

# **Bachelors of Business Management**

**(BBA - Open Distance Learning)**



## **PROGRAMME PROJECT REPORT (PPR)**

**Chhatrapati Shahu Ji Maharaj University**

**Kanpur**

**(Category-1 and NAAC A++ University)**

## **About the programme**

The Bachelor of Business Administration (BBA) open and distance learning programme offered by Chhatrapati Shahu Ji Maharaj University, Kanpur allowing students to study remotely without the need to attend traditional in-person classes. These programs are often designed to accommodate the needs of working professionals or individuals who are unable to commit to a full-time, on-campus program due to various reasons such as job commitments, family responsibilities, or geographical constraints. CSJM University, a category-1 and NAAC A++ university is offering those students a best and easy path to develop their skills. The university has experienced faculty members, excellent Library, and other modern facilities to provide a proper learning environment to the students. This programme is very well received by the industry. This is a 3 years of 6 semester programme. This programme is designed to provide a strong practical understanding of the principles, theories, and tools necessary to succeed in businesses and focuses on imparting to students the ability to demonstrate leadership, understand human relationships, and problem-solving abilities essential for success in any business endeavour.

## **Vision of the University**

To enlighten and empower humanity by nurturing future leaders and change agents for universal development and societal transformation.

## **Mission of the University**

To work towards sustainable excellence in global standards of academia, technology-centric learning, robust research ecosystem, institutional distinctiveness and harmonious social diversity.

### **I. Mission & Objective of BBA Programme:**

#### **1. Mission Statement:**

To provide a comprehensive and innovative BBA programs aim to prepare students for success in the business world by equipping them with relevant knowledge, skills, and competencies. The mission is to foster not only academic growth but also personal and professional development. This may include opportunities for internships, industry partnerships, and career services support.

#### **2. Programme Objectives:**

- 1. Accessibility:** To provide access to high-quality business education to individuals who are unable to attend traditional on-campus programs due to geographical constraints, work commitments, or personal circumstances.
- 2. Flexibility:** To offer flexible scheduling options that accommodate the diverse needs of distance learners, allowing them to balance their studies with work, family, and other responsibilities.
- 3. Engagement:** To foster active engagement and collaboration among students, instructors, and course content through the effective use of online learning technologies, discussion forums, virtual classrooms, and interactive multimedia resources.
- 4. Skill Development:** To develop students' analytical, critical thinking, problem-solving, communication, and teamwork skills, which are essential for success in the business world.
- 5. Technological Proficiency:** To enhance students' proficiency in using digital tools and technologies for business

applications, including but not limited to online learning platforms, data analysis software, and communication tools.

**6. Global Perspective:** To provide students with a global perspective on business by exploring international markets, cultures, and economic systems, and understanding the implications of globalization on business operations.

**7. Career Readiness:** To prepare students for entry-level positions in various sectors of the business world or for further education at the graduate level, by offering career development resources, internships, and networking opportunities.

**8. Continuous Improvement:** To continuously evaluate and improve the program based on feedback from students, instructors, employers, and industry trends, ensuring that it remains relevant and effective in meeting the needs of learners and the demands of the business environment.

### **Programme Outcomes:**

1. The program enables students to acquire knowledge and skills required by the industry and business sector.
2. The program provides the right nurturing ground for students to pursue their entrepreneurial ambitions.
3. The curriculum is industry driven and facilitated by experienced faculty and follows a contemporary take and emphasizes on offering an overview to launch and manage a business effectively locally, nationally and globally.
4. The BBA Curriculums is extremely varied in nature. From writing skills, negotiation and dispute resolution, human resource management, business laws, marketing management, production management, International Business, social media and digital marketing – all are imbibed in the students with theoretical study and practical application.
5. This ensures that our students acquire knowledge of quantitative, qualitative techniques as well as a thorough understanding of the field.

## **II. Relevance of BBA Programme in Chhatrapati Shahu Ji Maharaj University Kanpur's Mission and Objectives:**

Bachelor of Business Administration (BBA) program with the mission and objectives of Chhatrapati Shahu Ji Maharaj University, Kanpur, it's essential to consider how the program contributes to the university's overarching goals and values. Here's how the relevance of a BBA program could be articulated in relation to the mission and objectives of the university:

**1. Promoting Access to Education:** BBA program can play a vital role in reaching a diverse student population by offering flexible learning options, including distance and online education. This ensures that aspiring business professionals from different backgrounds and locations can access quality education.

**2. Preparing Students for Carrers and Leadership:** BBA program can fulfill this objective by equipping students with essential business knowledge, skills, and competencies through a well-rounded curriculum, internships, industry partnerships, and career development resources.

**3. Emphasizing Resesrch:** BBA program can encourage faculty and student research projects that contribute to the advancement of knowledge in business-related fields. This fosters a culture of inquiry, critical thinking, and intellectual curiosity among students and faculty members.

BBA program with the mission and objectives of Chhatrapati Shahu Ji Maharaj University, Kanpur, it not only

enhances the relevance and effectiveness of the program but also strengthens the overall impact of the university in serving its stakeholders and society at large.

### **III. Nature of prospective target group of learners:**

The prospective target group of learners for a Bachelor of Business Administration (BBA) program can vary depending on factors such as the program's focus, delivery mode, and institutional context. However, there are several common characteristics and attributes that are often associated with the typical demographic profile of BBA students:

**1. Secondary Education Graduates:** Many BBA programs attract students who have recently completed secondary education and are seeking to pursue undergraduate studies in business. These students often have a strong academic background and are motivated to obtain a degree that will prepare them for a career in business or related fields.

**2. Career Aspirations:** Prospective BBA students typically have a keen interest in pursuing careers in business, management, finance, marketing, entrepreneurship, or other related areas. They may have specific career goals in mind, such as starting their own business, climbing the corporate ladder, or working in a specialized field within the business sector.

**3. Motivated and Ambitious:** BBA students are often characterized by their ambition, motivation, and drive to succeed. They are willing to put in the effort required to excel academically and take advantage of opportunities for professional development and networking.

**4. Diverse Backgrounds:** BBA programs often attract students from diverse cultural, ethnic, and socioeconomic backgrounds. This diversity enriches the learning environment and provides students with opportunities to interact with peers from different perspectives and experiences.

**5. Entrepreneurial Spirit:** Some prospective BBA students may have an entrepreneurial spirit and aspirations to start their own businesses or ventures. They are interested in learning about business concepts, strategies, and practices that will help them succeed as entrepreneurs.

### **IV. Appropriateness of program to be conducted in Open and Distance Learning mode to acquire specific skills and competence:**

Conducting a Bachelor of Business Administration (BBA) program in Open and Distance Learning (ODL) mode can be highly appropriate for acquiring specific skills and competencies, particularly for learners who require flexibility, accessibility, and personalized learning experiences. Here's why the ODL mode can be beneficial for acquiring skills and competence in a BBA program:

**1. Flexibility:** ODL programs offer learners the flexibility to study at their own pace and convenience. This flexibility is particularly valuable for individuals who may have work commitments, family responsibilities, or other constraints that make attending traditional on-campus classes challenging. As a result, learners can balance their studies with other commitments, allowing them to acquire skills and competence in a BBA program without disrupting their personal or professional lives.

**2. Accessibility:** ODL programs make education more accessible to a broader range of learners, including those who are geographically isolated or unable to attend traditional on-campus classes due to mobility issues or other barriers.

By removing geographical constraints, ODL programs enable learners from diverse backgrounds and locations to participate in a BBA program and acquire the skills and competence needed for success in the business world.

**3. Personalized Learning:** ODL programs often utilize technology-enabled learning platforms that allow for personalized learning experiences. Learners can access a variety of resources, including multimedia content, online lectures, discussion forums, and interactive simulations, tailored to their individual learning styles and preferences. This personalized approach can enhance engagement, comprehension, and retention of key concepts and skills in the BBA program.

**4. Technology Integration:** BBA programs conducted in ODL mode leverage technology to facilitate learning, collaboration, and communication among learners and instructors. Through online platforms, learners can engage in virtual classrooms, participate in group discussions, submit assignments, and receive feedback from instructors in real-time. This integration of technology not only enhances the learning experience but also prepares learners for the digital workplace, where technology skills are increasingly essential.

**5. Self-Directed Learning Skills:** ODL programs promote the development of self-directed learning skills, including time management, organization, and self-motivation. Learners in a BBA program conducted in ODL mode take greater responsibility for their learning journey, setting goals, managing their study schedules, and seeking out resources to enhance their skills and competence. These self-directed learning skills are highly valuable in the dynamic and rapidly changing business environment.

**6. Cost Effectiveness:** ODL programs often offer cost-effective alternatives to traditional on-campus education, as they eliminate the need for expenses such as commuting, accommodation, and campus facilities. This affordability makes acquiring skills and competence in a BBA program more accessible to learners from diverse socioeconomic backgrounds, thereby promoting inclusivity and equity in education.

Overall, conducting a BBA program in Open and Distance Learning mode can be highly appropriate for acquiring specific skills and competencies, offering flexibility, accessibility, personalized learning experiences, technology integration, self-directed learning skills, and cost-effectiveness. These advantages make ODL programs an attractive option for learners seeking to acquire business knowledge and skills while balancing their personal and professional commitments.

## **V. Instructional Design of Open and Distance Learning mode to acquire specific skills and competence:**

### **A. Curriculum Design:**

The curriculum of the BBA program, designed with the help of industry expertise, Bloom's taxonomy and faculty knowledge, provides students with a comprehensive and up-to-date education in the field of business administration. By incorporating the latest industry knowledge and trends, the curriculum ensures that students are prepared for the demands of the modern business world. Bloom's Taxonomy is used to build learning objectives that focus on developing higher order thinking skills, such as critical analysis, problem solving, and evaluation, which helps students gain a deeper understanding of business concepts. The expertise and subject knowledge of faculty adds depth and breadth to the curriculum, providing students with the tools they need to succeed in their future careers. With a strong

emphasis on practical learning and real-world applications, the curriculum of the BBA equips students with the skills and knowledge needed to succeed in today's competitive business environment.

Year	Sem.	Subject	Part	Paper Code	Paper Name	Evaluation Scheme			Total
						Credits	Assignments	Term End Theory	
1	I	Course/ paper-1	A	F010101T	Business Economics	3	25	75	100
			B		Basic Accounting	3	25	75	100
	I	Course/ paper-2	A	F010102T	Business Statistics	3	25	75	100
			B		Principles of Management	3	25	75	100
	I	Course/ paper-3	A	F010103T	Business Ethics and Governance	3	25	75	100
			B		Computer Applications	3	25	75	100
1	II	Course/ paper-4	A	F010201T	Organisational Behavior	3	25	75	100
			B		Business Finance	3	25	75	100
	II	Course/ paper-5	A	F010202T	Human Resource Development	3	25	75	100
			B		Marketing Theory and Practices	3	25	75	100
	II	Course/ paper-6	A	F010203T	Business Mathematics	3	25	75	100
			B		Advertising Management	3	25	75	100
2	III	Course/ paper-7	A	F010301T	Management & Cost Accounting	3	25	75	100
			B		Business Law	3	25	75	100
	III	Course/ paper-8	A	F010302T	Production Management	3	25	75	100
			B		Business Policy	3	25	75	100
	III	Course/ paper-9	A	F010303T	Business Communication	3	25	75	100
			B		Business Environment	3	25	75	100
2	IV	Course/ paper-10	A	F010401T	Supply Chain Management	3	25	75	100
			B		Research Methodology	3	25	75	100
	IV	Course/ paper-11	A	F010402T	Specialised Accounting	3	25	75	100
			B		Consumer Behaviour	3	25	75	100
	IV	Course/ paper-12	A	F010403T	Investment Analysis & Portfolio Management	3	25	75	100
			B		Company Law	3	25	75	100
3	V	Course/ paper-13	A	F010501T	Income Tax	3	25	75	100
			B		Marketing Communication	3	25	75	100
	V	Course/ paper-14	A	F010502T	Entrepreneurship and small business management	3	25	75	100
			B		Sales management	3	25	75	100
	V	Course/ paper-15	A	F010503T	Industrial Relations & Labour Laws	3	25	75	100
			B		Company Accounts	3	25	75	100
3	VI	Course/ paper-16	A	F010601T	Project Management	3	25	75	100
			B		Goods & Service Tax	3	25	75	100
	VI	Course/ paper-17	A	F010602T	Auditing	3	25	75	100
			B		International Trade	3	25	75	100
	VI	Course/ paper-18	A	F010603T	Strategic Management	3	25	75	100
			B		Training and Development	3	25	75	100

#### A. Detailed Syllabus - Annexure-1

**B. Duration of the Programme:** 03 years; divided into 06 semesters.

### **C. Faculty and Support Staff requirement:**

Academic Staff

1-Programme Coordinator, 1- Course Coordinator, 1-Course Mentor per batch of 50 students

### **D. Instructional Delivery mechanisms & Identification of Media**

The methodology of instruction in this course will be different from that of the other conventional (regular / physical) courses run in the University. A student-centric and student-convenient approach is required in the distance / online courses. This is also important because learning/instruction is imparted through print and/or audio-visual media rather than face-to-face communication.

