readings:

1. Ahuja, V. K. (2016). *Law Relating to Intellectual Property Rights*. (2 ed), Gurgaon, LexisNexis.
2. Narayana, P. (2017). *Intellectual Property Law*. (3 ed), Kolkata, Eastern Law House.
3. Sreenivasulu, N. S. (2018). *Law Relating to Intellectual Property*. (2 ed), Gurgaon, Universal Law Publishing
4. Wadhera, Dr. B. L. (2018). *Law Related to Intellectual Property Right*. (5 ed), New Delhi, Universal Publisher.

Suggested E-Learning Materials:

1. Trade Related Aspects of Intellectual Property Rights (2018, January 15). <https://www.wto.org/english/docs_e/legal_e/27-trips_01_e.htm>
2. What is Intellectual Property? (2017, December 26) <<https://www.wipo.int/about-ip/en/>>

3. Traditional Knowledge and IPR (2018, January 15) <https://www.wipo.int/pressroom/en/briefs/tk_ip.html>
4. Ludwig, S. Peter &Gogoris, Adda C. (1998) The GATT-TRIPS Agreement—What it is and How it Has Changed the Playing Field for All Applicants for United States Patents, <<https://www.sciencedirect.com/science/article/pii/S0167450198800289>>

Leading Cases:

1. *Aerotel v. Telco & Macrossan's Application* (UK, 2006)
2. *Eldred v. Ashcroft*, 537 U.S. 186 (2003)
3. *Najma Heptulla v. Orient Longman Ltd. &Ors.*, AIR 1989 Delhi 63, 1988 (2) ARBLR 302 Delhi
4. *R.G. Anand v. M/s Delux Films &Ors*, AIR 1978 SC 3123
5. *Eastern Book Company &Ors. v. D.B. Modak&Ors.*, 101 (2002) DLT 205
6. *Parker v. Flook*, 437 U.S. 584 (1978)
7. *Diamond v. Diehr*, 450 U.S. 175 (1981)
8. *Bilski v. Kappos*, 130 S. Ct. 3218, 561 US, 177 L. Ed. 2d 792 (2010)
9. *Continental Can Company USA, Inc. and Continental Pet Technologies, v. Monsanto Company, Hoover Universal, Inc. and Johnson Controls, Inc.*, 948 F.2d 1264 20 US.S.P.Q.2d 1746
10. *Ampro food products v. Ashok Biscuit Works*, AIR 1973 AP
11. *Texla Metals & Pvt. Ltd. V. Anil Bhasin*, 2001 OTC 146, Del.
12. *B.K. Plastic Industries v. JayantilalKalidasSayani*, AIR 1972, Cal 339
13. *Glaxo Smithkline Consumer Healthcare Gmbh and Co. Kg. v. Amigo Brushes Pvt. Ltd.* 2004 14 ILD 357 Del.
14. *Joginder Singh v. Tebu Enterprises (P) Ltd.*, AIR 1989, Del 16
15. *Rotela Auto Components (P) Ltd. &Anr v. Jaspal Singh &Ors.*, 2002(24) PTC 449 del.

TSKL 104 Business Communication

Max. Marks: 100
(CA: 40 + ESA: 60)

L T P C
4 0 0 4

Course Objectives:

1. To understand the basics of communication as a process.
2. To understand the implementation of business communication in professional settings.
3. To enhance the listening skills for better communication.
4. To develop upon the written and oral forms of communication with wise selection and usage of words.

Note: The paper will contain ten questions having at least two questions from each unit. Candidates are required to attempt five questions in all taking at least one question from each unit.

Course Contents:

Unit 1 Introduction -Myths and realities of communication.Process, importance, types and techniques of communication, barriers to communication & how to overcome them.

Unit 2: Parts of speech. Subject and verb agreement, Types of managerial speeches - speech of introduction, speech of thanks, occasional speech and theme speech, Group communication by way of meetings &group discussions.

Unit 3: Introduction to managerial writing: business letters, e-mails, internal communication through memos, minutes, and notices, resume writing.

Unit 4: Art of active reading and active listening skills, Essentials of Public-speaking, Presentations, Business etiquettes, writing project report.

Unit 5: Mastering the art of giving interviews.- selection or placement interviews, discipline interviews, appraisal interviews, exit interviews. Corporate communication trends.

Learning Outcomes:

Upon completion of the course the student will be able to:

- Understand the essential of efficient communication mechanism.
- Know about drafting resumes and business letters.
- Make mindful selection when it comes to listen and write for communication purposes.

Suggested Readings:

1. Lesikar, R. V., Pettit, J. D., & Flatley, M. E. (2014). Basic business communication (13 ed). Irwin.
2. Bovee, & Courtland. (2012). Business Communication Today, (10 ed) New Delhi. Pearson Education India.
3. Gimenez, J. C. (2000). Business e-mail communication: some emerging tendencies in register. *English for Specific Purposes*, 19(3), 237-251.
4. Bovée, C. L., Thill, J. V., & Schatzman, B. E. (2010). Business communication essentials (10ed). New Delhi Pearson Prentice Hall.
5. Paul A Argenti (2016). Corporate Communication (7 ed) Mc Graw Hill.

Suggested E-Learning Material:

1. Rout, N. R. (2018). *Business Communication*. Retrieved from youtube: <https://lecturenotes.in/notes/8051-notes-for-business-communication-bc-by-nihar-ranjan-rout>
2. Mulchandani, D. (2016, Sep 21). *Business Communication Introduction*. Retrieved from: <https://www.youtube.com/watch?v=nFqFQtCUBNc>.
3. Young Entrepreneur Forum (2018). *Business Communication Skills*. Retrieved from youtube: https://www.youtube.com/watch?v=bc0Z_n37Q3U

TSKL 204L Business Communication Lab

Max. Marks: 100
(CA: 40 + ESA: 60)

L T P C
0 0 4 2

Objective: To acquaint the students with the skills necessary to become a good writer, speaker, listener and reader.

Sr.No	Component	Activity	Instructor's Role	Time Allotted
1.	Letter writing	10 letters by all students in batch	Read and judge best styles of writing along with discussions in class	12 hrs
2.	Report writing	3 reports to be written by all students in batch	Read and judge best styles of writing reports, format compliance, word limit followed	14 hrs
3.	Precis writing	6 precis to be written by batch	Value the essence conveyed, discuss strategies to carry important points along	6 hrs
4.	Single Presentations	2 single presentations to be given by each student	Give feedback individually and along with class	12 hrs
5.	Group Presentations	2 group presentations to be given by each student	Give feedback to individuals and to groups (by instructor & by class)	10 hrs
6.	Impromptu-JAM-group activity	2 JAM sessions for each student	feedback/discussing winners strategy	6 hrs
7.	Extempore-Individual	2 Individual topics for each students, to speak fluently for 5 Min	Stress on strategies to keep pace, slow pitch, thought making with speaking	8 hrs

8.	Debate	Two opportunities to each student, 6 topics given beforehand, 4 students on one topic within 25 min	Needs a judge, value the logic put forth, selection of words, delivery	6 hrs
9.	Group Discussion	2 GD sessions for each student, Group of 8, 20 min each, + Conclusion/winding up/feedback	Needs a judge, taking the group along, putting sound logic and staying within the given topic should be the criteria	10 hrs
10.	Mock Interviews on cv	1 Interview session for each student	5 Interviewers from class can interview the interviewee	10 hrs
11.	Reading & Listening Exercises	Film clipping and audio tapes of eminent personalities	Quiz can be created from recording, shown after tapes are played	6 hrs =100 hrs

Note :(1) Batch strength should be set around 40-45

(2) Each batch should get around 6 hrs for communication practical weekly.

Fourth Semester Disciplinary Courses

COM 210 Emerging Banking Services

Max. Marks: 100
(CA: 40 + ESA: 60)

L T P C
4 0 0 4

Course Objectives

1. To understand the global banking system and the emerging Indian scenario in banking industry.
2. To understand changing service dynamics of banks in India, alternative banking channels, smart apps, payment banks.
3. To study the concepts of banking, third party products, credit & Investment services etc.
4. To study Asset Reconstruction Companies (ARC's), its model and benefits to the parties involved, NPA Management, SARFESI Act and MSME.

Note: The paper will contain nine questions having a compulsory case study in any one unit. Candidates are required to attempt five questions in taking at least one question from each unit. Case Study will be compulsory.

Course Contents:

Unit I Overview of global banking system, Changing scenario of Indian banking, Direct banking channels, Smart apps. Changing service dynamics of banks in India CRM, Introduction to Payment banks, Small Finance Banks. Case Studies –growth of SBI, ICICI bank and other emerging banks

Unit II Fixed and Floating interest Rate, Principles of lending, Credit Scoring Models: Hybrid & Behavioral, Retail loan organization structure. Retail Loan products: Home loans, Home Equity Loans, Vehicle loans- Car and Two Wheelers, Consumer Loans, Education Loans, Personal Loans, LAS & LAP

Unit III Corporate Banking: Difference between Retail and Corporate Banking, RBI Guidelines for Regulation of lending, Features of

credit, Term loan and its appraisal, Working Capital assessment & various Methods.

Unit IV Management of NPA's: Asset classification, Norms for NPA, Impact of NPA's on Banks, Credit rating & Pricing of Loans, Modes of creating charge in credit, Letter of Credit, Pre shipment and Post shipment financing. Travelers Cheque, prepaid Currency cards.

Unit V Introduction to third party products i.e. types of Life insurance, Types of mutual funds, Types of General Insurance etc. Bankassurance: Principles and types, CAMELS rating.

Learning Outcomes:

Upon completion of the course the student will be able to:

- Know about banking scenario in India as well as globally.
- Know about various banking products including third party products.
- Know about the recent financial reforms for NPA management.

Suggested Readings:

1. Gopinath, M. N. (2017). *Banking Principles and Operations* (7 ed.), Chennai, Snow White Publications.
2. IIBF. (2017). *Legal and Regulatory Aspects of Banking* (3 ed.), Chennai, Macmillan.
3. IIBF. (2017). *Principles & Practices of Banking* (3 ed.), Chennai, Macmillan.
4. IIBF. (2017). *Retail Banking* (3 ed.), Chennai, Macmillan.
5. Vinay Dutta, K. S. (2013). *Commercial Bank Management* (1 ed.), Delhi, Tata McGraw Hill.

Suggested E Learning Material

1. Omarini, A.(2015) *Introduction: From Banking to Retail Banking* Introduction. Retrieved from https://link.springer.com/chapter/10.1057/9781137392558_1
2. Dedu.V, Duna, A.F. (2011). *The Importance of Banks in Foreign Exchange and the Implications of the Currency Risk over the Bank*

Management. Retrieved from: <https://ideas.repec.org/a/rom/rmcimn/v12y2011i6p291-295.html>.

