

# **SCHEME & SYLLABUS**

## **BACHELOR OF BUSINESS ADMINISTRATION**

Bachelor of Business Administration  
Four year Under-graduate (FYUG) Programme as per NEP  
Choice Based Credit System Semester Scheme with Multiple Entry and Exit Options in the Undergraduate  
Degree Programme  
Programme code: UG044  
(Academic session 2023-24 onwards)



Department of Management  
University Institute of Commerce and Management  
(UICM)

**Sant Baba Bhag Singh University**  
**2023-24**

## **ABOUT THE DEPARTMENT**

Being the worldwide pertinent of the term "Management", management department is strength of character for every organization which helps the concerns to get preeminent employees, which in turn becomes the possessions of the organization. It is only the management which inculcate and Integrates whole lot of departments and their wisdom. With efficacious planning and strategic vision, it maintains, handles and controls the activities in such a manner that in turn generates the future of the department.

## **SALIENT FEATURES**

1. Employment and Entrepreneurship based courses.
2. Intact focus on Research.
3. Need based curriculum.
4. Maximum use of participatory and innovative teaching learning methodology.
5. Multidisciplinary specializations for UG and PG courses.

## **BBA (BACHELOR OF BUSINESS ADMINISTRATION)**

BBA is the growing path for the Arts Commerce stream students of 10+2 to develop the path of the entrepreneurship and management. This programme is designed to build the abilities of management, account, finance, marketing and human resources in the organization. This is the research oriented programme which allows the student to acquire, analyze and interpret of data for the further process.

## **VISION**

To build a well professional managers, business leaders, research engagements who can contribute their skills in developing better society and entrepreneurial nation.

## **MISSION**

To provide competency driven education with commitment to continues improvement through stakeholders, industry relation learning across all programs to achieve core component of growth and success.

## **ELIGIBILITY CRITERIA**

10+2 or its equivalent examination in any stream conducted by a recognized Board/ University/Council

## **DURATION**

3 years / 4 years (Hons/Hons with research)

## **CAREER PATHWAYS**

The program is designed to meet the growing requirement of qualified professionals in field of Industry and Education. BBA graduates are hired both by Government and private organizations. They can also take up their career as Consultants, business leaders, entrepreneurs etc. They may join Post Graduation Courses further.

### **Government Jobs**

Prepare students for various government jobs such as banking sector, civil services etc.

### **Corporate Jobs**

Multiple pathways considered according to the level of the students to prepare them for different job profiles as per needs of industrial sector.

### **Higher Studies**

This pathway prepares students for Higher Studies and helps in their research also.

### **Entrepreneurship**

To set up new ventures

## **PROGRAMME EDUCATIONAL OBJECTIVE (PEO)**

**PEO1:** To get diverse career in worldwide administration, organization and business visionaries.

**PEO2:** To get Professional Competencies to do higher investigations and examination for constant development and improvement of business.

**PEO3:** To acquaint with Industrial Environment, with industrial visits and preparing reports.

**PEO4:** To get Business Communication abilities through character prepping, Group conversations and Presentations.

**PEO5:** To get business ethics to inspire the general public with moral conduct.

## **PROGRAMME OUTCOMES (PO)**

**PO1:** The Specialization abilities in the field of accounting, advertising, human recourse, banking, international business and operational activities.

**PO2:** The Methodical abilities for problem understanding and critical thinking to determine worldwide business challenges.

**PO3:** The legitimate and moral qualities for the improvement of the general public.

**PO4:** The authority characteristics for collaboration.

### **PROGRAMME SPECIFIC OUTCOMES(PSO)**

**PSO1:** Student will be able to get the capacity to set own undertaking.

**PSO2:** Ability to utilize information as consultant (Advisor).

**PSO3:** Compelling practices as business aide in corporate world in the field of Finance, Marketing, Human Resource and Banking and Operations.

**PSO4:** Student will be able to do further research activities in his/her higher education, business and entrepreneurs.

### **CHOICE BASED CREDIT SYSTEM (CBCS):**

The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill based courses. The courses can be evaluated following the grading system, which is considered to be better than the conventional marks system. Therefore, it is necessary to introduce uniform grading system in the entire higher education in India. This will benefit the students to move across institutions within India to begin

With and across countries. The uniform grading system will also enable potential employers in assessing the performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations, the UGC has formulated the guidelines to be followed.

## **Outline of Choice Based Credit System:**

1. **Core Course:** A course, which should compulsorily be studied by a candidate as a core Requirement is termed as a Core course.

2. **Elective Course:** Generally a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.

2.1 **Discipline Specific Elective (DSE) Course:** Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of inter disciplinary nature (to be offered by main discipline/subject of study).

2.2 **Dissertation/Project:** An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by teacher/faculty member is called dissertation/project.

2.3 **Generic Elective (GE) Course:** An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

3. **Ability Enhancement Courses (AEC):** The Ability Enhancement (AE) Courses may be of two kinds: Ability Enhancement Compulsory Courses (AECC) and Skill Enhancement Courses (SEC). "AECC" courses are the courses based upon the content that leads to Knowledge enhancement; i. Environmental Science and ii. English/MIL Communication. These are mandatory for all disciplines. SEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.

3.1 Ability Enhancement Compulsory Courses (AECC): Environmental Science, English Communication/MIL Communication.

3.2 Skill Enhancement Courses (SEC): These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge.

**\*Introducing Research Component in Under-Graduate Courses**

**Project work/Dissertation** is considered as a special course involving application of knowledge in solving / analyzing /exploring a real life situation / difficult problem. A Project/Dissertation work would be of 6 credits. A Project/Dissertation work may be given in lieu of a discipline specific elective paper.

### BBA 1<sup>st</sup>Sem

S No.	Subject Code	Subject Name	Course Type	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	MGT101	Business Studies	Core	5.0.0	5.0.0	5	5
2	MGT103	Principles of Economics	Core	5.0.0	5.0.0	5	5
3	MGT105	Basics of Management	Core	5.0.0	5.0.0	5	5
4	ENG121	Communication Skills-I (Theory)	AECC	2.0.0	2.0.0	2	2
5		Subject will be opted from AECC-I pool.	AECC	4.0.0	4.0.0	4	4
			Total Credit	21	21	21	21

### Practical Subjects:

S No.	Subject Code	Subject Name	Course Type	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	ENG123	Communication Skills-I (Practical)	AECC	0.0.2	0.0.1	2	1
2	PT101/PT103/PT105	NSO/NCC/NSS	NC	0:0:2	NC	2	NC
			Total Credit	4	1	4	1

**Total Credit Hours: 21**

**Total Contact Hours: 25**

### BBA-2<sup>nd</sup>Sem

S No.	Subject Code	Subject Name	Course Type	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	MGT102	Management for Office Organization	Core	5.0.0	5.0.0	5	5
2	MGT104	Basics of Indian Economy	Core	5.0.0	5.0.0	5	5
3	MGT106	Company Law	Core	5.0.0	5.0.0	5	5
4	ENG114	Communication Skills-II (Theory)	AECC	2.0.0	2.0.0	2	2
5		Subject will be opted from AECC –II pool.	AECC	4.0.0	4.0.0	4	4
			Total Credit	21	21	21	21

#### Practical Subjects:

S No.	Subject Code	Subject Name	Course Type	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	ENG116	Communication Skills-II (Practical)	AECC	0.0.2	0.0.1	2	1
2	PT102/PT104/PT106	NSO/NCC/NSS	NC	0:0:2	NC	2	NC
			Total Credit	4	1	4	1

**Total Credit Hours: 21**

**Total Contact Hours: 25**

### BBA-3<sup>rd</sup>Sem

S No.	Subject Code	Subject Name	Course Type	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	MGT201	Behavioral Aspects in Organization	Core	5.0.0	5.0.0	5	5
2	MGT203	Statistics in Business	Core	5.0.0	5.0.0	5	5
3	MGT205	Human Resource Management	Core	5.0.0	5.0.0	5	5
4	MGT207	Financial Accounting	Core	5.0.0	5.0.0	5	5
5	EVS001	Environmental Science	AECC	3.0.0	3.0.0	3	3
		Subject will be opted from GE-I pool	GE	4.0.0	4.0.0	4	4
			Total Credit	22	22	27	27

#### Practical Subjects:

S No.	Sub Code	Subject Name	Course Type	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	PT201/PT203/PT205	NSO/NCC/NSS	NC	0:0:2	NC	2	NC
			Total Credit	2	0	2	0

**Total Credit Hours: 27**

**Total Contact Hours: 24**

### BBA-4th Sem

S No.	Subject Code	Subject Name	Course Type	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	MGT202	Research Methodology	Core	5.0.0	5.0.0	5	5
2	MGT204	Business Environment	Core	5.0.0	5.0.0	5	5
3	MGT206	Macro Economics	Core	5.0.0	5.0.0	5	5
4	MGT208	Basics of Marketing	Core	5.0.0	5.0.0	5	5
5		Subject will be opted from AEEC-III pool.	AEEC	4.0.0	4.0.0	4	4
6		Subject will be opted from GE-II pool	GE	4.0.0	4.0.0	4	4
			Total Credit	28	28	28	28

**Total Credit Hours: 28**

**Total Contact Hours: 28**

After 4<sup>th</sup> semester the students will go for 6 weeks Industrial Training and will have to submit a Research Project Report for the same along with the Power Presentation and Viva Voce for the same will be taken in 5<sup>th</sup> semester.

**BBA-5th Sem**

<b>S No.</b>	<b>Subject Code</b>	<b>Subject Name</b>	<b>Course Type</b>	<b>Contact Hours (L:T:P)</b>	<b>Credits (L:T:P)</b>	<b>Total Contact Hours</b>	<b>Total Credit Hours</b>
1	MGT301	Financial Management	Core	5.0.0	5.0.0	5	5
2	MGT303	Operation Research	Core	5.0.0	5.0.0	5	5
3		Paper-I(Group-I)	DSE	4.0.0	4.0.0	4	4
4		Paper-II(Group-I)	DSE	4.0.0	4.0.0	4	4
5	MGT329	Research Project Cum Viva -Voca	AECC				4
			Total Credit	18	18	18	22

**Total Credit Hours: 22**

**Total Contact Hours: 18**

**BBA-6th Sem**

<b>S No.</b>	<b>Subject Code</b>	<b>Subject Name</b>	<b>Course Type</b>	<b>Contact Hours (L:T:P)</b>	<b>Credits (L:T:P)</b>	<b>Total Contact Hours</b>	<b>Total Credit Hours</b>
1	MGT302	Strategic Management	Core	5.0.0	5.0.0	5	5
2	MGT304	Mercantile Law	Core	5.0.0	5.0.0	5	5
3		Paper-III(Group-II)	DSE	4.0.0	4.0.0	4	4
4		Paper-IV(Group-II)	DSE	4.0.0	4.0.0	4	4
5		Viva Voce	Core	NC			
			Total Credit	18	18	18	18

**Total Credit Hours: 18**

**Total Contact Hours: 18**

**SCHEMEBBA**

Sem	CORE COURSE(143)	ABILITY ENHANCEMENT COURSE(AECC)(9)	INTER-DISCIPLINARY COURSE(IC) (3)	SKILL ENHANCEMENT COURSE (SEC) (12)	ELECTIVE: DISCIPLINE SPECIFIC(CDS) (44)	ELECTIVE: GENERIC(GE) (8)
1 <sup>st</sup>	C1	A1		S1		
	C2					
	C3					
2 <sup>nd</sup>	C1	A1		S1		
	C2					
	C3					
3 <sup>rd</sup>	C1	A1				G1
	C2					
	C3					
	C4					
4 <sup>th</sup>	C1			S1		G1
	C2					
	C3					
	C4					
5 <sup>th</sup>	C1				D1	
	C2				D2	
6 <sup>th</sup>	C1				D1	
	C2				D2	

CourseCode	MGT101
CourseTitle	BusinessStudies
Typeofcourse	Core
LTP	500
Credits	5
Courseprerequisite	10+2
CourseObjectives (CO)	To facilitate the students in appreciating need/significance and application of various managerial functions
CourseOutcome	Student will be able to: <ol style="list-style-type: none"> <li>1. Understand the process of business management and its functions.</li> <li>2. Recognize and appraise the complexity of business and its impact on globalization.</li> <li>3. Build up a structure to support booming decision-making in all applicable functions and actions of any global commerce or international operation.</li> </ol>

### Syllabus

#### Unit-I

Introduction to Business: Concept, characteristics and importance of Business, Human activities Business activities around us. Objectives of Business: Economic, Social, Human, National and Global objectives of business Environment-Economic, Social, Political environment.

#### Unit-II

Structure of business organization: Meaning and its types, Responsibility of Business. Concept of social responsibility, Responsibility towards owners, employees, consumers and society, Social values and business ethics, Environmental protection.

#### Unit-III

Forms of Business Organization: Sole proprietorship, Partnership, Joint Stock Company Service sector and business: Transport, Rail, Road, Sea and Air transport - features, advantages and limitations, Importance of transport in Business Warehousing: Meaning, Types of warehouses, Characteristics of an ideal warehouse, Advantages of warehousing.

#### Unit-IV

Selling and Distribution: Channels of distribution. Large-scale Retail Trade: Forms of large-scale retail trade - Departmental Store, Super Bazaar, Multiple shops, Tele-shopping, selling through Internet. Consumer awareness: Consumer-Rights and Responsibilities, Consumer Protection,

#### Reference Books:

S.No.	Author(S)	Title	Publisher
1	Ghuman & Ashwathapa	Principles of Management	Tata McGraw Hill Publishers
2	Taloo	Business organization and Management	Tata McGraw Hill

CourseCode	MGT103
CourseTitle	PrinciplesofEconomics
Typeofcourse	Core
LTP	500
Credits	5
Courseprerequisite	10+2
CourseObjective(CO)	To impart understanding of microeconomic concepts.
CourseOutcomes	Student will able to: <ul style="list-style-type: none"> <li>1. Purpose of economic principles in business management.</li> <li>2. Equip the students with basic knowledge of the concepts and tools of economic analysis as relevant for business decision making.</li> <li>3. Understand the term inflation and measures to control inflation.</li> </ul>

### Syllabus

#### Unit-I

Introduction to Economics, Definition, Scopes & nature of Economics. Law of Demand & Supply, Market equilibrium.

#### Unit-II

Elasticity of Demand, types, measurements and importance. Utility Analysis, Indifference curve Analysis. Production Function : Production function Meaning, Concept of productivity and technology, Short Run and long run production function

#### Unit-III

Pricing in various markets: Meaning Characteristics and price determination in Perfect Competition, Monopoly, Monopolistic Competition.

#### Unit-IV

Social responsibilities of business. Monetary Policy and Fiscal Policy. Theory of Rent, Theory of Interest.

#### Reference Books:

S.No.	Author(S)	Title	Publisher
1	Samuelson & W.D. Nordhaus	Economics	Tata McGraw Hill
2	SK Aggarwal	Microeconomics	Excel Books
3	Atmanand	Managerial Economics	Excel Books

CourseCode	MGT105
CourseTitle	BasicsofManagement
Typeofcourse	Core
LTP	500
Credits	5
Courseprerequisite	10+2
Course Objectives(CO)	Thecourseaimsatprovidingfundamentalknowledgeandexposuretotheconcepts,theoriesandpracticesinthe fieldofmanagement
CourseOutcome	Student willableto: <ol style="list-style-type: none"> <li>1. Understandfundamentalconceptsandprinciplesofmanagement,</li> <li>2. Familiarwithinteractions between the environment, technology,humanresources,andorganizationsinordertoachievehigh performance.</li> <li>3. Relateanddivergencedifferentsorts,rolesandgracesofmanagerscross wise inestablishments.</li> </ol>

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### Syllabus

#### Unit I

**Management:** Concept, Nature, Importance, Process and Functions. Overview of Functional areas of Management, Managerial roles. Management as an Art, Science and profession. Evolution of Management Theory: Contributions and Work of F.W.Taylor, H.Fayol, Behavioural Science Theory.

#### Unit II

Management Functions: Planning, Organizing, Staffing, Directing and Controlling.

Planning: Meaning, importance, need, types, techniques, limitations and process.

Decision Making and Forecasting: Concept, importance ,need ,types of decisions, techniques of Decision making and process.