### **E. Self-learning materials (SLM) should be developed in print media.**

- a. Self Learning Materials (SLM), in print media, shall be developed.
- b. SLM would be self-explanatory, self-contained, self-directed, self-motivating and self-evaluating.
- c. There shall be a description of the credit value of each module or unit in the course.
- d. There shall be clear guidelines on academic integrity and netiquette (internet etiquette) expectations regarding activities, discussions and plagiarism.
- e. The audio-visual material will supplement and complement the Self Learning Materials and will be based on the curriculum structure.
- f. The level and style of presentation and language should be simple and appropriate to facilitate e-learning.
- g. The content must be interactive with the appropriate use of graphics, animation simulations, etc. to keep students interested.

### **F. Student support service systems**

The main goal of student support service systems is to promote independent or independent study. Study among distance learners in the absence of regular face-to-face teaching. All the time Educational support will be provided to students. Support will be available all the time in the following areas:

- Information, tips and advice about the programme.
- Advice before admission, during admission, and after admission.
- Introduction for new students.
- Provide academic advising schedules and practice schedules.
- Evaluate students and exchange feedback.
- Support with other academic and administrative inquiries such as registration and examination Rating, comments, etc.

### **VI. Procedure for Admissions, Curriculum Transaction and Evaluation**

The purpose of online and distance education is to provide flexible learning opportunities to students to attain qualification, wherever learners are not able to attend the regular classroom teaching. The programme termed online mode for award of Degree.

## **A. Procedure for Admission**

10+2 from recognized board or equivalent qualification as recognized by Association of Indian Universities (AIU) or other competent body in any discipline.

## **B. Curriculum Transaction and Evaluation**

The marking is divided into two parts:

- A. For continuous internal assessment (CIA) through projects and assignment writings, and
- B. For end semester evaluation through offline examination.

## **VII. Library Resources:**

Online Study Material and its availability is one most identified concern for the students to have access to online course material and resources.

## **VIII. Cost estimate of the program and the provisions**

Suggested Fee for BBA program is as per the CSJM University norms.

## **IX. Quality Assurance Mechanism and Programme Learning Outcomes:**

### **A. Quality Assurance Mechanism:**

The online and distance BBA program is agreed to the latest pedagogies and prepares you for many contours your professional life might take.

The key points which make our offered programme much better in terms evaluation criteria:

- I.** The programme is being offered by NAAC A++ ranked Chhatrapati shahu Ji Maharaj University, Kanpur.
- II.** Highly qualified faculty who bring professional experience into the classroom.
- III.** Relevant courses those are immediately applicable to the workplace.
- IV.** Dedicated student support services.
- V.** Flexible ways to learn.

### **B. Programme Learning Outcomes:**

- 1. Graduates of this degree will be able to demonstrate their skills in Business Communication, Business Statistics, Marketing Management, Finance, Organizational Behaviour, Human Resource Management, International Business, Business Analytics etc.
- 2. The Curricular and Extra-curricular activities are designed in a way to ensure that the students receive a holistic understanding of managing business across globe through the curriculum.
- 3. Graduates of this degree will be able to take critical decisions in the organization they are associated or in their own venture.

# **Annexure-1**



# **BBA Syllabus**

Programme/Class: Degree	Year:First	Semester: First
Course/ paper-1 (A)		
<b>Course Code: F010101T</b>	<b>Course Title: Business Economics</b>	
<b>Course outcomes:</b>		
<p>The aim of the course is to build knowledge and understanding business economics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about business economics. The outcome of the course will be as follows –</p> <p>To provide knowledge about business economics. To provide knowledge about Demand Analysis. To Determine Production and cost analysis.</p> <p>To Make aware with pricing and profit management.</p>		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Introduction</b>	<b>Unit-I-</b> Introduction to Business Economics <b>Unit-II</b> relationship of Business Economics with other subjects. <b>Unit-III-</b> Fundamental Economic Tools <b>Unit-IV-</b> Principle of time perspective, discounting and Equi-marginal principle.	
<b>Block II Demand Analysis</b>	<b>Unit-I-</b> Demand Analysis <b>Unit-II-</b> Law of demand & its determinants <b>Unit-III-</b> Elasticity of demand <b>Unit-IV-</b> Demand Forecasting	
<b>Block III Production and Cost Analysis</b>	<b>Unit-I-</b> Production and Cost Analysis <b>Unit-II-</b> Production function <b>Unit-III-</b> Various cost concepts and classification, <b>Unit-IV-</b> Cost output relationship ,Cost curves	
<b>Block IV Pricing</b>	<b>Unit-I-</b> Pricing <b>Unit-II-</b> Pricing under different market structures <b>Unit-III-</b> Price discrimination under monopoly competition. <b>Unit-IV-</b> Profit Management & Inflation	
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. Varsney &amp; Maheshwari, Managerial Economics</li> <li>2. Mote Paul &amp; Gupta, Managerial Economics: Concepts &amp; cases</li> <li>3. D.N.Dwivedi, Managerial Economics</li> <li>4. D.C.Huge, Managerial Economics</li> <li>5. 5. Peterson &amp; Lewis, Managerial Economics</li> </ol>		
<b>Suggested Continuous Evaluation Methods:</b>		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

Programme/Class: Degree	Year:First	Semester: First
<b>Course/ paper-1 (B)</b>		
<b>Course Code: F010101T</b>	<b>Course Title: Basic Accounting</b>	
<b>Course outcomes:</b>		
<p>The aim of the course is to build knowledge and understanding principles of accounting among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Accounting. The outcome of the course will be as follows –</p> <p>To Introduce about Accounting Principles and other aspects of accounting. To provide knowledge about rectification of errors. To make able about valuation of stocks. To make aware with share and Debenture.</p>		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Introduction</b>	<b>Unit-I-</b> Introduction to accounting <b>Unit-II-</b> Accounting & book keeping. <b>Unit-III-</b> Various users of accounting information <b>Unit-IV-</b> Accounting Principles	
<b>Block II Book Keeping</b>	<b>Unit-I-</b> Accounting equation, Dual aspect of accounting <b>Unit-II-</b> Preparation of Journal and Cash book, Ledger and Trial balance, Subsidiary books of accounts. <b>Unit-III-</b> Rectification of errors <b>Unit-IV-</b> Preparation of BRS, Bills of exchange and promissory notes.	
<b>Block III Final Account</b>	<b>Unit-I-</b> Valuation of stocks, <b>Unit-II-</b> Accounting treatment of depreciation, <b>Unit-III-</b> Reserves and provisions, <b>Unit-IV-</b> Preparation of final accounts along with adjustment entries.	
<b>Block IV Shares &amp; Debentures</b>	<b>Unit-I-</b> Issue of shares and debentures, <b>Unit-II-</b> Issue of bonus shares and right issue, <b>Unit-III-</b> Redemption of preference shares <b>Unit-IV-</b> Redemption of debentures.	
<b>Text Books:</b>		
1. Basic Accounting, SBPD Publication, First Edition 2. Gupta R.L. & Gupta V.K., Principles & Practice of Accounting, Sultan Chand & Sons, Twentieth Edition 3. Jain & Narang, Financial Accounting, Kalyani Publishers; Twelfth edition		
<b>Reference Books:</b>		
1. Agarwal B.D., Advanced Accounting, Pitambar Publishing, Seventeenth Edition 2. Maheswari S.N, Maheswari K, Advanced Accounting Vol.1, Vikas Publishing; Eleventh edition		
<b>Websites:</b>		
1. <a href="https://www.accounting.com/resources/basic-accounting-terms/">https://www.accounting.com/resources/basic-accounting-terms/</a> 2. <a href="https://open.umn.edu/opentextbooks/textbooks/4">https://open.umn.edu/opentextbooks/textbooks/4</a>		
<b>Suggested Continuous Evaluation Methods:</b>		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
<b>Suggested equivalent online courses: .....</b>		
<b>Further Suggestions: .....</b>		

Programme/Class: Degree	Year:First	Semester: First
Course/ paper-2 (A)		
<b>Course Code: F010102T</b>	<b>Course Title: Business Statistics</b>	
<b>Course outcomes:</b>		
<p>The aim of the course is to build knowledge and understanding of Business Statistics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Statistics. The outcome of the course will be as follows –</p> <p>To provide knowledge about basic concepts of Statistics. To provide knowledge measurement of central tendency. To give an overview of correlation and regression analysis. To make able to know the sampling and probability.</p>		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Introduction</b>	<b>Unit-I-</b> Introduction to Statistics <b>Unit-II-</b> Types of data <b>Unit-III-</b> Classification & Tabulation, <b>Unit-IV-</b> Frequency distribution & graphical representation.	
<b>Block II Measures of Central Tendency</b>	<b>Unit-I-</b> Measures of Central Tendency <b>Unit-II-</b> Measures of Variation-I <b>Unit-III-</b> Measures of Variation-II <b>Unit-IV-</b> Measures of Skewness & Kurtosis.	
<b>Block III Correlation &amp; Regression</b>	<b>Unit-I-</b> Introduction to Correlation <b>Unit-II-</b> Coefficients of Correlation <b>Unit-III-</b> Introduction to Regression <b>Unit-IV-</b> Regression equations	
<b>Block IV Probability</b>	<b>Unit-I-</b> Introduction to Probability <b>Unit-II-</b> Introduction to Probability Distributions. <b>Unit-III-</b> Sampling: Methods & Errors <b>Unit-IV-</b> Introduction to Test of hypothesis	
<b>Suggested Readings:</b>		
<ul style="list-style-type: none"> <li>• STATISTICAL METHODS Gupta S.P. and Gupta M.P. SULTAN CHAND &amp; SONS Forty Sixth Revised Edition, 2021</li> <li>• Elhans, D.N.: Fundamental of Statistics. Publisher: Kitab Mahal; New Revised edition 2018);</li> <li>• Gupta C.B.: Institutional of Statistical Methods. Vikas Publishing 2004</li> </ul>		
<p style="margin-left: 20px;">Reference Books</p> <p style="margin-left: 20px;"><u>Statistics for Business and Economics by- James T. McClave, P. George Benson and Terry T Sincich</u></p> <p style="margin-left: 20px;">Dixon, W. J. and Massey, F.J. (1969). Introduction to Statistical Analysis, McGraw-Hill, New York.</p>		
<p style="margin-left: 20px;"><b>Websites <a href="https://www.statista.com/">https://www.statista.com/</a></b></p> <p style="margin-left: 20px;"><b><a href="https://mospi.gov.in/">https://mospi.gov.in/</a></b></p>		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

