

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 programmes 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	F010101TODL	Business Economics	3	25	75	100
			B		Basic Accounting	3	25	75	100
	I	Course/paper-2	A	F010102TODL	Business Statistics	3	25	75	100
			B		Principles of Management	3	25	75	100
	I	Course/paper-3	A	F010103TODL	Business Ethics and Governance	3	25	75	100
			B		Computer Applications	3	25	75	100
1	II	Course/paper-4	A	F010201TODL	Organisational Behavior	3	25	75	100
			B		Business Finance	3	25	75	100
	II	Course/paper-5	A	F010202TODL	Human Resource Development	3	25	75	100
			B		Marketing Theory and Practices	3	25	75	100
	II	Course/paper-6	A	F010203TODL	Business Mathematics	3	25	75	100
			B		Advertising Management	3	25	75	100
2	III	Course/paper-7	A	F010301TODL	Management & Cost Accounting	3	25	75	100
			B		Business Law	3	25	75	100
	III	Course/paper-8	A	F010302TODL	Production Management	3	25	75	100
			B		Business Policy	3	25	75	100
	III	Course/paper-9	A	F010303TODL	Business Communication	3	25	75	100
			B		Business Environment	3	25	75	100
2	IV	Course/paper-10	A	F010401TODL	Supply Chain Management	3	25	75	100
			B		Research Methodology	3	25	75	100
	IV	Course/paper-11	A	F010402TODL	Specialised Accounting	3	25	75	100
			B		Consumer Behaviour	3	25	75	100
	IV	Course/paper-12	A	F010403TODL	Investment Analysis & Portfolio Management	3	25	75	100
			B		Company Law	3	25	75	100

3	V	Course/paper-13	A	F010501TODL	Income Tax	3	25	75	100
			B		Marketing Communication	3	25	75	100
	V	Course/paper-14	A	F010502TODL	Entrepreneurship and small business management	3	25	75	100
			B		Sales management	3	25	75	100
	V	Course/paper-15	A	F010503TODL	Industrial Relations & Labour Laws	3	25	75	100
			B		Company Accounts	3	25	75	100
3	VI	Course/paper-16	A	F010601TODL	Project Management	3	25	75	100
			B		Goods & Service Tax	3	25	75	100
	VI	Course/paper-17	A	F010602TODL	Auditing	3	25	75	100
			B		International Trade	3	25	75	100
	VI	Course/paper-18	A	F010603TODL	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.

- Self-Learning Materials (SLM), in print media, shall be developed.
- SLM would be self-explanatory, self-contained, self-directed, self-motivating and self-evaluating.
- There shall be a description of the credit value of each module or unit in the course.
- There shall be clear guidelines on academic integrity and netiquette (internet etiquette) expectations regarding activities, discussions and plagiarism.
- The audio-visual material will supplement and complement the Self Learning Materials and will be based on the curriculum structure.
- The level and style of presentation and languages should be simple and appropriate to facilitate e-learning.
- 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 open 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.

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.

A. 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 of your professional life might take.

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

- I. The programme is being offered by NAACA++ ranked Chhatrapati Shahu Ji Maharaj University,

Kanpur.

II. Highly qualified faculty who bring professional experience into the classroom.

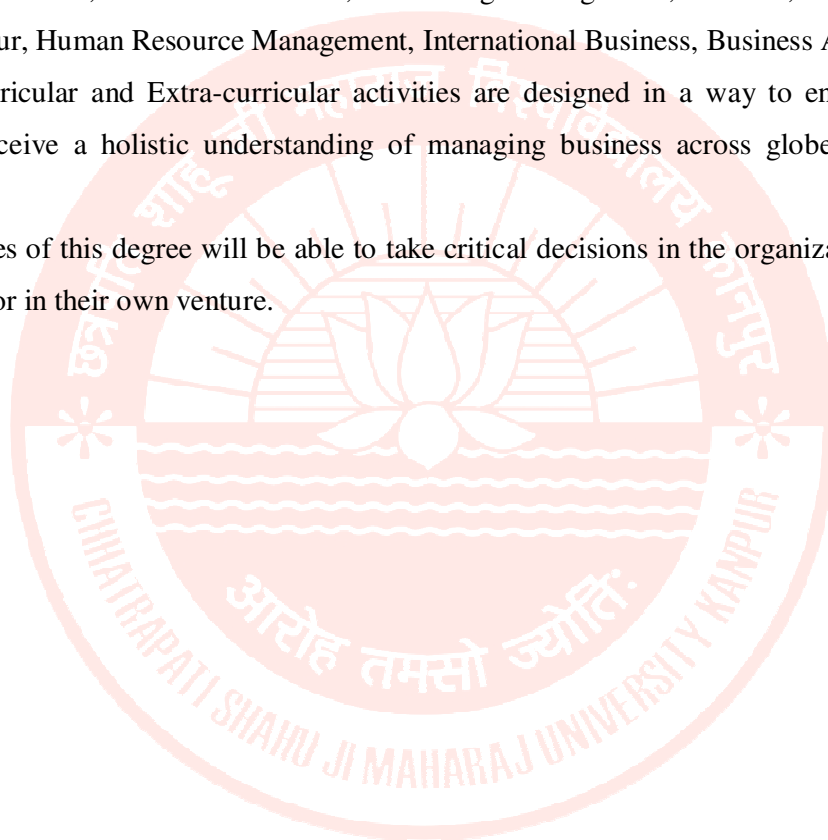
III. Relevant courses that are immediately applicable to the workplace.

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 Open and Distance Learning Programme

A large, faint watermark of the Chhatrapati Shahu Ji Maharaj University Kanpur logo is centered behind the title text. The logo is circular with a lotus flower in the center. The text 'CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY KANPUR' is written around the perimeter. In the center, above the lotus, is the Marathi text 'छत्रपति शाहू जी महाराज विश्वविद्यालय कानपुर' and below the lotus is 'आरोग्यं तमसो ज्योतिः'.

Programme/Class: Degree		Year:First	Semester: First
Course/paper-1(A)			
CourseCode:F010101TO DL		CourseTitle:BusinessEconomics	
Courseoutcomes: Theaimofthecourseistobuildknowledgeandunderstandingbusinesseconomicsamongthestudent.The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas aboutbusinesseconomics.Theoutcomeofthecoursewillbeasfollows– To provideknowledgeaboutbusinesseconomics.To provideknowledgeaboutDemandAnalysis.ToDetermineP roductionandcostanalysis. ToMakeawarewithpricingandprofitmanagement.			
Credits:3		Compulsory	
Max.Marks:25+75		Min.PassingMarks:	
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek):L-T-P:2-0-0			
Blocks	Units		
Block I Introduction	Unit-I- Introduction to Business Economics Unit-II relationshipofBusiness Economicswithothersubjects. Unit-III- FundamentalEconomicTools Unit-IV- Principleoftimeperspective,discounting and Equi-marginalprinciple.		
Block II Demand Analysis	Unit-I- Demand Analysis Unit-II- Law of demand & its determinants Unit-III- Elasticityofdemand Unit-IV- Demand Forecasting		
Block III Production and Cost Analysis	Unit-I- Production and Cost Analysis Unit-II- Production function Unit-III- Variouscostconceptsandclassification, Unit-IV- Cost outputrelationship ,Costcurves		
Block IV Pricing	Unit-I- Pricing Unit-II- Pricingunderdifferent market structures Unit-III- Pricediscriminationundermonopoly competition. Unit-IV- ProfitManagement&Inflation		
SuggestedReadings: 1. Varsney&Maheshwari,ManagerialEconomics 2. MotePaul&Gupta, ManagerialEconomics:Concepts&cases 3. D.N.Dwivedi,ManagerialEconomics 4. D.C.Huge,ManagerialEconomics 5. 5.Peterson&Lewis,ManagerialEconomics			
SuggestedContinuousEvaluationMethods: InadditiontothetheoreticalinputsthecoursewillbedeliveredthroughAssignments,Presentation,GroupDiscu ssions.Thiswillinstillinstudentasenseofdecisionmakingandpracticallearning.			
Suggestedequivalentonlinecourses:.....			
FurtherSuggestions:.....			

Programme/Class:Degree		Year:First		Semester:First	
Course/paper-1(B)					
CourseCode:F010101TODL		CourseTitle:BasicAccounting			
Courseoutcomes:					
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–					
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.					
Credits:3			Compulsory		
Max.Marks:25+75			Min.PassingMarks:		
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek):L-T-P:2-0-0					
Blocks		Units			
Block I Introduction		Unit-I- Introduction to accounting Unit-II- Accounting&bookkeeping. Unit-III- Various users of accounting information Unit-IV- Accounting Principles			
Block II Book Keeping		Unit-I- Accounting equation, Dual aspect of accounting Unit-II- Preparation of Journal and Cash book, Ledger and Trial balance, Subsidiary books of accounts. Unit-III- Rectification of errors Unit-IV- Preparation of BRS, Bills of exchange and promissory notes.			
Block III Final Account		Unit-I- Valuation of stocks, Unit-II- Accounting treatment of depreciation, Unit-III- Reserves and provisions, Unit-IV- Preparation of final accounts along with adjustment entries.			
Block IV Shares & Debentures		Unit-I- Issue of shares and debentures, Unit-II- Issue of bonus shares and right issue, Unit-III- Redemption of preference shares Unit-IV- Redemption of debentures.			
Text Books:					
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					
Reference Books:					
1. Agarwal B.D., Advanced Accounting, Pitambar Publishing, Seventeenth Edition 2. Maheswari S.N, Maheswari K, Advanced Accounting Vol.1, Vikas Publishing; Eleventh edition					
Websites:					
1. https://www.accounting.com/resources/basic-accounting-terms/ 2. https://open.umn.edu/opentextbooks/textbooks/4					
Suggested Continuous Evaluation Methods:					
In addition to the theoretical input, the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in students a sense of decision making and practical learning.					
Suggested equivalent online courses:.....					
Further Suggestions:.....					