#### Unit III

**Organizing:** Concept, Nature, Significance, process, types, principles of organizing. **Organization Structure:** Meaning, need, types- Line organization structure, Staff organization structure, line & Staff organization structure, Matrix and Committee organization structure. **Authority and Responsibility:** meaning and relationship between authority and responsibility.

**Centralization and Decentralization:** Meaning, need and Importance. **Departmentation:** concept, need, importance and types. **Staffing:** Meaning, need, importance and process.

**Unit IV**

**Directing:** Meaning, need ,importance and process. **Control:** Meaning, need, importance, types of Control, process of Controlling, Techniques of Controlling, Effective Control System. **Recent trends in Management:** Social Responsibility of Management, Environment friendly Management, Management of Change, Total Quality Management, International Management.

**ReferenceBooks:**

S.No.	Author(S)	Title	Publisher
1	Koontz H&W	Essentials of Management	McGraw Hill, New York
2	McGrath, E.H.	Basic Managerial Skills for All	Prentice Hall of India

CourseCode	ENG121
CourseTitle	CommunicationSkills-I
TypeofCourse	AECC
LTP	2:0:0
Credits	2
Coursepre-requisite	10+2
CourseObjectives	The objective of this course is to assist the students to acquire proficiency, both in spoken and written language and to develop comprehension, improve writing skills, and enhance skills in spoken English.
CourseOutcomes	

### Syllabus

#### UNIT-I

**Basics of Communication Skills:** Communication, Process of Communication, Types of Communication - Verbal and Non-verbal communication, Channels of Communication - Upward, Downward, Horizontal, Barrier to Communication, Role of Communication in society.

#### UNIT-II

**Listening Skills:** Listening Process, Hearing and Listening, Types of Listening, Effective Listening, and Barrier to Effective Listening, Note Taking. **Reading Skills:** Purpose of reading, Process of reading, Reading skills Models and strategies, scanning, skimming, SQ3R, Approaches of Reading, Comprehension passages for practice.

#### UNIT-III

**Writing Skills:** Purpose of writing, Effective writing, Types of writing, Business Correspondence, Precis writing, Memo writing, Minutes of meeting.

#### UNIT-IV

**Speaking Skills :** Speech process, Skills for effective speaking, Role of audience, Feedback Skill, Oral Presentation.

#### Recommended Books:

SrNo	Author(s)	Title	Publisher
1.	Bhupender Kour	Effectual Communication Skills	S.K. Kataria and Sons
2.	R. Datta Roy and K.K. Dheer	Communications Skills	Vishal Publishing Company

CourseCode	ENG123
CourseTitle	CommunicationSkills-1(Practical)
TypeofCourse	AECC
LTP	0:0:2
Credits	1
Coursepre-requisite	10+2
CourseObjectives	Theobjectiveofthiscourseistoprovidethestudentssufficientpracticefor speakingandwritingEnglishefficiently.
CourseOutcome	

### Syllabus

#### UNIT-I

**SpeakingandDiscussionSkills:** OralPresentation,Planningandorganizingcontentforpresentation,Useofaudio/visualAids,MakingSlidesforpresentation,GroupDiscussion,Debate, Extempore speaking, Interview Skills, Mock interview, Mock Dialogues (Pair Speaking),CueCard Speaking, Meeting/Conferences.

#### UNIT-II

**Listening Skills:** Listening to any recoded material and asking oral/written questions for listeningcomprehension.**ReadingSkills:** ActivereadingofpassagesforReadingcomprehensions,paraphrase,Summarywriting.

#### UNIT-III

**WritingSkills:** Guidelinesofeffectivewriting,ParagraphWriting,EmailWriting.

#### UNIT-IV

**Grammarand Vocabulary:** PartsofSpeech,Tenses,GRE words(Listof50Words).

#### ReferenceBooks:

SrNo	Author(s)	Title	Publisher
1.	BhupenderKour	EffectualCommunication Skills	S.K.Katariaand Sons
2.	R.Datta RoyandK.K.Dheer	CommunicationsSkills	VishalPublishing Company
3	LudlowandPanthon	TheEssenceofEffectiveCommunication	PrenticeHallofIndia

Coursecode	MGT107
CourseTitle	Communication in Business
Type Ofcourse	AEEC
LTP	4:0:0
Credits	4
CoursePrerequisites	10+2
Courseobjective	Thiscourseaimstofamiliarizestudentwiththebasic knowledge ofBC.
CourseOutcomes	Studentisableto: 1. Readandextractmeaningfulinformationfromfinancialstatements. 2. ImprovewritingskillsandenhanceskillsinspokenEnglish. 3. 3.conceptualizeaposhissueintoacoherent writtenstatementandpublicspeaking

### Syllabus

#### Unit-I

Business Communication–meaning & importance. Defining Communication, Purpose, Process,elements,Barrierstoeffectivecommunication,basicmodels&communication, BusinessEtiquette:Understandingetiquette,Cross-culturalaetiquette,Businessmanners,Businesstobusinessetiquette.Effectivecustomer care.

#### Unit-II

Internal Business Communication: Guidelines for Meetings: Introduction, Types of Meetings,Before the Meeting, During the Meeting, After the Meeting, and Common Mistakes made atMeetings, Employment Communication – Resumes and Cover Letters: Introduction, Writing aResume,WritingJobApplicationLetters,andOtherLettersaboutEmployment

#### Unit-III

ElectronicMediaandShareholderCommunication:Introduction,whatisanIntranet?,Communicating throughEmail,CommunicationwithShareholders

#### Unit-IV

Communication:Introduction,CommunicationwithMediathroughNewsReleases,Communicationa bouttheOrganizationthroughAdvertising.

#### ReferenceBooks:

Sr.No.	Name	Authors	Publisher
1	BusinessCommunication	Chaturvedi, P.D.;Chaturvedi,Mukesh	PearsonEducation
2	BusinessCommunication	LoriHarvillMoore	M.I.T.Press.

CourseCode	CSA121
CourseTitle	Introduction to Fundamentals of Computer
Type of Course	AECC
LTP	310
Credits	4
CoursePrerequisites	Basicknowledgeofcomputers
CourseObjective	Theobjectiveofthestudyistoprovideinsightknowledgeof computerorganizationandtechniques
CourseOutcome(CO)	Thestudentswillbeable to: 1. Bridgethefundamental concept ofcomputers. 2. Familiarizewithperipheraldevices. 3. UnderstandandimplementMS-Officeconcepts. 4. Learnbasicsofoperatingsystem.

### **Syllabus**

#### **UNITI:**

**Introduction To Computer System:** Introduction, Characteristics of Computers, Evolution of Computers, The computer Generation, Basic Computer Organization, Classification Of Computers: Notebook Computers, Personal Computers, Workstation, Mainframe Systems, Supercomputer, Minicomputer, Microcomputer, Clients and servers.

**Processor and Memory:** The Central Processing Unit, The Main Memory, Memory Buses, I/O Buses. Secondary Storage Devices, Cache Memory, Virtual Memory

#### **UNITII:**

**Input Output Devices:** Input Devices: Keyboard , Point and Draw Devices, Data Scanning Devices, Digitizer, Electronic Card Reader, Voice Recognition Devices, Vision Input Device.

**Output Devices:** Monitors, Printer, Plotter, Screen Image Projector, Voice Response System

#### **UNITIII:**

**MS-PowerPoint:** Introduction to PowerPoint, Features of MS-PowerPoint, Create a new presentation, Modify presentation themes, Add and edit text to slides, Add new slides to a presentation, Insert clipart images and shapes to slides, Insert and modify tables and charts, Add sound and video to a slide presentation, Insert and edit animations and slide transitions, Display a speaker-lead and self-running presentation.

#### UNITIV:

**Introduction to Word processor:** Uses of Ms- Word, Introduction to Ms-Word Windows: Titlebar, Menu bar, Toolbar, Standard Toolbar, Formatting toolbar, The Ruler bar, Insertion point, ScrollBars.

#### **Introduction to Spreadsheet**

Spreadsheet overview, starting excel, creating spreadsheet, excel menu. Working with Formulas and Functions: Introduction using basic formulae, advance formulae, designing formulae.

Formatting: Types of formatting: Using borders, color and patterns, Conditional formatting

**Creating and Formatting Charts:** Introduction to charts, Creating charts, formatting charts, exploring charts.

<b>RECOMMENDED BOOKS</b>			
<b>Sr.no.</b>	<b>Name</b>	<b>AUTHOR(S)</b>	<b>PUBLISHER</b>
1.	Fundamentals Of Computers	V.Rajaraman.	Prentice Hall India Pvt., Limited.
2.	Microsoft Office 2000	COMPLETE	BPB
3.	MS-Dos 6.22	Russell A Stultz	BPB Publication

CourseCode	MGT102
CourseTitle	Management for Office Organization
Typeofcourse	Core
LTP	500
Credits	5
Courseprerequisite	10+2
CourseObjective(CO)	To make students aware about the office Management, office systems and routines
CourseOutcomes	Student is able to: <ol style="list-style-type: none"> <li>1. The importance of management in our day today life.</li> <li>2. Help student to trace the evolution of Management.</li> <li>3. Understand Management thought and appreciate the various functions.</li> </ol>

### Syllabus

#### Unit-I

Introduction: Meaning & definition of office, nature of office Work, importance, need, scope & Functions of office, meaning & Definition of office management, functions, duties

& qualities of office manager. Office Systems & Routines: Meaning & importance of system & routines, system Vs. Routines. Office Organization structure:-

Meaning & Definition of organization structure, importance of Organization structure, types of Organization Structure, advantages and disadvantages of Different types of structures.

#### Unit-II

Office Accommodation & Working Environment: Meaning & importance of office accommodation, Factors influencing choice of office Accommodation. Meaning and definition of working Environment, factors affecting working Environment, Departments of Modern office. Record Management: Meaning, definition & scope of record management, Principles of record keeping, filing:- meaning, definition & different types of filing system.

Indexing:- meaning, definition & different types of indexing.

#### Unit-III

Office Furniture, Equipment and machines: Introduction, Basic principles of selecting furniture, equipments Office furniture & its types Office machines and its merits & demerits. Office stationery: their supplies and control. Communication in Office, Office correspondence and mail. Office automation practices: Office machines & their uses computers, overhead projector, fax, modem, cellular's, latest communication system.

#### Unit-IV

Office standardization: Standards

and work control. Office cost reduction and cost saving, Time keeping system. Office supervision and control.

**Reference books:**

S.no	Bookname&author	Publishers
1	Office Organisation and Management by S.P.Arora	Vikas Publishers
2	Office Organisation and Management by M.E.Thukram	Atlantic Publishers
3	Modern Business Organisation By Chhabra T.N.,	New Delhi, Dhanpat Rai & Sons.



CourseCode	MGT104
CourseTitle	Basics of Indian Economy
Type of course	Core
LTP	500
Credits	5
Course prerequisite	10+2
Course Objectives (CO)	The aim of this course is to make the students aware with economy and its factors.
Course Outcomes	Student will be able to: <ol style="list-style-type: none"> <li>1. This course will provide insight into the various sectoral aspects of Indian economy.</li> <li>2. Understand basic concepts, theories and policies regarding economic development and growth.</li> <li>3. Understand background of various policies framed for the upgradation of Indian economy.</li> </ol>

### Syllabus

#### Unit-I

Structure of Indian Economy: Features & evaluation of capitalism and socialism. Nature of Indian Economy, occupational distribution of labor force; Poverty and Income distribution in India, Problems of unemployment and Rising prices. Parallel economy in India. Human Resources: Demographic features of Indian population, size and growth of population and economic development. Problem of overpopulation, Population policy in India.

#### Unit-II

Economic Planning: Importance of planning for Economic development. Salient features of India's five years plans priorities- target achievements, failure, factors affecting successful implementations of plans. Industries: Growth and problems of major industries-Iron and Steel, Cotton Textiles, Cement and Petroleum. Industrial policy. Cottage and small scale industries; Public sector in India. Disinvestment and Divestment of public sector undertaking in India. Current Industrial Policy.

#### Unit-III

Basic Issues in Agriculture: Role, nature and cropping pattern; Trends in agricultural production and productivity; Factors determining productivity; Agricultural finance and Agricultural price policy. Rural indebtedness. Techniques and Methods of irrigation in India. Role of NABARD in rural development in India. Indian Public Finance: Indian Finance System.

#### Unit-IV

External Sector: India's foreign trade- features, composition and direction; India's balance of payments problem; Indian trade policy; foreign aid, multinational corporations (MNCs).

#### Reference Books:

S.No.	Author(S)	Title	Publisher
1	Mishra, S.K. and Puri,	Indian Economy	Himalaya Publishers.
2	Panagariya Arvind	India: The Emerging Giant"	Oxford University Press

CourseCode	MGT106
CourseTitle	CompanyLaw
Typeofcourse	Core
LTP	500
Credits	5
Courseprerequisite	10+2
CourseObjectives (CO)	Theaimistoprovidebasicknowledgeaboutcompanyanditsformationanditsrel atedterminologies.
CourseOutcomes	Student willableto: 1. Tomakestudentsawareaboutvariouskindsofcompanies,andtounderstand thevariousclausesofIndianCompaniesAct 1956(2013). 2. Toimpartknowledgeaboutsharesandsharecapital,issueofsharecapitaletc . . 3. Toinstructstudentsaboutliquidationconceptofcompaniesalongwithintro ductiontopartnershipandnegotiableinstruments.

### Syllabus

#### Unit-I

**Introduction to Company Law:** Meaning & Definition of company, Classification of companies, OPC, Body corporate, Private and Public Companies, Government companies, Foreign and Multinational companies. Lifting of Corporate Veil, Formation of Company – Promoters, Legal position, Rights & Liabilities of Promoters.

#### Unit-II

**Memorandum of Association:** Definition & Purpose of Memorandum, Contents of Memorandum, Doctrine of Ultra Vires. **Articles of Association:** Content of Articles of Association, Distinction between MOA and AOA, Alteration of MOA and AOA, Doctrine of constructive Notice & Doctrine of Indoor Management.

#### Unit-III

**Prospectus and Share Capital:** Prospectus: Contents, Registration, liability for Mis-statements in prospectus, Civil and Criminal Liability. **Share capital:** Kinds of capital and shares and issue of shares. Member and Shareholders: Rights and Duties. **Company Directors:** Appointment, Removal, Legal Position, Powers, duties, Liabilities, Audit Committee, Independent directors. **Unit-IV**

**Company Secretary and Managing Director:** Duties and Liabilities. **Company Meetings:** Kinds, Notice, quorum, Directors Meeting. **Liquidation and**

**Winding up of companies:** modes of winding up, procedure of winding up under different modes.

#### References:

S.No.	Title	Author(s)	Publisher
1	Company Law	Avtar Singh	Eastern Book Company
2	Company Law	Dr. G.K. Kapoor	Theory and Practice,

CourseCode	ENG114
CourseTitle	CommunicationSkills-II
TypeofCourse	AECC
LTP	2:0:0
Credits	2
Coursepre-requisite	10+2
Course Objectives(CO)	Aftercompletionofthiscoursestudentswillbe abletoformulateaneffectivecommunicationstrategyforanymessage,inanym edium,andin anysituation.
CourseOutcome	Studentwillableto:

### Syllabus

#### UNIT-I

**Grammar:** PartsofSpeech,Useofappropriatetense, Voice,ReportedSpeech,SentenceStructure;Simple, Compound,Complex, Vocabulary-One wordsubstitution.

#### UNIT-II

**WritingSkills:** Applicationforemployment,ResumeWriting,ParagraphWritingConstruction- KindsofParagraphs,PreparingofMatterformeeting:Notice,agenda,Conference

#### UNIT-III

**SpeakingSkills:** EffectiveoralPresentation,Slidemaking,Use ofaudio-visualaids.

#### UNIT-IV

##### **OralCommunication anditsApplication:**

Group Discussion, Customer Care Relations (PR Skills), Interview Skills (Conducting andappearingforinterviews),andTelephonehandlingmanners.

##### **Referencebooks:**

Sr,No	Author(s)	Title	Publisher
1	K.K.SinhaGalgoti	BusinessCommunication	GalgotiaPublishingCompany,
2	C.S.Rayudu -	MediaandCommunication Management	HimalayaPublishing House,Bombay.