3. NCUAchannel (2016, Jul 28). What is a CAMEL Rating? Retrieved from Youtube: https://www.youtube.com/watch?v=RWwsNG_9_uc
4. Bansal, A. (2017, Mar, 7). *SARFAESI*, Retrieved from Youtube: <https://www.youtube.com/watch?v=Wg1nRsXWcxg>

CS 203 Application Software for Management

Max. Marks: 100
(CA: 40 + ESA: 60)

L T P C
4 0 0 4

Course Objectives:

1. The main objective of this course is to provide students with the background to design, implement, and use database management systems
2. Provide an introduction of DBMS and their use;
3. Describe the main features and function of the DBMS;
4. Describe & Design of relational database and E-R diagrams;
5. To enable students to learn the concept of application software for business.
6. To work with basic application software tools like MS Excel, MS Access, Tally, Photoshop and its relevance in organizational functioning.

Note: The paper will contain ten questions having at least two questions from each unit. Candidates are required to attempt five questions in taking at least one question from each unit.

Course Contents:

Unit I Organization of data in files, Introduction to Database and DBMS, Advantages and Disadvantages of Databases, Cases in Marketing, HR, Finance, Production etc.

Unit II Understanding Databases and its Environment, Understanding concept of Relational Model, Logical View of Data, Keys, Integrity Rules, Relationships, ER Model, Database Design, Normalization, SQL – DML & DDL.

Unit III Querying with QBE Grid, Creating and Customizing forms, Viewing data using forms, Exploring form Design Tools, Building forms, using Macros, Macro Window, Building Macros, Building Reports, Saving form as a report, Importing and Exporting Data.

Unit IV Features of Computerized Accounting, Company Creation, Alteration and Deletion of Company, Accounts Configuration: General Configuration, Accounts/Inventory Information Configuration, Classification of Accounts: Accounts group, Ledger Accounts, Hierarchy of Accounts, Reserved Accounts group, Contents of Reserved group, Account groups of balance sheet.

Unit V Graphics Environment : IDE, Creation of Files, Understanding Interface, Toolbox, Floating Palettes, Storing and Retrieving Files, Type Basics : Raster versus Vector Programs, Working with Types, Creating and Understanding Selection, Moving and Floating Selection, Flag Collage, Filling and Stroking Working in Layers, Clock Collage, Truck Collage.

Learning Outcomes:

Upon completion of the course the student will be able to:

- Understand the use and basic designing of a database system
- Understand the concept of relational databases and normalization
- Design a database and run queries using MS Access
- Create ledger accounts and balance sheets using Tally
- Use Photoshop for simple image editing and creating collages.

Suggested Readings:

1. Greenberg, A. D. (2000). *Fundamental Photoshop 5.5* (1 ed.), New Delhi, Mc Graw Hill.
2. Nadhani, A. N. (2007). *Implemeting Tally ERP 9* (1 ed.), New Delhi, BPB Publications.

3. Saxena, S. (2000). *MS Office 2000 for Everyone* (1 ed.), New Delhi, Vikas Publication.

Suggested E-Learning Material

1. Studios, S. (2018, March 24). *Adobe Photoshop For Absolute Beginners*. Retrieved March 2019, from Youtube: <https://www.youtube.com/watch?v=KfXSt4XLedc>
2. World, G. L. (2017, December 30). *Tally ERP 9 Basic Course for Beginners - Free Tally*. Retrieved March 2019, from Youtube: <https://www.youtube.com/watch?v=1d2y7J0gESM>

MGMT 202 Basics of Financial Management

Max. Marks: 100
(CA: 40 + ESA: 60)

L T P C
4 0 0 4

Course Objectives:

1. To introduce the students to the basics of financial management.
2. To understand the role of financial manager to give them an input into various concepts.
3. To develop an understanding about techniques of financial analysis.
4. To understand the practicality of the capital structure planning, cost of capital, dividend policies and working capital.

Note: The paper will contain ten questions having at least two questions from each unit. Candidates are required to attempt five questions in all taking at least one question from each unit.

Course Contents:

Unit I Overview of financial management, Principles, nature and scope of financial management, Profit maximization v/s wealth maximization, Stakeholder wealth maximization

Unit II Fundamental Valuation: Time value of money, Rationale, Future value of a single amount, Future value of an annuity, Present value of a single amount, Present value of an annuity, Concept of risk & return, Types of risk, Diversification, Concept and advantage

Unit III Financial Analysis- Techniques of financial analysis, Ratio analysis: advantages, Liquidity ratios, Turnover ratios, Profitability ratios, Leverage ratios

Unit IV Working Capital Management: Nature and concept, Factors influencing working capital, Computation of working capital, Leverage: Concept, DOL, DFL, DTL

Unit V Capital Budgeting: Meaning and importance, Cash flows v/s accounting profit, evaluation techniques – Pay Back Period, NPV, IRR, Cost of capital: basic concepts, measurement of specific costs- Cost of Equity and Debt

Learning Outcomes:

Upon completion of the course the student will be able to:

- Aware about capital structure and theories of capital structure.
- Understand the cost of capital in wide aspects.
- Understand working capital management

Suggested Readings:

1. Avadhani. (2010). *Financial Management (8 ed)*, New Delhi, Himalyan Publication .
2. Chandra. (2015). *Financial Management (11 ed)*, New Delhi, Tata McGraw Hill.
3. Jain, K. &. (2007). *Financial Management (7 ed)*, New Delhi, Tata McGraw Hill.
4. Kishore. (2016). *Financial Management (8 ed)*, New Delhi, Taxman.

Suggested E-Learning Material:

1. Helfert, A. (2001). Financial Analysis and Tools and Techniques. Retrieved from <http://alqashi.com/book/book17.pdf>.
2. Saha, D. (2019). Working Capital Management.ppt. Retrieved from <https://www.scribd.com/doc/98098428/WORKING-CAPITAL-MANAGEMENT-ppt>.

CS 219L Application Software for Management Lab

Max. Marks: 100
(CA: 40 + ESA: 60)

L T P C
0 0 4 2

Course Objectives:

1. The objective of the course is to enable the students to learn the concepts of Excel, Tally, Photoshop.
2. To develop understanding of the computers for practical purpose.

Course Contents (100 hrs.)

Understanding Database in Excel

8 hrs.

1. Data Management in Excel
2. Using Conditional Formatting
3. Sorting and Filtering Data
4. Organizing and Editing Data
5. Grouping and Outlining Data
6. Consolidating Data

Database Creation Using Access

38 hrs.

1. Creating tables (Understanding fields, data types, range etc.)
2. Establishing relationships
3. Creating Tables using Wizard
4. Creating Tables using Data View
5. Creating Select Queries
6. Designing queries with QBE Grid
7. Creating other types of queries (Cross tab, update etc.)
8. Creating forms using wizards
9. Creating Forms using Toolbar
10. Inserting data in tables using forms
11. Validating Forms
12. Creating Reports for table data

Financial Accounting Using Tally**16 hrs.**

1. Creating Companies
2. Creating Voucher and Journal Entries
3. Implementing Trial Balance
4. Checking Balance Sheets

Graphical Applications using Photoshop**8 hrs.**

1. Implementing effects on images
2. changing format of images
3. Applying layers on images

Project

1. Implementing a Business Oriented DBMS Application.

Learning Outcomes:

Upon completion of the course the student will be able to:

- Use computer for better business presentations.
- Get ready for the entry level jobs where computer knowledge is necessary.

Suggested Readings:

1. Greenberg, A. D. (2000). *Fundamental Photoshop 5.5* (1 ed.). New Delhi: Mc Graw Hill.
2. Nadhani, A. N. (2007). *Implementing Tally ERP 9* (1 ed.). New Delhi: BPB Publications.
3. Saxena, S. (2000). *MS Office 2000 for Everyone* (1 ed.). New Delhi: Vikas Publication.

Suggested E-Learning Material

1. Studios, S. (2018, March 24). *Adobe Photoshop For Absolute Beginners*. Retrieved March 2019, from Youtube: <https://www.youtube.com/watch?v=KfXSt4XLedc>
2. World, G. L. (2017, December 30). *Tally ERP 9 Basic Course for Beginners - Free Tally*. Retrieved March 2019, from Youtube: <https://www.youtube.com/watch?v=1d2y7J0gESM>

Fifth Semester

Disciplinary Courses

COM 303 Business Taxation

Max. Marks: 100
(CA: 40 + ESA: 60)

L T P C
4 0 0 4

Course Objectives:

1. To understand basic of direct as well indirect tax.
2. To understand income from various heads and their computations.
3. To understand various facets of indirect tax like GST.
4. To prepare income tax return of an individual and firm.

Note: The paper will contain ten questions having at least two questions from each unit. Candidates are required to attempt five questions in all taking at least one question from each unit.

Course Content:

Unit I Income tax: - Introduction, Residential status of individuals, companies and exempted incomes, Introduction to income from salary, Concept of fringe benefit tax, Income from house property

Unit II Income from business & profession, Numerical problems on business & profession only.

Income from capital gains, Concept of securities transaction tax, Numerical problems on capital gains only.

Unit III Introduction to income from other sources, Important provisions related to deemed incomes and deductions from gross total income with emphasis on deductions related to business.

Unit IV Tax rates, Important provisions related to deduction of tax at source and advance payment of tax, Procedure of assessment of Individual, Concept of wealth tax.

Unit V Introduction to GST: Basics of Model, IGST, CGST, SGST, UGST laws, Levy of CGST, SGST in IGST, UGST.

Learning Outcomes:

Upon completion of the course the student will be able to:

- Understand computation of income under various heads.
- Understand assessment of individual and firm.
- Practical orientation to direct as well indirect tax.

Suggested Readings:

1. Singhania, V.K., & Singhania, M. (2019). Students' Guide to Income Tax including GST. (62 ed.). New Delhi, Taxman Publication.
2. Mehrotra, H.C. (2019). Income Tax Law. (61 ed.), Agra, Sahitya Bhawan
3. Singhania, V.K., & Singhania, K. (2019). Direct taxes law and practice. (62 ed.), New Delhi, Taxman Publication.

Suggested E-Learning Material:

1. Clear Tax. (2019, Jan 30). *cleartax.in*. Retrieved march 1, 2019, from <https://cleartax.in/s/corporate-tax>: <https://cleartax.in/s/corporate-tax>
2. Dave, R. (2017, August 28). <https://economictimes.indiatimes.com/wealth/tax/how-to-calculate-short-term-and-long-term-capital-gains-and-tax-on-these/articleshow/60230745.cms>. Retrieved March 2019, from [economictimes.indiatimes.com](https://economictimes.indiatimes.com/wealth/tax/how-to-calculate-short-term-and-long-term-capital-gains-and-tax-on-these/articleshow/60230745.cms): <https://economictimes.indiatimes.com/wealth/tax/how-to-calculate-short-term-and-long-term-capital-gains-and-tax-on-these/articleshow/60230745.cms>
3. Ernst & Young Global Limited (n.d.). <https://www.ey.com/in/en/services/ey-goods-and-services-tax-gst>. Retrieved March 1, 2019, from www.ey.com: <https://www.ey.com/in/en/services/ey-goods-and-services-tax-gst>
4. Income Tax Management. (2018). <http://incometaxmanagement.com/Pages/Taxation-System/Basic-Concepts-on-Tax-Systems-in-India.html>. Retrieved March 1, 2019, from incometaxmanagement.com: <http://incometaxmanagement.com/Pages/Taxation-System/Basic-Concepts-on-Tax-Systems-in-India.html>

MATH 306 Mathematics for Management

Max. Marks: 100
(CA: 40 + ESA: 60)

L T P C
4 0 0 4

Course Objectives:

1. The subject will focus on developing the mathematical ability of the students by making them understand the concept and implication of Math.
2. The students will be trained in using Matrix for problem solving.
3. The students will be introduced to the concept of differentiation and integration and will be enabled to use the same for problem solving.
4. The students will be introduced to the concept of permutation and combination.