Programme/Class: Degree	Year:First	Semester: First
Course/ paper-2 (B)		
<b>Course Code: F010102T</b>	<b>Course Title: Principles of Management</b>	
<b>Course outcomes:</b>		
<p>The aim of the course is to build knowledge and understanding about principles of management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about management. The outcome of the course will be as follows – To provide knowledge about management and its principles.</p> <p>To provide knowledge about Managerial functions. To make aware with management thinkers and their contributions.</p>		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Introduction</b>	<b>Unit-I-</b> Introduction to Management Concepts <b>Unit-II-</b> Management & implications in business <b>Unit-III-</b> Management Theories <b>Unit-IV-</b> Management Vs. administration.	
<b>Block II Planning</b>	<b>Unit-I-</b> Planning Concept <b>Unit-II-</b> Planning process <b>Unit-III-</b> Concept of Decision Making <b>Unit-IV-</b> Decision Making techniques & processes	
<b>Block III Organizing</b>	<b>Unit-I-</b> Organizing concept <b>Unit-II-</b> Types of Organization <b>Unit-III-</b> Authority and responsibility, <b>Unit-IV-</b> Centralization and Decentralization, Span of Control.	
<b>Block IV Directing, Coordination &amp; Controlling</b>	<b>Unit-I-</b> Directing Concept <b>Unit-II-</b> Concept and types of Coordination, <b>Unit-III-</b> Concepts of leadership, Supervision, Motivation and Communication. <b>Unit-IV-</b> Controlling Concept	
<b>Suggested Readings:</b>		
1. Pagare Dinkar, Principles of Management 2. Prasad L.M., Principles and Practice of Management 3. Satya Narayan and Raw VSP, Principles and Practice of Management 4. Srivastava and Chunawalla, Management Principles and Practice		
<b>Suggested Continuous Evaluation Methods:</b>		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
<b>Suggested equivalent online courses:</b>		
.....		
<b>Further Suggestions:</b>		
.....		

Programme/Class: Degree	Year:First	Semester: First
Course/ paper-3 (A)		
<b>Course Code: F010103T</b>	<b>Course Title: Business Ethics and Governance</b>	
<b>Course outcomes:</b> The aim of the course is to build knowledge and understanding Business Ethics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Ethics. The outcome of the course will be as follows – To develop understanding of business ethics and values. To provide relationship between ethics and corporate excellence. To give an overview about Gandhian philosophy and social responsibility.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Introduction</b>	<b>Unit-I-</b> Introduction to Business Ethics <b>Unit-II-</b> Values and behavior; development of ethics, <b>Unit-III-</b> Relevance of ethics and values in business, <b>Unit-IV-</b> Arguments against business ethics.	
<b>Block II Work life in Indian Philosophy</b>	<b>Unit-I-</b> Work life in Indian Philosophy <b>Unit-II-</b> Indian values for the work place, Work-life balance <b>Unit-III-</b> Ethos of Vedanta in Management, <b>Unit-IV-</b> Hierarchism as an organizational value.	
<b>Block III Relationship between Ethics &amp; Corporate Excellence</b>	<b>Unit-I-</b> Relationship between Ethics & Corporate Excellence <b>Unit-II-</b> Code of Ethics, Organizational Culture, TQM. <b>Unit-III-</b> Gandhian Philosophy of Wealth Management, Philosophy of Trusteeship, <b>Unit-IV-</b> Concept of knowledge management and wisdom management.	
<b>Block IV Corporate Social Responsibility</b>	<b>Unit-I-</b> Corporate Social Responsibility <b>Unit-II-</b> Social Responsibility of business with respect to different stakeholders, <b>Unit-III-</b> Arguments for and against Social responsibility of business, <b>Unit-IV-</b> Social Audit.	
<b>Text books :</b> 1. Business Ethics and Governance by Himalayan Publishing House ( Edition 2017 ) 2. Business Ethics and Governance by SPBD Publications ( Edition 2021)		
<b>Reference Books :</b> 1. Kaur Tripat, Values & Ethics in Management, Galgotia Publishers (Edition 2012 ). 2. Business Ethics and corporate governance , Pearson (Edition 2012 )		
<b>Websites :</b> <a href="https://theintactone.com/2019/09/01/ccsubba-107-business-ethics/">https://theintactone.com/2019/09/01/ccsubba-107-business-ethics/</a> <a href="https://www.researchgate.net/publication/365289153">https://www.researchgate.net/publication/365289153</a> BUSINESS ETHICS AND CORPORATE GOVERNANCE EX CLUSIVE PARTNER		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

Programme/Class: Degree	Year:First	Semester: First
Course/ paper-3 (B)		
<b>Course Code: F010103T</b>	<b>Course Title: Computer Applications</b>	
<b>Course outcomes:</b>		
<p>The aim of the course is to build knowledge, understanding Computer Applications among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Computer Applications. The outcome of the course will be as follows –</p> <p>To provide knowledge about computer and its application.</p> <p>To provide knowledge about components and working on computer.</p> <p>To give an overview about software system and Data base management.</p>		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Introduction</b>	<b>Unit-I-</b> Introduction to Computer Application <b>Unit-II-</b> Indian computing Environment, Management of data processing systems <b>Unit-III-</b> Programmes development cycle, flow charting, Input Output analysis <b>Unit-IV-</b> Software Development process.	
<b>Block II Generation of Computer</b>	<b>Unit-I-</b> Components of a computer system, <b>Unit-II-</b> Generations of computer and computer languages <b>Unit-III-</b> PC-software Packages, <b>Unit-IV-</b> An Introduction to Disk Operating system and windows	
<b>Block III Text Processing, Spreadsheet &amp; Presentation</b>	<b>Unit-I-</b> Text Processing software, <b>Unit-II-</b> Introduction to spreadsheet software <b>Unit-III-</b> Modes of data processing, Report generation, <b>Unit-IV-</b> Presentation graphics	
<b>Block IV DBMS &amp; Networking</b>	<b>Unit-I-</b> Computer software system, files design & Report design <b>Unit-II-</b> Data Hierarchy, Use of files in Programming. <b>Unit-III-</b> Relevance of Data base management system, data base manager, <b>Unit-IV-</b> Data communication networking	
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. P. K. Sinha &amp; P. Sinha, Computer Fundamentals, BPB Publication</li> <li>2. V. Rajaraman, Computer Fundamentals, PHI</li> <li>3. Tannenbaum, Computer Applications and Networks</li> <li>4. 'O' Brien, Management Information Systems</li> </ol>		
<b>Suggested Continuous Evaluation Methods:</b>		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
<b>Suggested equivalent online courses:</b>		
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<b>Further Suggestions:</b>		
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Programme/Class: Degree	Year:First	Semester: Second
<b>Course/ paper-4 (A)</b>		
<b>Course Code: F010201T</b>	<b>Course Title: Organizational Behavior</b>	
<b>Course outcomes:</b>		
<p>The aim of the course is to build knowledge and understanding of Organizational Behavior among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Organizational Behavior. The outcome of the course will be as follows –</p> <p>To provide knowledge about Organizational Behavior. To provide knowledge about individual and group behavior. To given overview about change in organization and QWL.</p>		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Introduction</b>	<b>Unit-I-</b> Introduction: Nature and scope of OB, <b>Unit-II-</b> Challenges and opportunities for OB, <b>Unit-III-</b> Organization Goals, Models of OB, <b>Unit-IV-</b> Impact of Global and Cultural diversity on OB.	
<b>Block II Individual Behavior</b>	<b>Unit-I-</b> Individual Behavior: concept, Personality, <b>Unit-II-</b> Perception and its role in individual decision making, Learning <b>Unit-III-</b> Motivation, Hierarchy of needs theory, Theory X and Y, <b>Unit-IV-</b> Motivation-Hygiene theory, Vroom's expectancy theory.	
<b>Block III Behavior Dynamics</b>	<b>Unit-I-</b> Behavior Dynamics Concepts <b>Unit-II-</b> Leadership & Its Theories <b>Unit-III-</b> Group Behavior <b>Unit-IV-</b> Contemporary issues in managing teams	
<b>Block IV Management of Change</b>	<b>Unit-I-</b> Management of Change & OD <b>Unit-II-</b> Resistance to change, Approaches to managing organizational change, <b>Unit-III-</b> Organizational effectiveness, Organizational culture <b>Unit-IV-</b> Quality of work life, Recent advances in OB.	
<b>Suggested Readings:</b>		
<b>Text books:</b>		
1. Stephen P. Robbins and Timothy A. Judge (2019),Essentials of Organizational Behavior (14 <sup>th</sup> ed.)Pearson publication.. 2. K. Aswathappa (2018) Organisational Behavior ,Himalaya Publishing House. 3. Prasad, L. M.Sultan S. Chand, Organisational Behaviour		
Reference books::		
<b>1. John Newstrom(2015)Organizational Behavior: Human Behavior at Work (14<sup>th</sup> ed.) McGraw-Hill Education.</b> 2. FredLuthans(2010)Organizational Behavior(12 <sup>th</sup> ed.) McGraw-Hill Education.		
Website:		
<a href="https://epgp.inflibnet.ac.in/">https://epgp.inflibnet.ac.in/</a>		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, GroupDiscussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses: .....		
Further Suggestions:		
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Programme/Class: Degree	Year: First	Semester: Second
<b>Course/ paper-4 (B)</b>		
Course Code: F010201T	Course Title: Business Finance	
<b>Course outcomes:</b>		
The aim of the course is to build knowledge and understanding of Business Finance among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Finance. The outcome of the course will be as follows –		
To provide knowledge about business finance and investment decisions. To provide knowledge about financing and dividend decision.		
To give an overview about working capital.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Introduction</b>	<b>Unit-I-</b> Introduction to Business Finance <b>Unit-II-</b> Objectives of financial management <b>Unit-III-</b> Time Value of Money <b>Unit-IV-</b> Investment Decisions	
<b>Block II Financing Decision</b>	<b>Unit-I-</b> Financing Decision <b>Unit-II-</b> Consequences and remedies of over and under capitalization, <b>Unit-III-</b> Cost of Capital, WACC, <b>Unit-IV-</b> Determinants of Capital structure, Capital structure theories.	
<b>Block III Dividend Decision</b>	<b>Unit-I-</b> Dividend Decision <b>Unit-II-</b> Relevance of dividend decision, <b>Unit-III-</b> Dividend Models <b>Unit-IV-</b> Dividend policy	
<b>Block IV Working Capital</b>	<b>Unit-I-</b> Management of Working Capital <b>Unit-II-</b> Concepts of working capital, <b>Unit-III-</b> Approaches to the financing of current Assets, <b>Unit-IV-</b> Management of different components of working capital.	
<b>Text Book:</b>		
<ul style="list-style-type: none"> <li>• Maheshwari, S. N., Maheshwari, S. K., &amp; Maheshwari, C. S. K. (2022). <i>Financial and Management accounting</i>. Sultan Chand &amp; Sons.</li> <li>• Kishore, R. M. (2009). <i>Financial Management: Comprehensive Text Book with Case Studies</i>. Taxmann.</li> <li>• Khan, M. Y., Jain, P. K., Khan, M. Y., &amp; Jain, P. K. (2013). <i>Financial management</i>. Tata McGraw-Hill.</li> </ul>		
<b>Reference Book:</b>		
Van Horne, J. C. (2015). <i>Financial management and policy</i> (No. Ed. 13). Pearson Publication..		
Tulsian, P. C., & Bharat, T. (2017). <i>Financial management</i> . S. Chand Publishing.		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
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Further Suggestions:		
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Programme/Class: Degree	Year:First	Semester: Second
Course/ paper-5 (A)		
<b>Course Code: F010202T</b>	<b>Course Title: Human Resource Development</b>	
<b>Course outcomes:</b> The aim of the course is to build knowledge and understanding of Human Resource Development among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Human Resource Development. The outcome of the course will be as follows –To provide knowledge about HRD concepts and other aspects.To provide knowledge about potential appraisal. To give an overview about Job Enrichment and Quality circles. To make aware with human resource accounting.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Introduction</b>	<b>Unit-I-</b> HRD Concept <b>Unit-II-</b> Benefits and its distinction from HRM, focus of HRD System, <b>Unit-III-</b> Structure of HRD System, Role of HRD manpower. <b>Unit-IV-</b> Management Development Concept	
<b>Block II Potential Appraisal</b>	<b>Unit-I-</b> Potential Appraisal Concept <b>Unit-II-</b> Methods and Obstacles of Potential Appraisal. <b>Unit-III-</b> Training <b>Unit-IV-</b> Training methods	
<b>Block III Job Enrichment</b>	<b>Unit-I-</b> Job Enrichment Concept <b>Unit-II-</b> Job enrichment <b>Unit-III-</b> Quality Circles <b>Unit-IV-</b> Trade union and workers	
<b>Block IV HRA</b>	<b>Unit-I-</b> HRA Concept <b>Unit-II-</b> Management of careers. <b>Unit-III-</b> Stress Management <b>Unit-IV-</b> Consequences of stress, managing stress.	
<b>Text books :</b> 1. Human Resource Development by S.Chand & Sons ( Edition 2013) 2. Human Resource Development by SPBD Publications (Edition 2022 )		
<b>Reference Books :</b> 1. Pearson , Human Resource Management (16 <sup>th</sup> edition ) 2. Wiley , Future of Human Resource Management (2019 ) 3. K Aswathappa , Human resource management ( 9 <sup>th</sup> Edition ) 4. V.S.P Rao , Human resource management ( 2 <sup>nd</sup> edition )		
<b>Websites :</b> <a href="https://www.whatishumanresource.com/human-resource-development">https://www.whatishumanresource.com/human-resource-development</a> <a href="https://theintactone.com/2022/08/10/human-resource-development-csjmu-nep-bba-notes/">https://theintactone.com/2022/08/10/human-resource-development-csjmu-nep-bba-notes/</a>		
<b>Suggested Continuous Evaluation Methods:</b> In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
<b>Suggested equivalent online courses:</b> .....		
<b>Further Suggestions:</b> .....		