CourseCode	ENG116
CourseTitle	CommunicationSkills-II(Practical)
TypeofCourse	AECC
LTP	0:0:2
Credits	1
Coursepre-requisite	10+2
CourseObjectives	The objective of this course is to, Provide the students a sufficientpracticeforspeakingandwritingEnglishefficiently.Enablestudents tocommunicateinparticularsituations.
CourseOutcome	Studentwillableto:

### Syllabus

#### Unit-I

Grammar: Torecognizepart ofspeechofparticularwordingivensentence, Touseappropriatetense, Exercise on- Voice, Reported speech and Sentence Structure, Vocabulary-One wordsubstitution.

#### Unit-II

WritingSkills: JobApplication, ResumeWriting, ParagraphWriting, PreparingofMatterformeeting: Notice, agenda, Conference.

#### Unit-III

SpeakingSkills: HowtodeliveraneffectivepowerpointPresentation, Slidemaking, Effectiveuseofaudio Visual aids,

#### Unit-IV

OralCommunicationand itsApplication:

GroupDiscussion, Mock

Interview(Conductingandappearingforinterviews), andRoleplays. Conductingasuccessfulofficialmeeting.

#### Referencebooks:

Sr, No	Author(s)	Title	Publisher
1	K.K.SinhaGalgoti	BusinessCommunication	GalgotiaPublishingCompany
2	C.S.Rayudu -	MediaandCommunication Management	HimalayaPublishing House, Bombay.

CourseCode	MGT110
CourseTitle	PersonalityDevelopment
TypeofCourse	AEEC
LTP	4 0 0
Credits	4
Coursepre-requisite	10+2
Course Objectives(CO)	After completion of this course students will be able to formulate an effective communication strategy for any message, in any medium, and in any situation.
CourseOutcomes	Student is able to: <ol style="list-style-type: none"> <li>1. Understand the concept of personality and how to enhance their personality.</li> <li>2. Polish the written and verbal communication.</li> <li>3. Upgraded reasoning and interview skills.</li> </ol>

### Syllabus

#### Unit-I

**PERSONALITY:-** Concept, Theories of Personality, Determinants of Personality.

Self-Awareness:- meaning of self-awareness, components, improving self-awareness, Benefits of understanding self. Personality Development-

SWOT Analysis, Inner Personality Development, Role of motivation & body language, Filling the GAP- Grooming, Attitude, Personality.

#### Unit-II

Business English-

Organizing thoughts and ideas, How to make your content precise and powerful, Business terminology and vocabulary, Drafting official letters, Proposals, Report Writing. Reasoning and Aptitude-

Introduction to Reasoning, Analysis Reasoning of different Situations, Analysis of Transactions, Verbal Ability, Numerical Ability.

#### Unit-III

Presentation Skills- Learning to prepare for a presentation, enhancement of the effect of the presentation,

Conduct presentations in a smooth and self-assured manner, making optimum use of the time allocated. Role-Plays: Real-life Conversation Practice to identify characteristics of different personality styles, passage Reading. Group Discussion:- Overcome hindrances (Lack of confidence/hesitation), Difference between hearing & listening, Body Language, Voice Mapping, Conducts during GD.

#### Unit-IV

Interviewing Skills- Conducting and appearing for interview, Plan an opening and a closing for a selection interview, Construct primary and secondary questions to ask the company representative.

#### Reference books:

Sr, No	Author(s)	Title	Publisher
1	K.K.Sinha Galgoti	Business Communication	Galgotia Publishing Company,
2	C.S.Rayudu -	Media and Communication Management	Himalaya Publishing House, Bombay.



CourseCode	MGT108
CourseTitle	GenderEquity
Typeofcourse	AEEC
LTP	400
Credits	4
Courseprerequisite	10+2
CourseObjectives (CO)	Thestudentswill beable toacquireknowledgeandunderstandingof theoryandconcepts relatedtogenderand genderrelations
CourseOutcome	Student willableto: 1 Thestudents will analyse theevolutionofthinkingandapproachesaroundgenderanddevelopme nt. 2 Thestudentwillgetfamiliaraboutthevariouswomendeve lopmentactivities. 3 Thiswillhelptounderstandthelawsrelatingtogenderequity.

### Syllabus

#### Unit-I

**SexandGender:** Conceptofsexandgender, Distinguish between Sex and Gender, Genderattributesandquestionsofidentity. Fundamental rights and Duties in Indian Constitution.

#### Unit-II

**Empowerment**-concept andmeaning. Definitionoffeminism, feministandwomenmovementsinU.S.A, U.K., FranceandIndia. **Women Empowerment** meaning and need, Case studies of Women Empowerment.

#### Unit-III

**Womendevelopment:** Concept anddevelopmentorganizations, Impactofdevelopmentongender. Amnesty International: Structure and Role.

#### Unit-IV

**Womenrights:** Policiesandcurrentdebatesonwomenrights, RoleofUNinestablishinggenderequality. Violence against women and need for reforms. **Issues related to third gender:** Issuesoftherightsofsexualminoritiesandtransgender-Article377andbeyond.

#### TextandReferenceBooks:

S.No.	Author(S)	Year	Title	Publisher
1	Jayachandran, Seema	2014	The Roots of GenderInequalityinDeve loping Countries	NBERWorkingPaperNo.20380.Is suedinAugust2014
2	Duflo, Esther	2012	Women's EmpowermentandEcono mic Development	<i>JournalofEconomicLiterature</i> , 50(4):1051-79.

CourseCode	MGT201
CourseTitle	Behavioral Aspects in Organization
Typeofcourse	Core
LTP	500
Credits	5
Courseprerequisite	10+2
CourseObjectives (CO)	TheaimistoenablethestudenttoknowaboutthebehaviorofIndividualintheorg anization.
CourseOutcomes	Studentisableto: <ol style="list-style-type: none"> <li>1. Thiscourseemphasizestheimportanceofhumancapitalintheorganizat ionsoftoday.</li> <li>2. Itgivesaninsighttothestudentsregardingindividualandgroupbehavio urinanyorganization</li> <li>3. BuildtheLeadershipandMotivationalattitudetomanagehumanresour ceinorganisation.</li> </ol>

### Syllabus

#### Unit-I

**Organization Behavior:** Concept, Features and Importance, Challenges and Opportunities for OB. Foundations of Individual Behavior. **Learning:** Concept, Theories and Principles of learning, **Attitude:** Concept, Components, Attitude formation

#### Unit II

**Leadership:** Concept, Theories of Leadership. **Motivation:** Nature, Importance, Process, Types of Motivation, And Theories of Motivation, **Personality:** Concept, Characteristics, Determinants of Personality, Role of Personality.

#### Unit-III

**Perception,** Concept, Perceptual Process, Factors in Interpersonal perception. **Group Dynamics:** Concept and nature of group formation, Formal and Informal Groups, Theories of group formation. Group cohesiveness. **Stress Management:** Meaning, Concept, Causes of Organization Stress, Stress Management.

#### Unit-IV

**Power:** Concept, Importance, Bases of power, Tactics to gain Power, **Organization Change:** Concept, Factors in Organisation change, Objectives of Planned change, Resistance to change, **Organization Culture:** Concept, functions of Organization Culture, Creating and sustaining Organization Culture.

**Referencebooks:**

<b>S.No.</b>	<b>NAME</b>	<b>AUTHOR(S)</b>	<b>PUBLISHER</b>
1	OrganizationalBehavior	Luthans,F	McGraw–Hill Inc.
2	UnderstandingOrganizational Behaviour	Pareek,U	OxfordUniversityPress,Delhi.



CourseCode	MGT203
CourseTitle	StatisticsinBusiness
Typeofcourse	Core
LTP	500
Credits	5
Courseprerequisite	10+2
CourseObjectives (CO)	Theaimtogiveanidearegardingtheappropriatestatisticaltoolsusedfortheanalysisofdata.
CourseOutcomes	Student willableto: 1. Docalculationofarithmeticlean,medianandmodeandpartitionvalue s. 2. Understand statisticaltestingand their applications. 3. Acquaint variousquantitative techniquesandmethodsusedinmanagerialdecisions.

### Syllabus

#### Unit-I

Statistics: Introduction, Definitions, Functions, Scopes and Limitations of statistics. Meaning of central value, Need for measuring central value. Characteristics of an ideal measure of central value. Types of averages - mean, median, mode, merits, limitations. Measures of Dispersion: Meaning and Significance. Absolute and Relative measures of dispersion - Range, Quartile Deviation, Mean Deviation, Standard deviation

#### Unit-II

Probability Distribution Meaning, characteristics and calculation of Binomial, Poisson, Normal distribution. Regression Analysis: Meaning and significance. Regression lines (X on Y, Y on X)

#### Unit-III

Correlation Analysis: Meaning and significance. Correlation and Causation. Types of correlation. Methods of studying simple correlation - Scatter diagram, Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient

#### Unit-IV

Index Numbers: Meaning and significance. Problems in construction of index numbers. Methods of constructing index numbers.

#### Recommended books:-

S.No.	Author(S)	Title	Publisher
1	S.P.Gupta	Statistical Methods	Sultan Chand & Sons
2	Richar Levin & David	Statistics for management	Prentice Hall

Coursecode	MGT205
CourseTitle	HumanResourceManagement
Type Ofcourse	Core
LTP	500
Credits	5
CoursePrerequisites	10+2
Courseobjective	TofamiliarizestudentswiththeconceptsofHumanresourcesintheorgan- izationandtheirrolesintheBusinessConcerns.
CourseOutcomes	Student willableto: <ol style="list-style-type: none"> <li>1. Familiarizesthestudentswiththedifferentaspectsofman- aginghumanresourceintheorganization.</li> <li>2. Theirinteractionintheexecutionofmanagerialfunctions.</li> <li>3. Facilitatingeruditionofvariousconceptsandskillsvitalfordepl- oymentoforganizationalresources.</li> </ol>

### Syllabus

#### Unit-1

##### Human Resource

**Management(HRM):** concept, Nature, functions, scope, objectives and significance of HRM. **Human Resource Planning:** Concept, Nature, Objectives, Importance, process of HRP. **Mobility of Human Resources:** Transfers, Promotion, Demotion & Separation.

#### Unit-II

**Job analysis:** Concept, uses, methods, job description and job specifications. **Recruitment:** Concept, Importance, Sources of Recruitment, Selection: Concept, Nature, Importance, Procedure. **Placement & Induction:** Purpose, formal orientation program, problem areas, enhancing induction effectiveness.

#### Unit-III

**Job Design:** Concept, Purpose, work simplification, Job rotation, Job enrichment, Job enlargement **Quality of worklife:** Concept, Quality circles, job satisfaction and morale. **Training & Development:-** Concept, training process, methods of training.

#### Unit-IV

**Performance Appraisal:** Meaning, Purpose, Essential of Effective Performance Appraisal System. **Human Relations:** Definition, objectives, employee grievances, collective bargaining. **The changing environment of HRM:** globalization, technological advances, workforce diversity, corporate downsizing, changing skill requirement, HRM support for improvement programs.

#### Reference Books:

S.No.	Title	Author(s)	Publisher
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1	HumanResourceManagement	Aswathappa,K	TataMcGraw-Hill.
2	HumanResourceManagement	Bratton,J.andGold,J.	TheoryandPractice,

Course Code	MGT207
Course Title	Financial Accounting
Type of course	Core
L T P	5 0 0
Credits	5
Course prerequisite	10+2
Course Objectives (CO)	To understand fundamental accounting concepts as well as to be able to read and extract meaningful information from financial statements. Knowing accounting will help you improve your own finances, improve your company's bottom line.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> <li>1. To impart basic knowledge of accounting.</li> <li>2. To make students aware about various rules, concepts and conventions of accounting.</li> <li>3. To instruct the students regarding methods of preparations of financial statements.</li> </ol>

### Syllabus

#### Unit-I

**Meaning and Uses of Accounting Information:** Objectives and Nature of Accounting, Definition and Functions of Accounting , Book Keeping and Accounting, Interrelationship of Accounting with other Disciplines, Branches of Accounting, Limitations of Accounting,

#### Unit-II

**Introduction to Financial Accounting:** meaning, concepts, conventions, objectives, importance and limitations. Accounting cycle. Journal: meaning and preparation of journal. Ledger: meaning and preparation, Ledger –Posting from Journal to respective ledger accounts.

#### Unit-III

**Trial Balance:** Need and objectives; Application of Trial Balance.**Final Accounts:** Application and preparation of Trading Account, Profit and loss Account and Balance Sheet with Marshalling

#### Unit-IV

**Introduction to Company Final Accounts:** Important provisions of Companies Act, 1956 in respect of preparation of final accounts of a company. Understanding the Annual Report of a Company. **Computerized Accounting:** Computers and its application in accounting.

#### Reference Books:

S.No.	Author(S)	Title	Publisher
1	Jain and Narang	Financial Accounting	Tata McGraw Hill Publishers
2	S.N. Maheshwari	An Introduction to Accountancy	Tata McGraw Hill

CourseCode	EVS001
CourseTitle	EnvironmentalScience
Typeofcourse	AEEC
LTP	300
Credits	3
Courseprerequisite	10+2
Courseobjective	Toconnectandsensitizethestudentstowardstheenvironmentand prevailingenvironmentalissues(natural,physical,socialandcultural).
CourseOutcomes (CO)	Thestudent willable to: Understandtheimportanceof environment intheirlife.Learnabout the conceptofEcosystem. Understandtherelationbetweensocialissuesandenvironment.Lea rnhow humanbeings are affected withthepollution.

### Syllabus

#### Unit-I

**Introduction:** Definition and scope and importance of multidisciplinary nature of environment. Need for public awareness. **Natural Resources:** Natural Resources and associated problems, use and over exploitation, case studies of forest resources and water resources. **Ecosystems:** Concept of Ecosystem, Structure, interrelationship, producers, consumers and decomposers, ecological pyramids- biodiversity and importance. Hot spots of biodiversity

#### Unit-II

**Environmental Pollution:** Definition, Causes, effects and control measures of air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards. **Solid waste Management:** Causes, effects and control measure of urban and industrial wastes. Role of an individual in prevention of pollution, Pollution case studies, Disaster Management: Floods, earthquake, cyclone and landslides.

#### Unit-III

**Social Issues and the Environment:** From Unsustainable to Sustainable development, Urban problems related to energy, Water conservation, rainwater harvesting, watershed management. Resettlement and rehabilitation of people; its problems and concerns. Case studies. **Environmental ethics:** Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies. Wasteland reclamation. Consumerism and waste products. Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and Control of Pollution) Act. Wildlife Protection Act, Forest Conservation Act, Issues involved in enforcement of environmental legislation Public awareness.

#### Unit-IV

**Human Population and the Environment:** Population growth, variation among nations. Population explosion – Family Welfare Programme. Environment and human health, Human Rights, Value Education, HIV/AIDS. Women and child Welfare. Role of Information Technology in Environment and human health.

#### Text and Reference Books:

S.No	Name	Author(S)	Publisher
1	Environmental Biology	Agarwal, K.C. 2001	Nidi Publ. Ltd. Bikaner.
2	Environmental Science	Miller T.G. Jr.	Wadsworth

CourseCode	MGT209
CourseTitle	BusinessEthicsandHumanValues
Typeofcourse	GE
LTP	400
Credits	4
Courseprerequisite	10+2
CourseObjectives (CO)	Understandingtheneed,basicguidelines,contentandprocessforValueEducation
CourseOutcomes	Student willableto: <ol style="list-style-type: none"> <li>1. Knowhowcorporateethicsdiscouragesbusinessesfromdoingwrong.</li> <li>2. Contributesgreatlytoattainingorganizationalperformance.</li> <li>3. Sensitizestudentsregardingtheimportanceofhumanvaluesandethicsinbusiness.</li> </ol>

### Syllabus

#### Unit-I

**Ethics, culture and values:** concept, objectives, importance of culture in organizations, ethics and value systems, model of management in the Indian socio-political environment, work ethics, Indian heritage in production and consumption. **Business ethics:** relevance of values in management, holistic approach for managers in decision-making. **Ethical Management:** role of organizational culture in ethics, structure of ethics management, ethics committee.

#### Unit-II

**Human Values:** need, basic guidelines, content and process for value education, self-exploration, happiness and prosperity, right understanding, relationship and physical facilities, method to fulfill the human aspirations, understanding and living in harmony at various levels.