Programme/Class:Degree	Year:First	Semester:First
Course/paper-2(A)		
CourseCode:F010102TODL	CourseTitle:BusinessStatistics	
Courseoutcomes: 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 the basic ideas about Business Statistics. The outcome of the course will be as follows– 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.		
Credits:3		Compulsory
Max.Marks:25+75		Min.PassingMarks:
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek): L-T-P:2-0-0		
Blocks	Units	
Block I Introduction	Unit-I- Introduction to Statistics Unit-II- Types of data Unit-III- Classification & Tabulation, Unit-IV- Frequency distribution & graphical representation.	
Block II Measures of Central Tendency	Unit-I- Measures of Central Tendency Unit-II- Measures of Variation-I Unit-III- Measures of Variation-II Unit-IV- Measures of Skewness & Kurtosis.	
Block III Correlation & Regression	Unit-I- Introduction to Correlation Unit-II- Coefficients of Correlation Unit-III- Introduction to Regression Unit-IV- Regression equations	
Block IV Probability	Unit-I- Introduction to Probability Unit-II- Introduction to Probability Distributions. Unit-III- Sampling: Methods & Errors Unit-IV- Introduction to Test of hypothesis	
Suggested Readings: • STATISTICAL METHODS Gupta S.P. and Gupta M.P. SULTANCHAND & SONS Forty Sixth Revised Edition, 2021 • Elhans, D.N.: Fundamental of Statistics. Publisher: Kitab Mahal; New Revised edition 2018); • Gupta C.B.: Institutional of Statistical Methods. Vikas Publishing 2004 Reference Books Statistics for Business and Economics by- James T. McClave, P. George Benson and Terry TSincich Dixon, W. J. and Massey, F. J. (1969). Introduction to Statistical Analysis, McGraw-Hill, New York. Websites https://www.statista.com/h https://mospi.gov.in/		
Suggested Continuous Evaluation Methods: In addition to the theoretical input, the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in students 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)		
CourseCode:F010102TO DL	CourseTitle:PrinciplesofManagement	
Courseoutcomes: The aim of the course is to build knowledge and understanding about principles of managementamong the student. The course seeks to give detailed knowledge aboutthe subject matterby instillingthem basic ideas about management. The outcome of the course will be as follows – To provideknowledgeaboutmanagement anditsprinciples. To provide knowledge about Managerial functions. To make aware with management thinkers and theircontributions.		
Credits:3		Compulsory
Max.Marks:25+75	Min.PassingMarks:	
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek): L-T-P: 2-0-0		
Blocks	Units	
Block I Introduction	Unit-I- Introduction to Management Concepts Unit-II- Management & implications in business Unit-III- Management Theories Unit-IV- ManagementVs. administration.	
Block II Planning	Unit-I- Planning Concept Unit-II- Planningprocess Unit-III- ConceptofDecisionMaking Unit-IV- Decision Making techniques & processes	
Block III Organizing	Unit-I- Organizing concept Unit-II- Typesof Organization Unit-III- Authorityandresponsibility, Unit-IV- CentralizationandDecentralization,SpanofControl.	
Block IV Directing, Coordination & Controlling	Unit-I- Directing Concept Unit-II- Conceptandtypes of Coordination, Unit-II- Concepts ofleadership,Supervision,MotivationandCommunication. Unit-IV- Controlling Concept	
SuggestedReadings: 1. PagareDinkar,PrinciplesofManagement 2. PrasadL.M.,PrinciplesandPractice ofManagement 3. SatyaNarayanandRawVSP, Principles and PracticeofManagement 4. SrivastavaandChunawalla,ManagementPrinciplesandPractice		
SuggestedContinuousEvaluationMethods: Inadditiontothetheoretical inputsthecoursewillbedeliveredthroughAssignments,Presentation,GroupDiscussions.Thiswillinstillinstudentasense of decisionmakingandpracticallearning.		
Suggestedequivalentonlinecourses:		
FurtherSuggestions:		



Programme/Class:Degree	Year:First	Semester:First
Course/paper-3(A)		
CourseCode:F010103T ODL	CourseTitle:BusinessEthics andGovernance	
Courseoutcomes: The aim of the course is to build knowledge and understanding Business Ethics among the student Thecourse seeks to give detailed knowledge about the subject matter by instilling them basic ideas about BusinessEthics.Theoutcomeofthecoursewillbe asfollows– Todevelopunderstandingofbusiness ethicsandvalues. Toproviderelationshipbetweenethicsandcorporateexcellence. TogiveanoverviewaboutGandhianphilosophyandsocialresponsibility.		
Credits:3		Compulsory
Max.Marks:25+75		Min.PassingMarks:
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek): L-T-P: 2-0-0		
Blocks	Units	
Block I Introduction	Unit-I- Introduction to Business Ethics Unit-II- Values and behavior;developmentofethics, Unit-III- Relevanceofethicsandvaluesinbusiness, Unit-IV- Argumentsagainstbusiness ethics.	
Block II Work life in Indian Philosophy	Unit-I- Work life in Indian Philosophy Unit-II- Indian valuesforthe work place, Work-life balance Unit-II- EthosofVedantain Management, Unit-IV- Hierarchismasanorganizational value.	
Block III Relationshipbet weenEthics&Co rporateExcellenc e	Unit-I- RelationshipbetweenEthics&CorporateExcellence Unit-II- Code of Ethics, Organizational Culture, TQM. Unit-III- GandhianPhilosophyofWealthManagement, Philosophyof Trusteeship, Unit-IV- Conceptofknowledge managementand wisdommanagement.	
Block IV CorporateSocial Responsibility	Unit-I- CorporateSocial Responsibility Unit-II- SocialResponsibilityofbusiness withrespecttodifferentstakeholders, Unit-III- ArgumentsforandagainstSocialresponsibilityofbusiness, Unit-IV- Social Audit.	
Text books : 1. Business Ethics and Governance by Himalayan Publishing House (Edition 2017) 2. Business Ethics and Governance by SPBD Publicatuons (Edition 2021)		
Reference Books : 1. KaurTripat,Values &EthicsinManagement, GalgotiaPublishers (Edition 2012). 2. Business Ethics and corporate governance , Pearson (Edition 2012)		
Websites : https://theintactone.com/2019/09/01/ccsubba-107-business-ethics/ https://www.researchgate.net/publication/365289153 BUSINESS ETHICS AND CORPORATE GOVERNANCE EXCLUSIVE PARTNER		
SuggestedContinuousEvaluationMethods: Inadditiontothetheoretical inputsthecoursewillbedeliveredthroughAssignments,Presentation,GroupDiscussions.Thiswillinstillinstudenta sense of decisionmakingandpracticallearning. Suggestedequivalentonlinecourses:		
FurtherSuggestions:		

Programme/Class:Degree	Year:First	Semester:First
Course/paper-3(B)		
CourseCode:F010103TODL	CourseTitle:ComputerApplications	
Courseoutcomes:		
Theaimofthecourseistobuildknowledge,understandingComputerApplicationsamongthestudent.ThecourseseekstogivedetailedknowledgeaboutthesubjectmatterbyinstillingthembasicideasaboutComputerApplications.The outcomeofthecourse will beasfollows –		
Toprovideknowledgeaboutcomputerandits application.		
Toprovideknowledge aboutcomponentsandworkingoncomputer.		
To giveanoverviewaboutsoftwaresystem andDatabasemanagement.		
Credits:3	Compulsory	
Max.Marks:25+75	Min.PassingMarks:	
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek): L-T-P: 2-0-0		
Blocks	Units	
Block I Introduction	Unit-I- Introduction to Computer Application Unit-II- IndiancomputingEnvironment,ManagementofdataprocessingsystemsUnit-III- Programmesdevelopmentcycle,flowcharting,InputOutputanalysis Unit-IV- SoftwareDevelopment process.	
Block II Generation of Computer	Unit-I- Componentsofacomputersystem, Unit-II- Generationsofcomputerandcomputerlanguages Unit-III- PC-softwarePackages, Unit-IV- AnIntroductiontoDisk Operatingssystem andwindows	
Block III Text Processing, Spreadsheet & Presentation	Unit-I- TextProcessingsoftware, Unit-II- Introductiontospreadsheetsoftware Unit-III- Modesofdataprocessing,Reportgeneration, Unit-IV- Presentationgraphics	
Block IV DBMS & Networking	Unit-I- Computer software system, files design & Reportdesign Unit-II- DataHierarchy,Useof files in Programming. Unit-III- RelevanceofDatabasemanagementsystem,databasemanager, Unit-IV- Datacommunicationnetworking	
SuggestedReadings:		
1. P.K.Sinha& P.Sinha,Computer Fundamentals,BPBPpublication 2. V.Rajaraman,ComputerFundamentals,PHI 3. Tannenbaum,ComputerApplicationsandNetworks 4. ‘O’Brien,ManagementInformationSystems		
SuggestedContinuousEvaluationMethods:		
Inadditiontothetheoretical inputsthecoursewillbedeliveredthroughAssignments,Presentation,GroupDiscussions.Thiswillinstillinstudentasense of decisionmakingandpracticallearning.		
Suggestedequivalentonlinecourses:		
.....		
FurtherSuggestions:		
.....		