Note: The paper will contain ten questions having at least two questions form each unit. Candidates are required to attempt five questions in all taking at least one question from each unit.

Course Content:

Unit-I Progressions; AP, GP, HP (sum of n terms in AP, GP and HP, sum of an infinite series in GP), Binomial theorem for positive integral index (Expand and general term)

Unit-II Functions: Types of functions, Some functions & their graphs (Linear functions, Exponential functions, Logarithmic functions & parabolas).

Linear Programming Problems: Formulation and solution by Graphical method (for two variables only).

Unit-III Differentiation (Algebraic functions, Exponential function and logarithmic function) Application of Differentiation in optimization, Partial differentiations (Simple Algebraic Functions).

Integration (As a reverse process of Differentiation); Integration by substitution and integration by parts; Definite integral of the above functions.

Unit IV Fundamental principle of counting; Factorial notation.

Permutation: Permutation of N different things; of things not all Different; Restricted Permutations Combination, Concept of Probability, Classical, Empirical Approach of Probability, Probability Rules: Addition and Multiplication Theorem of Probability (Statement and proof), Definition of Conditional Probabilities.

Unit-V Matrices: Types of Matrices, Addition, Subtraction and Products of Two matrices, Transpose of a matrix, Determinant of a square matrix, Properties of determinants, Evaluation of determinant (up to third order), Use of determinants and Matrix in solving linear equations.

Learning Outcomes:

Upon completion of the course the student will be able to:

- Determine the particular progression work (AP, GP, HP)
- Demonstrate the determinant of a matrix up to third order.
- Identify the notations. Operations and applications of sets, Functions and relations.
- Use differentiation and integration techniques in problem solving
- Apply factorial, permutation and combinations and uses.

Suggested Readings:

1. Wilson, R. J. (2005). *Introduction to Graph Theory* (4 ed.), Pearson Education.
2. Hall, H. S. and Knight, S. R. (2002). *Higher Algebra*, (4 ed.), Agra, H.M. Publications.
3. Wallis, W. D. (2004). *A Beginner's Guide to Discrete Mathematics*, (3 ed.), Delhi, Springer, International Edition.

Suggested E-learning material

1. Sequence and Series: <http://mycatguide.yolasite.com/resources/sequence.pdf>
2. Matrix: https://www.hec.ca/en/cams/help/topics/Matrix_determinants.pdf
3. Binomial Theorem: <http://ncert.nic.in/ncerts/l/keep208.pdf>
4. Set: <http://ncert.nic.in/ncerts/l/keep201.pdf>
5. Function & Relation: <http://ncert.nic.in/ncerts/l/keep202.pdf>

MGMT 305 E-Business

Max. Marks: 100
(CA: 40 + ESA: 60)

L T P C
4 0 0 4

Course Objectives:

1. To understand the various concepts involved in e-Business & e-Commerce.
2. To develop an understanding about the aspects like business models, advantages, payment system, legal issues of e-business.
3. To gain insight into the concepts of E-CRM, E-SCM, ERP, E-Procurement in E-Business.
4. To understand the meaning of concepts like online promotion-banking and crowd-sourcing.

Note: The paper will contain nine questions having a compulsory case study in any one unit. Candidates are required to attempt five questions in taking at least one question from each unit. Case Study will be compulsory.

Course Contents:

Unit I Advantage of Internet for various users, Concept of e-Commerce & e-Business, its advantages & history, Forces Fueling, Case study of ITC E-Choupal, Channel Conflict-Evaluate if and how both offline and on-line Business Models can be Pursued Simultaneously. Effects of Internet & web on Business-Strategy, Structure & Process.

Unit II Business Models: Advertising, brokerage, utility, mixed etc. Concept of Disintermediation, Horizontal & Vertical Market Places in e-Commerce, Impact of e-Business & Social Media on a single functional area Viz., Marketing - Case study Branding in the Digital Age, website creation & Digital Marketing-Session Cum Workshop by industry Expert.

Unit III Concept & advantages: e-CRM, e-SCM, ERP, e-Procurement, direct marketing & customer service, introduction to online auction mechanism.

Unit IV Internet & Promotion: Types of online promotions- Banners, Splash screens etc. strategies- push / pull, online catalogues, advantage & Challenges, Introduction to e-banking & advantages Crowd Sourcing-Concept & benefits.

Unit V Electronics Payment System: concept, advantages, security systems, cybercrimes, ethical issues in e-commerce, I.T. Act & implications, future of e-commerce

Learning Outcomes:

Upon completion of the course the student will be able to:

- Compare and evaluate both offline and on-line modes of shopping.
- Know about Marketing & Branding in digital age, e-banking-CRM, e-SCM and ERP
- Understand about upcoming areas like digital marketing, e-commerce logistics, e-supply chain management as their career option.

Suggested Readings:

1. Kalakota, R.,Whinston, A. (2013). *Frontiers of Electronic Commerce* (13 ed.), New Delhi, Pearson.
2. Turban, E., Lee, J, King, D & Chung ,Michael H. (2003). *Electronic Commerce:A Managerial Perspective* (4 ed.). New Delhi: Pearson.
3. Mohammad, Rafi A (2003). *Internet marketing* (2 ed.), Mumbai, Tata McGraw Hill.
4. P.T.Joseph, S.J (2015). *E-Commerce - An Indian Perspective* (5 ed.), Delhi, PHI.

Suggested E-Learning Material:

1. Brooke, J. (n.d.). *7 Types of Online Advertising*. Retrieved Jan 20, 2019, from [www.adskills.com](https://www.adskills.com/7-types-of-online-advertising/): <https://www.adskills.com/7-types-of-online-advertising/>
2. Diaz, C. (n.d.). *What is E-Commerce? Definition, Differences With Other Terms and First Steps to Follow if You Want to Launch Your E-Commerce*. Retrieved Feb 23, 2019, from [www.doofinder.com](https://www.doofinder.com/en/blog/what-is-e-commerce): <https://www.doofinder.com/en/blog/what-is-e-commerce>
3. Stevenson, M. (2015, Feb 15). *Electronic Payment Systems*. Retrieved March 1, 2019, from [www.youtube.com](https://www.youtube.com/watch?v=I3RWFRRmxDw): <https://www.youtube.com/watch?v=I3RWFRRmxDw>
4. Study.com. (n.d.). *Enterprise Resource Planning: Using ERP to Integrate Business Processes*. Retrieved Feb 22, 2019, from [study.com](https://study.com/academy/lesson/enterprise-resource-planning-using-erp-to-integrate-business-processes.html): <https://study.com/academy/lesson/enterprise-resource-planning-using-erp-to-integrate-business-processes.html>

MGMT 315P Term Paper

Max. Marks: 100
(CA: 40 + ESA: 60)

L T P C
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Course Objectives:

1. To encourage the students to undertake research work in area of their interest.
2. To develop basic understanding of Research and analytical statistical techniques amongst students.

GUIDELINES FOR PREPARATION AND SUBMISSION OF TERM PAPER

- Students would choose the Title under the respective Subject Domain (Finance/HR/Marketing)
- The students have to submit their Term Paper atleast 10 days before commencement of semester examination and should have already cleared the check for plagiarism.
- **BINDING:** The Copies of the Term Paper shall be bound in spiral bound form. The front cover shall bear the title of the Term Paper, the name of the student, the name of the degree for which the Term Paper is submitted, and the year of submission.
- **PAPER & TYPE:** All copies of the Term Paper shall be presented in a permanent and legible form in typescript or in print.
- **PUBLICATION:** Every student would prepare a research paper suitable for publication and submit before the end of semester examination. All such papers may be published in form in an e-book.
- **GUIDANCE:** Faculty members would provide regular of guidance to different groups of students.
- **LAYOUT:** The Preliminary Pages:
 - Cover page
 - Title page
 - Declaration by student
 - Acknowledgements
 - Table of Contents

- List of figures
- Tables or illustrations
- List of abbreviations
(Mandatory if used)
- The Main Text: Introduction
- Review of literature
- Research methodology
- Data presentation & Data analysis
(Observations)
- Findings
- Conclusions & Recommendations
- Bibliography

Learning Outcomes:

Upon completion of the course the student will be able to:

- Understand mechanism of identifying a problem and evolving the solution using standardized Quantitative and Qualitative tools.
- Comprehend the process of writing a term paper document.

Phase - I (End of July):	
Selection of topic-to be defended before the panel of faculty members	10 marks
Phase - II (Around Second week of August):	
Presentation of proposal before the panel of faculty members	30 marks
Phase - III (Before Commencement of final semester examination):	
Submission and viva-voce examination	60 marks
	Total 100 marks

Further information will be provided during the first week of the semester.

Sixth Semester Disciplinary Courses

MGMT 313 Foundation of Bhartiya Prbandhan

Max. Marks : 100

L T P C

(CA: 40 + ESA: 60)

4 0 0 4

Course Objectives:

1. The primary purpose is understanding merit of Self-Realization
2. To introduce the students to the basics of Bhartiya Management thought and practice.
3. To generate awareness about the cultural and spiritual values of Indian society and their implications for modern managers.
4. To understand Indian Philosophical Thoughts from Vedant and Bhagwad Geeta.
5. To provide the knowledge about eastern and western management, social management, wisdom worker and other important aspects related to Bhartiya Prbandhan.

Note: The paper will contain ten questions having two questions from each unit. Candidates will be required to attempt five questions taking one question from each unit, including one compulsory question based on the case study.

Course Content:

Unit I Concept of Indian culture, Rationale for Indian management, Management system in Arthshastra

Unit II Gandhian thought for management of Indian organizations, Trusteeship, Swadeshi, Creative leadership, Vivekananda and his concept of work as worship, Vivekananda's ideas on Vedant.

Unit III Arrival of Best to lead the rest, Management Wisdom: The Common Man's Management Theories. OSHA Model, VEDA Model

Unit IV Towards convergence between Eastern and Western Management, Panchmukhi Vikas, Development Matrix for social management, Wisdom worker, Doctrine of Karma

Unit V Management ideas from Bhagwad Geeta, Motivation-Indian insights, Value system of individual, Stress Management

Learning Outcomes:

Upon completion of the course the student will be able to:

- Understand ancient Indian spiritual teachings and their relevance in present day life.
- Have a value oriented approach in their everyday life.