#### Unit-III

Understanding Harmony in Human Being, Understanding the need of 'Self' and 'Body'  
Understanding Harmony in the Family and Society, Harmony in Human-Human relationship.

#### Unit-IV

Relationship Understanding harmony in the Family, basic unit of human interaction, Understanding values in human-human relationship, Trust (Vishwas) and Respect. Understanding harmony in nature and existence.

**Reference Books:**

S.No.	Author(S)	Title	Publisher
1	RR Gaur, RSangal, G P Bagaria	A Foundation Course in Value Education	Excel Books
2	A.N. Tripathy	Human Values	New Age International Publishers.

CourseCode	MGT211
CourseTitle	BusinessMathematics
Typeofcourse	GE
LTP	400
Credits	4
Courseprerequisite	10+2
CourseObjectives (CO)	Theaimtogiveanidearegardingtheappropriatestatisticaltoolsusedfortheanal- ysisofdata.
CourseOutcomes	Student willableto: <ol style="list-style-type: none"> <li>1. Understand the basic concept of Mathematics.</li> <li>2. Have a proper understanding of Mathematical Applications in Economics, Finance, Commerce and Management.</li> <li>3. Apply the knowledge in Mathematics in solving business problems.</li> </ol>

### Syllabus

#### Unit-I

Ratioandproportion:Ratio,TypesofRatios,Operationsonproportion,EquationSimple,Linear, Quadratic and Cubic Equation, Sequences, series, progression: A.P, Properties of A.P,sum to nth Terms of an A.P, A.M,G.P, standard form of G.P, Nth Terms of G.P, Sum of nthTermsofG.P

#### Unit-II

Set Theory and Relations: Sets:-Elements of a set, methods of describing a set, types of sets,Operationsonsets--union,intersectionanddifferenceofsets,Vennidiagrams,statementproblems, Associative Laws, Distributive laws, DeMorgan's laws, duality, partitioning of a set.Basic definition of Relation and types of relations.

#### Unit-III

InterestApplications:Simpleinterest,compoundinterestincludinghalfyearlyandquarterlycalculatio-  
n. Derivatives: Basics of Derivatives.

#### Unit-IV

Matrix: Meaning, types, addition, subtraction and multiplication of Matrix. Cramer's rule, Determinants, inverse of Matrix. Transpose of Matrix, Adjoint of Matrix, solve simultaneous equations by Matrix method.

#### ReferenceBooks:

S.No.	Author(S)	Title	Publisher
1	T R Jain, S C Aggarwal, N Ranad e and SK Khurana	Business Mathematics and Statistics(Quantitative Techniques fo r Business)"	VK(India)Enterprises,N ew Delhi

2	Dr. A.K. Arte & R.V. Prabhakar	A textbook of Business Mathematics	VK (India) Enterprises
Course Code	MGT202		
Course Title	Research Methodology		
Type of course	Core		
LTP	500		
Credits	5		
Course prerequisite	+2 in any stream		
Course Objective (CO)	The course aims at equipping students with an understanding of the research process, tools and techniques in order to facilitate managerial decision making.		
Course Outcomes	<ol style="list-style-type: none"> <li>1. At the end of the course a student should be able to design research proposal and apply statistical tools manually as well as with the help of software.</li> <li>2. To expose the students to the basic concepts of research methodology and application through practical exercises in the area of management.</li> <li>3. Judge the reliability and validity of experiments and perform exploratory data analysis.</li> </ol>		

### Syllabus

#### Unit-I

**An Introduction to Research:** meaning, definition, objectives and process and types.

**Research Problem:** selection of problem, understanding problem, necessity of defined problem, review of literature in research.

#### Unit-II

**Sources of Data:** primary and secondary, data collection methods, questionnaire designing and construction, questionnaire types and developing a good questionnaire, sampling design and techniques. **Scaling Techniques:** meaning, types, data processing operations, editing, coding, classification, tabulation.

#### Unit-III

Sampling Distribution, **Tests of Significance:** t-test, Chi-Square Test, F-Test, And ANOVA.

#### Unit-IV

**Multi Dimensional Scaling:** factor analysis, cluster analysis, interpretation of data, report preparation and presentation. Relevant Case Studies should be discussed in class.

#### Reference Books:

S.No.	Author(s)	Title	Publisher
1.	CR Kothari	Research Methodology	Tata McGraw Hill
2.	William G. Zikmund	Business Research Methods	Thomson South-Western Learning

Course Code	MGT204
Course Title	Business Environment
Type of Course	Core
L T P	5 0 0
Credits	5
Course Prerequisites	+2 in any stream.
Course Objectives (CO)	The basic objective of the course is to develop understanding and provide knowledge about business and various factors which affect the business.
Course Outcomes	<ol style="list-style-type: none"> <li>1. Judicious decision making in a business organization requires the proper knowledge of the environment in which it has to function. This course aims at orienting the students with all the external environmental forces which affect the decision making process of an organization.</li> <li>2. Students will be able to apply the knowledge for the global marketing practices.</li> <li>3. Identify and evaluate the complexities of business environment and their impact on the business.</li> </ol>

### Syllabus

#### Unit-I

**Business Environment in India:** concept, features, elements of environment, political, legal, social-cultural, technological and economic. **Environment Scanning:** techniques used for scanning.

#### Unit-II

**Multinational corporations,** Globalization, **Social audit:** meaning and importance. Sun-rise sectors of India economy. Challenges of Indian economy, Economic Policy.

#### Unit-III

**Recent World Trade and Foreign Investment trends:** world financial environment, tariff and non tariff barriers, regional blocks.

#### Unit-IV

**FDI:** meaning, FDI concepts and functions, need for FDI in developing countries, factors influencing FDI, FDI operations in India, GATT and WTO.

#### ReferenceBooks:

S. No.	Author(s)	Title	Publisher
1.	Francis cherunilam	Business Environment	Himalaya Publishing House
2.	D. Amar chand	Govt. and Business	Tata McGraw Hill

Course Code	MGT206
Course Title	Macro Economics
Type of Course	Core
L T P	5 0 0
Credits	5
Course Prerequisites	+2 in any stream.
Course Objectives (CO)	The basic objective of the course is to develop understanding and provide knowledge about business and various factors which affect the business.
Course Outcomes	<ol style="list-style-type: none"> <li>1. Judicious decision making in a business organization requires the proper knowledge of the environment in which it has to function. This course aims at orienting the students with all the external environmental forces which affect the decision making process of an organization.</li> <li>2. Students will be able to apply the knowledge for the global marketing practices.</li> <li>3. Identify and evaluate the complexities of business environment and their impact on the business.</li> </ol>

### Syllabus

#### Unit-1

Introduction to Managerial Economics: Nature Scope and Importance of Managerial Economics. Relationship of Managerial Economics with Decision Making. Distinction between micro and macroeconomics.

#### Unit-II

Theory of Multiplier, Foreign trade multiplier, Theory of Unemployment: Classical and Keynesian. Trade Cycle.

#### Unit-III

National Income: Conceptual Framework, Measures of National Income, Methods of Measurement, Limitations of National Income.

Inflation: Meaning, Types, Theories, Causes, Effects and Control. Monetary and Fiscal Policies.

#### Unit-IV

**Macro Economic Framework in Indian Economy:** Public Finance, Tax System in India, Financial Administration, Finance Commission.

#### Reference Books:

S.No	Author(S)	Title	Publisher
1	K.L.Maheshwari	Managerial Economics	Vikas Publishing House (P) Ltd
2	Keat	Economic Tools for Today's Decision Makers	Bharat Law House (P) Ltd., New Delhi.

CourseCode	MGT208
CourseTitle	Basics of Marketing
TypeofCourse	Core
LTP	500
Credits	5
CoursePrerequisites	10+2
CourseObjectives(CO)	To familiarize students with the Market behavior and customer satisfaction through marketing processes.
CourseOutcomes	<p>Student will able to:</p> <ol style="list-style-type: none"> <li>1. Understand the basic concepts, philosophies, process and techniques of marketing.</li> <li>2. Analyze the relationships between marketing management and the political, economic, legal and social policies and its impact on business.</li> <li>3. Identify the role and significance of various elements of marketing mix.</li> </ol>

### Syllabus

#### Unit-I

Nature and scope of Marketing: Marketing meaning, scope and objectives. The marketing environment: environment scanning, Marketing Information System and Marketing Research, Understanding consumer and Industrial markets.

#### Unit-II

Market Segmentation: Targeting and Positioning. Product decisions – product mix, product lifecycle, new product development, Branding and packaging decisions. Pricing methods and strategies.

#### Unit-III

Promotion decisions – promotion mix, advertising, sales promotion, publicity and personal selling. Distribution Decisions: Patterns of channels and types of intermediaries, channel design decisions, Channel conflict, types and functions of wholesalers and retailers, Emerging trends in retailing

#### Unit-IV

Direct Marketing: Meaning, Benefits. Organizing and implementing marketing: Evaluation and control of marketing efforts. International Marketing, Cyber Marketing, Green marketing. Management of Sales: Sales organization and its relationship with marketing department.

#### Reference Books:

S.No.	Title	Author(s)	Publisher
1	Marketing Management	Kotlar, Philip	Prentice Hall, New Delhi.
2	Marketing Tools for Today's Decision Makers	Keat	Bharat Law House (P) Ltd., New Delhi.

CourseCode	MGT210
CourseTitle	VirtualCrimeConstitutions
TypeofCourse	AEEC
LTP	4.0.0
Credits	4
CoursePrerequisites	10+2
CourseObjectives(CO)	Theobjectiveofthiscourseistodevelopabasicunderstanding aboutcyber-crimes andlawlegislationrelatedtothesecrimes.
CourseOutcomes	Student willableto: <ol style="list-style-type: none"> <li>1. Explainthehistory,origin,scopeanddefinitionofcrime, its relevance in the present scenario and itsrelationtoothersocialsciences.</li> <li>2. Compareandcontrastthedifferencesbetweendigitalevidenceandtraditionalevidence.</li> <li>3. Discussthewaysinwhichdigitalevidenceisauthenticated.</li> </ol>

### Syllabus

#### Unit-I

Cyber Crimes: Meaning Nature & Classification, kinds of Cyber Crimes. Jurisdictional Issues: Definition: Jurisdiction to prescribe/ Legislative Jurisdiction; Jurisdiction to adjudicate to enforce; Cyber Jurisdiction in Civil, Criminal & International Cases.

#### Unit-II

Laws & Acts: Unicitral Model Law, Information Technology Act, 2000, Relevant Rules Notifications, Information Technology (Amendment) Act, 2008.

#### Unit-III

Cyber Slacker: Ethics and Etiquette in Cyber World Potential Liability of Intermediaries, Service Providers and Network Users, Cyber Stalking.

#### Unit-IV

Intellectual Property: Piracy, Insider Threat, Corporate Espionage, Monitoring – Eavesdropping, Traffic Analysis, Surveillance. Defensive Information Warfare Telecommunication Security; Computer Network Security, Computer Break-Ins, Cryptographic Techniques, Steganography; **Reference Books:**

S.No.	Author(s)	Title	Publisher
1	Mark Johnson	Cyber Crime and Security	Grover
2	Taxman	Fraud Management	McMillan Education

CourseCode	MGT212
CourseTitle	International Trade
Typeofcourse	AEEC
LTP	400
Credits	4
Courseprerequisite	10+2
CourseObjectives (CO)	The main objective of the course is to provide basic knowledge of foreign trade and its procedure.
CourseOutcomes	Student will be able to: <ol style="list-style-type: none"> <li>1. Interrelate the trade theory with the economic development.</li> <li>2. Follow the liberalization of the world trade.</li> <li>3. Understand systematic approach to handling foreign trade transactions and the paper work thereto.</li> </ol>

### Syllabus

#### Unit-I

Essential elements of foreign trade, Traditional and Modern theory of International Trade (Ricardo & Ohl in's theory), Difference between International and Domestic Trade, Advantage and Disadvantage of International Trade.

#### Unit-II

Types and cause of disequilibrium Balance of Trade and Balance of Payment, Kind of Balance of Trade, Measure taken to correct the disequilibrium of Balance of Payment And Trade.

#### Unit-III

Free Trade Policy - Merits and Demerits, Tariff types of tariff and Non Tariff Barriers (Quota), Exchange Control - objectives, Procedure, Direct and Indirect Method of Exchange Control, Exchange Rate Determination of Exchange Rate.

#### Unit-IV

Objective, Role and Function of GATT, WTO, UNCTAD, IMF, WORLD BANK. Trade Blocs - Objectives of European Union, Indo-Ell, NAFTA, ASEAN, and SAARC.

#### Recommended Books

S.No.	Author(s)	Title	Publisher
1	PTEllsworth	Foreign Trade	Vikas Publishing House (P) Ltd
2	CP Kindelberger	International Economics	Bharat Law House (P) Ltd., New Delhi.

CourseCode	MGT214
CourseTitle	EntrepreneurshipandSmallBusiness
Typeofcourse	GE
LTP	400
Credits	4
Courseprerequisite	10+2
Course Objectives(CO)	The main objective of this course is to make students familiar with theconceptsofentrepreneurshipandinnovations,sothatstudents cansetuptheirownentrepreneurs.
CourseOutcomes	Student willableto: 1. Understand various issuesinvolvedinsettingupaprivateenterprise and develop required entrepreneurial skills ineconomicdevelopment. 2. Recognize conceptual and theoretical understanding about thedevelopmentofentrepreneurshipanditssignificanceinIndianeconomy. 3. Acquaint themwiththechallengesfacedbytheentrepreneur.

### Syllabus

#### Unit-I

**Foundations of Entrepreneurship:** concept, need, definition and role of entrepreneurship characteristics and scope of entrepreneur, roles and responsibilities of entrepreneurs in Indian economy, invention, creativity, opportunities, manager.

#### Unit-II

**Women entrepreneurs and entrepreneurship:** meaning, role, problems and reasons for less women entrepreneurs. Various institutes & Government schemes to help and uplift women entrepreneurs.

#### Unit-III

**Small and Medium Enterprises:** concept, role and importance of SME in India economy. **Small and Medium Industry:** meaning and importance, steps for starting small industry: decisions and steps to be taken to become entrepreneur, search for a business idea, source of ideas, idea processing, selection idea, input requirements.

#### Unit-IV

**Innovation management:** definition and process of innovation management, methods of management innovation. **Entrepreneurship as a career:** sustaining competitiveness maintaining competitive advantage.

**ReferenceBooks:**

S.No.	Author(S)	Title	Publisher
1	Renuarora S.K sood	BasicsOfEntrepreneurship	KalyaniPublishers
2	RichardBranson	EntrepreneurshipandBusiness	Pearsons



CourseCode	MGT216
CourseName	TaxPlanningandManagement
Type OfCourse	GE
LTP	4.0.0
Credit	4
CoursePrerequisites	10+2
CourseObjectives(CO)	The objective of this course is to acquaint the students with the taxstructureforindividuals andcorporateandalsoitsimplicationsfor planning.
CourseOutcomes	Studentwill ableto: <ol style="list-style-type: none"> <li>1. Interpretandanalyzelegitimateawayoftax planningunderdifferentprovisionsofvarioustaxlaws.</li> <li>2. Makemanagementdecisions tofacilitateconstructiveplanningoftaxliability.</li> <li>3. Developtheabilitytoevaluatethedifferencebetweentaxplan ningandtaxavoidanceprovisions.</li> </ol>

### Syllabus

#### Unit-I

Income tax concepts: Previous Year, Assessment Year, Person, Assesses, Income °minding agricultural income). Residential Status and their incidence of tax. Gross Total Income, Total Income; Income which do not form part of total income, Tax Evasion, Tax Avoidance.

#### Unit-II

Tax Planning under the head Salary, Goods And Services Tax in India: Concept, framework and implication. Future of GST in India.

#### Unit-III

Computation of income under the Head: House Property and Profits and gains from Business or Profession. Computation of Income under the Head: Capital gains and Income from other sources.

#### Unit-IV

Clubbing of Income, Set-off and carry-forward of losses • Deductions Born gross tow) income as applicable to an individual and Business Units; Computation of total income and tax liability of an individual and Business Units.