Programme/Class: Degree	Year:First	Semester: Second
Course/paper-4(A)		
CourseCode:F010201TODL	CourseTitle:Organizational Behavior	
Courseoutcomes: 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– To provide knowledge about Organizational Behavior. To provide knowledge about individual and group behavior. To give an overview about change in organization and QWL.		
Credits:3		Compulsory
Max.Marks:25+75		Min.PassingMarks:
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek): L-T-P:2-0-0		
Blocks	Units	
Block I Introduction	Unit-I- Introduction:NatureandscopeofOB, Unit-II- Challengesandopportunities for OB, Unit-III- OrganizationGoals,ModelsofOB, Unit-IV- ImpactofGlobalandCulturaldiversityonOB.	
Block II Individual Behavior	Unit-I- IndividualBehavior:concept,Personality, Unit-II- Perceptionanditsroleinindividualdecisionmaking, Learning Unit-III- Motivation, Hierarchyofneedstheory,TheoryXandY, Unit-IV- Motivation-Hygienetheory,Vroom'sexpectancytheory.	
Block III Behavior Dynamics	Unit-I- Behavior Dynamics Concepts Unit-II- Leadership &ItsTheories Unit-III- Group Behavior Unit-IV- Contemporaryissues inmanagingteams	
Block IV Management of Change	Unit-I- ManagementofChange & OD Unit-II- Resistancetochange,Approaches to managing organizational change, Unit-III- Organizational effectiveness, Organizationalculture Unit-IV- Qualityof worklife,Recentadvancesin OB.	
SuggestedReadings:		
Text books:		
1. Stephen P. Robbins and Timothy A. Judge (2019),Essentials of Organizational Behavior (14 th ed.)Pearson publication..		
2. K. Aswathappa (2018) OrganisationalBehavior ,Himalaya Publishing House.		
3. Prasad, L. M.Sultan S. Chand, OrganisationalBehaviour		
Reference books::		
1. John Newstrom(2015)Organizational Behavior: Human Behavior at Work (14 th ed.) McGraw-Hill Education.		
2. FredLuthans(2010)Organizational Behavior(12 th ed.) McGraw-Hill Education.		
Website:		
https://epgp.inflibnet.ac.in/		
SuggestedContinuousEvaluationMethods:		
Inadditiontothetheoretical inputsthe coursewillbedeliveredthroughAssignments,Presentation,GroupDiscussions.This willinstillinstudent asenseofdecisionmaking andpracticallearning.		
Suggestedequivalentonlinecourses:		
FurtherSuggestions:		
.....		

Programme/Class: Degree		Year: First	Semester: Second
Course/paper-4 (B)			
CourseCode:F010201TOD L		CourseTitle: BusinessFinance	
Courseoutcomes: The aim of the course is to build knowledge and understanding of Business Finance among the student. Thecourse seeks to give detailed knowledge about the subject matter by instilling them basic ideas aboutBusiness Finance.The outcome of the course willbe as follows– To provideknowledgeaboutbusinessfinanceandinvestmentdecisions.To provideknowledgeaboutfinancinganddividenddecision. To giveanoverviewaboutworkingcapital.			
Cedits: 3		Compulsory	
Max.Marks:25+75		Min.PassingMarks:	
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek):L-T-P:2-0-0			
Blocks	Units		
Block I Introduction to Financial Concepts	Unit-I- IntroductiontoBusinessFinance Unit-II- Objectivesoffinancialmanagement Unit-III- TimeValueofMoney Unit-IV- InvestmentDecisions		
Block II Financing Decision	Unit-I- Introduction to Financing Decision Unit-II- Consequences andremediesof over andunder capitalization Unit-III- Cost of Capital Unit-IV- Capitalstructure theories		
Block III Dividend Decision	Unit-I- Concepts of Dividend Decision Unit-II- Relevanceofdividenddecision, Unit-III- Dividend Modelsand Policy		
Block IV Working Capital	Unit-I- Concepts and Management of Working Capital Unit-II- Approaches to the financing of current Assets		
Text Book: • Maheshwari, S. N., Maheshwari, S. K., &Maheshwari, C. S. K. (2022). <i>Financial and Management accounting</i>. Sultan Chand & Sons. • Kishore, R. M. (2009). <i>Financial Management: Comprehensive Text Book with Case Studies</i>. Taxmann. • Khan, M. Y., Jain, P. K., Khan, M. Y., & Jain, P. K. (2013). <i>Financial management</i>. Tata McGraw-Hill.			
Reference Book: 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.			
SuggestedContinuousEvaluationMethods: InadditiontothetheoreticalinputsthecoursewillbedeliveredthroughAssignments,Presentation, GroupDiscussions.Thiswillinstillinstudentasenseofdecisionmakingandpracticallearning.			
Suggestedequivalentonline courses:			
FurtherSuggestions:			

Programme/Class:Degree		Year:First	Semester:Second
Course/paper-5(A)			
CourseCode:F010202T ODL		CourseTitle:HumanResourceDevelopment	
Courseoutcomes: The aim of the course is to build knowledge and understanding of Human Resource Development among thestudent. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideasaboutHumanResourceDevelopment.Theoutcome ofthecoursewillbeasfollows– ToprovideknowledgeaboutHRDconceptsandotheraspects.Toprovide knowledgeaboutpotentialappraisal. TogiveanoverviewaboutJobEnrichment andQualitycircles. Tomakeawarewithhumanresourceaccounting.			
Credits:3		Compulsory	
Max.Marks:25+75		Min.PassingMarks:	
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek): L-T-P: 2-0-0			
Blocks	Units		
Block I Introduction	Unit-I- HRDConcept Unit-II- BenefitsanditsdistinctionfromHRM, focusof HRDSystem, Unit-III- StructureofHRDSystem, RoleofHRD manpower. Unit-IV- ManagementDevelopmentConcept		
Block II Potential Appraisal	Unit-I- Potential Appraisal Concept Unit-II- Methods and Obstacles of Potential Appraisal. Unit-III- Training Unit-IV- Trainingmethods		
Block III Job Enrichment	Unit-I- JobEnrichmentConcept Unit-II- Jobenrichment Unit-III- Quality Circles Unit-IV- Trade unionand workers		
Block IV HRA	Unit-I- HRA Concept Unit-II- Management of careers. Unit-III- Stress Management Unit-IV- Consequencesof stress,managing stress.		
Text books : 1. Human Resource Development by S.Chand& Sons (Edition 2013) 2. Human Resource Development by SPBD Publications (Edition 2022)			
Reference Books : 1. Pearson , HumanResourceManagement (16 th edition) 2. Wiley , Future of HumanResource Management (2019) 3. K Aswathappa , Human resource management (9 th Edition) 4. V.S.P Rao , Human resource management (2 nd edition)			
Websites : https://www.whatishumanresource.com/human-resource-development https://theintactone.com/2022/08/10/human-resource-development-csjmu-nep-bba-notes/			
SuggestedContinuousEvaluationMethods: Inadditiontothetheoretical inputsthecoursewillbedeliveredthroughAssignments,Presentation,GroupDiscussions.Thiswillinstillinstudentasenseof decisionmakingandpracticallearning.			
Suggestedequivalentonlinecourses:			
FurtherSuggestions:			

Programme/Class:Degree	Year:First	Semester:Second
Course/paper-5(B)		
CourseCode:F010202TODL	CourseTitle:MarketingTheoryandPractices	
Courseoutcomes: Theaimof the courseis tobuildknowledgeandunderstandingofMarketingmanagementamongthestudent. The course seeks to give detailed knowledge about the subject matter by instilling them basicideasaboutMarketingTheoryandPractices. Theoutcome ofthe course will beasfollows– ToprovideknowledgeaboutMarketingTheoryandPractices. Toprovideknowledgeaboutmarketsegmentationandmarketingmix.Togivean overview about marketingresearch.		
Credits:3		Compulsory
Max.Marks:25+75		Min.PassingMarks:
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek): L-T-P: 2-0-0		
Blocks	Units	
Block I Introduction	Unit-I- IntroductiontoMarketing Unit-II- MarketingManagement Concepts Unit-III- Coreconceptsofmarketing. Unit-IV- Orientationof marketerstowardsthemarketplace	
Block II Consumer Behaviour	Unit-I- Introduction to Consumer Behaviour Unit-II- Factors influencing Consumerbehaviour. Unit-III- MarketingInformationSystem Unit-IV- MarketingResearch	
Block III Market Segmentation	Unit-I- Marketsegmentation Unit-II- Basisofsegmentation in marketing; Unit-IV- MarketTargeting Unit-IV- Positioning	
Block IV Marketing Mix	Unit-I- Product Mix. Unit-II- Distribution Unit-III- Pricing Unit-IV- Promotion	
SuggestedReadings: 1. PhilipKotler,MarketingMgt.(PHI) Pearson Education India; Fifteenth edition (1 January 2015) 2. Etzet,Walker,Stanton,Marketing Mcgraw-Hill College; 13th edition (1 June 2004) 3. RajanSaxena,MarketingManagement McGraw-Hill; Sixth edition (16 November 2019)		
SuggestedContinuousEvaluationMethods: Inadditiontothetheoretical inputsthecoursewillbedeliveredthroughAssignments,Presentation,GroupDiscussions.Thiswillinstillinstudentasense of decisionmakingandpracticallearning.		
Suggestedequivalentonlinecourses: Digital Marketing Course, Email Marketing Certification Course, Social Media Marketing		
FurtherSuggestions:		