Suggested Readings:

1. Bansal, I. (2002). *Management Concepts in Ancient Indian Psycho-Philosophic Thought and Their Significance for Present Day Organizations (1 ed.)*, Jaipur: Popular Book Depot.
2. Sharma, S. (1996). *Management in New Age: Western Windows, Eastern Doors (2 ed.)*, New Age International Publication.
3. Sharma, S. (2007). *New Mantras In Corporate Corridors From Ancient Roots To Global Routes (2 ed.)*. New Delhi: New Age Int. Pvt. Ltd.
4. Chatterjee, B. K. (2002). *Arindam Chaudhuri, Count Your Chickens before They Hatch(1ed.)*, New Delhi: Vikas Publishing House (2001).
5. Dasgupta, Ajit K. (1993). *A History of Indian Economic Thought* (ed. 1). London and New York: Routledge history of economic thought series.

Suggested E-Learning Material:

1. Joshi, A. (2018, Jan 3). *indegeneous Management System an introduction*. Retrieved Feb 12, 2019, from [www.youtube.com: https://www.youtube.com/watch?v=q5K2Hff85MM](https://www.youtube.com/watch?v=q5K2Hff85MM)
2. Joshi, A. (2016, Dec 7). *Management from Bhagwad Geeta :A Few Insights*. Retrieved Feb 18, 2019, from Shastriya Prabandhan - A Bharatiya Design Thinking Approach to Education and Management: <http://ankurjoshi.in/bhagwad-gita-management/>
3. Sharma, S. (1999, Oct 1). *Corporate Gita: Lessons for Management, Administration and Leadership*. Retrieved March 1, 2019, from [journals.sagepub.com: https://journals.sagepub.com/doi/10.1177/097168589900500203](https://journals.sagepub.com/doi/10.1177/097168589900500203)

4. Sharma, S. (2006, Jan). *Management In New Age: Western Windows Eastern Doors*. Retrieved Feb 21, 2019, from www.researchgate.net: https://www.researchgate.net/publication/304935846_Management_In_New_Age_Western_Windows_Eastern_Doors
5. *Swami Vivekananda Chicago Speech on 15th September, 1893*. (2013, Aug 12). Retrieved Jan 5, 2019, from www.youtube.com: <https://www.youtube.com/watch?v=TlwZNMgFBWM>

MGMT 304 Business Policy

Max. Marks :100
(CA: 40 + ESA: 60)

L T P C
4 0 0 4

Course Objectives:

1. To understand the nature of business policy.
2. To understand the meaning of business strategies.
3. To deliver knowledge about different strategic models.
4. To understand the different framework of strategic implementation.

Note: The paper will contain ten questions having two questions from each unit. Candidates will be required to attempt five questions taking one question from each unit, including one compulsory question based on the case study.

Course Content:

Unit I Nature, Purpose and Importance of Business Policies. Defining and explaining Strategy. What makes a decision strategic? Levels at which strategy operates. Process of formulating Strategies

Unit II Vision, Mission & purpose, Business definition. Environmental appraisal. Organisational appraisal, Corporate Level Strategies - Expansion, Stability, Retrenchment, Combination.

Unit III Business Level Strategies. Strategic Analysis and Choice - Strategic choices Models-BCG Matrix, GE Cells, Hoffer's Product Market evolution matrix, Porter's Model. Societal Level Strategies

Unit IV Strategy Implementation - Structural, Functional & Operational, Behavioral

Unit V Strategic Evaluation and Control: Strategic Evaluation process, Strategic Control, Operational Control, Role of Organisation's systems in Evaluation.

Case Study Analysis of small cases related to various aspects of the course has to be facilitated by the instructor in the class.

Learning Outcomes:

Upon completion of the course the student will be able to:

- Understand the business and business policies
- Understand how organizations formulate and implement strategies.
- Apply and evaluate relevant theories and tools in the context of case studies.

Suggested Readings:

1. Kazmi A. (2015). *Business Policy & Strategic Management* (4 ed.), Delhi, Tata McGraw Hill India.
2. Wheelen & Hunger. (2013). *Strategic Management & Business Policy* (13 ed.), Delhi, Pearson.

Suggested E-Learning Material:

1. Business Jargon. (n.d.). Strategy Implementation. Retrieved March 1, 2019, from businessjargons.com: <https://businessjargons.com/strategy-implementation.html>
2. Community Tool Box. (n.d.). An Overview of Strategic Planning or "VMOSA" (Vision, Mission, Objectives, Strategies, and Action Plans). Retrieved Feb 23, 2019, from ctb.ku.edu/en: <https://ctb.ku.edu/en/table-of-contents/structure/strategic-planning/vmosa/main>
3. Gupta, N. (2017, March 27). Idea and Vodafone Merger: A saga of becoming India's Largest Telecom Company. Retrieved March 1, 2019, from www.jagranjosh.com: <https://www.jagranjosh.com/articles/idea-and-vodafone-merger-a-saga-of-becoming-indias-largest-telecom-company-1490598696-1>
4. ICMR. (2018). Idea- Vodafone Merger: Consolidation in the Indian Telecom Sector. Retrieved Feb 22, 2019, from <http://www.icmrindia.org>: <http://www.icmrindia.org/casestudies/catalogue/Business%20Strategy/Idea-%20Vodafone%20Merger%20Consolidation%20in%20the%20Indian%20Telecom%20Sector-Excerpts.htm>

5. MSG. Business Policy - Definition and Features. Retrieved March 1, 2019, from www.managementstudyguide.com: <https://www.managementstudyguide.com/business-policy.htm>
6. Status.net. 1500+ Best Company Vision and Mission Statements [by Industry]. Retrieved March 1, 2019, from status.net: <https://status.net/articles/best-company-slogans-vision-mission-statements-examples/>

LAW 311 Information Technology Law

Max. Marks : 100
(CA: 40 + ESA: 60)

L T P C
4 0 0 4

Course Objectives:

1. To make students aware so that they can identify and analyze statutory, regulatory, constitutional and organizational laws relating to information technology.
2. To acquaint the students with the ongoing issues under law in managing innovative perspective in the field of information technology.
3. To impart professional knowledge in locating and enabling the student to apply case laws, common law and diverse viewpoints in handling current legal and ethical dilemmas in the field of information technology.

Note: The paper will contain ten questions having at least two questions from each unit. Candidate are required to attempt five questions in all taking at least one question from each unit.

Course Contents:

Unit I Introduction - Aims & objectives, Advantages and disadvantages of IT, Basic Concepts, Definitions, Salient features of Cyber Space; e-Commerce - Definition, Advantages and Disadvantages, Models of e-Commerce, Problems in Electronic Records

e-Governance - Meaning, Advantages of E-Governance, Legal recognition of electronic records, Retention of electronic records, e-Governance in India: An overview.

Unit II e-Contract - On-line contract-validity, Attribution of electronic records, Acknowledgement of receipt, time and place of formation of e-Contract. Dispatch and receipt of e-records, Security of Electronic records; Digital Signature - Function of Signature, Types of Cryptography

Electronic Signature - Definition, Legal provisions relating to Electronic Signature and Digital Signature.

Unit III Certifying Authority - Appointment, Functions, Licenses, Powers Electronic Signature certificates: - Application for granting of electronic signature Certificate, Digital Signature Certificate standards, suspension of digital signature certificate, Revocation of Digital Signature Certificate.

Unit IV Subscriber - Meaning, Rights and Duties; Cyber Appellate Authority - Establishment, Composition, Qualification, Appeals, Procedures and Powers.

Unit V Cyber Crimes: - Definition, Classification, Essentials, Prevention

Cyber Jurisdiction: Introduction, Types of Jurisdiction, Indian Position.

Learning Outcomes:

Upon completion of the course the student will be able to:

- Build up a comprehension about the different aspects of Information Technology Law and all the measures taken to create legitimate structure in innovation progression.
- Learn different domains managed by Information Technology law, for example, e-contract, digital signature, authorities deal with granting of electronic signature and cyber crimes.
- Grow their urge to do work in research field.

Leading Cases: -

1. Bharat Matrimony.com Pvt. Ltd. v. People Interactive (I) Pvt. Ltd., AIR 2009 Mad 78
2. Microsoft Corporation v. RajendraPanwar, 2008 (36) PTC697 (Del).
3. Rediff Communication Ltd. V. Cyberboot, AIR 2000 Bom 27
4. Yahoo Inc. v. Akash Arora, 1999 PTC (19)201 (Delhi)
5. National Association of Software and Service Companies v. Ajay Sood, AIR 2005 NOC 269 (Del)
6. Manish Vij v. Indra Chug, AIR 2002 Del 243.
7. Aktiebolaget Volvo v. Volvo Steels Ltd, 1998 PTC 18 (Bombay) 14
8. Marks and Spencer PLC v. One in and Million, 1998 FSR 265
9. Kirloskar Diesel Recon Pvt. Ltd. V. Kirloskar Proprietary Ltd., AIR 1996 Bom 149 16
10. Montari Overseas v. Monatari Industries Ltd., 1996 PTC 142 (Delhi)
11. American Civil Liberties Union v. Reno, (1996) 929 F Supp 824
12. Erven Warnink v. Townend, 1980 RPC 31 12
13. Parker Knoll v. Knoll International, 1962 RPC 265
14. Cardservie International Inc. v. MC Gee, 42 USPQ 2d 1850
15. Satyam Infoway Ltd. v. Sifynet Solutions Pvt. Ltd. AIR 2004 SC 3540: (2004) 6 SCC 145: (2004)
16. Sayad Asifuddin & Other v. The State of A.P. & Anr. (2005) 3 Cr. L.J. 4314
17. Avinish Bazaz v. State (N.C.T.) of Delhi, (2005) 3 Comp, L.J. 364 (Delhi)

Suggested Readings:

1. Sharma, Vakul. (2011). *Information Technology Law and Practice* (5 ed), Delhi, Universal Law Publishing,
2. Rattan & Jyoti. (2011). *Cyber Law* (6 ed), New Delhi, Bharat Law House.

3. Kamath & Nandan. (2009). *Law Relater to Computers Internet & E-Commerce* (5 ed), Delhi, Universal Law Publishing.
4. Seth & Karnika. (2009). *Cyber Law in the Information Technology Act* (7ed), Nagpur, Lexis Nexis Butterworth Wadhwa.
5. Chaubey, R.K. (2008). *Cyber Crime and Cyber Law* (5 ed), Kolkata, Kamal Law House.

Suggested E- learning Material:

1. Makiyama, Lee Hosuk. (2018). Potential Benefits of an Australia-EU Free Trade Agreement. University of Adelaide Press from <https://www.jstor.org/stable/j.ctv9hj94m.19>
2. Maury D. Mary and Kleiner S. Deborah. (2019). E-Commerce, Ethical Commerce? .Journal of Business Ethics, Vol. 36, No. 1/2, Seventh Annual International Conference Promoting Business Ethics from <https://www.jstor.org/stable/25074690>
3. Nir Kshetri. (2010). Diffusion and Effects of Cyber-Crime in Developing Economies. Taylor & Francis, Ltd. from <https://www.jstor.org/stable/27896600>
4. Dass Poonam. (2010). Legal Dimensions of Cyber Crimes and Preventive Laws with Special Reference to India. Journal Of The Indian Law Institute from <https://www.jstor.org/stable/44782481>
5. Mason Stephen. (2016). Electronic Signatures in Law. School of Advanced Study, University of London, Institute of Advanced Legal Studies from <https://www.jstor.org/stable/j.ctv5137w8.20>
6. Stephen Mason. (2016). Electronic Signatures in Law. School of Advanced Study, University of London,
7. Institute of Advanced Legal Studies from <https://www.jstor.org/stable/j.ctv5137w8.22>
8. Chowdary T. H.. (2002). Information Technology for Development: Necessary Conditions. Economic and Political Weekly from <https://www.jstor.org/stable/4412627>

MGMT 206 International Business

Max. Marks: 100
(CA: 40 + ESA: 60)

L T P C
4 0 0 4

Course Objectives:

1. To develop an understanding of concepts of international business and to stimulate the students by discussing current business scenarios and events in the field of international business.
2. To develop an understanding of political, legal system and cultural influences on international business.
3. To develop an understanding of macroeconomic issues and trade theories on international business to stimulate better understanding international marketing, finance, HRD, exports, manufacturing and WTO on international business
4. To stimulate thought process of students by using different case studies on international business.