#### Reference Books:

SrNo	Name	AUTHOR(S)	PUBLISHER
1.	Income Tax Law & Practice	Mahesh Chandra & Shukla	Pragati Publications
2.	T. Planning and Management	Goyal, S.P	Sahitya Bhawan Publications

Course Code	MGT301
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Coursecode	MGT303
Course Title	Financial Management
Type of course	Core
L T P	5 0 0
Credits	5
Course prerequisite	10+2
Course Objectives (CO)	To understand fundamental accounting concepts as well as to be able to read and extract meaningful information from financial statements. Knowing accounting will help you improve your own finances, improve your company's bottom line.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> <li>1. To impart basic knowledge of accounting.</li> <li>2. To make students aware about various rules, concepts and conventions of accounting.</li> <li>3. To instruct the students regarding methods of preparations of financial statements.</li> </ol>

### Syllabus

#### Unit-I

Financial-management: Meaning, scope, objectives and financial goals of financial management, Finance function.

Source of Finance: short term, medium term, long term sources, factors affecting long term funds requirements. Cost of Capital: Concept, objectives, Calculation of cost of capital.

#### Unit-II

Capital Budgeting: Capital Budgeting process, Project Selection. Capital Budgeting Techniques: Payback Period Methods, Net Present Value methods, IRR, Benefit-Cost ratio, Capital rationing. Lease Financing: Concepts, types of leases

#### Unit-III

Capital Structure: Determinants of Capital Structure, Capital structure theories.

Leverage: Operating and Financial Leverage.

Management of Retained Earnings: Retained earnings & Dividend policy, Consideration in dividend policy, Forms of Dividends.

#### Unit-IV

Working Capital: Concept, factors affecting working capital requirements, operating cycle of working capital, Sources of working capital.

Inventory Management: Concept, Objectives, Inventory control techniques EOQ

#### Reference Books:

S. No.	Title	Author(s)	Publisher
1	Financial Management	Khan & Jain	Tata McGraw Hill
2	Financial Management	I.M. Pandey	Vikas publishers

Course Title	Operation Research
Type Of course	Core
LTP	500
Credits	5
Course Prerequisites	10+2
Course objective	The students will be able to learn about the concept of linear programming, know about transportation problems.
Course Outcomes	Student will be able to: <ol style="list-style-type: none"> <li>1. Understand the concepts and techniques of Operations Research for business.</li> <li>2. Acquire required skills to solve various problems with optimization techniques.</li> <li>3. Formulate decisions in the situations of uncertainty and threat.</li> </ol>

### Syllabus

#### Unit-I

Introduction to operational research: features, models, limitation. Introduction to linear programming problem their problem formulations. Graphical solution of linear programming problems, simplex method, Big-M method. Primal dual relationship, formulation of dual problems.

#### Unit-II

Concepts of PERT & CPM techniques and their applications; Network analysis - scheduling activities, determining critical path, calculation of floats.

#### Unit-III

Assignment problem: Assignment problem and its mathematical formulation. Hungarian method for solving assignment problem. Transportation problem and its mathematical formulation, North West corner method, least cost method and Vogel approximation method.

#### Unit-IV

Game theory: features, limitations of game theory, two-person zero sum game maximin-minimax principle, games without saddle point.

#### Reference books:

S.No	Author(S)	Title	Publisher
1	HM Wagner	Principles of Operations Research	Prentice Hall
2	PK Gupta and DS Hira	Operations Research	S.Chand & Co.
3	Taha	Introduction to Operations Research	Prentice Hall

Coursecode	MGT305
CourseTitle	MarketingResearch
Type Ofcourse	DSE
LTP	4 0 0
Credits	4
Course Prerequisites	10+2
Courseobjective	The objective of this paper is to understand the various aspects ofmarketing research, identify the various tools available to a marketingresearcher.Marketingresearch canhelpthemarketingmanagerin decision making.
CourseOutcomes	Student willableto: <ol style="list-style-type: none"> <li>1. Definethebasicconceptsrelatedto marketingresearch.</li> <li>2. Explainrelationshipanddifferencesbetweenmarketingresearchand marketinginformationsystems.</li> <li>3. Listthemarketingresearchprocess.</li> </ol>

### Syllabus

#### Unit-I

IntroductionofMarketingResearch:Definemarketing,research,aimsandobjectivesofmarketingresea  
rch.Applicationsofmarketingresearch,marketinginformationsystem,evaluation and control of  
marketing research, value of information in decision making, steps inmarketing research.  
Research Design: Formulating the research problem, choice of  
researchdesign,typesofresearchdesign,sourcesofexperimentalerrors.

#### Unit-II

SampleandSamplingDesign:Somebasicterms,advantagesandlimitationofsampling,sampling  
process, types of sampling, types of sample designs, testing of hypothesis, determiningthe  
sample size, sampling distribution of the mean. Scaling Techniques: The concept of  
attitude,difficulty ofattitude measurement,typesofscals,criteriaforgoodtest,useofscaling  
inmarketingresearch.

#### Unit-III

Data Collection: Methods of data collection: secondary data, sources of secondary data,  
primarydata,collectionofprimarydataobservation,questionnaire,designingofquestionnaire,intervie  
wing. DataProcessingandTabulation:Editingcoding,problemsin editing,tabulation.

#### Unit-IV

DataAnalysis:Measurementofcentraltendency,dispersion,univariateanalysis,biveriateanalysis,  
multidimensional analysis I, Multivariate analysis II, (Factor analysis, cluster  
analysis,multidimensional analysis, conjoint analysis). Interpretation and Report Writing:  
Interpretation,types of research reports, guidelines for writing a report, writing a report format,  
evaluation ofresearchreport.

### ReferenceBooks

Sr.No.	Name	Authors	Publisher
1	MarketingResearch	Beri,G.C	TataMcGrawHill, 2003
2	MarketingResearch	Gupta,S.L	ExcelBooks,2004.



Coursecode	MGT307
CourseTitle	AdvertisingandCommunication
Type Ofcourse	DSE
LTP	400
Credits	4
CoursePrerequisites	10+2
Courseobjective	Thiscourseaimsto familiarize thestudent with thebasicprinciplesofadvertisingandintroductiontomediainvolved.
CourseOutcomes	Student willableto: <ol style="list-style-type: none"> <li>1. Identify functions of advertising and marketingcommunicationsthrough thestudyof advertisingtheoriesinmarketing.</li> <li>2. Understand theadvertisingandpromotionaltechniquethroughtheana lysisofmarketsituations.</li> <li>3. Understand howtheroleofthemanagerimpactsthesuccessofanadvertisingi ndustry.</li> </ol>

### Syllabus

#### Unit-I

Definition, Nature and evolution of advertising, its functions and role, criticism, social, economicandlegalaspectsofadvertising.Placeofadvertising inMarketing Mix,Indianadvertisingindustry.

#### Unit-II

AdvertisingCopy-meaningcomponentstypesofadvertisingcopy,copywriting:differentelementsofacopyandlayout,Ad vertisingresearch–importance,testingadvertisingeffectivenessmarketttestingforads;

#### Unit-III

International Advertising-importance, international Vs local advertising. Promotional objectives,importance, determination of promotional objectives, setting objective DAGMAR; Advertisingbudget: Objectives, preparation and methods of advertising budget; advertising agency: function,selectionandcompensation.

#### Unit-IV

Communication:meaning,importance,process,communicationmix-components,roleinmarketing,Branding-meaning,importanceinadvertising.,IntegratedCommunicationMix(IMC):meaning,importance.

## ReferenceBooks

Sr.No.	Name	Authors	Publisher
1	Advertising	D.OGILVY	Chunawala
2	AdvertisingandSalesManagement,	KazmiandBatra	Excel



Coursecode	MGT309
CourseTitle	Basics ofRetailing
Type Ofcourse	DSE
LTP	4 00
Credits	4
Course Prerequisites	10+2
Courseobjective	This course aims to familiarize the student with the basic principles to understand the concept, process and management of retail business and to develop an understanding of the retail strategy and planning process.
CourseOutcomes	Student will able to: <ol style="list-style-type: none"> <li>1. Apply a broad theoretical and technical knowledge of retail management to understand opportunities and challenges of or creating excellent retailing experience.</li> <li>2. Learn how to procure, display and maintain merchandise to meet daily business requirements.</li> <li>3. Apply reasoned judgements to solve problems in a variety of retail environments with reference to regulatory and global perspectives.</li> </ol>

### Syllabus

#### Unit-I

Introduction to Retailing: Nature and Scope of Retailing, Types of Retail Formats, Retail Franchising: Concept, Types, Advantages and Disadvantages. Retail Locations: Types of Retail Locations; Steps involved in choosing a Retail Location, Types of stores - Product Retailing vs. Service Retailing- Nonstore Retailing, Trends in the Indian Retailing Industry.

#### Unit-II

Servicing the Retail Customer: Concept of Customer Service; Importance of Service in Retail; Customer Service as a part of Retail Strategy, Retail store location and layout - Country/Region analysis - Trade area analysis - Site evaluation and selection - Store design and layout - Comprehensive store planning - Exterior design and layout - Interior store design and layout - Interior design elements.

#### Unit-III

Planning merchandise needs and merchandise budgets - Methods for determining inventory evaluation - Supply Chain Management: Concept of Supply Chain Management with reference to Retailing; Supply Chain Integration, Merchandise pricing - Price strategies - Psychological pricing - Mark-up and markdown strategies.

#### Unit-IV

Communicating with the retail customer - Retail promotion mix - Advertising - Sales promotion - Publicity - Retail selling process - Retail database - In-store customer service. FDI in

Retailing, Motivating retail employees. Globalization and changing retail formats—Online retailing- International Retailing—Opportunities and Challenges- Market entry formulas- New customized formats.

### Reference Books

Sr.No.	Name	Authors	Publisher
1	The Art of Retailing	A.J.Lamba	TMH, 2003.
2	Retail Management; A Strategic Approach	Barry Berman, Joel R Evans	Pearson Education.



CourseCode	MGT311
CourseTitle	CostControlManagement
TypeofCourse	DSE
LTP	400
Credits	4
CoursePrerequisites	10+2
CourseObjectives(CO)	Orientingstudentswiththevariousconcepts inFinance, Financial Tools&TechniquessoastomakethemawareofManagerialControlSystem.
CourseOutcomes	Student willableto: 1. Understand thebasicconceptand processesusedtodetermineproductcosts. 2. Interpretcostaccountingstatements. 3. Analyseandevaluateinformationforcostascertainment,planning,controlanddecisionmaking.

### Syllabus

#### Unit-I

CharacteristicsofManagementControlSystem–Evolutionofcontrolsystemsinanorganization – Relatingthesystemtoorganizationalobjectives-StrategicPlanning,ManagementControl andOperationalControl

#### Unit-II

Concept of Transfer Pricing (Market based and Cost Based) – Return on Investment, EconomicValue Added as a tool to management performance measurement – Introduction to ActivityBasedCosting

#### Unit-III

Budgeting:Budgetpreparation,Typesofbudgets,Behavioralaspectsofbudgets.Varianceanalysisandreporting

#### Unit-IV

Performance analysis and measurement, Impact on management compensation. Modern controlmethods:JIT,TQMandDSS.

#### ReferenceBooks:

S.No.	Title	Authors	Publisher
1	ManagementControlSystems	Anthonyand Govindarajan	TataMcGraw-Hill Education
2	ManagementControlSystems	P.K.Sinha	ExcelBooks India

CourseCode	MGT313
CourseTitle	WorkingCapitalManagement
Typeofcourse	DSE
LTP	400
Credits	4
Courseprerequisite	10+2
Course Objectives(CO)	The objectiveof the course is to acquaint the students with various theoretical and practical concepts relating to Management of Working capital.
CourseOutcomes	Student will able to: <ol style="list-style-type: none"> <li>1. Define and understand the importance of working capital.</li> <li>2. Identify the sources of working capital.</li> <li>3. Explain the importance of managing cash flow.</li> </ol>

### Syllabus

#### Unit-I

**Meaning of Working Capital:** overview of working capital management, working capital strategies, factors affecting working capital requirements and types of working capital, concept of operating cycle, calculation of working capital.

#### Unit-II

**Receivable management:** introduction, objectives of trade credit, credit policies, dimensions of receivable management, collections from receivables, role of factoring in receivables management. **Cash Management:** aspects of cash management, motives for holding cash and marketable securities. factors determining the optimum cash balance, **Cash Models:** Models- Baumol, Miller Orr. Payables Management.

#### Unit-III

**Inventory Management:** introduction, tools & techniques of inventory management. inventory control models, inventory management and cash flow time line. Liquidity vs Profitability, Integration of working capital and capital investment process. working capital management practices in India.

#### Unit-IV

**Working Capital Finance:** trade credit, bank finance and commercial papers.

**Working Capital Committees:** Tandon Committee, Chakravarty Committee, Narasimham Committee, Khan Committee.

#### Reference Books:

S.No.	Author(S)	Title	Publisher
1	PGopalakrishnan	Inventory and Working Capital Management	Macmillan Publishers India

2	N.K.Jain	WorkingCapital Management	A.P.H.PublishingCorporations
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CourseCode	MGT315
CourseTitle	CapitalMarket
TypeofCourse	DSE
LTP	400
Credits	4
CoursePrerequisites	10+2
CourseObjectives(CO)	This course is designed to help the students in understanding the capital market trading, clearing, settlement and risk management processes of NSE.
CourseOutcomes	Student will able to: <ol style="list-style-type: none"> <li>1. Understanding of essential concepts of capital markets.</li> <li>2. Explain monetary instruments in different markets and important financial services.</li> <li>3. Understand the role of lending risk management decision of banks and financial intermediaries in financial markets.</li> </ol>

### Syllabus

#### Unit-I

Indian Securities Market – An Overview Introduction, Market segments, Primary market, Secondary market, products and participants, Derivatives market, reforms, research, corporate and government securities market; NSE membership-stock brokers, sub - brokers, broker-clients relationship, trading mechanism, code of ethics etc

#### Unit-II

Trading-

Introduction, NEAT system, Market types, Corporate hierarchy, local databases, market phases, order management, trade management, auction, limited physical market, RETDEBT market (RDM), trading, information downloaded to trading members and internet broking.

#### Unit-III

Clearing and Settlement Introduction, key terminologies, Transaction cycle, Settlement process, Settlement agencies, Risks in settlement, Securities settlement, Funds settlement, Shortages handling, Risk containment measures, International securities, identification number, De-mat and Electronic transfer of securities, Investor protection fund, Clearing software – data and reports download, file transfer protocol.

#### Unit-IV

Legal Framework and Fundamental Valuation Concept Introduction to various Acts governing securities Market-Securities Contracts (Regulation) Act, 1956, Securities Contracts (Regulation) Rules, 1957, Securities and Exchange Board of India Act, 1992, SEBI (Stock Brokers & Sub-Brokers) Regulations, 1992, SEBI (Prohibition of Insider Trading) Regulations, 1992,

**ReferenceBooks:**

<b>S.No.</b>	<b>Author(s)</b>	<b>Title</b>	<b>Publisher</b>
1	Chandra,Prasanna	InvestmentAnalysis	TataMcGrawHill.
2	Choudhry,Moorad	CapitalMarket Instruments	PrenticeHall
3.	Gurusamy	CapitalMarkets	TataMcGrawHill



CourseCode	MGT317
CourseTitle	PsychologyforManagers
Typeofcourse	DSE
LTP	400
Credits	4
Courseprerequisite	+2
Course Objectives(CO)	Theobjectiveofthecourseistoprovidebroadunderstandingofbasic conceptsandtechniquesrelatedtothestudyofhumanBehaviorsinwork-environmentandto manageBehavioralaspectsoforganization.
CourseOutcomes	Student willableto: <ol style="list-style-type: none"> <li>1. Understand anincorporatedapproachtotheimprovement ofHRstrategiesthatfacilitatetheorganizationtoachieveitsgoals.</li> <li>2. Demonstratecriticalthinkingskillsin analysingtheoreticalandappliedperspectivesofAHRM.</li> <li>3. Analyseproblemsanddevelopmanagerialsolutionstoemploymentrelatedproblemsatbothinternationalandworkplacelevel.</li> </ol>

### Syllabus

#### Unit-I

**Psychology in Organisations:** Concept, Importance of organization psychology, Organisationalstructure, formal & Informal Organisation. Decentralization of Organisations.  
**Organizations:Behaviour:** concept, importance, features, of organizational behaviour.  
**Individual Behaviour:** FoundationsofIndividualBehaviour,factorsaffectingindividualbehavior.