Programme/Class:Degree	Year:First	Semester:Second
Course/paper-6(A)		
CourseCode:F010203TODL	CourseTitle: BusinessMathematics	
Courseoutcomes: 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 – To provide knowledge about Mathematics and its use in business. To make able about mathematical calculations. To learn about the use of set theory and calculus in business.		
Credits:3	Compulsory	
Max.Marks:25+75	Min.PassingMarks:	
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek): L-T-P: 2-0-0		
Blocks	Units	
Block I Matrix	Unit-I- Introduction to Matrix Unit-II- Addition, Subtraction, Multiplication of Matrix, Unit-III- Use of Matrix in Business, Mathematical Induction. Unit-IV- Inverse of Matrix, Rank of Matrix	
Block II Series	Unit-I- Percentage Unit-II Ratio and Proportion, Average, Unit-III- Mathematical Series Unit-IV- Simple Interest & Compound Interest	
Block III Sets	Unit-I- Set theory Unit-II- Universal Set, Union of Sets, Inter-section of Sets, Unit-III- Use of set theory in business, Unit-IV- Permutation & Combination.	
Block IV Differentiation & Integration	Unit-I- Concept of Differentiation and Integration, Unit-II- Maxima and Minima in Differentiation, Unit-III- Application of Differentiation in Business Unit-IV- Application of Integration in Business (No proof of theorems, etc.)	
Text Books: 1. Business Mathematics, SBPD Publication, First Edition 2. Zamiruddin, Business Mathematics, S Chand; Second edition 3. Mehta & Madnani, Mathematics for Economics, Lakshmi Narain Agarwal Educational Publishers; 2017th edition		
Reference Books: 1. Mongia, Mathematics for Economics, S Chand; Second edition 2. Raghavachari, Mathematics for Management, McGraw-Hill Education – Europe, First Edition		
Websites: 1. https://collegedunia.com/exams/business-mathematics-articleid-7405 2. https://infinitylearn.com/surge/maths/business-mathematics/		
Suggested Continuous Evaluation Methods: In addition to the theoretical input, the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in students a sense of decision making and practical learning.		
Suggested equivalent online courses:		

Further Suggestions:		
Programme/Class: Degree	Year: First	Semester: Second
Course/paper-6(B)		
Course Code: F010203 TODL	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 the 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		
Blocks	Units	
Block I Introduction	Unit-I- Introduction to Advertising Unit-II- Scope in business Unit-III- Role of advertising in social and economic development of India Unit-IV- Ethics and truths in Indian Advertising.	
Block II Communication Mix	Unit-I- Integrated Communication Mix (IMC) Unit-II- Communication process, Unit-III- Communication mix Unit-IV- Branding	
Block III Promotional Objective	Unit-I- Promotion Mix Unit-II- Determination of promotional objectives, Unit-III- Setting objective DAGMAR; Unit-IV- Advertising Budget	
Block IV Advertising Copy	Unit-I- Advertising Copy Unit-II- Media planning Unit-III- Advertising Unit-IV- 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)			
CourseCode:F010301TODL		CourseTitle:Management&CostAccounting	
Courseoutcomes: Theobjectiveofthis paperistogivethebasicknowledgeabouttheManagement andcost accounting			
Credits:3		Compulsory	
Max.Marks:25+75		Min.PassingMarks:	
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek):L-T-P:3-3-0			
Blocks	Units		
Block I Introduction	Unit-I- ManagementAccounting Unit-II- Income statement and Balance Sheet of a manufacturer, Unit-III- Classification of costs Unit-IV- ManufacturingManagementprinciples		
Block II Manufacturing & Job Order costing	Unit-I- ManufacturingAccounting Unit-II- CostAccountingsystem using perpetualinventorysystem Unit-III- JobOrderCostaccounting Unit-IV- Processcostaccounting,		
Block III CVP & BEP Analysis	Unit-I- Cost- Volume – Profit Analysis Unit-II- Break-Even Analysis, Unit-III- Sensitivityanalysis, Unit-IV- Computing multiproductB.E.P		
Block IV Budgeting	Unit-I- Budgeting process Unit-II- Masterbudget Unit-III- Variances Unit-IV- Managerial decisionsinadditionordeletionofproduct. /department		
Text Books:			
1. MaheshwariS.N.,AdvancedProblem andSolutions inCostAccounting, Sultan Chand & Sons, Ninth Edition			
2. Khan&Jain,ManagementAccounting, McGraw-Hill, Eighth Edition			
3. Shukla M.C, Gupta M.P & Grewal T.S, Cost Accounting, Sultan Chand & Sons, Second Edition			
Reference Books:			
1. Gupta, S.P.,ManagementAccounting, SahityaBhawan Publications, Tenth Edition			
2. JawaharLal, SeemaSrivastava& Manisha Singh, Cost Accounting, McGraw-Hill; Sixth edition			
Websites:			
1. https://www.icsi.edu/media/webmodules/publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf			
2. https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8-New.pdf			
SuggestedContinuousEvaluationMethods: Inadditiontothetheoretical inputsthecoursewillbedeliveredthroughAssignments,Presentation,GroupDiscussions.Thiswillinstillinstudentasense of decisionmakingandpracticallearning.			
Suggestedequivalentonlinecourses:			
FurtherSuggestions:			

Programme/Class:Degree		Year:Second	Semester:Third
Course/paper-7(B)			
CourseCode:F010301TOD L		CourseTitle:BusinessLaw	
Courseoutcomes: Theobjectiveofthispaperistogivethebasic knowledgeabouttherules andregulationofexecutionofBusiness.			
Credits:3		Compulsory	
Max.Marks:25+75		Min.PassingMarks:	
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek):L-T-P:3-2-1			
Blocks	Units		
Block I The Indian Contract Act	Unit-I- TheIndianContractAct1872 Unit-II- EssentialofAValid Contract Unit-III- Agreement,PerformanceofContracts, Unit-IV- BreachofContract&Remedies,Quasi-Contracts		
Block II The Sale of Goods Act	Unit-I- The Saleof GoodAct,1930 Unit-II- Conditions&Warranties, Unit-III- RightsofanUnpaidSeller, Unit-IV- PerformanceoftheContractofSale		
Block III The Negotiable Instruments Act	Unit-I- TheNegotiableInstrumentsAct,1881 Unit-II- NegotiationandAssignment, Holder-in-DueCourse, Unit-III- Dishonor and Discharge of Negotiable Instrument; Unit-IV- Arbitration		
Block IV The Companies Act	Unit-I- TheCompaniesAct,1956 Unit-II- Formationof Companies, Unit-III- MemorandumandArticlesofAssociation,Prospectus, Unit-IV- Sharecapital,Membership		
SuggestedReadings:			
1. AvatarSingh,CompanyLaw			
2. Khergamwalla,JS,TheNegotiableInstrumentAct			
3. RamayaA,AGuidetoCompaniesAct			
4. TutejaSK,BusinessLawforManagers			
SuggestedContinuousEvaluationMethods:			
Suggestedequivalentonlinecourses:			
FurtherSuggestions:			

Programme/Class:Degree	Year:Second	Semester:Third
Course/paper-8(A)		
CourseCode:F010302TODL	CourseTitle:ProductionManagement	
Courseoutcomes: 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.PassingMarks:
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek):L-T-P:3-2-1		
Blocks	Units	
Block I Introduction	Unit-I- Introduction to Production Management Unit-II- Production Process; Unit-III- Production Unit-IV- Recent Technology used in Production	
Block II Forecasting	Unit-I- Concept of Forecasting Unit-II- Objectives of Forecasting, Unit-III- Classification of Forecasting; Unit-IV- Qualitative and Quantitative Techniques of Forecasting	
Block III Product Design & Development	Unit-I- Product Selection Unit-II- Product Design and Development, Unit-III- Origin of the Product Idea Unit-IV- Modifying the Existing Products, Sources of Product	
Block IV Production Planning & Control	Unit-I- Production Planning and Control (PPC) Unit-II- Elements of Production Planning, Unit-III- Strategy of Production Planning, Aggregate Planning; Unit-IV- Main Functions of Production Planning and Control (PPC)	
Suggested Readings: 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)		
CourseCode:F010302TODL	CourseTitle:BusinessPolicy	
Courseoutcomes: 1. To understand the nature of top management functions and their imperatives. 2. To deduce strategy 3. To perform SWOT analysis 4. Recommend strategy 5. Perform analysis of corporate business portfolio and recommend changes.		
Credits:3		Compulsory
Max.Marks:25+75		Min.PassingMarks:
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek):L-T-P:3-2-1		
Blocks	Units	
Block I Introduction	Unit-I- Introduction to Business Policy Unit-II- The concept of strategy Unit-III- Deducing strategy and articulating Unit-IV- Strategic Intent	
Block II External & Internal Environment	Unit-I- Analysis of External environment-PESTLE Unit-II- Industry analysis Unit-III- Analysis of Internal capability Unit-IV- Relevance of social responsibility	
Block III Growth Strategies	Unit-I- Business Strategies and Corporate strategies. Unit-II- External Vs. Internal growth options Unit-III- Growth strategies Unit-IV- Retrenchment	
Block IV Strategic Choice	Unit-I- Strategic Choice Unit-II- Concept of Portfolio balance, Unit-III- Display matrices Unit-IV- Factors contributing to business Strength	
Suggested Readings: 1. Gluek & Jauch, Corporate Strategy 2. Hatton & Hatton, Strategic Management 3. Christian, Anderson, Bower Business Policy 4. McCarthy, Ininchiello, Curran Business Policy & Strategy 5. Azhar Kazmi, Business Policy		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		