Note: The paper will contain ten questions having at least two questions from each unit. Candidates are required to attempt five questions in all taking at least one question from each unit.

Course Content:

Unit I Introduction to the field of international business, reasons for recent international growth, modes of international business, evolution of strategy in the internationalization process.

Unit II Cultural awareness, identification and dynamics of cultures, behavioral practices affecting business, strategies for dealing with cultural differences, case studies.

Unit III Basic political ideologies, the impact of the political system on management decisions, the legal environment, kinds of legal systems, ethical dilemma, legal issues in international business, case studies.

Unit IV Countries classified by income, countries classified by region, countries classified by economic system, key macroeconomic issues affecting business strategy, trade theories: absolute

advantage, comparative advantage, the product life cycle theory of trade, case studies.

Unit V Concept and significance of: international marketing, International finance and international HRD, small business export strategy, global manufacturing strategies, Role of WTO, case studies.

Learning Outcomes:

Upon completion of the course the student will be able to:

- Understand the concept of international business in different settings.
- Understand about culture and its dynamics in international business scenarios.
- Apply the knowledge of political, legal and economic scenarios in business activities.

Suggested Readings:

1. Daniels, J. D., & Radebaugh, L. H. (2003). *International Business: Environments and Operations* (9 ed.), Delhi, Pearson.
2. Hill, C. W. (2003). *International business : competing in the global marketplace* (4 ed.), New York, Tata McGraw Hill.
3. Cherunilam, F. (2011). *International Business Text and Cases* (5 ed.), Delhi, PHI.

Suggested E-Learning Material:

1. Tutorials Point (India) Pvt. Ltd. (2018 Jan 9). *WTO*. Retrieved from you tube: <https://www.youtube.com/watch?v=qtxplb6yDLw>
2. Prince Academy (2016 Jul 12). *Legal & Technological Environment*. Retrieved from you tube: <https://www.youtube.com/watch?v=HxVbGtYdWIA>
3. Vidya-mitra (2016 Feb 24). *Cultural environment*. Retrieved from you tube: https://www.youtube.com/watch?v=Lo6pumvR_ME

MGMT 313L Foundation of BhartiyaPrabandhan Lab

Max. Marks : 100
(CA: 40 + ESA: 60)

L T P C
0 0 4 2

Course Objectives:

- 1) To familiarize the students with the practical aspects of Bhartiya Prabandhan.
- 2) To familiarize students with the Indian scriptures and Management lessons hidden in them.

Note: There will be a practical Viva Voce and group discussion to test the knowledge and understanding of BhartiyaPrabandhan amongst the students.

Course Content:

Week	Component	Activity	Instructor Role
1	Rationale for Bharatiya Prabandhan (1/2)	Critical Questioning and Loud Thinking	Ask questions leading to gaps in western management and subsequent solutions from Bharatiya scenario
2	Rationale for BharatiyaPrabandhan (1/2)	Observation Exercise Students go for observing department / other departments and link it with discussions of previous session	Synthesize the observations, discard irrelevant and keep relevant points for discussions
3	Introduction to BharatiyaPrabandhan	Role Play demonstrating the importance of Bharatiya Prabandhan	Provide pointers / guidelines

4	Charitra-Chitran (Biographic Role plays)	Unheard stories of great people of Bharat are preferred	Discuss with students in prior
5	Time Transcend	Conducting activity by envisioning future / recreating past	Discuss possible options and suggest content sources
6	Beyond Ethics – towards ethos	Select case discussions and drawing parallels	Discuss analysis at depth linking with current managerial scenario
7	Exploring self	Writing short auto-biographies	Provide process to think, get the ball rolling
8	Creative Idea Generation	Mind Walk	Establish importance and validity before activity
9	Output – Creation (1/2)	Students create the PPTs / Charts / Poems / Videos / Music etc based on their learning and experience of the course	Observe, provide feedback to present improved version
10	Output – Creation (2/2)		Taking feedback, knowing experiences of students

Learning Outcomes:

Upon completion of the course the student will be able to:

- Understand the practical use of the Bhartiya Prabandhan in day today life.
- Get a better perspective towards the Indian culture and its value system

Discipline Electives

COM 312 Personal Finance

Max. Marks: 100

L T P C

(CA: 40 + ESA: 60)

4 0 0 4

Course Objectives:

1. To understand the concept of personal finance, personal financial planning process & personal financial statement analysis.
2. To understand the concept of retirement planning and estate planning.
3. To understand the concept of tax planning and investment planning
4. To understand the concept of financial literacy and role of regulators in promoting financial literacy.

Note: The paper will contain nine questions having a compulsory case study in any one unit. Candidates are required to attempt five questions in taking at least one question from each unit. Case Study will be compulsory.

Course Contents

Unit I Personal Finance: Introduction, Goals, Need, Personal Financial Statements, Personal financial planning process, Life cycle approach to financial planning, Components of financial plan, developing financial plan. Budgeting: Principles of Successful Budgeting, Spending money wisely, Time value of Money, careers in personal finance advisory.

Unit II Investment Avenues: Principles of successful investing, overview of securities markets, factors controlling investment returns, Types of investment options available to an individual investor, building successful investment portfolio.

Unit III Introduction to Bank and Banking services, Type of accounts, Types of deposits, KYC, Types of loans, deposit, credit and investment services offered by commercial banks, care while using mobile banking, mobile applications, internet banking etc.

Unit IV Insurance: Importance, need, principles of insurance, Types of life insurance, health insurance, Home & Liability Insurance. Estate Planning: Objectives of will and creating a valid will and power of attorney.

Unit V Retirement Planning: Principles, stages and steps in retirement planning, Tax planning: importance, PAN, Heads of Income, Tax saving under section 80C, Role of RBI, NISM, SEBI and others in promoting financial literacy in India.

Activities:

Understand the requirements for your Personal Financial Plan.

1. Develop and implement a budget.
2. Understand the joy of giving back to society.
3. How to use retirement planning calculator.
4. Using other financial calculators.
5. How to advise someone about financial planning process.
6. Proactive and reactive ways to deal with Investment frauds and low quality financial services.

Learning Outcomes:

Upon completion of the course the student will be able to:

- Understand the requirements of Personal Financial Plan can develop and implement a budget.
- Use retirement planning calculators and other financial calculators.
- Understand Proactive and reactive ways to deal with Investment frauds and low quality financial services.

Suggested Readings:

1. Halan, M., (2018). Let's Talk Money: You've Worked Hard for it, Now Make it Work for You. (1 ed.), New Delhi, Harper Business

2. Mitra S. et al. (2018). *Financial Planning* (1 ed.), Sage Publications New Delhi
3. Mirashi,S.,(2012). *I Can Do-Financial Planning*. (4 ed.), New Delhi: Academic Foundation
4. Preschool, IMS, (2015). *Investment Planning* (1 ed.), New Delhi, Tata Mc-Graw Hill
5. Gopinath, M. N. (2011). *Banking Principles and Operations*. (3 ed.), Mumbai: Snow white Publications.

Suggested E-Learning Material:

1. Kotak Securities (2019), Knowledge Bank, Retrieved from <https://www.kotaksecurities.com/ksweb/Research/Knowledge-Bank/Investment-Knowledge-Bank>
2. Halan M. (2019), *Let's Talk Money With Monika Halan: Financial Planning Ideas*, Retrieved from <https://www.bloombergquint.com/bqportfolio-videos/let-s-talk-money-with-monika-halan-fmancial-planning-ideas>, Courtesy BloombergQuint
3. Pareek, N., et al. (2018, Decemeber 1). *Emerging Trends in Banking*. Under Banasthali-MHRD NRC, Retrieved from <https://www.youtube.com/watch?v=gCBs313D46g>:
4. Purohit, H. (2015, October 13), Banasthali Vidyapith Presents the Bhartiya Model of Financial Literacy (BMFL), retrieved from https://papers.ssf.com/sol3/papers.cfrn?abstract_id=2673446
5. RBI. (n.d.). *Financial Education and RBI*. Retrieved March 1, 2019, from [rbi.org.in: https://rbi.org.in/financialeducation/home.aspx](https://rbi.org.in/financialeducation/home.aspx)
6. Sud, R. (2017, June 13). *Why India needs to work on financial literacy now more than ever*. Retrieved March 1, 2019, from [www.livemint.com: https://www.livemint.com/Opmion/f5xollOSPqxGWUdaWKVb8J/Why-India-needs-to-work-on-financial-literacy-now-more-than.html](https://www.livemint.com/Opmion/f5xollOSPqxGWUdaWKVb8J/Why-India-needs-to-work-on-financial-literacy-now-more-than.html)

LAW 312 Law of Torts

Max. Marks: 100

L T P C

(CA: 40 + ESA: 60)

4 0 0 4

Course Objectives:

1. The students will be able to understand the private law and what it makes it different from other laws.
2. The students will be able to understand the major principle fundamental to the operation of Law of tort

Note: The paper will contain ten questions having at least two questions from each unit. Candidates are required to attempt five questions in all taking one question from each unit.

Course Content:

Unit I Introduction – Nature & Definition of Tort, Is it Law of Tort or Torts, Injuria Sine Damno, Damnum Sine Injuria, Ubi Jus ibiremedium, Tort & Crime, Tort & Breach of Contract, Tort & Breach of Trust.

Mental Element in Tort, General Defences – Volention fit Injuria, Act of God, Inevitable accident, Private Defence, Necessity, Statutory Authority.

Unit II Vicarious Liability – Meaning, Rationale, Who is servant, Course of Employment. Vicarious Liability of the State – Sovereign act

Unit III Strict and Absolute Liability, Liability for Animals – The Scienter rule , Remoteness of Damage

Unit IV Negligence & Contributory Negligence, Res ipsaLoquiorand Nuisance

Unit V Defamation, Trespass to Land & Goods, Conversion, Remedies in Torts, Kinds of Damages

Learning Outcomes:

Upon completion of the course the student will be able to:

- Understand the major fundamentals of law concerning to compensate those who have been injured by the wrongdoing of others.
- Understand the difference between the law of torts and other laws.