#### Unit-II

**Interpersonal Behaviour:** Transactional analysis in interpersonal behaviour.**Personality inOrganization:**Concept,determinantsofpersonality,theoriesofpersonality.**WorkforceAttitude** Concept,componentsofattitude,attitudeformation,Measurementofattitude,

#### Unit-III

**Workgroups&Team:**Concept,Formal&informalgroups,typesofteams,groupcohesiveness, synergy & social loafing. **Conflict:** types, sources of conflict, resolving conflict.**Leadership:** concept of transformational, transactional and charismatic leadership, behaviouraltheoryofleadership,managerialgridstyle.

#### Unit-IV

**Organisational Stress:** Concept, causes of stress, consequences, stress management strategies.**Organizational Change:** Concept, forces for change, resistance to change, and overcomingresistancetochange.**EmergingTrends:**changingworkforce,employmentrelationship,informatonaltechnologyandorganizationalbehavior

**ReferenceBooks:**

S.No.	Author(S)	Title	Publisher
1	GaryDessler	HumanResourceManagement	PearsonPrentice Hall 12 <sup>th</sup> Edition
2	TanujaAgarwal a	StrategicHumanResource Management	Oxford University Press 2007 Edition



CourseCode	MGT319
CourseTitle	IndustrialRelationsandLabourLaws
TypeofCourse	DSE
LTP	400
Credits	5
CoursePrerequisites	10+2
CourseObjectives(CO)	The main objective of the course is to provide basics of legislation under human resources.
CourseOutcomes	Student will able to: <ol style="list-style-type: none"> <li>1. Become familiar with the laws governing commercial deals.</li> <li>2. Understand the salient features of welfare and wage legislations.</li> <li>3. Know the development and the judicial setup of labour laws.</li> </ol>

### Syllabus

#### Unit-I

**Industrial Relations:** concepts, objectives, scope, importance, participants, essentials of effective industrial relations, factors affecting industrial relations, constraints of IR.

**Approaches of IR:** systems approach, oxford approach, industrial sociology approach, action theory approach, Marxist approach, pluralist Approach, human relations approach, Gandhian approach, psychological approach, sociological approach, socio-ethical approach.

#### Unit-II

**Industrial Conflicts:** nature, form, causes, effects. **Collective bargaining:** nature and functions, types of bargaining, collective bargaining in Indian context, negotiating a collective bargaining agreement. **Grievance administration:** concept, procedure, guidelines, discipline.

#### Unit-III

**Industrial Disputes Act, 1947:** introduction, scope, objectives, definitions, modes of settlement of industrial disputes (Conciliation, Adjudication and Arbitration), provisions regarding strikes, lock-outs, layoff and retrenchment.

#### Unit-IV

**Trade Unions Act, 1926:** introduction, objectives, provisions regarding registration of trade union, cancellation of trade union, duties, liabilities, rights and privileges of a registered trade union. **Payment of Wages Act, 1936:** introduction, scope, objectives, definitions, rules of payment of wages and deductions from wage.

**Minimum Wages Act, 1948:** meaning of 'wage' under the Act, procedure for fixing minimum wage and obligation of employer to pay minimum wage, authorities and remedies under the Act.

**Reference Books:**

S.No.	Author(s)	Title	Publisher
1	Industrial Relations & Labour Laws	Srivastava, S.C	Vikas Publishing House (P) Ltd
2	Simplified Approach to Labour Laws	Sharma, J.P	Bharat Law House (P) Ltd., New Delhi.



CourseCode	MGT321
CourseTitle	Organization Change andDevelopment
Typeofcourse	DSE
LTP	400
Credits	4
Courseprerequisite	10+2
CourseObjectives (CO)	Tohelpstudentsdevelop theskillsatorganizationallevelandenhancetheircompetenciesskills.
CourseOutcomes	Student willableto: <ol style="list-style-type: none"> <li>1. Understand thenatureandconceptoforganizationaltransformation andtransition.</li> <li>2. Gainaninsightinto theorganizationaldevelopmentprogramsand techniques, emerging OD approaches and techniques and itsapplicationinorganizations.</li> <li>3. Provide conceptual and practice based approach on theimplicationsofchangetailoringthespecificneedsoftheo rganizationthroughOD techniques.</li> </ol>

### Syllabus

#### Unit-I

**Organization Change:** Concept, Nature, factors in organization change. **Planned Change:** Concept, objectives Process of planned change. **Response to change:** factors in resistance to change, Overcoming resistance to change.

#### Unit-II

**Models of Planned Change:** Kurt Lewin's first & second idea about change and its modification, Ralph Kilmann Change Model, Stream Analysis, Burke-Litwin model of Individual and Organisational Performance.

#### Unit-III

**Organization Development:** Concept, Features, Objectives of Organization Development. **Values & Assumptions in OD:** Early statements & implications of OD values & assumptions. **Foundations of Organization Development:** Systems theory, Participation & Empowerment, Teams & Teamwork.

#### Unit-IV

**OD Interventions:** Concept, classification of interventions, Implications of interventions. **Organisation Power & Politics:** Concept, Bases of power, causes of organization politics. **Future of OD:** trends, challenges and future of OD.

#### Reference Books:

S. No.	Author(s)	Title	Publisher
1	Kondalkar	Organization Effectiveness and Change Management	PHI Learning, New Delhi, 2009
2	Dipak Bhattacharyya	Organizational Development	Oxford University Press, New Delhi, 2011.

Coursecode	MGT323
CourseTitle	BankingLawandPractices
Type Ofcourse	DSE
LTP	4:0:0
Credits	4
CoursePrerequisites	10+2
Courseobjective	Thiscourseaimstofamiliarizethestudent withthebasicprinciplesofBankingLawanditsPractice.
CourseOutcomes	Student willableto: <ol style="list-style-type: none"> <li>1. Haveknowledgeofbanking,insuranceand capital marketlawbesidesfundamentallegalknowledge.</li> <li>2. Carryoutfinancialanalysisofbanksandinsurancecompanies.</li> <li>3. Analyserisksandfinancialproblems.</li> </ol>

### Syllabus

#### Unit-I

Origin of banks – Banking Regulation Act, 1949 (Definition of Banking, Licensing, Opening ofbranches,FunctionsofBanks, Inspection)–RollofBanksandEconomicDevelopment– CentralBankingandRoleofRBIandtheirfunctions.

#### Unit-II

CommercialBanks–Functions–E–Banking– ATMCards,Debitcards,PersonalIdentificationNumber–Online enquiry and update facility– Electronic Fund Transfer – Electronic ClearingSystem–CreditCreationandCreditControl.

#### Unit-III

Opening of an Account – Types of Deposit Account – Types of customers (Individuals, firms,Trusts,andCompanies)–Importanceofcustomerrelations– CustomergrievancesandredressalOmbudsman.

#### Unit-IV

Principles of lending – Types of Loans – Precautions to be taken by a banker while lendingagainstvarioussecuritiesNegotiableinstruments–PromissoryNote– BillsofExchange,Cheque, Draft – Definitions, Features – Crossing – Endorsement – Material Alteration – PayingBanker

#### ReferenceBooks:

Sno	Name	Authors	Publisher
1	Bankingand FinancialSystems	B.Santhanam	(MarghamPublishers)
2	BankingLaw TheoryandPractice	S.N.Maheswari	KalyaniPublications

Coursecode	MGT325
CourseTitle	CommodityMarket-I
Type Ofcourse	DSE
LTP	4:0:0
Credits	4
CoursePrerequisites	10+2
Courseobjective	Thiscourseaimsto familiarizethestudent with thebasicprinciplestoprovideanopenplatformfortheinteractionoffreeplayoftheforces ofdemandandsupply.
CourseOutcomes	Student willableto: <ol style="list-style-type: none"> <li>1. Understandingtharticulationofcommoditieswiththefinancialmarkets.</li> <li>2. Conceptofhedgingand speculation.</li> <li>3. Haveanunderstandingofhowtoanalysesimplemarketmodelstheoreticallyinbothstaticanddynamic forms.</li> </ol>

### Syllabus

#### Unit-I

Introduction to Commodities Market Meaning, History and Origin, Types of Commodities Traded, Structures of Commodities Market in India, Participants in Commodities Market, Trading in Commodities in India, Commodity Exchange in India and Abroad. Introduction to Derivatives Market Meaning, History and Origin, Elements of a Derivative Contract, Factors Driving Growth of Derivatives Market, Types of Derivatives, Participants in Derivatives Market, Advantages and Disadvantages of Trading in Derivatives Market,

#### Unit-II

Futures: Futures Contract Specification, Terminologies Concept of Convergence Relationship between Futures Price and Expected Spot Price, Basis and Basis Risk, Pricing of Futures Contract. Hedging: Speculation and Arbitrage using Futures, Long Hedge – Short Hedge, Cash and Carry Arbitrage, Reverse Cash and Carry Arbitrage, Perfect and Imperfect Hedge.

#### Unit-III

Options: Options Contract Specifications, Terminologies, Call Option, Put Option, Difference between Futures and Options, Trading of Options, Valuation of Options Contract, Factors Affecting Option Premium, Basic Understanding of Option Strategies. Options Pricing Models: Binomial Option Pricing Model, Black-Scholes Option Pricing Model.

#### Unit-IV

Meaning and Concept, SEBI Guidelines, Trading Mechanism – Types of Orders, Clearing Mechanism – NSCCL – its Objectives and Functions, Settlement Mechanism – Types of Settlement. Value at Risk, Risk Management Measures, Types of Margins, SPAN Margin.

**ReferenceBooks:**

<b>Sr.No.</b>	<b>Name</b>	<b>Authors</b>	<b>Publisher</b>
1	GuidetoIndianCommoditymarket	AnkitGalaandJitendraGala	HimalayaPublishingHouse
2	CommodityMarkets	Dr.PreetiSingh	KalyaniPublisher



Coursecode	MGT327
CourseTitle	InsurancePrinciplesand Practices
Type Ofcourse	DSE
LTP	4:0:0
Credits	4
CoursePrerequisites	10+2
Courseobjective	Thepurposeofthispaper istoacquaintthestudent with theconceptswhich are helpful to know about the Insurance Principles and itsapplicability.
CourseOutcomes	Student willableto: 1. AcquaintthestudentswithIndian Insuranceindustry. 2. FamiliarizesthestudentswiththeBasicPrinciples, functionsandImportanceofinsurancemanagement. 3. Comparevariouskindsofinsuranceplansaswellasthecontractselect ioncriteriafromacost-benefitpointofview.

### Syllabus

#### **Unit-I**

The Concept of Insurance and its Evolution The basics and nature of insurance ,evolution andnature of insurance , how insurance operates today, different classes of insurance , importance ofinsurance ,how insurance takes care of unexpected eventualities. The Business of Insurance:Managementofriskbyindividuals, managementofriskbyinsurers,fixingofpremiums , reinsurance and its importance for insurers, role of insurance in economic development andsocialsecurity, contributionofinsurancetothesociety

#### **Unit-II**

Insurance Customers Understanding insurancecustomers, differentcustomer needs, importanceof customers, customermindsets, customer satisfaction customer behavior at purchase point,customerbehaviorwhenclaimoccurs, importanceofethicalbehavior.

#### **Unit-III**

The Insurance Contract: Terms of an insurance contract ,principles which form the foundation ofinsurance ,significance of the principle of insurable interest , the principle of indemnity , theprincipleofsubrogation,theprincipleofcontribution, disclosureofallrelevantinformation , principleofutmostgoodfaith, therelevanceofproximatecause, theinsurancecontract.

#### **Unit-IV**

InsuranceTerminology:Commonterms usedin insurance, terms common tobothlifeandnon –Lifeinsurance, terms are specific to life and non –life insurance, how insurance terms are used.Concept of Unit-linked policies: LIP premium and its break-up ,Types of funds in ULIPS ,TraditionalplansVsULIPS,HowULIPSwork,TopUp&NAV,FeaturesofULIPS,RevivalofULIPS,I RDAguidelinesonULIPS.

**ReferenceBooks:**

<b>Sno</b>	<b>Name</b>	<b>Authors</b>	<b>Publisher</b>
1	InsuranceandRisk Management,	Gupta.P.K.	Himalaya PublishingHouse
2	PrinciplesandPractices ofInsurance	Panda.G.S.	KalyaniPublications



CourseCode	MGT302
CourseTitle	StrategicManagement
TypeofCourse	Core
LTP	500
Credits	5
CoursePrerequisites	10+2
CourseObjectives(CO)	Tohelpthestudentstolearntheprocessofstrategicdecisionmaking,implementationandevaluationofcorporatepolicies.
CourseOutcomes	Student willableto: <ol style="list-style-type: none"> <li>1. Understandgrowingimportanceofstrategiesinuncertainbusinuessenvironment.</li> <li>2. Understandapplicabilityofvariousstrategiesinvariedsituations.</li> <li>3. Developskillstodealwitheverchangingbusinesssituations.</li> </ol>

### Syllabus

#### **Unit-I**

Understanding Strategy and Strategic Management: Strategic Management Process. Strategic Decision Making. Levels of Strategy. The Secret of Success of Successful Companies (McKinsey's 7 model) Defining Strategic Intent: Vision, Mission Goals and Objectives.

#### **Unit-II**

External Environment Analysis: Strategically Relevant Components of External Environment. Industry Analysis – Porter's Five Forces Model; Strategic Group Mapping; Industry Driving Forces; Key Success Factors. External Factor Evaluation Matrix. Internal Environment Analysis  
-Resource Based View of an Organization: VRIO Framework; Value Chain Analysis;

#### **Unit-III**

Environmental Scanning Techniques – ETOP and SWOT Analysis Business Level Strategies – Porter's Framework of Competitive Strategies: Cost Leadership, Differentiation and Focused Strategies. Corporate Level Strategies – Growth Strategies – Horizontal and Vertical Integration;

#### **Unit-IV**

Portfolio Strategies – BCG Model, GE Business Planning Matrix, Shell's Directional Policy Matrix, Product Life Cycle Matrix. Strategy Implementation – Strategy-Structure Fit: Developing and Modifying Organizational Structure. Leadership and Organization Culture.

**ReferenceBooks:**

S.No.	Title	Author(s)	Publisher
1	ConceptsinStrategicManagement andBusinessPolicy	Wheelen,Thomas L., HungerdavidJ.andR angarajanKrish	Pearson Education,India
2	StrategicManagement-Concepts andCases	David,RFred	PearsonEducation



CourseCode	MGT304
CourseTitle	MercantileLaw
TypeofCourse	Core
LTP	500
Credits	5
CoursePrerequisites	10+2
CourseObjectives(CO)	TheobjectiveofthecourseistofamiliarizesthestudentswiththenatureoflegalregulatoryenvironmentofcorporateenterprisesinIndia.
CourseOutcomes	Student willableto: 1. Definebasicterms,valuesandlawsintheareaofCommerciallaw. 2. Describemethodsofapplyingprinciplesandprovisionsofcommerciallaw. 3. Composesimplecontracts.

### Syllabus

#### Unit-I

**Law of Contract:** definition and nature of contract, offer and acceptance, consideration, capacity of parties, free consent, legality of object, contingent contracts.

#### Unit-II

**Performance and Discharge of Contract:** quasi contract, remedies for breach of contract. Introduction to the concept of agent and different types of mercantile agents, Bailment and Pledge, Indemnity and Guarantee.

#### Unit-III

**Negotiable Instruments:** bills of exchange, promissory note, cheque, and parties to negotiable instruments, dishonor of negotiable instrument, liability of banker and drawer.

#### Unit-IV

**Company Law:** definition and nature of a company, kind of companies, incorporation of companies, memorandum of association and articles of association, membership of a company, winding up and dissolution of companies.

#### Recommended Books:

S.No.	Author(s)	Title	Publisher
1.	Varinder Kumar and Bodh Raj	Business Communication	Kalyani Publishers
2.	R. Datta Roy and KKDheer	Communications Skills	Vishal Publishing

CourseCode	MGT306
CourseTitle	ConsumerBuyingBehavior
TypeofCourse	DSE
LTP	4.0.0
Credits	4
CoursePrerequisites	10+2
CourseObjectives(CO)	The objective of this course is to help students understanding the various factors effecting consumer behavior and to understand the process of consumer buying.
CourseOutcomes	Student will able to: <ol style="list-style-type: none"> <li>1. Provide an understanding of how consumers make decisions.</li> <li>2. Analyze personal and environmental factors that influence consumer decisions.</li> <li>3. Understand the processes used when individuals, group or organizations make buying decisions.</li> </ol>

### Syllabus

#### Unit-I

Introduction to Consumer Behavior: Nature, Scope and Importance. Consumer Motivation: Nature of Motivation; Types of Consumer Needs and Motives; Dynamics of Motivation; Need Conflict; Need Hierarchy Theory of Motivation and its Applications; Measurement of Motives.