Programme/Class: Degree	Year: First	Semester: Second
Course/ paper-5 (B)		
<b>Course Code: F010202T</b>	<b>Course Title: Marketing Theory and Practices</b>	
<b>Course outcomes:</b> The aim of the course is to build knowledge and understanding of Marketing management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Marketing Theory and Practices. The outcome of the course will be as follows –  To provide knowledge about Marketing Theory and Practices. To provide knowledge about market segmentation and marketing mix. To give an overview about marketing research.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Introduction</b>	<b>Unit-I-</b> Introduction to Marketing <b>Unit-II-</b> Marketing Management Concepts <b>Unit-III-</b> Core concepts of marketing. <b>Unit-IV-</b> Orientation of marketers towards the market place	
<b>Block II Consumer Behaviour</b>	<b>Unit-I-</b> Introduction to Consumer Behaviour <b>Unit-II-</b> Factors influencing Consumer behaviour. <b>Unit-III-</b> Marketing Information System <b>Unit-IV-</b> Marketing Research	
<b>Block III Market Segmentation</b>	<b>Unit-I-</b> Market segmentation <b>Unit-II-</b> Basis of segmentation in marketing; <b>Unit-III-</b> Market Targeting <b>Unit-IV-</b> Positioning	
<b>Block IV Marketing Mix</b>	<b>Unit-I-</b> Product Mix. <b>Unit-II-</b> Distribution <b>Unit-III-</b> Pricing <b>Unit-IV-</b> Promotion	
<b>Suggested Readings:</b> 1. Philip Kotler, Marketing Mgt. (PHI) Pearson Education India; Fifteenth edition (1 January 2015) 2. Etzet, Walker, Stanton, Marketing Mcgraw-Hill College; 13th edition (1 June 2004) 3. Rajan Saxena, Marketing Management McGraw-Hill; Sixth edition (16 November 2019)		
<b>Suggested Continuous Evaluation Methods:</b> In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
<b>Suggested equivalent online courses:</b> Digital Marketing Course, Email Marketing Certification Course, Social Media Marketing .....		
<b>Further Suggestions:</b> .....		

Programme/Class: Degree	Year:First	Semester: Second
Course/ paper-6 (A)		
<b>Course Code: F010203T</b>	<b>Course Title: Business Mathematics</b>	
<b>Course outcomes:</b>		
<p>The aim of the course is to build knowledge and understanding of Business Mathematics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Mathematics. The outcome of the course will be as follows –</p> <p>To provide knowledge about Mathematics and its use in business.</p> <p>To make able about mathematical calculations.</p> <p>To learn about the use of set theory and calculus in business.</p>		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Matrix</b>	<b>Unit-I-</b> Introduction to Matrix <b>Unit-II-</b> Addition, Subtraction Multiplication of Matrix, <b>Unit-III-</b> Use of Matrix in Business, Mathematical Induction. <b>Unit-IV-</b> Inverse of Matrix, Rank of Matrix	
<b>Block II Series</b>	<b>Unit-I-</b> Percentage <b>Unit-II</b> Ratio and Proportion, Average, <b>Unit-III-</b> Mathematical Series <b>Unit-IV-</b> Simple Interest & Compound Interest	
<b>Block III Sets</b>	<b>Unit-I-</b> Set theory <b>Unit-II-</b> Universal Set, Union of Sets, Inter- section of Sets, <b>Unit-III-</b> Use of set theory in business, <b>Unit-IV-</b> Permutation & Combination.	
<b>Block IV Differentiation &amp; Integration</b>	<b>Unit-I-</b> Concept of Differentiation and Integration, <b>Unit-II-</b> Maxima and Minima in Differentiation, <b>Unit-III-</b> Application of Differentiation in Business <b>Unit-IV-</b> Application of Integration in Business(No proof of theorems, etc.)	
<b>Text Books:</b>		
<ol style="list-style-type: none"> <li>1. Business Mathematics, SBPD Publication, First Edition</li> <li>2. Zamiruddin, Business Mathematics, S Chand; Second edition</li> <li>3. Mehta &amp; Madnani, Mathematics for Economics, Lakshmi Narain Agarwal Educational Publishers; 2017th edition</li> </ol>		
<b>Reference Books:</b>		
<ol style="list-style-type: none"> <li>1. Mongia, Mathematics for Economics, S Chand; Second edition</li> <li>2. Raghavachari, Mathematics for Management, McGraw-Hill Education – Europe, First Edition</li> </ol>		
<b>Websites:</b>		
<ol style="list-style-type: none"> <li>1. <a href="https://collegedunia.com/exams/business-mathematics-articleid-7405">https://collegedunia.com/exams/business-mathematics-articleid-7405</a></li> <li>2. <a href="https://infinitylearn.com/surge/math/business-mathematics/">https://infinitylearn.com/surge/math/business-mathematics/</a></li> </ol>		
<b>Suggested Continuous Evaluation Methods:</b>		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
<b>Suggested equivalent online courses:</b>		
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<b>Further Suggestions:</b>		
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Programme/Class: Degree	Year: First	Semester: Second
Course/ paper-6 (B)		

**Course Code: F010203T**

**Course Title: Advertising Management**

**Course outcomes:**

The aim of the course is to build knowledge and understanding of advertisement among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about advertising Management. The outcome of the course will be as follows –

To provide knowledge about advertisement and its use in business.

To make able about advertisement concept and its management.

To learn about the use of advertisement in business.

Credits: 3

Compulsory

Max. Marks: 25+75

Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0

<b>Blocks</b>	<b>Units</b>	
<b>Block I Introduction</b>	<b>Unit-I-</b> Introduction to Advertising <b>Unit-II-</b> Scope in business <b>Unit-III-</b> Role of advertising in social and economic development of India <b>Unit-IV-</b> Ethics and truths in Indian Advertising.	
<b>Block II Communication Mix</b>	<b>Unit-I-</b> Integrated Communication Mix (IMC) <b>Unit-II-</b> Communication process, <b>Unit-III-</b> Communication mix <b>Unit-IV-</b> Branding	
<b>Block III Promotional Objective</b>	<b>Unit-I-</b> Promotion Mix <b>Unit-II-</b> Determination of promotional objectives, <b>Unit-III-</b> Setting objective DAGMAR; <b>Unit-IV-</b> Advertising Budget	
<b>Block IV Advertising Copy</b>	<b>Unit-I-</b> Advertising Copy <b>Unit-II-</b> Media planning <b>Unit-III-</b> Advertising <b>Unit-IV-</b> International Advertising	

**Suggested Readings:**

- Advertising and Promotion George E. Beich & Michael A. Belch. T.M.H.
- Advertising Management, Concept and Cases Manendra Mohan, TMH
- Advertising Management Rajeev Batra, PHI
- References- The New Direct Marketing by David Shepard Associates, McGraw Hill Professional, Business-Economics.

**Suggested Continuous Evaluation Methods:**

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

**Suggested equivalent online courses: Google Digital Marketing and E-Commerce by GOOGLE.**

- Advertising and Society by DUKE UNIVERSITY.
- Few other advertising courses on COURSERA.

**Further Suggestions:**

Programme/Class: Degree	Year: Second	Semester: Third
Course/ paper-7 (A)		
<b>Course Code: F010301T</b>	<b>Course Title: Management &amp; Cost Accounting</b>	
<b>Course outcomes:</b> The objective of this paper is to give the basic knowledge about the Management and cost accounting		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Introduction</b>	<b>Unit-I-</b> Management Accounting <b>Unit-II-</b> Income statement and Balance Sheet of a manufacturer, <b>Unit-III-</b> Classification of costs <b>Unit-IV-</b> Manufacturing Management principles	
<b>Block II Manufacturing &amp; Job Order costing</b>	<b>Unit-I-</b> Manufacturing Accounting <b>Unit-II-</b> Cost Accounting system using perpetual inventory system <b>Unit-III-</b> Job Order Cost accounting <b>Unit-IV-</b> Process cost accounting,	
<b>Block III CVP &amp; BEP Analysis</b>	<b>Unit-I-</b> Cost- Volume – Profit Analysis <b>Unit-II-</b> Break-Even Analysis, <b>Unit-III-</b> Sensitivity analysis, <b>Unit-IV-</b> Computing multiproduct B.E.P	
<b>Block IV Budgeting</b>	<b>Unit-I-</b> Budgeting process <b>Unit-II-</b> Master budget <b>Unit-III-</b> Variances <b>Unit-IV-</b> Managerial decisions in addition or deletion of product. /department	
<b>Text Books:</b> 1. Maheshwari S.N., Advanced Problem and Solutions in Cost Accounting, Sultan Chand & Sons, Ninth Edition 2. Khan & Jain, Management Accounting, McGraw-Hill, Eighth Edition 3. Shukla M.C, Gupta M.P & Grewal T.S, Cost Accounting, Sultan Chand & Sons, Second Edition		
<b>Reference Books:</b> 1. Gupta, S.P., Management Accounting, Sahitya Bhawan Publications, Tenth Edition 2. Jawahar Lal, Seema Srivastava & Manisha Singh, Cost Accounting, McGraw-Hill; Sixth edition		
<b>Websites:</b> 1. <a href="https://www.icsi.edu/media/webmodules/publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf">https://www.icsi.edu/media/webmodules/publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf</a> 2. <a href="https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8-New.pdf">https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8-New.pdf</a>		
<b>Suggested Continuous Evaluation Methods:</b> In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
<b>Suggested equivalent online courses:</b> .....		
<b>Further Suggestions:</b> .....		