Leading Cases:

1. Jai Laxmi Salt Work (P) Ltd. v/s The State of Gujrat, 1994 (4) S.C.C. 1
2. Sita Ram v/s Santanu Prasad, AIR 1966 S.C. 1696
3. P&O Steam Navigation Company v/s Secretary of State for India, (1861) 5 Bom. H.C.R. App. 1
4. Donoghue v/s Stevenson, (1932) A.C. 562
5. M.C. Mehta v/s Union of India AIR 1987 S.C. 1086
6. Municipal Corporation of Delhi v/s Subhagwanti, AIR 1966 S.C. 1750
7. Ryland v/s Fletcher (1868) L.R. 3 H. L. 330
8. T.J. Ponnen v/s M. C. Verghese AIR 1970 SC 1876
9. Union Carbide Corporations v/s Union of India, AIR 1990 SC 273
10. Common Cause, A Registered Society v/s Union of India, AIR 1996 SC 35 38

Suggested Readings:

1. Ratanlal and Dhirajlal (2004). *The Law of Torts* (27 ed.) Nagpur & New Delhi: Wadhwa Publication.
2. Brazier, Margaret and John Murphy (1999). *Street on Torts* (10 ed.) Nagpur: Butterworths Publication
3. Brazier, Margaret R. Clerk and Lindsell. (2010). *Torts. (10 ed.)* London: Thomson Reuter (Legal) Limited
4. Gandhi, B. M, *Law of Tort*, (4ed.) Universal Publication, (Latest Edition)
5. Rogers, W.V. H. Winfield & Jolowicz (2002). *on Law of Tort* London: Sweet & Maxwell Publication,

6. Huston & Buckley (2002). *The Law of Torts* (Revised by Huston, R.F. V. & R. A. Buckley), Delhi: Universal Law Publishing Co. Pvt. Ltd.

Suggested E learning Material

1. Benjamin Zipursky Rights, Wrongs, and Recourse in the Law of Torts https://ir.lawnet.fordham.edu/cgi/viewcontent.cgi?article=1839&context=faculty_scholarship,
2. Mark Latham Victor E. Schwartz Christopher E. Appel ,The Intersection of Tort and Environmental Law: Where the Twains Should Meet and Depart <https://ir.lawnet.fordham.edu/cgi/viewcontent.cgi?referer=&httpsredir=1&article=4670&context=flr>
3. Guido Calabresi and Jon T. Hirschoff, Towards a Test for Strict Liability in Torts https://www.jstor.org/stable/795220?seq=1#metadata_info_tab_contents

LAW 309 Banking Laws

Max. Marks: 100
(CA: 40 + ESA: 60)

L T P C
4 0 0 4

Course Objectives:

1. To understand the basics of banking system in India.
2. To understand the role of banking regulator.
3. To understand the legal framework associated with banking
4. To understand the banking operations and payment system in banking sector.

Note: The paper will contain ten questions having at least two questions from each unit. Candidates are required to attempt five questions in all taking one question from each unit.

Course Content:

- Unit I** Introduction –Evolution of Banking and its history in India: Bank, Banking and Bank Regulation. Structure and function of Banking Institutions—The different types of Banks viz. Central Bank, Commercial Bank, Co-operative Banks, Specialized Banks, Regional Rural Banks (RRBs), NABARD, Financial Institutions and their respective functions – An overview. Commercial Banks: Structure and Function. Relation between Banker and Customer, Legal character of Banker – Customer relationship, Rights and obligations of Banker, Types of Accounts, Principles of good lending, Types of Loans
- Unit II** Reserve Bank of India: Structure and Functions, Central Banking: Organizational Structure of RBI, Functions of the Reserve Bank: Primary functions, Secondary functions. Controlling function of RBI over Banking and Non-Banking Companies.
- Unit III** Banking Regulation Act, 1949 (With latest amendments): Control over Management, Prohibition of certain activities in relation to Banking Companies, Acquisition of the undertakings of Banking Companies, Suspension of Business and Winding up of Banking Companies, Special provisions for speedy disposal of winding up proceedings, Powers of the Central Government towards Banking Companies.
- Unit IV** Laws of Recovery & Insolvency (With latest amendments): Recovery of Debts due to Bank & Financial Institutions (RDDB) Act, 1993, Purpose and Constitutional Validity of Act, Establishment, Composition and powers of DRT and DRAT. Securitization and Reconstruction of Financial Assets and Enforcement Of Security Interest (Sarfaesi) Act, 2002. Purpose and Constitutional Validity of Act, Applicability of Act & it's enforceability. The Insolvency and Bankruptcy Code, (IBC) 2016. Application of Code –For Corporate Persons, Individuals and Partnership Firms, Corporate Insolvency Resolution & Liquidation Process, Adjudicating Authority - Offences and Penalties, The

Insolvency and Bankruptcy Board of India - Powers and Functions of Board, Home buyers at par with Financial Institutions

Unit V Laws of Negotiability & Payment Settlement (With latest amendments): The Negotiable Instruments Act, 1881: Legal aspects of negotiable instruments Promissory Note, Bill of Exchange, Cheque, Crossing of Cheque, Criminal liability on dishonor of Cheque (Section 138 – 142). The Payment and Settlement Systems Act, 2007: Designated authority, payment system not to operate without authorization, Regulation and Supervision by the Reserve Bank, Rights and Duties of A System Provider - Protection of funds collected from customers, Settlement of disputes- Dishonor of electronic funds transfer for insufficiency, etc., of funds in the account.

Learning Outcomes:

Upon completion of the course the student will be able to:

- Understand the banking operations that form the part of day today life.
- Know banking, banking laws and exposure to legal and regulatory aspects that have a bearing on banking.
- Advice and guide in basic banking operation.

Suggested Readings:

1. R, K. (2018). *Insolvency and Bankruptcy Practice Manual- A Comprehensive Practitce Guide for Insolvency Resolution Professional/ Practitioners/Creditors/ & Debtors* (1 ed.). New Delhi: Taxmann.
2. S, S. R. (2017). *Banking Law* (3 ed.), New Delhi, Satyam Law International
3. Tannan, M. L. (2002). *Tannan's Banking Law and Practice in India* (12 ed.), New Delhi, India Law House.
4. IIBF. (2017). *Legal and Regulatory Aspects of Banking* (3 ed.). Mumbai: Macmillan.

5. IIBF. (2017). *Principles & Practices of Banking* (3 ed.). Mumbai: Macmillan.
6. Cranston, R. (2018). *Principles of banking law*. Oxford University Press.
7. *Legal & Regulatory Aspects of Banking, Indian Institute of Banking and Finance*, (2017). Second Edition Macmillan Publishers India Limited

Suggested E-Learning Material:

1. Study Material of ICSI on Banking law and practice Web link: <https://www.icsi.edu/media/webmodules/publications/9.1%20Banking%20Law%20Professional.pdf>

Important case laws:

1. Reserve Bank of India vs Jayantilal N. Mistry 2015(RTI case)
2. M.Seeni Ahamed : vs The Union Of India 2016 (Demonetisation case)
3. Delhi High Court Bar Association and another v. Union of India 2016 (Constitutionality of RDDB Act 1993)
4. Mardia Chemicals Ltd. And Anr. vs Union Of India 2002 (Constitutionality of SARFAESI Act 2002)
5. Jaypee Infratech case (Homebuyers at par with Financial Institutions- IBC Amendment Act 2018)

MGMT 308 Operations Management

Max. Marks: 100

L T P C

(CA: 40 + ESA: 60)

4 0 0 4

Course Objectives:

1. To familiarise students with the important functions of production and operations management.
2. To understand factors influencing plant location, layout and capacity decisions.

3. To know about the production systems in the manufacturing organization..
4. To study how scheduling and sequencing of the activities are done in the manufacturing facility.
5. To understand about the need of inventory and quality control.

Note: The paper will contain ten questions having at least two questions from each unit. Candidate are required to attempt five questions in all taking at least one question from each unit.

Course Contents

Unit I Introduction to production & operation management; Facility location: nature, location factors, location models; facility layout: nature, objective, principles & types; types of production systems.

Unit II Work design: Work study approach, method study & work measurement, importance & objectives of work study, time & motion study, basic work study procedure, method analysis, work measurement techniques (Numerical for time study & work sampling technique); preventive maintenance & break-down maintenance.

Unit III Capacity planning, production planning & control line balancing, aggregate planning, operation scheduling & Job standards.

Unit IV Inventory management: meaning, types of inventory, inventory cost, factors influencing inventory management & control, inventory control techniques, material requirement planning.

Unit V TQC, TQM, statistical process control (X, R, & P. Chart), just in time, Kaizen.

Learning Outcomes:

Upon completion of the course the student will be able to:

- Understand the important functions of the Production and operations management.

- Deals with the decision making in planning for Location, process,
- Plan layout, scheduling and sequencing of facility.
- Control the inventory, and manufacturing process, in both manufacturing and service organization

Suggested Readings:

1. Aswathappa, K., and Shridhara Bhat, K. (2009). *Productions and Operations Management* (2 ed.). New Delhi: Himalaya Publishing House.
2. Russell, R.S., and Taylor, B.W (2007). *Operations Management – Quality and competitiveness in a Global Environment* (5 ed.). New Delhi: Wiley.
3. Chary, S.N. (1999). *Production and Operations Management*, (3 ed) New Delhi: Prentice Hall of India.
4. Panneerselvam, R. (2004). *Production and Operations Management* (2 ed.). New Delhi: Tata McGraw Hill.

Suggested E-Learning Material:

1. Bhardwaj, M. V. (2017, May 28). TQC vs TQM. Retrieved Feb 15, 2019, from You Tube: <https://www.youtube.com/watch?v=WIRbP3gLsoI>
2. Inmam, R. A. (n.d.). CAPACITY PLANNING. Retrieved March 1, 2019, from [www.referenceforbusiness.com](http://www.referenceforbusiness.com/management/Bun-Comp/Capacity-Planning.html): <https://www.referenceforbusiness.com/management/Bun-Comp/Capacity-Planning.html>
3. Linda.com from Linkedin. (n.d.). Types of inventories. Retrieved Jan 10, 2019, from www.lynda.com: <https://www.lynda.com/Project-Management-tutorials/Types-inventories/731733/783236-4.html>
4. Wisdomjobs.com. (n.d.). PRODUCTION AND Production And Operation Management Introduction Production and Operations Management. Retrieved Feb 21, 2019, from www.wisdomjobs.com: <https://www.wisdomjobs.com/e-university/production-and-operations-management-tutorial-295/production-and-operation-management-introduction-9433.html>

MGMT 309 Organizational Studies

Max. Marks: 100

L T P C

(CA: 40 + ESA: 60)

4 0 0 4

Course Objectives:

1. To develop the knowledge about corporate social responsibility and growth of Indian companies
2. To understand the role and importance of building social institutions and their critical role in society.
3. To equip students with multiple perspectives on leadership and organization.
4. To study the role of corporate and managerial communication in the context of innovation, entrepreneurship and change.

Note: The paper will contain ten questions having at least two questions from each unit. Candidate are required to attempt five questions in all taking at least one question from each unit.

Course Content:

Unit I Corporate Codes and Ethics, Whistle Blowing, Insider Trading. The new age organization. Flipkart, Amazon, Paytm, Startup Companies.