#### Unit-II

External Influences on Consumer Behaviour: Group behaviour: Meaning and types of group, Influence of Reference Groups, group appeals, Family: Functions of family, Family decision making, Family Life Cycle, Culture: Values and Norms, Characteristics and Affect on Consumer Behaviour, Types of subculture, Cross cultural consumer, Social Class: Categories, Measurement and Applications of Social Class, Consumer behavior in adapting new products, participants in buying decisions

#### Unit-III

Personality and Consumer Behavior: Definition of Personality; Theories of Personality; Personality and Consumer Diversity; Self Concept and Self Image; Life Style and Psychographics. Consumer Perception: Elements of Perception; Dynamics of Perception, Perceptual Process; Perception and Marketing Strategy; Perceived Risk.

#### Unit-IV

Consumer Buying behavior, Buying process, Types of consumer decisions, strategies to change consumer behavior, Types of consumer decisions-making models. Post purchase behavior, diffusion process

#### Reference Books

S.No.	Title	Author(s)	Publisher
1.	Consumer Behaviour	Schiffman, I.G. and Kanuk, L.L	Pearson Education

2.	Consumer Behaviour	Blackwell, Roger D., Miniard, Paul W, and Engel James F.	Cengage
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Coursecode	MGT308
CourseTitle	Agronomy Marketing
Type Ofcourse	DSE
LTP	4:0:0
Credits	4
CoursePrerequisites	10+2
Courseobjective	Theobjectiveofthis courseistoexplorestudentstotheAgricultureandRuralMarketingenviro nment
CourseOutcomes	Student willableto: 1. Gainknowledgeonagriculturalmarketing,challengesandpro spectusforimprovingagriculturalmarketingsystem. 2. Gainskillsto analysemarketingfunctions,marketinginformationand intelligence. 3. Understandtheneedsandbuyingbehaviourofruralconsumersands atisfyingruraldemand.

### Syllabus

#### Unit-I

**Rural Markets:** concept and scope of rural market, rural markets' characteristics, rural environmental factors, rural consumer behavior, rural consumer Vs urban consumers, relevance of marketing mix for rural market/Consumers, rural development as a core area, problems in rural marketing. Indian Rural Market Environment, **Population and its locations:** occupation pattern, expenditure pattern, infrastructure facilities. Efforts put for Rural development in Five years plans.

#### Unit-II

**Segmentation, Targeting & Positioning:** segmentation, targeting and positioning for rural market, market forces, promotional strategies and distribution strategies for rural consumers. **Rural Marketing Strategies:** rural market segmentation, strategies on product, price, promotion and distribution.

#### Unit-III

**Agricultural marketing:** understanding agricultural markets, nature & scope, objectives of agriculture marketing, challenges in agriculture marketing, agriculture marketing & its economic importance. **Agricultural Products and their market:** marketing of agricultural Product, formation of cooperative marketing and processing societies, marketing of rural/cottage industry/artisan products.

#### Unit-IV

**Export of Agri-Products:** export potential for agri-products, role of Government and Non-Govt. agencies in the development of rural and agricultural sector, marketing strategies for seeds, fertilizers, pesticides.

### ReferenceBooks

Sr.No.	Name	Authors	Publisher
1	RuralMarketing	Badi&Badi:	Vikas
2	Agricultureproblemsin India	Mamoria,C.B. &Badri Vishal	Pearsons



Coursecode	MGT310
CourseTitle	SalesandDistributionMarketing
Type Ofcourse	DSE
LTP	4:0:0
Credits	4
CoursePrerequisites	10+2
Courseobjective	Thepurposeofthispaper istoacquaintthestudent with theconceptswhich are helpful in developing a sound sales and distribution policyandinorganizingandmanagingsalesforceandmarketingchannels .
CourseOutcomes	Studentwill ableto: 1. Understand functionsof salesmanwithinthetrangeorganization. 2. Understandthesellingconcepts andtheorieswithinvaryoussalessituations. 3. Understand thevariousssalesfunctionslikeBudgeting,salesquota,salesterri tories andsalesforecasting.

## Syllabus

### Unit-I

**IntroductiontoSalesManagement:**nature,roleandimportance,functionsofsalesmana ger.salesorganization,formal,informal,horizontal,vertical,centralized, decentralized,geographic,customer.**PlanningandRecruitmentofSalesForce:**jobanalysis specification,job description,sourcesofrecruitment,selectionofsalesperson.

### Unit-II

**SalesTraining:**objective,designingtrainingprogram.**SalesForceMotivation:**nature,importance,fa ctorsinfluencingthemotivationofsalesforce.**Compensations:**types,compensations plan.**Evaluation of Sales Forces Performance:** qualitative and quantitativebasistoevaluate salesforce,settingsalesquotas,salesbudget.

### Unit-III

**MarketingChannels:**structure,channelintermediaries- roleandtypes,wholesalingandretailing,logisticsdistribution,channelplanning.**OrganizationalPa tternsinMarketingChannels:**assessingperformanceofmarketingchannels,internationalmarketing channels.

### Unit-IV

**PhysicalDistribution:**meaning,organization&management.**ChannelsofDistribution:**functions,s election&motivationofintermediaries.**TransportSystemElementsandManagement:** features, types & role of different modes of transport, transportation rates ofpricing,distributioncontrolandperformanceevaluation.

### ReferenceBooks

Sr.No.	Name	Authors	Publisher
1	Advertising Management	.RajeevBatra,JohnG.Myers,D avidA.Aaker	PearsonEducation
2	AdvertisingConcepts	RaghuvirSingh	PrenticeHall India



CourseCode	MGT312
CourseTitle	ServicesMarketing
TypeofCourse	DSE
LTP	4.0.0
Credits	4
CoursePrerequisites	10+2
CourseObjectives(CO)	Thiscourseaimsatcreatingunderstandingamongthestudentstoapply servicemarketingconceptsandstrategiestothe create customervalueintoday'shighlycompetitiveenvironment.
CourseOutcomes	Studentwillableto: <ol style="list-style-type: none"> <li>1. Understandthefundamentalconceptsofservicemarketingand itsfunctions.</li> <li>2. Identifytheroleandsignificanceofvariouselements ofservi cemarketingmix.</li> <li>3. Analyzecustomerrequirement,measureservicequalityan ddesignanddeliver betterservice.</li> </ol>

### Syllabus

#### Unit-I

Introduction to Services, Growth of service sector economy, Service characteristics, Serviceclassification, Servicemarketingmix, serviceblueprint

#### Unit-II

Service consumer behavior, Decision making perspective, Element of risk in services buying,Service decision process, Service strategy; Anatomy of a service exchange - encounter types,customerandstaff,customerandsystem,customerandenvironment,customerandcustomer

#### Unit-III

Consumerbehaviorinservices:customerexpectationofservice,customerperceptionsofservice.Custo merSatisfactionandServiceQuality,e- ServiceQualityDimensionsforInfluencingCustomerPerceptions.

#### Unit-IV

Managingproductivityanddifferentiationinservicesorganizations,Demandsupplymanagement, Advertising, Branding and packaging of services, Service Recovery management,applicationofservicesmarketingandcasestudies

#### ReferenceBooks

S.No.	Title	Author(s)	Publisher
1.	TheEssenceofServices Marketing	AdrianPaye	PrenticeHallIndia
2.	ServicesMarketing	SanjayP. Palankar	HimalayaPublishing House

CourseCode	MGT314
CourseTitle	PortfolioManagementandInvestmentAnalysis
TypeofCourse	DSE
LTP	400
Credits	4
CoursePrerequisites	10+2
CourseObjectives(CO)	ThiscourseaimsatprovidingthestudentsacomprehensiveintroductiontotheareasofsecurityanalysisandportfolioManagement.
CourseOutcomes	Studentwillableto: <ol style="list-style-type: none"> <li>1. Understandthenatureofinvestmentsincorporatesecurities.</li> <li>2. Developtherelationshipbetweeninterestsandpricesofbonds.</li> <li>3. Usedurationandconvexityintheanalysisofthepricesensitivityofbondstointerestratechanges.</li> </ol>

## Syllabus

### Unit-I

Meaning of investment – speculation and Gambling – Investment avenues - Types of investors – Investment objectives – The investment process – Security Analysis – Meaning of security – Types of securities – Meaning of security analysis, Risk and Return – Computation of return – Meaning and definition of risk – Types: Systematic risk- Market risk, Purchasing power risk, Interest rate risk, Unsystematic risk- Business risk, Minimizing risk exposure, Risk measurement

### Unit-II

Stock Exchanges; Mechanism of Trading, Evaluation of Securities: Bonds, Debentures, Preference Shares and Equity Shares. Fundamental Analysis: Concept & significance of economic analysis, industry analysis: introduction, need for industry analysis: alternative classification of industry, industry life cycle analysis, economic factors & industry analysis, SWOT analysis for industries, Technical Analysis: Different techniques of analysis, DOW theory, volume indicators, market sentiment indicators, confidence indicators, points & figure charting, bar charting.

### Unit-III

Capital Market Theory – CAPM theory: Assumptions – CAPM Model – Capital Market Line (CML) – Security Market Line (SML) – Evaluation of securities – Present validity of CAPM – Arbitrage Pricing Theory (APT) – Assumptions – APT model – AP equation – Factors affecting return – APT and CAPM

### Unit-IV

Financial management of multinational firms: foreign direct investment and cross-border acquisitions, international capital structure and the cost of capital; international capital budgeting; multinational working capital policy and cash management; exports and imports; International tax environment; corporate governance around the world.

**ReferenceBooks:**

S. No.	Title	Author(s)	Publisher
1	SecurityAnalysis andPortfolio Management	Fischer&Jordan	PrenticeHall India
2	SecurityAnalysis andPortfolio Management	PunithavathyPandian	VikasPublishingHouse Pvt.Ltd



Coursecode	MGT316
CourseTitle	ManagementofFinancialServices
Type Ofcourse	DSE
LTP	4:0:0
Credits	4
Course Prerequisites	10+2
Courseobjective	Theobjectiveofthis paperistoacquaintthestudentwithemergingtrendsinfinancialservices.
CourseOutcomes	Studentwillableto: <ol style="list-style-type: none"> <li>1. Describeoperational,business,financialandtraditionalrisk.</li> <li>2. Distinguishamongvariousfinancialintermediariesandmarkets.</li> <li>3. Developingtheirskillstomanagefinancialservices.</li> </ol>

### Syllabus

#### Unit-I

Financial Services-Meaning, types and their importance. Depository- Introduction, Concept, depository participants, functioning of depository systems, process of switching over to depository systems, benefits, depository systems in India, Dematerialization and Re-materialization. Role, objectives and functions of SEBI and its guidelines relating to depository system.

#### Unit-II

Mutual funds and AMCs -Concept, origin and growth of mutual funds, Constitution & management of MFs- Sponsors, Trustees, AMCs, and custodians. Classification of mutual funds schemes, advantages and disadvantages in mutual fund schemes, NAV and pricing of mutual fund units. Recent trends in mutual funds in India. Credit rating- the concept and objective of credit rating, various credit rating agencies in India and International credit rating agencies, factors affecting credit rating & procedural aspects.

#### Unit-III

Leasing-concept and development of leasing, business, difference between leasing & hire purchase, types of leasing business, advantage to lessor and lessee. Tax aspect of leasing. Merchant Banking- Origin and development of merchant banking in India scope, organizational aspects and importance of merchant bankers. Latest guidelines of SEBI w.r.t. Merchant bankers. Venture capital- concepts and characteristics of venture capital, venture capital in India, guidelines for venture capital.

#### Unit-IV

Debt Securitization: Meaning, Features, Scope and process of securitization. Factoring- Development of factoring types & importance, procedural aspects in factoring, financial

aspects, prospect of factoring in India. Plastic Money- Concept and different forms of plastic money- credit and debit cards, pros and cons.

Credit process followed by credit card organisations. Factors affecting utilisation of plastic money in India.

**Reference Books:**

Sr.No	Name	Authors	Publisher
1	Financial Institutions & Markets'-	L.M. Bhole	Tata McGraw
2	Financial Services	M.Y. Khan	Tata McGraw



CourseCode	MGT318
CourseTitle	CorporateTaxManagement
Typeofcourse	DSE
LTP	400
Credits	4
Courseprerequisite	10+2
Course Objectives(CO)	The objective of this course is to provide basic essential knowledge of various concepts of Direct Taxation, Indirect Taxation and Tax planning to the Students
Course Outcomes	Student will able to: <ol style="list-style-type: none"> <li>1. Helps in taking different financial/managerial decisions after evaluating and reviewing the impact of direct and indirect tax laws.</li> <li>2. Develop the ability to evaluate the difference between tax planning and tax avoidance provisions.</li> <li>3. Familiarize the students with relevant provisions of taxation laws (both direct and indirect taxes).</li> </ol>

### Syllabus

#### Unit-I

**Definitions of Basic Terms:** concept, types, objectives, Indian taxation system, residential status  
**Heads of Income:** Salaries, Income from House Property, Income from Business and Profession.  
**Unit-II**

Income from Capital Gain: Income from Other Sources. Exempted Incomes, Clubbing of Income, Set-off and Carry Forward of Business Loss, Deductions under section 80, Tax Code and its main features

#### Unit-III

**Concept of Tax Planning:** meaning, importance, scope, basic concepts, tax planning vs. tax avoidance and tax evasion, methods of tax planning.

#### Unit-IV

**Management of Indirect tax:** basic concepts of central excise, classification of excisable goods, central excise procedures. basic concepts of customs duty, classification of customs duty. VAT and GST.

#### Reference Books

S.No.	Author(S)	Title	Publisher
1	Dr VK Singhania/Dr Monica Singhania	Corporate Tax Planning & Business Tax Procedures,,	Taxman, Publication
2	E.A. Srinivas	Corporate Tax Planning	Tata McGraw Hill Publishing Co.

CourseCode	MGT320
CourseTitle	Debt Market
TypeofCourse	DSE
LTP	400
Credits	4
CoursePrerequisites	10+2
CourseObjectives(CO)	The objective of this course is to provide basic essential knowledge of various concepts of Direct Taxation, Indirect Taxation and Tax planning to the Student.
CourseOutcomes	Student will able to: <ol style="list-style-type: none"> <li>1. Understanding of fundamental concepts of debt markets.</li> <li>2. Financial instruments in various markets and important financial services.</li> <li>3. Understand basic features of debt security. Debt securities include securities offered by corporate or government.</li> </ol>

### Syllabus

#### Unit-I

Introduction to Debt Market, Debt instruments: fundamental features, Indian debt markets: profile, central government securities: bonds, t-bills, state government bonds, bond market indices and benchmarks.

#### Unit-II

Trading in Wholesale Debt Market (WDM) Call money markets, corporate debt: bonds, commercial paper & certificate of deposits, repos, trading mechanism in the NSE-WDM.

#### Unit-III

Regulatory Framework G-Sec Act 2006; SEBI (Issue and Listing of Debt Securities) Regulations 2008 and Market Practices and Procedures.

#### Unit-IV

Valuation of Bonds Valuation of bonds, yield curve and term structure of interest rates – bootstrapping, alternative methodologies to estimate the yield curve, NSE ZCYC (Nelson Seigel Model), duration, fixed income derivatives – interest rate futures, swaps and guidelines.