Programme/Class: Degree	Year: Second	Semester: Third
Course/ paper-7 (B)		
<b>Course Code: F010301T</b>	<b>Course Title: Business Law</b>	
<b>Course outcomes:</b>		
The objective of this paper is to give the basic knowledge about the rules and regulation of execution of Business.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
<b>Blocks</b>	<b>Units</b>	
<b>Block I</b> <b>The Indian Contract Act</b>	<b>Unit-I-</b> The Indian Contract Act 1872 <b>Unit-II-</b> Essential of A Valid Contract <b>Unit-III-</b> Agreement, Performance of Contracts, <b>Unit-IV-</b> Breach of Contract & Remedies, Quasi-Contracts	
<b>Block II</b> <b>The Sale of Goods Act</b>	<b>Unit-I-</b> The Sale of Good Act, 1930 <b>Unit-II-</b> Conditions & Warranties, <b>Unit-III-</b> Rights of an Unpaid Seller, <b>Unit-IV-</b> Performance of the Contract of Sale	
<b>Block III</b> <b>The Negotiable Instruments Act</b>	<b>Unit-I-</b> The Negotiable Instruments Act, 1881 <b>Unit-II-</b> Negotiation and Assignment, Holder-in-Due Course, <b>Unit-III-</b> Dishonor and Discharge of Negotiable Instrument; <b>Unit-IV-</b> Arbitration	
<b>Block IV</b> <b>The Companies Act</b>	<b>Unit-I-</b> The Companies Act, 1956 <b>Unit-II-</b> Formation of Companies, <b>Unit-III-</b> Memorandum and Articles of Association, Prospectus, <b>Unit-IV-</b> Sharecapital, Membership	
<b>Suggested Readings:</b>		
1. Avatar Singh, Company Law		
2. Khergamwalla, JS, The Negotiable Instrument Act		
3. Ramaya A, A Guide to Companies Act		
4. Tuteja SK, Business Law for Managers		
Suggested Continuous Evaluation Methods: .....		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

Programme/Class: Degree	Year: Second	Semester: Third
Course/ paper-8 (A)		
<b>Course Code: F010302T</b>	<b>Course Title: Production Management</b>	
<b>Course outcomes:</b> The objective of this paper is to give the basic knowledge about the Production Management in industry.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Introduction</b>	<b>Unit-I-</b> Introduction to Production Management <b>Unit-II-</b> Production Process; <b>Unit-III-</b> Production <b>Unit-IV-</b> Recent Technology used in Production	
<b>Block II Forecasting</b>	<b>Unit-I-</b> Concept of Forecasting <b>Unit-II-</b> Objectives of Forecasting, <b>Unit-III-</b> Classification of Forecasting ; <b>Unit-IV-</b> Qualitative and Quantitative Techniques of Forecasting	
<b>Block III Product Design &amp; Development</b>	<b>Unit-I-</b> Product Selection <b>Unit-II-</b> Product Design and Development, <b>Unit-III-</b> Origin of the Product Idea <b>Unit-IV-</b> Modifying the Existing Products, Sources of Product	
<b>Block IV Production Planning &amp; Control</b>	<b>Unit-I-</b> Production Planning and Control (PPC) <b>Unit-II-</b> Elements of Production Planning, <b>Unit-III-</b> Strategy of Production Planning, Aggregate Planning; <b>Unit-IV-</b> Main Functions of Production Planning and Control (PPC)	
<b>Suggested Readings:</b> 1. Production Management by Telsang Martand S Chand Publication		
Suggested Continuous Evaluation Methods: .....		
Suggested equivalent online courses: .....		
Further Suggestions: .....		



Programme/Class: Degree	Year: Second	Semester: Third
Course/ paper-8 (B)		
<b>Course Code: F010302T</b>	<b>Course Title: Business Policy</b>	
<b>Course outcomes:</b>		
<ol style="list-style-type: none"> <li>1. To understand the nature of top management functions and their imperatives.</li> <li>2. To deduce strategy</li> <li>3. To perform SWOT analysis</li> <li>4. Recommend strategy</li> <li>5. Perform analysis of corporate business portfolio and recommend changes.</li> </ol>		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Introduction</b>	<b>Unit-I-</b> Introduction to Business Policy <b>Unit-II-</b> The concept of strategy <b>Unit-III-</b> Deducing strategy and articulating <b>Unit-IV-</b> Strategic Intent	
<b>Block II External &amp; Internal Environment</b>	<b>Unit-I-</b> Analysis of External environment – PESTLE <b>Unit-II-</b> Industry analysis <b>Unit-III-</b> Analysis of Internal capability <b>Unit-IV-</b> Relevance of social responsibility	
<b>Block III Growth Strategies</b>	<b>Unit-I-</b> Business Strategies and Corporate strategies. <b>Unit-II-</b> External Vs. Internal growth options <b>Unit-III-</b> Growth strategies <b>Unit-IV-</b> Retrenchment	
<b>Block IV Strategic Choice</b>	<b>Unit-I-</b> Strategic Choice <b>Unit-II-</b> Concept of Portfolio balance, <b>Unit-III-</b> Display matrices <b>Unit-IV-</b> Factors contributing to business Strength	
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. Gluek &amp; Jaunch, Corporate Strategy</li> <li>2. Hatton &amp; Hatton, Strategic Management</li> <li>3. Christian, Anderson, Bower Business Policy</li> <li>4. McCarthy, IninChiello, Curran Business Policy &amp; Strategy</li> <li>5. Azhar Kazmi, Business Policy</li> </ol>		
Suggested Continuous Evaluation Methods:		
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Suggested equivalent online courses:		
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Programme/Class: Degree	Year: Second	Semester: Third
Course/ paper-9 (A)		
Course Code: F010303T	Course Title: Business Communication	
<b>Course outcomes:</b> The objective of this paper is to give the basic knowledge about the Business Communication		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Introduction</b>	<b>Unit-I-</b> Introduction to Business communication, <b>Unit-II-</b> Forms of Communication, <b>Unit-III-</b> Communication model and process, <b>Unit-IV-</b> Principles of Effective Communication	
<b>Block II Corporate Communication</b>	<b>Unit-I-</b> Corporate Communication <b>Unit-II-</b> Networks, Grapevine, <b>Unit-III-</b> Barriers in Communication, <b>Unit-IV-</b> Groups discussion, Mock Interviews, Seminars, Individual and Group Presentations	
<b>Block III Business Letters</b>	<b>Unit-I-</b> Essential of effective Business letters <b>Unit-II-</b> Oral & Non- verbal communication <b>Unit-III-</b> Conducting Surveys; Body Language <b>Unit-IV-</b> Writing Resume, Letter and Application;	
<b>Block IV Modern forms of Communication</b>	<b>Unit-I-</b> Modern forms of communication, <b>Unit-II-</b> International communication, <b>Unit-III-</b> Cultural sensitiveness and cultural context, <b>Unit-IV-</b> Writing and presenting in international situations	
<b>Suggested Readings:</b>		
<b>Text Books:</b>		
1. The Art & Science of Business Communication' by P.D Chaturvedi & Mukesh Chaturvedi (June 2017)		
2. Bapat & Davar, A Text book of Business Correspondence		
3. Bhende D.S., Business Communication		
<b>Reference Books:</b>		
1. Effective Business Communication by Herta Murphy and Jane Thomas (2008)		
2. David Berio, The Process of Communication		
3. Gowd & Dixit, Advance Commercial Correspondence		
4. Gurky J.M., A Reader in Human Communication		
<b>Suggested equivalent online courses:</b>		
1. Effective Communication Skills by Robert King		
2. Communication Skill by Oxford, 2015		

Programme/Class: Degree	Year: Second	Semester: Third
Course/ paper-9 (B)		
<b>Course Code: F010303T</b>	<b>Course Title: Business Environment</b>	
<b>Course outcomes:</b> The objective of this paper is to give the basic knowledge about the business environment in industry		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Introduction</b>	<b>Unit-I-</b> Introduction to Business Environment <b>Unit-II-</b> Components of Business environment, <b>Unit-III-</b> Factor affecting Business Environment, <b>Unit-IV-</b> Micro and Macroenvironment.	
<b>Block II Economics Systems</b>	<b>Unit-I-</b> Capitalism, <b>Unit-II-</b> Socialism, <b>Unit-III-</b> Communism, <b>Unit-IV-</b> Mixed Economy	
<b>Block III Industrial Policy</b>	<b>Unit-I-</b> Industrial Policy <b>Unit-II-</b> Historical perspective <b>Unit-III-</b> New industrial policy of India, <b>Unit-IV-</b> Socio-economic implications of Liberalization, Privatization and Globalization	
<b>Block IV International Business Environment</b>	<b>Unit-I-</b> Role of Government in Regulation <b>Unit-II-</b> Monetary and Fiscal Policy; EXIM Policy, FEMA; <b>Unit-III-</b> Overview of International BusinessEnvironment, <b>Unit-IV-</b> Trends in World Trade: WTO	
<b>Suggested Readings:</b>		
1. Francis Cherunilum, Business Environment		
2. K. Aswathapa, Business Environment		
Suggested Continuous Evaluation Methods: .....		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

Programme/Class: Degree	Year: Second	Semester: Fourth
Course/ paper- 10 (A)		
<b>Course Code: F010401T</b>	<b>Course Title: Supply Chain Management</b>	
<b>Course outcomes:</b> The objective of this paper is to give the basic knowledge about the Supply Chain Management for goods and services		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Introduction</b>	<b>Unit-I-</b> Introduction to Supply Chain Management, <b>Unit-II-</b> Key Drivers of Supply Chain Management, Typology of Supply Chains <b>Unit-III-</b> Cycle View of Supply Chain, <b>Unit-IV-</b> Problems in SCM and Suggested Solutions	
<b>Block II Demand Management</b>	<b>Unit-I-</b> Introduction to Demand Management, <b>Unit-II-</b> Demand Forecasting <b>Unit-III-</b> Supply Management <b>Unit-IV-</b> Use of Other Planning Strategies	
<b>Block III Benchmarking</b>	<b>Unit-I-</b> Introduction to Benchmarking <b>Unit-II-</b> Benchmarking Concepts <b>Unit-III-</b> Benchmarking Process, <b>Unit-IV-</b> Benchmarking Procedure	
<b>Block IV New Developments in SCM</b>	<b>Unit-I-</b> New Developments in Supply Chain Management, <b>Unit-II-</b> Outsourcing Supply Chain Operations, Co-Maker ship, <b>Unit-III-</b> The Role of E- Commerce in Supply Chain Management <b>Unit-IV-</b> Distribution Resource Planning	
<b>Suggested Readings:</b> 1. Supply Chain Management by Michel H Hungo 2. Supply Chain Management by Sunil Chopra		
Suggested Continuous Evaluation Methods: .....		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

Programme/Class: Degree	Year: Second	Semester: Fourth
Course/ paper- 10 (B)		
Course Code: F010401T	Course Title: Research Methodology	
<b>Course outcomes:</b> The objective of this paper is to give the basic knowledge about the Research Methodology		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Introduction</b>	<b>Unit-I-</b> Introduction to Research <b>Unit-II-</b> Research Process <b>Unit-III-</b> Research Designs <b>Unit-IV-</b> Sources of Error.	
<b>Block II Sampling Design</b>	<b>Unit-I-</b> Sampling Design <b>Unit-II-</b> Census & Sample Surveys; <b>Unit-III-</b> Steps in Sampling Design; <b>Unit-IV-</b> Types of Sample designs	
<b>Block III Processing &amp; Analysis of Data</b>	<b>Unit-I-</b> Processing & Analysis of Data <b>Unit-II-</b> Problems in processing; <b>Unit-III-</b> Types of analysis, <b>Unit-IV-</b> Hypothesis Testing	
<b>Block IV Presentation</b>	<b>Unit-I-</b> Presentation <b>Unit-II-</b> Layout of Research report <b>Unit-III-</b> Mechanism of writing a Research report <b>Unit-IV-</b> Use of MS Office in Report writing and making Presentations	
<b>Suggested Readings:</b> 1. C.R. Kothari, Research Methodology 2. Banerjee S. and Roy Ramendu, Fundamentals of Research Methodology		
Suggested Continuous Evaluation Methods: .....		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