Programme/Class:Degree		Year:Second	Semester:Third
Course/paper-9(A)			
CourseCode:F010303TOD L		CourseTitle:BusinessCommunication	
Courseoutcomes: Theobjectiveof this paperistogivethebasicknowledge abouttheBusinessCommunication			
Credits:3		Compulsory	
Max.Marks:25+75		Min.PassingMarks:	
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek):L-T-P:3-3-0			
Blocks	Units		
Block I Introduction	Unit-I- Introduction toBusinesscommunication, Unit-II- Formsof Communication, Unit-III- Communicationmodelandprocess, Unit-IV- PrinciplesofEffectiveCommunication		
Block II Corporate Communication	Unit-I- CorporateCommunication Unit-II- Networks, Grapevine, Unit-III- BarriersinCommunication, Unit-IV- Groupsdiscussion,MockInterviews,Seminars,Individualand Group Presentations		
Block III Business Letters	Unit-I- Essential of effective Business letters Unit-II- Oral & Non-verbal communication Unit-III- ConductingSurveys;Body Language Unit-IV- WritingResume,LetterandApplication;		
Block IV Modern forms of Communication	Unit-I- Modernforms ofcommunication, Unit-II- Internationalcommunication, Unit-III- Cultural sensitivenessandculturalcontext, Unit-IV- Writingandpresentingininternational situations		
SuggestedReadings:			
Text Books:			
1. The Art & Science of Business Communication' by P.D Chaturvedi&MukeshChaturvedi (June 2017)			
2. Bapat&Davar,ATextbookofBusinessCorrespondence			
3. BhendeD.S.,BusinessCommunication			
Reference Books:			
1. Effective Business Communication by Herta Murphy and Jane Thomas (2008)			
2. DavidBerio,TheProcessofCommunication			
3. Gowd&Dixit,AdvanceCommercialCorrespondence			
4. GurkyJ.M.,AReaderinHumanCommunication			
Suggestedequivalentonlinecourses:			
1. Effective Communication Skills by Robert King			
2. Communication Skill by Oxford, 2015			

Programme/Class: Degree	Year: Second	Semester: Third
Course/paper-9(B)		
CourseCode:F010303TODL	CourseTitle:BusinessEnvironment	
Courseoutcomes: Theobjectiveofthis paperistogivethebasicknowledgeaboutthebusinessenvironmentinindustry		
Credits:3	Compulsory	
Max.Marks:25+75	Min.PassingMarks:	
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek):L-T-P:3-2-1		
Blocks	Units	
Block I Introduction	Unit-I- Introduction to Business Environment Unit-II- Components of Business environment, Unit-III- Factor affecting Business Environment, Unit-IV- Micro and Macroenvironment.	
Block II Economics Systems	Unit-I- Capitalism, Unit-II- Socialism, Unit-III- Communism, Unit-IV- MixedEconomy	
Block III Industrial Policy	Unit-I- IndustrialPolicy Unit-II- Historicalperspective Unit-III- Newindustrialpolicyof India, Unit-IV- Socio-economicimplicationsof Liberalization, Privatizationand Globalization	
Block IV International Business Environment	Unit-I- Role of Government in Regulation Unit-II- Monetary andFiscalPolicy;EXIMPolicy,FEMA; Unit-III- OverviewofInternationalBusinessEnvironment, Unit-IV- Trends inWorldTrade:WTO	
SuggestedReadings: 1. FrancisCherunilum,BusinessEnvironment 2. K.As wathapa,BusinessEnvironment		
SuggestedContinuousEvaluationMethods:		
Suggestedequivalentonlinecourses:		
FurtherSuggestions:		

Programme/Class:Degree	Year:Second	Semester:Fourth
Course/paper-10(A)		
CourseCode:F010401TODL	CourseTitle:SupplyChainManagement	
Courseoutcomes: Theobjectiveofthispaperistogivethebasic knowledgeabouttheSupplyChainManagementforgoodsandservices		
Credits:3	Compulsory	
Max.Marks:25+75	Min.PassingMarks:	
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek):L-T-P:3-2-1		
Blocks	Units	
Block I Introduction	Unit-I- Introduction to SupplyChainManagement, Unit-II- Key Driversof SupplyChain Management, TypologyofSupplyChains Unit-III- CycleViewofSupplyChain, Unit-IV- ProblemsinSCMand Suggested Solutions	
Block II Demand Management	Unit-I- Introduction toDemandManagement, Unit-II- DemandForecasting Unit-III- Supply Management Unit-IV- UseofOther PlanningStrategies	
Block III Benchmarking	Unit-I- Introduction to Benchmarking Unit-II- BenchmarkingConcepts Unit-III- BenchmarkingProcess, Unit-IV- Benchmarking Procedure	
Block IV New Developments in SCM	Unit-I- New Developments in Supply Chain Management, Unit-II- OutsourcingSupply Chain Operations, Co-Maker ship, Unit-III- The Role of E- Commerce in SupplyChainManagement Unit-IV- Distribution Resource Planning	
SuggestedReadings: 1. SupplyChainManagementbyMichelHHungo 2. SupplyChainManagementbySunilChopra		
SuggestedContinuousEvaluationMethods:		
Suggestedequivalentonlinecourses:		
FurtherSuggestions:		

Programme/Class:Degree	Year:Second	Semester:Fourth
Course/paper-10(B)		
CourseCode:F010401TODL	CourseTitle:ResearchMethodology	
Courseoutcomes: Theobjectiveofthis paperistogivethebasicknowledgeabouttheResearchMethodology		
Credits:3		Compulsory
Max.Marks:25+75		Min.PassingMarks:
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek):L-T-P:3-3-0		
Blocks	Units	
Block I Introduction	Unit-I- Introduction to Research Unit-II- Research Process Unit-III- Research Designs Unit-IV- SourcesofError.	
Block II Sampling Design	Unit-I- SamplingDesign Unit-II- Census&SampleSurveys; Unit-III- StepsinSamplingDesign; Unit-IV- TypesofSample designs	
Block III Processing & Analysis of Data	Unit-I- Processing&Analysis ofData Unit-II- Problemsinprocessing; Unit-III- Typesofanalysis, Unit-IV- HypothesisTesting	
Block IV Presentation	Unit-I- Presentation Unit-II- LayoutofResearch report Unit-III- Mechanism of writing a Research report Unit-IV- Use of MS Office in Report writing andmakingPresentations	
SuggestedReadings: 1. C.R.Kothari,ResearchMethodology 2. BanerjeeS.and RoyRamendu, Fundamentals of ResearchMethodology		
SuggestedContinuousEvaluationMethods:		
Suggestedequivalentonlinecourses:		
FurtherSuggestions:		

Programme/Class:Degree	Year:Second	Semester:Fourth
Course/paper-11(A)		
CourseCode:F010402TO DL	CourseTitle: SpecializedAccounting	
Courseoutcomes: Theobjectiveofthis paperistogivethebasicknowledgeaboutthespecializedAccounting		
Credits:3	Compulsory	
Max.Marks:25+75	Min.PassingMarks:	
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek):L-T-P:3-3-0		
Blocks	Units	
Block I Non Trading Institutions	Unit-I- AccountingofNon-tradingInstitutions Unit-II- Joint Venture Unit-III- Consignment Unit-IV- Journal & Ledger of Joint Venture & Consignment	
Block II Banking & General Insurance Companies	Unit-I- Introduction to AccountsofBankingcompanies Unit-II- Balance sheet of Banking companies Unit-III- Introduction to GeneralInsurancecompanies Unit-IV- Balance sheet General Insurance companies	
Block III Departmental & Branch Accounting	Unit-I- DepartmentaccountandBranchaccount. Unit-II- AccountsrelatedtoHirePurchase Unit-III- Installmentpayment transactions, Unit-IV- Royalty Accounts	
Block IV Partnership	Unit-I- PartnershipAccounts:FinalAccount, Unit-II- ReconstitutionofPartnershipfirms Unit-III- admission,retirementanddeathofapartner, Unit-IV- DissolutionofPartnership(Excluding insolvencyofPartner)	
Text Books:		
1. Maheswari S.N, Maheswari K, Advanced Accounting Vol.1, Vikas Publishing; Eleventh		
2. AgarwalB.D.,AdvancedAccounting, Pitambar Publishing, Seventeenth Edition		
3. Jain&Narang,Financial Accounting, Kalyani Publishers; Twelfth edition Chakrawarti,K.S.,AdvancedAccounts		
Reference Books:		
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		
Websites:		
1. https://www.icaai.org/post.html?post_id=12433		
SuggestedContinuousEvaluationMethods:		
Inadditiontothetheoretical inputsthecoursewillbedeliveredthroughAssignments,Presentation,GroupDiscussions.Thiswillinstillinstudentasense of decisionmakingandpracticallearning.		
Suggestedequivalentonlinecourses:		
.....		
FurtherSuggestions:		
.....		