#### Reference Books:

S.No.	Author(s)	Title	Publisher
1	Bhardwaj, Gautam	The Future of India's Debt Market	Tata McGraw Hill
2	Suryanarayan	Debt Market	ICFAI Publication Press

CourseCode	MGT322
CourseTitle	Organization Psychology
TypeofCourse	DSE
LTP	4 0 0
Credits	4
CoursePrerequisites	BasicknowledgeofHRM
CourseObjectives(CO)	To understand the student to understand the basics industrial behavior, workforce diversity.
CourseOutcomes	Student will able to: <ol style="list-style-type: none"> <li>1. Describemajortopicsandsub-specialitiesincludingcriticaltheory and research finding that have defined the field of industrial psychology.</li> <li>2. Describethecomplicatedsystemsofindividualandgroup psychological processesinvolvedintheworldofwork.</li> <li>3. Connectthebasic principlesof industrialpsychologytopersonnel and human resources management within theorganization.</li> </ol>

### Syllabus

#### Unit-I

**Industrial Psychology:** Concept, Definitions, Scope, Objectives & Aims. **Individual differences:** Concept, factors, Nature, Types of individual differences. **Influences on Industrial Psychology:** Hawthorne Studies, Personnel Counseling, Its Criticism.

#### Unit-II

**Psychological testing:** Utility, Reliability, and Validity. **Attitudes:** Meaning, Characteristics, Attitude formation. **Job Satisfaction:** Concept, determinants, Expression of dissatisfaction,

#### Unit-III

**Labour Turnover:** Concept, causes, Relation between labour turnover, job complexity and absenteeism. **Industrial conflict:** Concept, transitions in conflict thought, functional & dysfunctional conflicts. **Industrial Morale:** Concept, Characteristics, Determinants of morale, Morale & job satisfaction.

#### Unit-IV

**Industrial Accidents:** Concept, Problem of accident, Causes, Reduction & prevention of accidents **Workplace Stress and Well-Being:** Work place Stress, Consequences of stress, Reducing and managing stress. **Future of Organisation Psychology:** Recent Indian studies on industrial psychology.

#### Reference Books:

S. No.	Title	Author(s)	Publisher
1	Human Resource Management (5th edition)	Aswathappa, K.	New Delhi: Tata McGraw Hill.
2	Industrial Psychology'	Ghosh, P. K. &Ghorpade, M.B	Himalaya Publications

CourseCode	MGT398
CourseTitle	Industrial Relations and Labour Welfare
Typeofcourse	DSE
LTP	400
Credits	4
Courseprerequisite	10+2
Course Objectives(CO)	Thecourseaimsatprovidingbasicknowledgeofrelationshipamongvariouslevelsofmanagementandemployees.
CourseOutcomes	Studentwillableto: <ol style="list-style-type: none"> <li>1. Understand establishing&amp;maintainingasoundrelationshipbetweentheworker&amp;theemployer.</li> <li>2. Clarifytheuse&amp;importanceofvariousActs&amp;theirusesinIndustrialRelations.</li> <li>3. Keepawayfromstrikes&amp;lockoutssoastoenhancetheeconomicstatusoftheemployee.</li> </ol>

### Syllabus

#### Unit-I

**Concept of industrial relations:** introduction, meaning, objectives, scope, aspects of industrial relations, conflict and cooperation, parties in industrial relations, workers employers and government, trade unions,

**HRD Approach to Industrial Relations:** Assumptions of industrial relations & HRD, Integration of industrial Relations & HRD, Requirements of effective HRD approach to industrial relations.

#### Unit-II

**Concept of WPM:** Concept, Nature, Objectives, Importance, levels of participation, mode of participation, Requirements of successful workers' participation. **Employee Grievances:** Concept, features, discovery of grievances, types of grievances. **Employee Discipline:** Concept, Nature, Objectives, Principles, Importance, factors, types & causes

#### Unit-III

**Labour Welfare:** Concept, definition, Scope and Objectives, Evolution of labour welfare **Agencies of Labour Welfare:** Classification of welfare work, Types of welfare agencies, Labour welfare officer. **Employees' Health & Safety:** Rationale of good working conditions, types of working environment, healthy working conditions, Impact of industrial safety, Measures for ensuring industrial safety

#### Unit-IV

**The Factories Act, 1948:** Provisions of Factories Act regarding healthy working conditions for workers, Provisions regarding safety of factory workers, provisions regarding labour welfare.

**ReferenceBooks:**

S.No.	Author(S)	Title	Publisher
1	SCSrivastava.	IndustrialRelationsand LabourLaws.	VikasPublishingHouse.
2	TNChhabra.	IndustrialRelationsand LabourLaws.	DhanpatRaiPublishingHouse



CourseCode	MGT326
CourseTitle	Psychologyof InterpersonalRelationship
Typeofcourse	DSE
LTP	400
Credits	4
Courseprerequisite	10+2
CourseObjectives (CO)	Tounderstandthestudent tounderstandthebasicsindustrialbehavior,workforcediversity.
CourseOutcomes	Student willableto: <ol style="list-style-type: none"> <li>1. Understandthecompetenciesassociatedwithcommunicatingwiththo sefromothercultures.</li> <li>2. Sendandinterpretverbalandnonverbalmessages accuratelyandeffectively.</li> <li>3. Portrayhow greatcorrespondencewith othercan impact ourworkingconnections.</li> </ol>

### Syllabus

#### Unit-I

**Concept and Types of Interpersonal Relationship:** interaction, the essence of a relationship,theories of social interaction, types of relationship, interpersonal attraction, and transactionalanalysis.

#### Unit-II

**Interpersonal attraction:** factors determining attraction.**Sociometry:** social motives, types,social influences, conformity, compliance, obedience, pro social behavior, situational factors,individualcharacteristics,empathy,altruism,prejudice.**DiscriminationinAction:**origin,met hods to reduce it. **Aggression:** theories of aggression, types of aggression, determinants ofaggression,environmentalcauses,preventionandcontrolofaggression.

#### Unit-III

**Relationship at Work:** nature, purpose and importance of human relations at work, influencingbehavior at work, development of human relations movement, team work and team building,formal and informal relationship at work.**Interpersonal Communication:** basic nature andformsofcommunication,verbalandnonverbalcommunication,communicationchannels,processa ndbarriers,communicationthroughbodylanguage,improvingpersonalcommunication.

#### Unit-IV

**Conflicts in Relationship and Strategies for Improving Human Relationship:** self disclosure,JOHARIwindow,SWOTanalysis,barrierstoself-disclosure,improvingself- perception,positivestrokesandrelationshipbuilding.**Prosocialbehavior:**factorsinvolvedinco-

operation. **Conflict:** nature and major causes of conflict in relationships, individual level conflict, group conflict, conflict management techniques.

**Reference Books:**

S.No.	Author(S)	Title	Publisher
1	Berscheid, E., & Regan Cliffs,	The Psychology of Interpersonal Relationships.	Prentice Publication Hall
2	Duck P.	Human Relationships. Edition. Thousand Oaks,	Sage Publication



CourseCode	MGT328
CourseTitle	ManagerialDevelopment
Typeofcourse	DSE
LTP	400
Credits	4
Courseprerequisite	10+2
CourseObjectives (CO)	Tohelpstudentsdeveloptheskillsofconflictavoidance,resolutionandnegotiation.
CourseOutcomes	Student willableto: <ol style="list-style-type: none"> <li>1. Regulate and addto theplanandassessmentofthepresentationtheboardprogram.</li> <li>2. Regulate and addtothestructureand assessment oftheexhibitiontheboardprogram.</li> <li>3. EncourageandconveytheHRsegmentoftheassociation'sstrategy.</li> </ol>

### Syllabus

#### Unit-I

HumanResourceDevelopment–EvolutionofHRD-RelationshipwithHRM-HumanResource Development Functions - Roles and Competencies of HRD Professionals - Challenges to Organization and HRD professionals–Employee Behaviour– External and Internal Influence –Motivation as Internal Influence– Learning and HRD– Learning Strategies and Styles

#### Unit-II

Frame work of Human Resource Development - HRD Processes - Assessing HRD Needs - HRD Model, Implementing HRD programs, Training Methods- Self Paced/Computer Based/Company Sponsored Training-On-the-Job and Off-the-Job- Brain Storming.

#### Unit-III

Evaluating HRD programs - Models and Frame Work of Evaluation- Assessing the Impact of HRD Programs, Management Development -Employee counseling and wellness services – Counseling as an HRD Activity-Counseling Programs.

#### Unit-IV

Work Force Reduction, Realignment and Retention - HR Performance and Bench Marking - Impact of Globalization on HRD-Diversity of Work Force-HRD programs for diverse employees- Expatriate & Repatriates support and development.

#### Reference Books:

S.No.	Author(s)	Title	Publisher
1	Dr.S.Riasudeen	HumanResourceDevelopment	PHILearning,2001



Coursecode	MGT330
CourseTitle	CommodityMarket–II
Type Ofcourse	DSE
LTP	4:0:0
Credits	4
CoursePrerequisites	10+2
Courseobjective	The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy.
CourseOutcomes	Student will able to: 1. Increase the capacity to comprehend the connections between the calculated plan and working of product exchanging. 2. Procured information to the test in recreations. 3. Comprehend the capacity and structure of Indian ware advertisements.

### Syllabus

#### **Unit-I**

Understanding of Commodity Markets & Trading, Introduction to course and Multi Commodity Exchange. Introduction to commodities markets, Historical perspective and growth of global and domestic development of commodity markets, Regional and National level commodity exchanges, types of commodities traded

#### **Unit-II**

General introduction to MCX, its set up, trading operations in MCX, membership issues and fees structure, registration procedure, etc. Regulatory issues, Regulation of Indian commodity exchanges, FMC and its role. Role of Government in promoting commodity trading; recent policy and regulatory measures and changes.

#### **Unit-III.**

Important Indian & Global Commodity Exchanges, contracts traded on them, special features of these exchanges if any. Role of Banks and Warehousing in Commodity Markets. Foreign Exchange & Commodity Markets, FDI, possible role of FIIs in Commodity Markets, potential impact of FII's role in Indian Commodity Markets, Trading in commodity futures Markets, market mechanism, role of brokers/members, trading strategies.

#### **Unit-IV**

Trading practices, Opportunities and Simulation Fundamental analysis on selected commodities, Case studies of four selected commodities, Hands on trading experience/mock trading/simulated games in commodity futures on four selected commodities

**ReferenceBooks:**

<b>Sr.No.</b>	<b>Name</b>	<b>Authors</b>	<b>Publisher</b>
1	CommodityMarkets	Dr.PreetiSingh	Himalaya PublishingHouse
2	CommodityMarkets	NitiChatnani	McgrawHigherEd



Coursecode	MGT332
CourseTitle	Global Banking Practices
Type Ofcourse	DSE
LTP	4:0:0
Credits	4
Course Prerequisites	10+2
Courseobjective	Thiscourseaimstofamiliarizestudent withthebasicprinciplesofBankingLaw anditsPracticeoperatingatinternationallevel.
CourseOutcome	Student willableto: 1. Increase the capacityto comprehendtheconnectionsbetweenthecalculatedplana ndworkingofproductexchanging. 2. Procured informationtothetestinrecreations. 3. comprehendthe capacityandstructureofIndian wareadvertise.

### Syllabus

#### Unit-I

Internationalandmultinationalbanking;GlobaltrendsanddevelopmentsinInternationalBanking; OperationsofforeignbranchesofIndianbanks.

#### Unit-II

International inter-bankbusiness; Profitability ofInternational Banking Operations;InvestmentBanking

#### Unit-III

EuroCurrencyMarket;Offshorefinancialcentres;InternationalFinancialInst itutions;IMF,IBRD,BIS,IFC,ADB,WTO.

#### Unit-IV

InvestmentandMerchantBanking;CorrespondentBanking– NOSTRO,VOSTRO,MirrorAccountsEtc.;Internationalprivatebanking;Wholesalebanking&ret ailbanking

#### ReferenceBooks:

S.No.	Author(S)	Title	Publisher
1	R.K.Uppal	Indian Bankinginthe GlobalizedWorld,	NewCenturyPublications
2	S.B.Verma,S.K. Gupta,M.K. Sharma	E-banking andDevelopmentofBanks	Deep&DeepPublications

Coursecode	MGT334
CourseTitle	Credit andRiskManagementinBanking
Type Ofcourse	DSE
LTP	4:0:0
Credits	4
Course Prerequisites	10+2
Courseobjective	Thepurposeofthispaper istoacquaintthestudent withtheconceptswhicharehelpfultoknowabouttheInsurancePrinciplesanditsapplicability.
CourseOutcomes	Student willableto: 1. Gauge,execute andassesscreditchanceevaluationtechniquesforsingularadvances to corporateandretailborrowers. 2. Comprehendandfundamentallytalkaboutstrategiesforobservingand followingmodelexecution. 3. Comprehendandfundamentallytalkabouttechniquesforestimatingand evaluatingthecreditdangerofarrangementof advances

### Syllabus

#### Unit-I

Bank credit Basic Principles and Approach –Three C’s – Purpose of lending –Security aspects – businessexperience/Management–Market–PurposeTrading–ManufacturingService,Agriculture, Personal –Security: Primary –Collateral –Stock, Machinery, Land and Building –Guarantee– DifferenttypesofMortgages.

#### Unit-II

LendingtoDifferentCustomers–Individuals–Partnership–Limitedcompanies–Trust–Association – Legal aspects –Documents to be called for. Regulatory Aspect –Legal DocumentsLoanDocuments– RBI Directives –Various Committees–Tandon –Chore,Nayakand suchothercommittees.

#### Unit-III

LoanProcessing–Sanctioning–Monitoring–RecoveringCommercialLoans(ActivityBased)– GovernmentSponsoredLoans(mostlyagricultural,RuralandWeaversection)–Trading:small –Retail–WholesaleChain/Supermarket.

#### Unit-IV

Corporate Finance –Project Finance –Appraisal –Assessment Documentation–Disbursement –Monitoring–FollowUp–Review– CreationofCharge–AnalysisofBalancesheet–ProfitandLossaccount– CashflowandFundflowworking–ProjectapproachNPA–CausesandRemedialMeasures– ManagementofNPA’s–DebtRecoveryTribunals–AssetReconstructionFund

#### ReferenceBooks:

Sr.No.	Name	Authors	Publisher
1	RiskManagement	M.Y.Khan	KalyaniPublisher

2	Credit Management and Risk Analysis	LMBhole	Pearson Education
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Coursecode	MGT336
CourseTitle	BankMarketing
Type Ofcourse	DSE
LTP	4:0:0
Credits	4
Course Prerequisites	10+2
Courseobjective	This course aims to familiarize the student to identify the coreresponsibilitiestypicallyassignedtomarketingandtoclarifytheroleof marketinginbankperformancemanagement.
CourseOutcomes	Student willableto: <ol style="list-style-type: none"> <li>1. Seehowadvertisinghypothesisupportsthepromotingofbankingadm inistrations.</li> <li>2. Acknowledgehowlatedeductioninpromotingandadministrationssho wcasingappliedtomoneyrelatedadministrations.</li> <li>3. Have theoptiontodistinguishkeyissuesforadvertisersofmoneyrelatedadm inistrations.</li> </ol>

### Syllabus

#### Unit-I

IntroductionofMarketingandKeyConcepts-DefinitionMarketing and Market, Four elements in Marketing Mix and their inter relationship. Marketing Planning- MicroandMacrofactorsinfluencingthemarketforanorganisation,BankMarketingandMarketingMix, BankDistribution.Theart ofCustomerServiceasappliedtobanking.

#### Unit-II

Customer Behaviour in Banking, Banking Consumer and Market Segmentation-Mass Marketing,Multiple Marketing, Steps in strategy formulation, Marketing Research in Banking- types ofdata-primaryandsecondary,usesofMarketingResearch.RelationshipMarketingin Banking,CompetitiveAnalysisinBanking.

#### Unit-III

Bank's product strategy-Core, Value Added, Fundamental and Augmented Products, ProductItemandProductLine,Differencebetweenproductandservice,TheconceptofProduct/Service Delivery in Banking, Pricing Strategies and its applications in banking- Elasticityofdemand,BreakEvenAnalysis,Differenttypesofproductsandkeyvariables.

#### Unit-IV

Banking Promotion Strategy-The Communication process,Goals of Communication,Steps indeveloping effective communication, Selling and Organising for sales and Selling to corporateclients- Meaningofcorporateclients,relationshipandtransactionbanking,bankorganisationforlargecorporat

clients



**ReferenceBooks:**

<b>Sno</b>	<b>Name</b>	<b>Authors</b>	<b>Publisher</b>
1	Marketingof BankingServices	Chacko,Oommenand Grewal,Rajendra	MacMillan IndiaLtd
2	Effectivebankmarketing	Reidenbach,R.Ericand Pitts,RobertE	BankAdmi nistrationInstitute