Unit II Rebuilding trust: managing organizations in crisis: case studies of Nestle Maggi, Johnson & Johnson, Nokia, Cadbury's. Realigning for business success – case studies of Bajaj Auto, HLL, and LIC.

Unit III Global growth of Indian companies like TATA, Infosys, MTR, BIOCON, Patanjali, Make my trip, AXIS bank, State Bank of India, Mahindra and Manindra.

Unit IV Study of the lives of individuals who built organizations - JRD Tata, Deheerubhai Ambani (Reliance industry), G.D. Birla, Kiran Mazumdar-Shaw.

Unit V Building social institutions like SEWA. NGOs in Human Development. Civil Society & NGOs. Study of Social mission societies like AMUL, SARAS, Lijjat, Sulabh Sauchalya.

Learning Outcomes:

Upon completion of the course the student will be able to:

- Develop the concept on organizational studies and need of CSR and strengthen the knowledge about the growth of Indian companies.
- Make the role clarity of consumer and brands in building trust for each other and the strategies implemented to gain consumer loyalty.
- Equip students with multiple perspectives on leadership and organization.
- Understand the role of corporate and managerial communication in the context of holistic approach.
- Know about the CSR approaches adopted by the individuals

Suggested Readings:

1. Baxi, C. V., & Prasad, A. (Eds.). (2005). *Corporate social responsibility: concepts and cases: the Indian experience* (1 ed) Excel Books India.
2. Piramal, G. (2010). *Business Legends*.(1 ed) Penguin UK.
3. Ghoshal, S., Piramal, G., & Bartlett, C. A. (2002). *Managing radical change: What Indian companies must do to become world-class* (1 ed). Penguin Books India.
4. Ovasdi, J. M. (2006). *Management of non-governmental organizations (5ed): towards a developed civil society*. Macmillan.
5. Kitson, A., & Campbell, R. (1996). *The ethical organisation*. In *The ethical organisation* (pp. 97-117). Palgrave, London.

Suggested E-Learning Material:

1. Parkasha, T. E. (2018, Feb 16). *IQ,EQ,SQ Importance*. Retrieved March 1, 2019, from You tube.com: <https://www.youtube.com/watch?v=1CK1naCVttw>
2. Skill You Need. (n.d.). *Negotiation and Persuasion Skill*. Retrieved Feb 21, 2019, from www.skillsyouneed.com: <https://www.skillsyouneed.com/ips/negotiation.html>
3. Study.Com. (n.d.). *Creativity, Innovation, and Change and The Knowledge Economy*. Retrieved Feb 20, 2019, from study.com: <https://study.com/academy/lesson/creativity-innovation-and-change-and-the-knowledge-economy.html>
4. The Balance Career. (n.d.). *Creative Thinking Definition, Skills, and Examples*. Retrieved Feb 22, 2019, from www.thebalancecareers.com: <https://www.thebalancecareers.com/creative-thinking-definition-with-examples-2063744>
5. Chapman Alan (2003). *Johari Window- A model for self- awareness, personal development, group development and understanding relationship*. Retrieved from: <https://apps.cfli.wisc.edu/johari/support/JohariExplainChapman2003.pdf>
6. Ravindra Ganvit (2017, February). *Proxemics and Kinesics*. Retrieved from SlideShare: <https://www.slideshare.net/ganvitravindra/proxemics-and-kinesics>
7. Wadibhasme Sumeet (2015, January). *Methods To Enhance Creativity*. Retrieved from SlideShare: <https://www.slideshare.net/kilobytesumeet/methods-to-enhance-creativity01>

LAW 310 Human Rights Law and Practice

Max Marks: 100

L T P C

(CA: 40+ESA:60)

4 0 0 4

Course Objectives:

1. To develop the understanding that how and why the implementation of international human rights norms differs between India and other countries and regions by considering historical and other differences.
2. To understand human rights at regional and country levels through an in-depth study of jurisprudence and procedural laws in relation to India.
3. To have knowledge about human rights and intended to provide an introduction to the normative and institutional frameworks of IHL.
4. It also attempts to give a general overview of the status of individual criminal responsibility under international law, the applicability of IHL to UN peacekeeping/peace building/enforcement missions as well as the recent challenges before IHL

Note: The paper will contain ten questions having at least two questions from each unit. Candidate are required to attempt five questions in all taking at least one question from each unit.

Course Contents:

Unit I Concept, Origin, Theories and Historical Development: International Human Rights Bill and Role of UNO - UNDHR, 1948; ICCPR, 1966; ICSCER.

Unit II Indian Constitution & the Human Rights: Fundamental Rights, Directive Principles of State Policy; Implementation mechanism, Jurisprudence of Indian Judiciary & Human Rights (a) Role of the Supreme Court & High Courts (b)The Protection of Human Rights Act, 1993, National Human Right Commission.

Unit III Human Rights of Marginalized class of the Society: Human Rights of Women, Children, Disabled and Accused, Criminals, International Convention on the Elimination of all forms of

Discrimination against Women, 1979; Beijing Conference, 1995; Convention of Rights of Child, 1989.

Unit IV Rights against Torture, International Humanitarian Law: Geneva Convention, 1949; Two Protocols of 1977; Geneva Convention, 2005.

Unit V Implementation Mechanism at International Level, Human Right Commission, International Criminal Court.

Learning Outcomes:

Upon completion of the course the student will be able to:

- Think analytically about the implementation and development of international human rights law
- Develop an understanding about challenges faced in the field of human rights law and sustainable development
- Analyze complex problems related to HR

Leading Cases: -

1. Aruna Ramchandra Shanbaugh v/s Union of India, AIR 2011 SC 1290
2. Dr. B.L. Wadehra v/s Union of India, (1996) 2 SCC 594
3. Rudal Shah v/s State of Bihar, AIR 1983 SC 1086
4. Virendra Gaur v/s State of Haryana, AIR 1991 SC 420
5. Chairman Rly. Board v/s Chandrima Das, AIR 2000 (2) SCC 465
6. Ramchandra Rao v/s State of Karnataka, AIR 2002 SC 1856
7. M.C. Mehta v/s State of Tamilnadu, (1991) SCC 283
8. Bandhua Mukti Morcha v/s Union of India, (1997) 3 SC, 755
9. Vishakha v/s State of Rajasthan, AIR 1997 sc 3510

Suggested Readings:

1. Shukla, H.M. *Indian Constitution*, (10 ed), Lucknow, EBC.

2. Jain, M.P. (2009). *Constitution of India* (2 ed.), Lexis Nexis Butterworths Wadhwas Publications.
3. Gupta, S.P. (2009). *Internal Law & Human Rights* (5 ed.), Allahabad: Law Publ. Pvt. Ltd.
4. Baxi, Upendra, *Future of Human Rights* (2 ed.), New Delhi: Oxford University Press.

Suggested E-Learning Material:-

1. Siobhán Mc Inerney-Lankford.(1 March 2009). Human Rights and Development: a Comment on Challenges and Opportunities from a Legal Perspective. *Journal of Human Rights Practice*, Volume 1, Issue 1, Pages 51-82. Retrieved from <https://doi.org/10.1093/jhuman/hun005>.
2. D'Amato, Anthony. (2010). "Human Rights as Part of Customary International Law:A Plea for Change of Paradigms". Faculty Working Papers. Paper 88. Retrieved from <http://scholarlycommons.law.northwestern.edu/facultyworkingpapers/88>
3. Stephanie Farrior. (2009). Human Rights Advocacy on Gender Issues: Challenges and Opportunities. *Journal of Human Rights Practice*, Volume 1, Issue 1, 1 March 2009, Pages 83–100. Retrieved from- <https://doi.org/10.1093/jhuman/hup002>.

MGMT 314 Marketing in Special Domains

Max Marks: 100

L T P C

(CA: 40+ESA:60)

4 0 0 4

Course Objectives:

1. To enhance the knowledge about various domains of Marketing.
2. To introduce the aspects of Service Marketing, Agriculture and rural Marketing.

Note: The paper will contain ten questions having two questions from each unit. Candidate will be required to attempt five questions taking one question from each unit

Course Content

Unit I Introduction to Consumer Behavior: Concepts and Meaning, Model of consumer decision making, consumer buying decision making process.

Opinion Leaders: Meaning and Need of opinion leaders, Diffusion of Innovation: process.

Industrial Buying Behavior: Nature and Scope, Process of industrial buying.

Sales force Management: Introduction and Importance, designing territories, fixing quotas & target.

Unit II Service Marketing: Service marketing mix, scope and challenges, Importance and Growth of service marketing in Indian context.

Relationship Marketing: Importance and Scope. CRM

Unit III Non-profit marketing: Meaning and nature of non-profit organizations, role of marketing in non-profit organizations, strategic planning, non-profit marketing mix, challenges faced by non-profit markets in India.

Unit IV Rural Marketing: Concept of rural marketing in India, nature and characteristics of rural market, significance of the rural markets, factors contributing to the change in the rural market, problems in rural marketing.

Unit V Agricultural Marketing: Characteristics of Agricultural Produce, classification of agricultural products, agricultural marketing process, functions of agricultural marketing, organization of agricultural markets, market functionaries, methods of sale, contract farming.

Learning Outcomes:

Upon completion of the course the student will be able to:

- Understand various new dimensions of marketing

- Learn and understand service marketing and non profit marketing
- Understand rural and agricultural marketing and its difference from traditional marketing

Suggested Readings:

1. Kotler Philip, Keller Kevind Lane, Koshy Abraham and JhaMithileshwar (2013). *Marketing Management. A South Asian Perspective* (14 ed.), New Delhi, Pearson education.
2. Ramaswamy and Namakumari (2013). *Marketing Management* (5 ed.), New Delhi, McMillan.
3. Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2003). *Consumer Behavior* (9th ed.), Australia, Thomson.
4. Lovelock, C., Wirtz, J., Chatterjee, J., (2017). *Service Marketing* (8 ed), New Delhi, Pearson.

Suggested E Learning Material

1. Lee, H. J., Jeong Cho, H., Xu, W., &Fairhurst, A. (2010). The Influence of Consumer Traits and Demographics on Intention to use Retail Self-Service Checkouts. *Marketing Intelligence &Planning*, 28 (1), 46-58.
2. Pine, J. (2014). *What Consumers Want*. Retrieved from https://www.ted.com/talks/joseph_pine_on_what_consumers_want

COM 313 Basics of Audit

Max Marks: 100

L T P C

(CA: 40+ESA:60)

4 0 0 4

Course Objectives:

1. To establish the understanding on the concepts and techniques of auditing.
2. To develop the knowledge of internal control system, control activity, to provide on how the financial reporting assertions are related to

internal controls, and how the effectiveness of internal controls is assessed.

3. To device the view on audit risk assessment, its calculation and importance for audit strategy.

Note: The paper will contain ten questions having at least two questions from each unit. Candidate will be required to attempt five questions taking one question from each unit

Unit I Auditing Concepts: Nature, Scope and Significance of Auditing, Basic Principles Governing an Audit, Generally Accepted Auditing Standards

Unit II Company Auditor: Auditor appointment and removal, Resignation of auditor, Disqualification of auditor, Statutory Audit, Internal Audit, Branch Audit, Joint Audit, Special Audit, CAG Audit.