Programme/Class: Degree	Year: Second	Semester: Fourth
Course/paper-11(B)		
CourseCode:F010402T ODL	CourseTitle:ConsumerBehaviour	
Courseoutcomes: Theobjectiveofthispaperistogivethebasicknowledgeabout the consumerbehaviour.Thecourseseekstogive detailed knowledge about the subject matter by instilling them basic ideas about Consumer BehaviourProvideaBusinessPsychology, Entrepreneurship,Innovation,ResearchandDesign. HelpingStudentlearnaboutPublic ApproachofNationaland InternationalMarket.		
Credits:3	Compulsory	
Max.Marks:25+75	Min.PassingMarks:	
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek):L-T-P:3-3-0		
Blocks	Units	
Block I Introduction	Unit-I- CB,Consumerresearchprocess. Unit-II- Economicmodel,Psycho-analyticmodel, Unit-III- Sociologicalmodel,Howard&Sethmodel, Unit-IV- Nicosiamodel, Engel-Kollat-Blackwell Model	
Block II Individual Determinants	Unit-I- Individualdeterminants Unit-II- Perceptualprocess, Unit-III- Consumerlearningprocess Unit-IV- Personality,self-concept.	
Block III Consumer Decision Making	Unit-I- Influences&ConsumerDecisionmaking Unit-II- ConsumerDecisionmakingprocess, Unit-III- ConsumerCommunicationprocess, Unit-IV- Consumer satisfaction	
Block IV Industrial Buying Behaviour	Unit-I- Industrial Buying Behaviour Unit-II- factors influencing industrialmarkets, Unit-III- stagesofindustrialbuyingprocess, Unit-IV- Customerandmarketingof services.	
SuggestedReadings:TEXTBOOKS: 1. Suja.R.Nair,ConsumerBehaviourinIndianPerspective 2. Schiffman&Kanuk,ConsumerBehaviour 3. Louden&Bitta,ConsumerBehaviour 4. Bennet&Kasarji,ConsumerBehaviour		
SuggestedContinuousEvaluationMethods:		
Suggestedequivalentonlinecourses: • BrandManagement: AligningBusiness,Brand&Behaviour(UniversityofLondon)Coursera • GlobalTrendsfor BusinessandSociety(UniversityofPennsylvania)Coursera. • DoingBusinessinChina.(The ChineseUniversityofHongKong) Coursera		
FurtherSuggestions:		

Programme/Class:Degree	Year:Second	Semester:Fourth
Course/paper-12(A)		
CourseCode:F010403TODL	CourseTitle:InvestmentAnalysis&PortfolioManagement	
Courseoutcomes: 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.PassingMarks:	
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek):L-T-P:3-2-1		
Blocks	Units	
Block I Investments	Unit-I- Investments Unit-II- Processofinvestmentsanalysis, Unit-III- conceptofreturnandriskanalysis, Unit-IV- measurementofreturnandrisk	
Block II Investment Alternatives	Unit-I- InvestmentAlternatives Unit-II- ValuationofFixedandVariablesecurities Unit-III- NonSecurityforms of Investment,Government Securities, Unit-IV- MutualFund,RealEstateandGold.	
Block III Fundamental Analysis	Unit-I- Fundamental Analysis Unit-II- Economic analysis industry analysis Unit-III- Companyanalysis Unit-IV- Efficient MarketHypothesis	
Block IV Portfolio Management	Unit-I- PortfolioManagement Unit-II- RiskandReturn Unit-III- Portfolio Analysis Unit-IV- EffectsofCombiningsecurities	

Textbooks:

1. Chandra, P., "Investment Analysis and Portfolio Management", Tata McGraw Hill, 2021.
2. Reilly, F.K., "Investment Analysis and Portfolio Management", 11th 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)			
CourseCode:F 010403TODL	CourseTitle:Company Law		
Courseoutcomes: Theobjectiveofthispaperistogivethebasic knowledgeaboutthe CompanyLaw			
Credits:3		Compulsory	
Max.Marks:25+75		Min.PassingMarks:	
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek):L-T-P:3-2-1			
Blocks	Topics		
Block I Introduction	Unit-I- IntroductionofCompany, Unit-II- PromotionandIncorporationof Companies; Unit-III- MemorandumofAssociation, Unit-IV- ArticlesofAssociation,Prospectus.		
Block II Shares	Unit-I- Shares, Unit-II- ShareCapital, Unit-III- Members,TransferandTransmissionofshares, Unit-IV- Directors		
Block III Capital Management	Unit-I- CapitalManagement;Borrowingpowers, Unit-II- Mortgagesandcharges, Unit-III- Debentures, Unit-IV- CompanyMeetings		
Block IV Powers & Rights	Unit-I- Majority Powers and minority rights, Unit-II- Prevention of oppressionand mismanagement, Unit-III- Windingupofcompanies, Unit-IV- KindsandConduct of companies		
SuggestedReadings:			
1. GrowerL.C.B.,Principlesof ModernCompanyLaw			
2. RamaiyaA.,GuidetotheCompaniesAct			
3. Singh,Avtar,CompanyLaw			
4. Kuchhal,S.C.,ModernIndianCompanyLaw			
5. Kapoor,N.D.,CompanyLaw			

Programme/Class:Degree	Year:Third	Semester:Fifth
Course/paper-13(A)		
CourseCode:F010501TOD L	Course Title:IncomeTax	
Courseoutcomes: The aim of the course is to build knowledge, understanding about income tax among the student. The course seekstogivedetailedknowledgeaboutthesubjectmatterbyinstillingthembasicideasaboutIncomeTax. The outcomeof thecoursewillbe asfollows– To provideknowledgeaboutIncomeTaxAct. To provide knowledge about gross income and taxable income. To giveanoverviewaboutdifferentdeductionsandexemptions.		
Credits:3	Compu Isory	
Max.Marks:25+75	Min.PassingMarks:	
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek):L-T-P:2-0-0		
Blocks	Units	
Block I Indian Income Tax Act	Unit-I- IndianIncomeTaxAct,1961 Unit-II- Incomes Unit-III- Assessment Year,Previous Year, Unit-IV- Tax Evasion, TaxAvoidance.	
Block II Basis of Charges	Unit-I- BasisofCharge Unit-II- Total Income, Unit-III- ResidenceandTaxLiability, Unit-IV- Incomewhichdoesnot formpart of Total Income.	
Block III Heads of Income	Unit-I- IncomefromSalaries, Unit-II- IncomefromHouseProperty. Unit-III- ProfitandGainsofBusinessor Profession, Unit-IV- CapitalGains, Income from othersources.	
Block IV Aggregation of Income	Unit-I- AggregationofIncome, Unit-II- Setoffand Carryforwardoflosses, Unit-III- DeductionsfromgrosstotalIncome, Unit-IV- Computationoftotal Incomeand Tax liability.	
SuggestedReadings: 1. Mehrotra,H.C.,IncomeTaxLawandAccount 63 rd Edition 2022 2. Prasad,Bhagwati,Income Tax Law andPractice 2022 3. ChandraMaheshandShukla D.C.,Income Tax LawandPractice 2022 4. Agarwal,B.K., IncomeTax 2022 5. Jain,R.K., IncomeTax 2022		
SuggestedContinuousEvaluationMethods: Inadditiontothetheoretical inputsthe coursewillbedeliveredthroughAssignments,Presentation,GroupDiscussions.This willinstillinstudent asenseofdecisionmaking andpracticallearning.		
Suggestedequivalentonlinecourses:.....		
Further Suggestions:.....		

Programme/Class:Degree		Year:Third	Semester:Fifth
Course/paper-13(B)			
CourseCode:F010501TODL		CourseTitle:MarketingCommunication	
Courseoutcomes: The aim of the course is to build knowledge, understanding and skills in marketing communication amongthe student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideasabout IMCandadvertisingandtheirroleinoverallpromotionstrategiesofthefirm.Theoutcomeofthecoursewillbe asfollows– • ApplyanIMCapproachinthedevelopment ofan overall advertisingand promotionalplan. • Enhancecreativity,criticalthinkingandanalytical abilitythrough developinganintegratedmarketingcommunicationcampaign			
Credits:3		Compulsory	
Max.Marks:25+75		Min.PassingMarks:	
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek):L-T-P:2-0-0			
Blocks	Units		
Block I Marketing Communication	Unit-I- Marketing Communication Unit-II- Integrated MarketingCommunication (IMC) Unit-III- Advertising Unit-IV- AdvertisingAgencies,		
Block II Process of Advertising	Unit-I- Process in Advertising Unit-II- Hierarchyofeffectsmode Unit-III- AdvertisingBudget Unit-IV- methods of advertising		
Block III Advertising Creativity	Unit-I- Advertising Creativity Unit-II- Creative strategy, Creative tactics, Unit-III- AdvertisingAppeals,USPtheoryofcreativity, Unit-IV- Copywriting		
Block IV Media Planning Strategy	Unit-I- MediaPlanningandStrategy, Unit-II- Evaluationofmedia,mediaschedulingstrategy, Unit-III- Evaluationofadvertisingeffectiveness Unit-IV- Advertising research		
SuggestedReadings: 1. GeorgeEBelch&MichaelABelch:Advertisingandpromotion- AnintegratedMarketingCommunicationPerspective-McGrawHillEducation 2009 2. Chunawala&Sethia:Foundations ofAdvertisingTheory& Practice;HimalayaPublishingHouse 2011 3. CopleyPaul:MarketingCommunicationsManagementConcepts&theories,CasesandPractices;Butte rworthHeinemann Publication. 4. Aaker,David A.etal., AdvertisingManagement,PHI,			
SuggestedContinuousEvaluationMethods: Inadditiontothetheoretical inputsthe coursewillbedeliveredthroughAssignments,Presentation,GroupDiscussions.This willinstillinstudent asenseofdecisionmaking andpracticallearning.			
Suggestedequivalentonlinecourses:.....			
Further Suggestions:			