Programme/Class: Degree	Year: Second	Semester: Fourth
Course/ paper- 11 (A)		
Course Code: F010402T	Course Title: Specialized Accounting	
<b>Course outcomes:</b> The objective of this paper is to give the basic knowledge about the specialized Accounting		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Non Trading Institutions</b>	<b>Unit-I-</b> Accounting of Non-trading Institutions <b>Unit-II-</b> Joint Venture <b>Unit-III-</b> Consignment <b>Unit-IV-</b> Journal & Ledger of Joint Venture & Consignment	
<b>Block II Banking &amp; General Insurance Companies</b>	<b>Unit-I-</b> Introduction to Accounts of Banking companies <b>Unit-II-</b> Balance sheet of Banking companies <b>Unit-III-</b> Introduction to General Insurance companies <b>Unit-IV-</b> Balance sheet General Insurance companies	
<b>Block III Departmental &amp; Branch Accounting</b>	<b>Unit-I-</b> Department account and Branch account. <b>Unit-II-</b> Accounts related to Hire Purchase <b>Unit-III-</b> Installment payment transactions, <b>Unit-IV-</b> Royalty Accounts	
<b>Block IV Partnership</b>	<b>Unit-I-</b> Partnership Accounts: Final Account, <b>Unit-II-</b> Reconstitution of Partnership firms <b>Unit-III-</b> admission, retirement and death of a partner, <b>Unit-IV-</b> Dissolution of Partnership(Excluding insolvency of Partner)	
<b>Text Books:</b> 1. Maheswari S.N, Maheswari K, Advanced Accounting Vol.1, Vikas Publishing; Eleventh 2. Agarwal B.D., Advanced Accounting, Pitambar Publishing, Seventeenth Edition 3. Jain & Narang, Financial Accounting, Kalyani Publishers; Twelfth edition Chakrawarti, K.S., Advanced Accounts		
<b>Reference Books:</b> 1. Debra C. Jeter, Paul K Chaney, Advanced Accounting, Wiley, Seventh Edition 2. Gupta M.P & Agarwal B.M, Advanced Accountancy Vol.1,Sultan Chand & Sons, Second Edition		
<b>Websites:</b> 1. <a href="https://www.icai.org/post.html?post_id=12433">https://www.icai.org/post.html?post_id=12433</a>		
<b>Suggested Continuous Evaluation Methods:</b> In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
<b>Suggested equivalent online courses:</b> .....		
<b>Further Suggestions:</b> .....		

Programme/Class: Degree	Year: Second	Semester: Fourth
<b>Course/ paper-11 (B)</b>		
<b>Course Code: F010402T</b>	<b>Course Title: Consumer Behaviour</b>	
<b>Course outcomes:</b> The objective of this paper is to give the basic knowledge about the consumer behaviour. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Consumer Behaviour Provide a Business Psychology, Entrepreneurship, Innovation, Research and Design. Helping Student learn about Public Approach of National and International Market.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Introduction</b>	<b>Unit-I-</b> CB, Consumer research process. <b>Unit-II-</b> Economic model, Psycho-analytic model, <b>Unit-III-</b> Sociological model, Howard & Seth model, <b>Unit-IV-</b> Nicosia model, Engel-Kollat-Blackwell Model	
<b>Block II Individual Determinants</b>	<b>Unit-I-</b> Individual determinants <b>Unit-II-</b> Perceptual process, <b>Unit-III-</b> Consumer learning process <b>Unit-IV-</b> Personality, self-concept.	
<b>Block III Consumer Decision Making</b>	<b>Unit-I-</b> Influences & Consumer Decision making <b>Unit-II-</b> Consumer Decision making process, <b>Unit-III-</b> Consumer Communication process, <b>Unit-IV-</b> Consumer satisfaction	
<b>Block IV Industrial Buying Behaviour</b>	<b>Unit-I-</b> Industrial Buying Behaviour <b>Unit-II-</b> factors influencing industrial markets, <b>Unit-III-</b> stages of industrial buying process, <b>Unit-IV-</b> Customer and marketing of services.	
<b>Suggested Readings:TEXT BOOKS:</b> 1. Suja. R. Nair, Consumer Behaviour in Indian Perspective 2. Schiffman & Kanuk, Consumer Behaviour 3. Louden & Bitta, Consumer Behaviour 4. Bennet & Kasarji, Consumer Behaviour		
Suggested Continuous Evaluation Methods: .....		
Suggested equivalent online courses: <ul style="list-style-type: none"> <li>• Brand Management: Aligning Business, Brand &amp; Behaviour (University of London)Coursera</li> <li>• Global Trends for Business and Society (University of Pennsylvania) Coursera.</li> <li>• Doing Business in China. (The Chinese University of HongKong) Coursera</li> </ul> .....		
Further Suggestions: .....		

Programme/Class: Degree	Year: Second	Semester: Fourth
<b>Course/ paper-12 (A)</b>		
<b>Course Code: F010403T</b>	<b>Course Title: Investment Analysis &amp; Portfolio Management</b>	
<b>Course outcomes:</b> The objective of this paper is to give the basic knowledge about the investment analysis and portfolio management subject 3(A)		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Investments</b>	<b>Unit-I-</b> Investments <b>Unit-II-</b> Process of investments analysis, <b>Unit-III-</b> concept of return and risk analysis, <b>Unit-IV-</b> measurement of return and risk	
<b>Block II Investment Alternatives</b>	<b>Unit-I-</b> Investment Alternatives <b>Unit-II-</b> Valuation of Fixed and Variable securities <b>Unit-III-</b> Non Security forms of Investment, Government Securities, <b>Unit-IV-</b> Mutual Fund, Real Estate and Gold.	
<b>Block III Fundamental Analysis</b>	<b>Unit-I-</b> Fundamental Analysis <b>Unit-II-</b> Economic analysis industry analysis <b>Unit-III-</b> Company analysis <b>Unit-IV-</b> Efficient Market Hypothesis	
<b>Block IV Portfolio Management</b>	<b>Unit-I-</b> Portfolio Management <b>Unit-II-</b> Risk and Return <b>Unit-III-</b> Portfolio Analysis <b>Unit-IV-</b> Effects of Combining securities	

**Textbooks:**

1. Chandra, P., "Investment Analysis and Portfolio Management", Tata McGraw Hill, 2021.
2. Reilly, F.K., "Investment Analysis and Portfolio Management", 11<sup>th</sup> edition.
3. Fisher, D.E. and Jordan, R.J. "Security Analysis and Portfolio Management", Pearson, 7th Edition.

**Reference Books:**

1. Dryden; Pike, R. and Bill, N., "Corporate Finance and Investment., Decisions and Strategies", Prentice Hall, 5th Edition.
2. Elton, E.J., Gruber, M.J., Brown S.J. and Goetzman, W., "Modern Portfolio Theory and Investment Analysis", 6th Ed., Wiley.

**Websites**

1. <https://www.investopedia.com>
2. <https://www.managementstudyguide.com>



Programme/Class: Degree	Year: Second	Semester: Fourth
Course/ paper- 12 (B)		
<b>Course Code: F010403T</b>	<b>Course Title: Company Law</b>	
<b>Course outcomes:</b> The objective of this paper is to give the basic knowledge about the Company Law		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
<b>Blocks</b>	<b>Topics</b>	
<b>Block I Introduction</b>	<b>Unit-I-</b> Introduction of Company, <b>Unit-II-</b> Promotion and Incorporation of Companies; <b>Unit-III-</b> Memorandum of Association, <b>Unit-IV-</b> Articles of Association, Prospectus.	
<b>Block II Shares</b>	<b>Unit-I-</b> Shares, <b>Unit-II-</b> Share Capital, <b>Unit-III-</b> Members, Transfer and Transmission of shares, <b>Unit-IV-</b> Directors	
<b>Block III Capital Management</b>	<b>Unit-I-</b> Capital Management; Borrowing powers, <b>Unit-II-</b> Mortgages and charges, <b>Unit-III-</b> Debentures, <b>Unit-IV-</b> Company Meetings	
<b>Block IV Powers &amp; Rights</b>	<b>Unit-I-</b> Majority Powers and minority rights, <b>Unit-II-</b> Prevention of oppression and mismanagement, <b>Unit-III-</b> Winding up of companies, <b>Unit-IV-</b> Kinds and Conduct of companies	
<b>Suggested Readings:</b>		
1. Grower L.C.B., Principles of Modern Company Law		
2. Ramaiya A., Guide to the Companies Act		
3. Singh, Avtar, Company Law		
4. Kuchhal, S.C., Modern Indian Company Law		
5. Kapoor, N.D., Company Law		

Programme/Class: Degree	Year: Third	Semester: Fifth
<b>Course/ paper-13 (A)</b>		
<b>Course Code: F010501T</b>	<b>Course Title: Income Tax</b>	
<b>Course outcomes:</b>		
<p>The aim of the course is to build knowledge, understanding about income tax among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Income Tax. The outcome of the course will be as follows –</p> <p>To provide knowledge about Income Tax Act.  To provide knowledge about gross income and taxable income.  To give an overview about different deductions and exemptions.</p>		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Indian Income Tax Act</b>	<b>Unit-I-</b> Indian Income Tax Act, 1961 <b>Unit-II-</b> Incomes <b>Unit-III-</b> Assessment Year, Previous Year, <b>Unit-IV-</b> Tax Evasion, Tax Avoidance.	
<b>Block II Basis of Charges</b>	<b>Unit-I-</b> Basis of Charge <b>Unit-II-</b> Total Income, <b>Unit-III-</b> Residence and Tax Liability, <b>Unit-IV-</b> Income which does not form part of Total Income.	
<b>Block III Heads of Income</b>	<b>Unit-I-</b> Income from Salaries, <b>Unit-II-</b> Income from House Property. <b>Unit-III-</b> Profit and Gains of Business or Profession, <b>Unit-IV-</b> Capital Gains, Income from other sources.	
<b>Block IV Aggregation of Income</b>	<b>Unit-I-</b> Aggregation of Income, <b>Unit-II-</b> Set off and Carry forward of losses, <b>Unit-III-</b> Deductions from gross total Income, <b>Unit-IV-</b> Computation of total Income and Tax liability.	
<b>Suggested Readings:</b>		
1. Mehrotra, H.C., Income Tax Law and Account 63 <sup>rd</sup> Edition 2022 2. Prasad, Bhagwati, Income Tax Law and Practice 2022 3. Chandra Mahesh and Shukla D.C., Income Tax Law and Practice 2022 4. Agarwal, B.K., Income Tax 2022 5. Jain, R.K., Income Tax 2022		
<b>Suggested Continuous Evaluation Methods:</b>		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses: .....		
Further Suggestions:.....		