Unit III Internal Audit: Nature, Scope and Techniques of Internal Audit, Functions and Responsibilities of Internal Auditors, Internal Audit tools and techniques.

Unit IV Vouching and verification: Objectives, procedure, principle, techniques, verification of asset and liabilities, difference between verification and valuation. Problems in verification.

Unit V Operational Audit- techniques and procedures, Operational audit report, Audit Engagement and Documentation.

Learning Outcomes:

- To discuss need for an external audit and its importance.
- Describe the various levels of persuasiveness of different types of audit evidence.
- Identify appropriate assertions at risk and apply appropriate audit procedures to test the assertions identified
- Understand auditors' legal liabilities, and be able to apply case law in making a judgment whether auditors might be liable to certain parties.

Suggested Readings:

1. Basu, S. K. (2006). *Auditing: Principles and techniques*. (4 ed.) New Delhi: Pearson Education.
2. Kumar, R., & Sharma, V. (2015). *Auditing principles and practice*. (6 ed.) Delhi: PHI Learning Private Limited
3. Blank, R. (1999). *The basics of quality auditing*. (3 ed.) Boca Raton, FL: CRC Press

Suggested E-Learning Resources:

1. HUB India(2017).*What an Audit is and Types of Audit*. Retrieved From https://www.youtube.com/watch?v=KM_ntoyBYMs
2. Zuin, S. (2017). *The Hidden Power of Auditing*. Retrieved From <https://www.youtube.com/watch?v=465Bkxh4uMw>
3. Esfahani Smith, E. (2017).*There's More to Life than Being Happy*. Retrieved From https://www.ted.com/talks/emily_esfahani_smith_there_s_more_to_life_than_being_happy

MGMT 317 Fundamentals of Human Resource Management

Max. Marks : 100

(CA: 40 + ESA: 60)

L T P C

4 0 0 4

Course Objective:

1. To understand the human resource management and its role in the new economic environment.
2. To make student aware about the challenges that professional are facing in the business scenario.
3. To guide about the way's managers can use HRM tools to enhance organizational effectiveness.
4. To improve the decision making in context of human resource.

Note:The paper will contain ten questions having two questions from each unit. Candidates will be required to attempt five questions taking one question from each unit.

Course Content:

Unit I

HRM-Definition, Objectives, benefits and limitations, future of HRM, HRM-International and domestic, competencies of HR manager.

Unit II

Job analysis-definition, importance, process, methods of job analysis, job description, job specification, job redesign-enlargement, enrichment and rotation, job evaluation-meaning, methods, and process of job evaluation.

Unit III

Compensation-objectives, using pay to motivate employees, pay equity, compensation policy, individual plans-time piece, differential wage rate.

Unit IV

Promotions-purpose, principles, types of promotion, Demotion-meaning, causes, principles, Transfers-reasons, types of transfer, Separation-types and reasons for separation, retirement.

Unit V

Downsizing in organization, Career Planning/ Succession planning, work-life balance, HR policy manual

Learning Outcomes:

Upon completion of the course, the student will be able to:

- Obtain a thorough knowledge on the Human resource management and how human resource planning can be done?
- Develop the analytical ability for understanding the ways to handle human resource in change situations.

Suggested Readings

1. Aswathappa, K. (2009). Human Resource Management: Text and Cases (5th ed.). New Delhi: Tata McGraw- Hill.
2. Decenzo, D. A., & Robbins, S. P. (1988). Human Resource Management (3rd ed.). New Delhi: Prentice Hall of India.
3. Dessler, G. (2010). Human Resource Management (9th ed.). New Delhi: Tata McGraw- Hill.

4. Dwivedi, R. (1997). *Managing Human Resources and Personnel Management* (8th ed.). New Delhi: Galgotia Publishing Co.
5. Flippo, E. B. (1984). *Personnel Management* (2nd ed.). New Delhi: Tata McGraw- Hill.

Suggested E Learning Material

1. Heathfield, S. M.(2019).*Beyond Hiring and Firing: What is Human Resource Management*. Retrieved from: <https://www.thebalancecareers.com/what-is-human-resource-management-1918143>.
2. Lyle, Elizabeth. (2018). *Create high performance, future ready organizational culture*. Retrieved from: https://www.ted.com/talks/elizabeth_lyle_how_to_break_bad_management_habits_before_they_reach_the_next_generation_of_leaders?language=en.
3. Morris, S. (2017). *Is Human Resource Management the right career for you?* Retrieved from Youtube:<https://www.youtube.com/watch?v=Jp7oM9mAIXQ>
4. Calicut University (2014). *Human Resource Management* Retrieved from: <http://www.universityofcalicut.info/cuonline/exnotif/ex5462.pdf>
5. E-HRM Web Guide. *Human Resource Management* Retrieved from:<http://panosa.org/wp-content/uploads/2015/01/resource1.pdf>
6. Sommerlatte, S. (2018). *Should employees be informed about the assessment of their potential?* Retrieved from: <https://www.youtube.com/watch?v=CoDWJFKEhdc>.

MGMT 208 Retail Environment in Management

Max. Marks : 100

L T P C

(CA: 40 + ESA: 60)

4 0 0 4

Course Objective:

1. To make students aware about the emerging retail environment in India and global context.
2. To make students aware about the various aspects of retail management.

Note:The paper will contain ten questions having two questions from each unit. Candidates will be required to attempt five questions taking one question from each unit.

Course Content:

Unit I

Retailing: concept, scope and characteristics, evolution of retail in India, drivers of retail change in India, challenges for retail development, emerging organizations, debates over FDI and larger stores, careers in retailing.

Unit II

Trends in retail in Asia and the world, retail models and the theories of retail development, classification of retailers on the basis of ownership. Operational structure and merchandise offered, non-store, retailing.

Unit III

Retail strategy, mission and purpose of organization situation analysis, strategic alternatives, international expansion, retail value chain.

Unit IV

Financial aspects of retail: costing, revenue and profit margin planning, measures of performance, measuring store and space performance, measuring employee productivity, ethics in retailing.

Unit V

Legal issues in retailing: various laws and their implications, security issues and their management, managing relations with customers, competitors, suppliers, employees, society and government, emerging opportunities and challenges in international market, retail opportunities in rural areas and corporate response, case studies.

Learning Outcomes:

Upon completion of the course, the student will be able to:

- Obtain a deep knowledge retailing and its current trends.
- To understand the financial aspects of retailing in detail.

Suggested Readings

1. Bajaj C, Tuli R., & Srivastava., N, V. (2010). Retail Management (2ed.). New Delhi: Oxford Higher Education.
2. Pradhan, S. (2017). Retail Management (5ed.). New Delhi: Mc Graw Hill Companies.

3. Levy, Micheal., & Berton., A W. (2007). Retail Management (5ed.). New Delhi: Tata Mc Graw Hill.
4. Berman & Evans. (2010) Retail Management: A Strategic Approach (5 ed.), Pearson Education.

Suggested E Learning Material

1. Chong, A. (2019). *6 Retail trends to watch for 2019 that go beyond competing with Amazon.* Retrieved from <https://www.forbes.com/sites/andriacheng/2019/01/20/six-key-retail-tech-trends-to-watch-for-2019-and-its-not-just-about-amazon/#2dd10d7366fc>.
2. Woods, W. (2017). *The business benefits of doing good.* Retrieved from https://www.ted.com/talks/wendy_woods_the_business_benefits_of_doing_good?language=en.
3. Vis, Robert. (2019). *International Expansion: How to know when your business is ready to go global.* Retrieved from <https://www.forbes.com/sites/robertvis/2019/04/04/international-expansion-how-to-know-when-your-business-is-ready-to-go-global/#291b3a3d53db>.
4. Burke, R. (2014). *How stores track your shopping behavior.* Retrieved from <https://www.youtube.com/watch?v=jeQ7C4JLpug>.
5. Romero, T. (2016). *Technology will change retail shopping - but it's not what you think.* Retrieved from <https://www.youtube.com/watch?v=TuD3IerTOMS>.
6. Gino, F. (2013). *Measuring employee productivity accurately.* Retrieved from <https://hbr.org/video/2235472805001/measure-employee-productivity-accurately>.

MGMT 312 Risk Management and Insurance

Max. Marks : 100

L T P C

(CA: 40 + ESA: 60)

4 0 0 4

Course Objective:

1. To provide a conceptual foundation for understanding the purpose of risk management.

2. To make students understand the process and relevance of risk management.
3. To make students aware about the features of common forms of general insurance and life insurance.

Note: The paper will contain ten questions having two questions from each unit. Candidates will be required to attempt five questions taking one question from each unit.

Course Content:

Unit I

Risk management-introduction to risk in the society, relevance of managing risk, insurance as a tool of risk management, evolution insurance in India and concept from ancient literature, liberalization in insurance, career in insurance and building entry level competencies.

Unit II

Introduction to prominent insurance players in India and the world, various types of insurance, introduction to working of life insurance and general insurance companies, legal aspects in insurance-principles, insurance contract-general concept, identification of risk exposures.

Unit III

Life insurance-need, analysis, selection of life insurance policy, concept of annuities, types, taxation aspects related to life insurance and annuities. General insurance-types, motor insurance-types, nature, legal issues and selection.

Unit IV

Health insurance-types, nature, legal issues and selection. Types of fire insurance and marine insurance. Introduction to government regulations for insurance.

Unit V

Convincing the client about suitable insurance policy, ethical aspects and comprehensive assessment of the insurance needs of the client, implementing and reviewing, introduction to pricing of insurance.

Learning Outcomes:

Upon completion of the course, the student will be able to:

1. Obtain a thorough knowledge on the risk management and insurance.

2. To have deep understanding about the various concepts of Life insurance and Health insurance.

Suggested Readings

1. Rejda, G. E. (2011). *Principles of Risk Management and Insurance (7 ed)*. Pearson Education India.
2. Niehaus, H., & Harrington, S. (2003). *Risk Management and Insurance (3 ed)*. New York, McGraw.
3. Mishra, K. C., & Kumar, C. S. (2009). *Life Insurance: Principles and Practice (6 ed)*. Cengage Learning: New Delhi.
4. Mishra, K.C., & Thomas, G.E. (2009). *General Insurance- Principles and Practice (5 ed)*. Cengage Learning.

Suggested E Learning Material

1. Vasper. J.(2014).Risk assessment methods. Retrieved from: <https://www.youtube.com/watch?v=olMKwMzEcyU>
 2. Dastidar, A. (2017). Training to sell house insurance to customer. Retrieved from: <http://ekalsansthan.org/training-to-sell-house-insurance-to-customers/>
 3. Prof.Vipin (2014, Feb 10). *Insurance Basic and Types*. Retrieved from <https://www.youtube.com/watch?v=hapKVJuQh-U>
 4. Griffith Insurance Education Foundation (2014, August 27) *Insurance Regulation and legislation* Retrieved from <https://www.youtube.com/watch?v=E2tmXJaMBbQ>
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