Programme/Class:Degree	Year:Third	Semester:Fifth
Course/paper-14(A)		
CourseCode:F010502TOD L	CourseTitle:Entrepreneurshipandsmallbusinessmanagement	
Courseoutcomes: Theaimofthecourseistodevelopconceptofentrepreneurandentrepreneurshipamongthestudent.Thecourseseekstogivedetailedknowledgeaboutthesubjectmatterbyinstillingthembasicideasaboutentrepreneurshipand small businesses.Theoutcomeofthecoursewillbeasfollows– Toprovideknowledgeaboutentrepreneurialconcept To provide knowledgeabout entrepreneurshipdevelopment,EDPsand supportsystem.Togiveanoverviewaboutprojectandproject reportpreparation Togivean overviewaboutthesmallbusiness.		
Credits:3		Compulsory
Max.Marks:25+75		Min.PassingMarks:
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek):L-T-P:2-0-0		
Blocks	Units	
Block I Entrepreneurship	Unit-I- Entrepreneurship Unit-II- Entrepreneurs Unit-III- WomenEntrepreneurs, Unit-IV- Rural Entrepreneurs	
Block II Entrepreneurial Development	Unit-I- Entrepreneurial Development Unit-II- Entrepreneurship development Unit-III- EntrepreneurialDevelopmentProgrammes(EDP) Unit-IV- Institutionalsupporttoentrepreneurs	
Block III Business Idea	Unit-I- BusinessIdea Unit-II- Environmentalanalysis Unit-III- Projectformulation, Unit-IV- Projectreport, projectappraisal.	
Block IV Small Business	Unit-I- SmallBusiness Unit-II- MSMEDAct 2006, Unit-III- StrategicPlanning Unit-IV- Incentivesandsubsidies	
SuggestedReadings: 1. Entrepreneurship10thEd(IndianEdition)2016byRobertHisrichMichaelPetersDeanShepherd,McGr awHill 2. Khanka,S.S.;EntrepreneurialDevelopment;S.ChandandCo. 2020 3. Kumar,Arya;Entrepreneurship;PearsonEducation. 4. Desai,Vasant;DynamicsofEntrepreneurialDevelopmentandManagement;HimalayaPublishing 5. Blundel,R.andLockett,N.;ExploringEntrepreneurshipPracticesandPerspectives;OxfordPublications.		
SuggestedContinuousEvaluationMethods: Inadditiontothetheoretical inputsthe coursewillbedeliveredthroughAssignments,Presentation,GroupDiscussions.This willinstillinstudent asenseofdecisionmaking andpracticallearning.		
Suggestedequivalentonlinecourses:.....		
Further Suggestions:		

Programme/Class:Degree	Year:Third	Semester:Fifth
Course/paper-14(B)		
Course Code:F010502TODL	CourseTitle: Salesmanagement	
Courseoutcomes: Theaimofthecourseistobuildknowledge,understandingandskillsinsalesmanagementamongthestudent.The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about salesmanagement.Theoutcomeof thecourse willbeasfollows– Toprovideknowledgeaboutsalespersonnelandsalesmanship. Toprovideknowledgeaboutpersonalsellingandfocuslightonthedifferentperspectivesofmanagingsalesforce. Togivean overviewaboutimportanceofsalesforceinorganization. Togiveanoverviewaboutconcept ofdistributionchannels.		
Credits:3	Compulsory	
Max.Marks:25+75	Min.PassingMarks:	
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek):L-T-P:2-0-0		
Blocks	Topics	
Block I Introduction	Unit-I- IntroductiontoSalesManagement Unit-II- Evolutionofsalesfunction, Unit-III- Objectivesofsalesmanagementpositions, Unit-IV- FunctionsofSalesmanagerandtheir relationwith otherexecutives.	
Block II Salesmanship	Unit-I- Salesmanship Unit-II- Salesexecutives Unit-III- Personalsellingprocess, Unit-IV- Showroom&exhibition,	
Block III Sales Organization	Unit-I- SalesOrganization Unit-II- Sales department external relations, Unit-III- Distributive networkrelations. Unit-IV- SalesForceManagement	
Block IV Network Management	Unit-I- DistributionNetworkManagement Unit-II- Factors affectingthechoiceof channel, Unit-III- Middleman Unit-IV- Conceptofphysical distribution system.	
SuggestedReadings: 1. Cundiff,Still,Govoni,SalesManagement 2017 2. Pradhan,Jakate,Mali,Salesmanship&Publicity 2016 3. S.A.Chunawalla,SalesManagement		
SuggestedContinuousEvaluationMethods: Inadditiontothetheoretical inputsthe coursewillbedeliveredthroughAssignments,Presentation,GroupDiscussions.Thiswill instillinstudentasenseof decisionmakingandpracticallearning.		
Suggestedequivalentonlinecourses:.....		
Further Suggestions:		

Programme/Class:Degree	Year:Third	Semester:Fifth
Course/paper-15(A)		
CourseCode:F010503TODL	CourseTitle:IndustrialRelations&LabourLaws	
Courseoutcomes: This coursewillhelpstudentsidentifyanddevelop anoverviewof industrialrelations.Italsohelpinacquiringknowledgeandunderstanding ofIndustrialLabourandGeneralLaws. • KnowledgeofIndustrialRelationframework • CompetencytounderstandtheimportanceofEmployeeRelationwithintheperspective ofIndustrialRelation • Knowledge about relevantLawsofHRmanagement • Competencytointerpretedand implement the LabourLawswithinorganization • CompetencytouseCollectiveBargainingandGrievanceredressalMechanism		
Credits:3		Compulsory
Max.Marks:25+75		Min.PassingMarks:
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek):L-T-P:2-0-0		
Blocks	Units	
Block I Industrial Relation	Unit-I- IndustrialRelations Unit-II- TradeUnions Unit-III- Industrial disputes Unit-IV- DisputesResolutions.	
Block II Participative Management	Unit-I- Participative Management Unit-II- Collective Bargaining Unit-III- WorksCommittee Unit-IV- Joint ManagementCouncils	
Block III Industrial Unrest	Unit-I- Industrialunrest Unit-II- Employeeedissatisfaction Unit-III- Grievances. Unit-IV- Discipline	
Block IV Factories Act	Unit-I- Factories Act Unit-II- Workmen’sCompensationAct Unit-III- InternationalLaborOrganization Unit-IV- GeneralprovisionsofBonus Act andGratuityAct	
SuggestedReadings: 5. SreenivasanM.R -Industrial Relations & Laborlegislations. 2012 6. Aswathappa K-Human ResourceandPersonnelManagement. 2005 7. SubbaRaoP-HumanResourceManagementand IndustrialRelations. 8. Monoppa-IndustrialRelations. 5.S.C.Srivastava,IndustrialRelationof LabourLaws.		
SuggestedContinuousEvaluationMethods: Inadditiontothetheoretical inputsthe coursewillbedeliveredthroughAssignments,Presentation,GroupDiscussions.This willinstillinstudent asenseofdecisionmaking andpracticallearning.		
Suggestedequivalentonlinecourses:.....		
Further Suggestions:		

Programme/Class:Degree	Year:Third	Semester:Fifth
Course/paper-15(B)		
CourseCode:F010503TODL	CourseTitle:CompanyAccounts	
Courseoutcomes: The aim of the course is to build knowledge, understanding and skills in the area of company accountsamong the student. The course seeks to give detailed knowledge about the subject matter by instilling thembasicideasaboutaccountingpracticesrelevanttocompanies.Theoutcomeofthecoursewill beasfollows-		
• To understand joint stock companies and knowledge about shares and debentures. • To have understanding about final accounts and accounting practices related to amalgamation.		
Credits:3	Compulsory	
Max.Marks:25+75	Min.PassingMarks:	
TotalNo.ofLectures-Tutorials-Practical(in hours per week):L-T-P:2-0-0		
Blocks	Topics	
Block I Joint Stock Companies	Unit-I- Joint Stock Companies Unit-II- Forfeiture and Re-issue of shares, Unit-III- Redemption of preference shares, Unit-IV- Issue and Redemption of Debenture.	
Block II Final Accounts	Unit-I- Final Accounts Unit-II- Balance sheet of company Unit-III- Computation of managerial Remuneration Unit-IV- Disposal of profit.	
Block III Amalgamation	Unit-I- Accounting for Amalgamation of companies Unit-II- Accounting Standard 14 Unit-III- Accounting for Internal reconstruction Unit-IV- Liquidation of Company.	
Block IV Holding Companies	Unit-I- Consolidated Balance Sheet of Holding Companies Unit-II- Subsidiary Company Unit-III- Statement of Affairs and Deficiency/Surplus, Unit-IV- Receivers Receipt and Payment A/c.	
Suggested Readings: 1. Gupta R.L. Radhaswamy M, Company Accounts 2021 2. Maheshwari, S.N., Corporate Accounting 2022 3. Monga J.R., Ahuja, Girish, and Sehgal Ashok, Financial Accounting 4. Shukla, M.C., Grewal T.s. and Gupta, S.C. Advanced Accounts		
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:Third	Semester:Sixth
Course/paper-16(A)			
CourseCode:F010601TOD L		CourseTitle:ProjectManagement	
Courseoutcomes: • Studentswillbeabletounderstandthecharacteristics ofProject andProjectManagementKnowledge • Thestudentswillunderstandthemanagerialprocessalongwithtools&techniquesusedinProjectmanage mentKnowledge • Students willunderstandthe schedulingandmonitoringprocessinProject.TheywillbeabletoapplyPERTand CPM methodforprojectscheduling • Studentswillunderstandtheperspectivesinwhichoptimumdecisionsaretobetakenincaseofriskswithplanned activitiesinproject			
Credits:3		Compulsory	
Max.Marks:25+75		Min.PassingMarks:	
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek):L-T-P:2-0-0			
Blocks	Units		
Block I Project	Unit-I- Introduction to Project Unit-II- ProjectManagement Process Unit-III- ProjectTeam Unit-IV- ProjectOrganization.		
Block II Project Identification & Selection	Unit-I- Project Identification & Selection Unit-II- Project Rating Index. Unit-III- Market & Demand AnalysisTechniques Unit-IV- ProjectRiskManagement		
Block III Project Costing	Unit-I- ProjectCosting Unit-II- TypesofCosts Unit-III- ProjectFinancingandBudgeting Unit-IV- Project Scheduling and Network Analysis		
Block IV Monitoring & Control	Unit-I- Monitoring and Control: Unit-II- Planning- Monitoring and Control Cycle. Unit-III- Project ManagementInformationSystem Unit-IV- ProjectTermination		
SuggestedReadings: 1. ProjectManagement-AManagerial Approach:JackR.MeredithBroyhillSamuelJ.Mantel,Jr(JohnWiley&Sons) 2008 2. ProjectManagement:Mr.SanjivMarwah-(WileyDreamtech) 2011 3. Project- Preparation,Appraisal,Budgeting andImplementation:ChandraPrasanna-(TMH) 4. ProjectManagementCoreText Book:MRGopalan(Wiley) 5. Quantitative Techniquesin Management:NDVohra(TMh) 6. EntrepreneurshipandSmallBusinessManagement:MBSHukla			
SuggestedContinuousEvaluationMethods: Inadditiontothetheoretical inputsthe coursewillbedeliveredthroughAssignments,Presentation,GroupDiscussions.This willinstillinstudent asenseofdecisionmaking andpracticallearning.			
Suggestedequivalentonlinecourses:			
FurtherSuggestions:			