Programme/Class: Degree	Year: Third	Semester: Fifth
<b>Course/ paper-13 (B)</b>		
<b>Course Code: F010501T</b>	<b>Course Title: Marketing Communication</b>	
<b>Course outcomes:</b>		
<p>The aim of the course is to build knowledge, understanding and skills in marketing communication among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about IMC and advertising and their role in overall promotion strategies of the firm. The outcome of the course will be as follows –</p> <ul style="list-style-type: none"> <li>• Apply an IMC approach in the development of an overall advertising and promotional plan.</li> <li>• Enhance creativity, critical thinking and analytical ability through developing an integrated marketing communication campaign</li> </ul>		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Marketing Communication</b>	<b>Unit-I-</b> Marketing Communication <b>Unit-II-</b> Integrated Marketing Communication (IMC) <b>Unit-III-</b> Advertising <b>Unit-IV-</b> Advertising Agencies,	
<b>Block II Process of Advertising</b>	<b>Unit-I-</b> Process in Advertising <b>Unit-II-</b> Hierarchy of effects model <b>Unit-III-</b> Advertising Budget <b>Unit-IV-</b> methods of advertising	
<b>Block III Advertising Creativity</b>	<b>Unit-I-</b> Advertising Creativity <b>Unit-II-</b> Creative strategy, Creative tactics, <b>Unit-III-</b> Advertising Appeals, USP theory of creativity, <b>Unit-IV-</b> Copywriting	
<b>Block IV Media Planning Strategy</b>	<b>Unit-I-</b> Media Planning and Strategy, <b>Unit-II-</b> Evaluation of media, media scheduling strategy, <b>Unit-III-</b> Evaluation of advertising effectiveness <b>Unit-IV-</b> Advertising research	
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. George E Belch &amp; Michael A Belch: Advertising and promotion- An integrated Marketing Communication Perspective-McGraw Hill Education 2009</li> <li>2. Chunawala &amp; Sethia : Foundations of Advertising Theory &amp; Practice; Himalaya Publishing House 2011</li> <li>3. Copley Paul: Marketing Communications Management Concepts &amp; theories, Cases and Practices; Butterworth Heinemann Publication.</li> <li>4. Aaker, David A. et al., Advertising Management, PHI,</li> </ol>		
<b>Suggested Continuous Evaluation Methods:</b>		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

Programme/Class: Degree	Year: Third	Semester: Fifth
<b>Course/ paper-14 (A)</b>		
<b>Course Code: F010502T</b>	<b>Course Title: Entrepreneurship and small business management</b>	
<b>Course outcomes:</b>		
<p>The aim of the course is to develop concept of entrepreneur and entrepreneurship among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about entrepreneurship and small businesses. The outcome of the course will be as follows –</p> <p>To provide knowledge about entrepreneurial concept  To provide knowledge about entrepreneurship development, EDPs and support system.  To give an overview about project and project report preparation  To give an overview about the small business.</p>		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Entrepreneurship</b>	<b>Unit-I-</b> Entrepreneurship <b>Unit-II-</b> Entrepreneurs <b>Unit-III-</b> WomenEntrepreneurs, <b>Unit-IV-</b> Rural Entrepreneurs	
<b>Block II Entrepreneurial Development</b>	<b>Unit-I-</b> Entrepreneurial Development <b>Unit-II-</b> Entrepreneurship development <b>Unit-III-</b> Entrepreneurial Development Programmes (EDP) <b>Unit-IV-</b> Institutional support to entrepreneurs	
<b>Block III Business Idea</b>	<b>Unit-I-</b> Business Idea <b>Unit-II-</b> Environmental analysis <b>Unit-III-</b> Project formulation, <b>Unit-IV-</b> Project report, project appraisal.	
<b>Block IV Small Business</b>	<b>Unit-I-</b> Small Business <b>Unit-II-</b> MSMED Act 2006, <b>Unit-III-</b> Strategic Planning <b>Unit-IV-</b> Incentives and subsidies	
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. Entrepreneurship 10th Ed (Indian Edition) 2016 by Robert Hisrich Michael Peters Dean Shepherd, McGraw Hill</li> <li>2. Khanka, S.S.; Entrepreneurial Development; S. Chand and Co. 2020</li> <li>3. Kumar, Arya; Entrepreneurship; Pearson Education.</li> <li>4. Desai, Vasant; Dynamics of Entrepreneurial Development and Management; Himalaya Publishing</li> <li>5. Blundel, R. and Lockett, N.; Exploring Entrepreneurship Practices and Perspectives; OxfordPublications.</li> </ol>		
<b>Suggested Continuous Evaluation Methods:</b>		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

Programme/Class: Degree	Year: Third	Semester: Fifth
<b>Course/ paper-14 (B)</b>		
Course Code: F010502T	Course Title: Sales management	
<b>Course outcomes:</b>		
The aim of the course is to build knowledge, understanding and skills in sales management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about sales management. The outcome of the course will be as follows –		
To provide knowledge about sales personnel and salesmanship.		
To provide knowledge about personal selling and focus light on the different perspectives of managing sales force.		
To give an overview about importance of sales force in organization.		
To give an overview about concept of distribution channels.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Blocks</b>	<b>Topics</b>	
<b>Block I Introduction</b>	<b>Unit-I-</b> Introduction to Sales Management <b>Unit-II-</b> Evolution of sales function, <b>Unit-III-</b> Objectives of sales management positions, <b>Unit-IV-</b> Functions of Sales manager and their relation with other executives.	
<b>Block II Salesmanship</b>	<b>Unit-I-</b> Salesmanship <b>Unit-II-</b> Sales executives <b>Unit-III-</b> Personal selling process, <b>Unit-IV-</b> Showroom & exhibition,	
<b>Block III Sales Organization</b>	<b>Unit-I-</b> Sales Organization <b>Unit-II-</b> Sales department external relations, <b>Unit-III-</b> Distributive network relations. <b>Unit-IV-</b> Sales Force Management	
<b>Block IV Network Management</b>	<b>Unit-I-</b> Distribution Network Management <b>Unit-II-</b> Factors affecting the choice of channel, <b>Unit-III-</b> Middleman <b>Unit-IV-</b> Concept of physical distribution system.	
<b>Suggested Readings:</b>		
1. Cundiff, Still, Govoni, Sales Management 2017		
2. Pradhan, Jakate, Mali, Salesmanship & Publicity 2016		
3. S.A. Chunawalla, Sales Management		
<b>Suggested Continuous Evaluation Methods:</b>		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

Programme/Class: Degree	Year: Third	Semester: Fifth
Course/ paper-15 (A)		
<b>Course Code: F010503T</b>	<b>Course Title: Industrial Relations &amp; Labour Laws</b>	
<p><b>Course outcomes:</b>  This course will help students identify and develop an overview of industrial relations. It also help in acquiring knowledge and understanding of Industrial Labour and General Laws.</p> <ul style="list-style-type: none"> <li>• Knowledge of Industrial Relation framework</li> <li>• Competency to understand the importance of Employee Relation within the perspective of Industrial Relation</li> <li>• Knowledge about relevant Laws of HR management</li> <li>• Competency to interpreted and implement the Labour Laws within organization</li> <li>• Competency to use Collective Bargaining and Grievance redressal Mechanism</li> </ul>		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Industrial Relation</b>	<b>Unit-I-</b> Industrial Relations <b>Unit-II-</b> Trade Unions <b>Unit-III-</b> Industrial disputes <b>Unit-IV-</b> Disputes Resolutions.	
<b>Block II Participative Management</b>	<b>Unit-I-</b> Participative Management <b>Unit-II-</b> Collective Bargaining <b>Unit-III-</b> Works Committee <b>Unit-IV-</b> Joint Management Councils	
<b>Block III Industrial Unrest</b>	<b>Unit-I-</b> Industrial unrest <b>Unit-II-</b> Employee dissatisfaction <b>Unit-III-</b> Grievances. <b>Unit-IV-</b> Discipline	
<b>Block IV Factories Act</b>	<b>Unit-I-</b> Factories Act <b>Unit-II-</b> Workmen's Compensation Act <b>Unit-III-</b> International Labor Organization <b>Unit-IV-</b> General provisions of Bonus Act and Gratuity Act	
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>5. Sreenivasan M.R - Industrial Relations &amp; Labor legislations. 2012</li> <li>6. Aswathappa K - Human Resource and Personnel Management. 2005</li> <li>7. Subba Rao P - Human Resource Management and Industrial Relations.</li> <li>8. Monoppa - Industrial Relations. 5. S.C. Srivastava, Industrial Relation of Labour Laws.</li> </ol>		
<p><b>Suggested Continuous Evaluation Methods:</b>  In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.</p>		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

Programme/Class: Degree	Year: Third	Semester: Fifth
Course/ paper-15 (B)		
<b>Course Code: F010503T</b>	<b>Course Title: Company Accounts</b>	
<b>Course outcomes:</b>		
<p>The aim of the course is to build knowledge, understanding and skills in the area of company accounts among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about accounting practices relevant to companies. The outcome of the course will be as follows-</p> <ul style="list-style-type: none"> <li>To understand joint stock companies and knowledge about shares and debentures.</li> <li>To have understanding about final accounts and accounting practices related to amalgamation.</li> </ul>		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Blocks</b>	<b>Topics</b>	
<b>Block I Joint Stock Companies</b>	<b>Unit-I-</b> Joint Stock Companies <b>Unit-II-</b> Forfeiture and Re-issue of shares, <b>Unit-III-</b> Redemption of preferenceshares, <b>Unit-IV-</b> Issue and Redemption of Debenture.	
<b>Block II Final Accounts</b>	<b>Unit-I-</b> Final Accounts <b>Unit-II-</b> Balance sheet of company <b>Unit-III-</b> Computation of managerial Remuneration <b>Unit-IV-</b> Disposal of profit.	
<b>Block III Amalgamation</b>	<b>Unit-I-</b> Accounting for Amalgamation of companies <b>Unit-II-</b> Accounting Standard 14 <b>Unit-III-</b> Accounting for Internal reconstruction <b>Unit-IV-</b> Liquidation of Company.	
<b>Block IV Holding Companies</b>	<b>Unit-I-</b> Consolidated Balance Sheet of Holding Companies <b>Unit-II-</b> Subsidiary Company <b>Unit-III-</b> Statement of Affairs and Deficiency/Surplus, <b>Unit-IV-</b> Receivers Receipt and Payment A/c.	
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>Gupta R.L. Radhaswamy M, Company Accounts 2021</li> <li>Maheshwari, S.N., Corporate Accounting 2022</li> <li>Monga J.R., Ahuja, Girish, and Sehgal Ashok, Financial Accounting</li> <li>Shukla, M.C., Grewal T.s. and Gupta, S.C. Advanced Accounts</li> </ol>		
<b>Suggested Continuous Evaluation Methods:</b>		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

Programme/Class: Degree	Year: Third	Semester: Sixth
<b>Course/ paper-16 (A)</b>		
<b>Course Code: F010601T</b>	<b>Course Title: Project Management</b>	
<b>Course outcomes:</b>		
<ul style="list-style-type: none"> <li>• Students will be able to understand the characteristics of Project and Project Management Knowledge</li> <li>• The students will understand the managerial process along with tools &amp; techniques used in Project management Knowledge</li> <li>• Students will understand the scheduling and monitoring process in Project. They will be able to apply PERT and CPM method for project scheduling</li> <li>• Students will understand the perspectives in which optimum decisions are to be taken in case of risks with planned activities in project</li> </ul>		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Project</b>	<b>Unit-I-</b> Introduction to Project <b>Unit-II-</b> Project Management Process <b>Unit-III-</b> Project Team <b>Unit-IV-</b> Project Organization.	
<b>Block II Project Identification &amp; Selection</b>	<b>Unit-I-</b> Project Identification & Selection <b>Unit-II-</b> Project Rating Index. <b>Unit-III-</b> Market & Demand Analysis Techniques <b>Unit-IV-</b> Project Risk Management	
<b>Block III Project Costing</b>	<b>Unit-I-</b> Project Costing <b>Unit-II-</b> Types of Costs <b>Unit-III-</b> Project Financing and Budgeting <b>Unit-IV-</b> Project Scheduling and Network Analysis	
<b>Block IV Monitoring &amp; Control</b>	<b>Unit-I-</b> Monitoring and Control: <b>Unit-II-</b> Planning- Monitoring and Control Cycle. <b>Unit-III-</b> Project Management Information System <b>Unit-IV-</b> Project Termination	
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. Project Management- A Managerial Approach: Jack R. Meredith Broyhill Samuel J. Mantel, Jr (John Wiley &amp; Sons) 2008</li> <li>2. Project Management : Mr. Sanjiv Marwah- (Wiley Dreamtech) 2011</li> <li>3. Project- Preparation, Appraisal, Budgeting and Implementation: Chandra Prasanna - (TMH)</li> <li>4. Project Management Core Text Book : M R Gopalan (Wiley)</li> <li>5. Quantitative Techniques in Management : N D Vohra (TMH)</li> <li>6. Entrepreneurship and Small Business Management : M B Shukla</li> </ol>		
Suggested Continuous Evaluation Methods:		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
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Further Suggestions:		
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Programme/Class: Degree	Year: Third	Semester: Sixth
<b>Course/ paper-16 (B)</b>		
<b>Course Code: F010601T</b>	<b>Course Title: Goods &amp; Service Tax</b>	
<b>Course outcomes:</b>		
<p>The aim of the course is to build knowledge and understanding about GST among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about GST. The outcome of the course will be as follows –</p> <p>To provide knowledge about indirect taxes before GST.  To provide knowledge about registration and documentation process under GST.  To give an overview about tax exemptions.  To give an overview about filing of GSTR.</p>		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Introduction</b>	<b>Unit-I-</b> Introduction to GST <b>Unit-II-</b> Concept of VAT <b>Unit-III-</b> Overview of GST <b>Unit-IV-</b> GST Council.	
<b>Block II Supply of Goods &amp; Services</b>	<b>Unit-I-</b> Supply of Goods and Services <b>Unit-II-</b> Place of Supply <b>Unit-III-</b> Import and Export; <b>Unit-IV-</b> Supplies of goods and services	
<b>Block III Registration &amp; Documentation</b>	<b>Unit-I-</b> Registration <b>Unit-II-</b> Exemption from Registration; Composition Scheme. <b>Unit-III-</b> Documentation <b>Unit-IV-</b> Returns	
<b>Block IV Input Tax Credit</b>	<b>Unit-I-</b> Input Tax Credit <b>Unit-II-</b> Payment of Tax <b>Unit-III-</b> E-Way Bill <b>Unit-IV-</b> GST Portal	
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. Anandaday Mishra, GST Law &amp; Procedure, Taxman. 2021</li> <li>2. Goods and Service Tax Acts. 2022</li> <li>3. Relevant Goods and Services Tax Rules. <i>Nitya Tax Associates Basics of GST Taxman</i></li> <li>4. Publication on GST by the Institute of Chartered Accountants of India (<a href="http://www.icai.org">www.icai.org</a>) 2022</li> <li>5. Publication on GST by the Central Board of Excise and Customs (<a href="http://www.cbec.org">www.cbec.org</a>). 2022</li> <li>6. Nitya Tax Associates Basics of GST Taxman</li> </ol>		
<b>Suggested Continuous Evaluation Methods:</b>		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

Programme/Class: Degree	Year: Third	Semester: Sixth
<b>Course/ paper-17 (A)</b>		
<b>Course Code: F010602T</b>	<b>Course Title: Auditing</b>	
<b>Course outcomes:</b>		
<p>The aim of the course is to build knowledge and understanding about Auditing among the student. The outcome of the course will be as follows –</p> <p>To provide knowledge about Auditing and its different types.</p> <p>To provide knowledge about audit procedure and audit of limited companies.</p> <p>Students will get an overview about special audit recent trends in auditing.</p>		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Introduction</b>	<b>Unit-I-</b> Introduction of Auditing <b>Unit-II-</b> Internal Audit <b>Unit-III-</b> Audit Programme <b>Unit-IV-</b> Routine Checking and Test Checking	
<b>Block II Internal Check System</b>	<b>Unit-I-</b> Internal Check System <b>Unit-II-</b> Internal Control <b>Unit-III-</b> Audit Procedure <b>Unit-IV-</b> Verification of Assets and Liabilities.	
<b>Block III Audit of Limited Companies</b>	<b>Unit-I-</b> Audit of Limited Companies <b>Unit-II-</b> Appointment, Powers, <b>Unit-III-</b> Duties and Liabilities. <b>Unit-IV-</b> Auditor's Report and Audit Certificate.	
<b>Block IV Special Audit</b>	<b>Unit-I-</b> Special Audit <b>Unit-II-</b> Audit of Insurance Companies, Educational Institutions & Cooperative Societies, <b>Unit-III-</b> Efficiency Audit, Social Audit <b>Unit-IV-</b> Recent trends in Auditing	
<b>Suggested Readings:</b>		
1. Basu B.K., An insight with Auditing 2017		
2. Gupta Kamal, Contemporary Auditing 2021		
<b>Suggested Continuous Evaluation Methods:</b>		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
<b>Suggested equivalent online courses:</b>		
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<b>Further Suggestions:</b>		
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Programme/Class: Degree	Year: Third	Semester: Sixth
Course/ paper-17 (B)		
<b>Course Code: F010602T</b>	<b>Course Title: International Trade</b>	
<b>Course outcomes:</b>		
The aim of the course is to build knowledge and understanding about International Trade among the student. The outcome of the course will be as follows –		
<ul style="list-style-type: none"> <li>• To provide knowledge about different methods of international trade.</li> <li>• To provide knowledge about international economic institutions.</li> <li>• Students will get an overview about India foreign trade and India's trade policy.</li> </ul>		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Introduction</b>	<b>Unit-I-</b> Introduction of international trade, <b>Unit-II-</b> International trade theories, <b>Unit-III-</b> Drivers of international trade <b>Unit-IV-</b> Recent trends in worldtrade.	
<b>Block II Foreign Trade</b>	<b>Unit-I-</b> Foreign trade <b>Unit-II-</b> balance of trade, <b>Unit-III-</b> balance of payments <b>Unit-IV-</b> free trade, forms and restrictions.	
<b>Block III International Institutions &amp; Groups</b>	<b>Unit-I-</b> International economic institutions <b>Unit-II-</b> IMF, World Bank, WTO <b>Unit-III-</b> Regional economic groupings <b>Unit-IV-</b> NAFTA, EU ASEAN, SAARC.	
<b>Block IV India's Foreign Trade</b>	<b>Unit-I-</b> India's foreign trade <b>Unit-II-</b> Institutional infrastructure for export promotion in India <b>Unit-III-</b> Projects & consultancy exports. <b>Unit-IV-</b> Trade Policy	
<b>Suggested Readings:</b>		
1. Varshney & Bhattacharya, International Marketing 2020		
<b>Suggested Continuous Evaluation Methods:</b>		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
<b>Suggested equivalent online courses:</b>		
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<b>Further Suggestions:</b>		
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Programme/Class: Degree	Year: Third	Semester: Sixth
Course/ paper-18 (A)		
<b>Course Code: F010603T</b>	<b>Course Title: Strategic Management</b>	
<b>Course outcomes:</b>		
The aim of the course is to build knowledge and understanding about Strategic Management among the student. The outcome of the course will be as follows –		
<ul style="list-style-type: none"> <li>• To develop analytical and administrative skills required for implementation of strategy.</li> <li>• To understand the Strategic management process and variables to address in change process</li> <li>• To relate the considerations involved in designing organizational structure</li> <li>• To assess organizational culture and apply best practices to develop strategy supportive culture</li> <li>• To appreciate the importance of values and ethics in organizational culture.</li> <li>• To exercise strategic leadership in effecting change.</li> </ul>		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Introduction</b>	<b>Unit-I-</b> Introduction to Strategic Management <b>Unit-II-</b> Principal managerial components of strategy execution process <b>Unit-III-</b> Competitive capabilities, <b>Unit-IV-</b> Matching organization structure to strategy	
<b>Block II Managing Internal Operations</b>	<b>Unit-I-</b> Managing internal operations <b>Unit-II-</b> Instituting policies and procedures <b>Unit-III-</b> TQM and six sigma quality programmes <b>Unit-IV-</b> Tying rewards and incentives to execution	
<b>Block III Corporate Culture</b>	<b>Unit-I-</b> Corporate Culture and leadership <b>Unit-II-</b> Aspects of healthy, unhealthy culture and adaptive culture, <b>Unit-III-</b> Changing a problem culture <b>Unit-IV-</b> Grounding the culture in core values and ethics	
<b>Block IV Strategic Evaluation &amp; Control</b>	<b>Unit-I-</b> Strategic Evaluation and Control <b>Unit-II-</b> Steps in strategic control process, <b>Unit-III-</b> Evaluation techniques for strategic control & operational control, <b>Unit-IV-</b> Balance Score card	
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"> <li>1. Lawrence, R. Jauch and William F. Glueck; Strategic Management and Business Policy, - McGraw – Hill 2014</li> <li>2. Wheelen &amp; Hunger, Concepts in Strategic Management and Business Policy, 12<sup>th</sup> edition, Pearson Education. 2011</li> <li>3. Kazmi, Azhar, (2008), Strategic Management and Business Policy, 3rd Edition, McGraw Hill Education.</li> <li>4. R. Srinivasan, Strategic Management the Indian context, Prentice Hall of India</li> <li>5. L. M. Prasad – Strategic Management – Sultan Chand 2015</li> </ol>		
<b>Suggested Continuous Evaluation Methods:</b>		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		

Programme/Class: Degree	Year: Third	Semester: Sixth
<b>Course/ paper-18 (B)</b>		
<b>Course Code: F010603T</b>	<b>Course Title: Training and Development</b>	
<b>Course outcomes:</b>		
<ul style="list-style-type: none"> <li>• The field of Training and Development and its role in optimizing performance.</li> <li>• Applying theoretical concepts and models to training design.</li> <li>• Designing training interventions using a variety of methodologies.</li> <li>• Evaluating the effectiveness of training &amp; development interventions.</li> <li>• Assessing whether training &amp; development is a viable career option.</li> </ul>		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
<b>Blocks</b>	<b>Units</b>	
<b>Block I Introduction</b>	<b>Unit-I-</b> Introduction of Training and Development <b>Unit-II-</b> Overview of training and development systems <b>Unit-III-</b> Organizing training department <b>Unit-IV-</b> Requisites of Effective Training.	
<b>Block II Training Needs Assessment</b>	<b>Unit-I-</b> Training Needs Assessment (TNA) <b>Unit-II-</b> The Need Assessment Process <b>Unit-III-</b> Output of TNA <b>Unit-IV-</b> Learning Theories.	
<b>Block III Training Program</b>	<b>Unit-I-</b> Designing, Conducting & Evaluation of Training Program <b>Unit-II-</b> System's Approach to Training <b>Unit-III-</b> Training Evaluation <b>Unit-IV-</b> Training Effectiveness Models	
<b>Block IV Executive Development</b>	<b>Unit-I-</b> Executive Development <b>Unit-II-</b> Management Development Program/ Executive Development Program <b>Unit-III-</b> Methods/ Techniques of Management Development Program, <b>Unit-IV-</b> Special Issues in Training & Development	
<b>Suggested Readings:</b>		
<b>12.</b> Noe, Raymond A., and Amitabh Deo Kodwani, Employee Training and Development, Tata McGraw Hill, 5th Edition, 2012. <b>13.</b> Rao VSP, Human Resource Management, Excel Books Publication, 3rd Edition. 2013. <b>14.</b> Rolf, P., and Udai Pareek, Training for Development, Sage Publications Pvt. Ltd. <b>15.</b> Jack J. Phillips, Hand book of Training Evaluation and Measurement Methods, Routledge. <b>16.</b> Dayal, Ishwar, Management Training in Organisations, Prentice Hal		
<b>Suggested Continuous Evaluation Methods:</b>		
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, and Group Discussions. This will instill in student a sense of decision making and practical learning.		
<b>Suggested equivalent online courses:</b> .....		
<b>Further Suggestions:</b> .....		