Programme/Class:Degree		Year:Third	Semester:Sixth
Course/paper-16(B)			
CourseCode:F010601TOD L		CourseTitle:Goods& ServiceTax	
Courseoutcomes: Theaimofthecourseistobuildknowledgeandunderstandingabout GSTamongthestudent.The course seeks to give detailed knowledge about the subject matter by instilling them basic ideasaboutGST.Theoutcomeof the course willbe asfollows– ToprovideknowledgeaboutindirecttaxesbeforeGST. ToprovideknowledgeaboutregistrationanddocumentationprocessunderGST.To give anoverview abouttaxexemptions. Togivean overviewaboutfilingofGSTR.			
Credits:3		Compulsory	
Max.Marks:25+75		Min.PassingMarks:	
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek):L-T-P:2-0-0			
Blocks	Units		
Block I Introduction	Unit-I- IntroductiontoGST Unit-II- ConceptofVAT Unit-III- Overviewof GST Unit-IV- GSTCouncil.		
Block II Supply of Goods & Services	Unit-I- Supply of Goods and Services Unit-II- Place of Supply Unit-III- ImportandExport; Unit-IV- Suppliesofgoodsandservices		
Block III Registration & Documentation	Unit-I- Registration Unit-II- ExemptionfromRegistration;CompositionScheme. Unit-III- Documentation Unit-IV- Returns		
Block IV Input Tax Credit	Unit-I- Input Tax Credit Unit-II- PaymentofTax Unit-III- E-WayBill Unit-IV- GSTPortal		
SuggestedReadings: 1. AnandadayMishra,GST Law&Procedure,Taxman. 2021 2. GoodsandServiceTaxActs. 2022 3. RelevantGoodsandServicesTaxRules.NityaTaxAssociatesBasicsofGSTTaxman 4. PublicationonGSTbytheInstituteofCharteredAccountantsofIndia(www.icai.org) 2022 5. Publicationon GSTbytheCentralBoard ofExciseand Customs(www.cbec.org). 2022 6. NityaTaxAssociatesBasicsof GSTTaxman			
SuggestedContinuousEvaluationMethods: Inadditiontothetheoretical inputsthe coursewillbedeliveredthroughAssignments,Presentation,GroupDiscussions.This willinstillinstudent asenseofdecisionmaking andpracticallearning.			
Suggestedequivalentonlinecourses:.....			
Further Suggestions:			

Programme/Class:Degree	Year:Third	Semester:Sixth
Course/paper-17(A)		
CourseCode:F010602TOD L	CourseTitle:Auditing	
Courseoutcomes: Theaimofthecourseistobuildknowledgeandunderstandingabout Auditingamongthestudent.The outcomeofthecoursewillbe asfollows – ToprovideknowledgeaboutAuditinganditsdifferenttypes. Toprovideknowledgeaboutauditprocedureandauditoflimitedcompanies.Studentswillg etanoverviewaboutspeciallyrecenttrendsinauditing.		
Credits:3	Compulsory	
Max.Marks:25+75	Min.PassingMarks:	
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek):L-T-P:2-0-0		
Blocks	Units	
Block I Introduction	Unit-I- Introductionof Auditing Unit-II- Internal Audit Unit-III- AuditProgramme Unit-IV- RoutineCheckingandTest Checking	
Block II Internal Check System	Unit-I- InternalCheckSystem Unit-II- InternalControl Unit-III- AuditProcedure Unit-IV- VerificationofAssetsandLiabilities.	
Block III Audit of Limited Companies	Unit-I- Audit ofLimitedCompanies Unit-II- Appointment, Powers, Unit-III- DutiesandLiabilities. Unit-IV- Auditor’sReportandAuditCertificate.	
Block IV Special Audit	Unit-I- Special Audit Unit-II- Audit of InsuranceCompanies,EducationalInstitutions &CooperativeSocieties, Unit-III- EfficiencyAudit,Social Audit Unit-IV- Recenttrends in Auditing	
SuggestedReadings: 1. BasuB.K.,Aninsight withAuditing 2017 2. GuptaKamal,ContemporaryAuditing 2021		
SuggestedContinuousEvaluationMethods: Inadditiontothetheoretical inputsthe coursewillbedeliveredthroughAssignments,Presentation,GroupDiscussions.This willinstillinstudent asenseofdecisionmaking andpracticallearning.		
Suggestedequivalentonlinecourses:		
FurtherSuggestions:		

Programme/Class:Degree		Year:Third	Semester:Sixth
Course/paper-17(B)			
CourseCode:F010602TOD L		CourseTitle:International Trade	
Courseoutcomes: TheaimofthecourseistobuildknowledgeandunderstandingaboutInternational Tradeamongthestudent.The outcomeof the coursewillbe asfollows– • Toprovideknowledgeaboutdifferentmethodsofinternationaltrade. • Toprovideknowledgeaboutinternationaleconomicinstitutions. • StudentswillgetanoverviewaboutIndiaforeigntradeandIndia'strade policy.			
Credits:3		Compulsory	
Max.Marks:25+75		Min.PassingMarks:	
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek):L-T-P:2-0-0			
Blocks	Units		
Block I Introduction	Unit-I- Introductionofinternationaltrade, Unit-II- Internationaltradetheories, Unit-III- Driversofinternationaltrade Unit-IV- Recenttrendsinworldtrade.		
Block II Foreign Trade	Unit-I- Foreigntrade Unit-II- balanceoftrade, Unit-III- balance ofpayments Unit-IV- freetrade, formsandrestrictions.		
Block III International Institutions & Groups	Unit-I- International economicinstitutions Unit-II- IMF,WorldBank,WTO Unit-III- Regionaleconomicgroupings Unit-IV- NAFTA,EU ASEAN,SAARC.		
Block IV India's Foreign Trade	Unit-I- India's foreign trade Unit-II- Institutionalinfrastructureforexport promotioninIndia Unit-III- Projects&consultancyexports. Unit-IV- TradePolicy		
SuggestedReadings: 1.Varshney&Bhattacharya,InternationalMarketing 2020			
SuggestedContinuousEvaluationMethods: Inadditiontothetheoretical inputsthe coursewillbedeliveredthroughAssignments,Presentation,GroupDiscussions.This willinstillinstudent a senseof decisionmakingandpracticallearning.			
Suggestedequivalentonlinecourses:			
FurtherSuggestions:			

Programme/Class:Degree	Year:Third	Semester:Sixth
Course/paper-18(A)		
CourseCode:F010603TOD L	CourseTitle:StrategicManagement	
Courseoutcomes: TheaimofthecourseistobuildknowledgeandunderstandingaboutStrategicManagementamongthestudent.Theoutc omeofthecoursewillbeasfollows– • Todevelopanalyticalandadministrativeskillsrequiredforimplementationofstrategy. • TounderstandtheStrategicmanagementprocessandvariablestoaddressinchange process • Torelatetheconsiderationsinvolvedindesigningorganizationalstructure • Toassessorganizational cultureandapplybest practicestodevelopstrategysupportiveculture • Toappreciatetheimportanceofvaluesandethicsin organizational culture. • Toexercise strategic leadershipineffectingchange.		
Credits:3		Compulsory
Max.Marks:25+75		Min.PassingMarks:
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek):L-T-P:2-0-0		
Blocks	Units	
Block I Introduction	Unit-I- Introduction to Strategic Management Unit-II- Principal managerial components of strategy execution process Unit-III- Competitive capabilities, Unit-IV- Matching organizationstructure to strategy	
Block II Managing Internal Operations	Unit-I- Managing internaloperations Unit-II- Institutingpolicies and procedures Unit-III- TQM and six sigma quality programmes Unit-IV- Tyingrewardsandincentivesto execution	
Block III Corporate Culture	Unit-I- Corporate Culture and leadership Unit-II- Aspects ofhealthy, unhealthy culture and adaptive culture, Unit-III- Changing a problemculture Unit-IV- Groundingthe cultureincore valuesandethics	
Block IV Strategic Evaluation & Control	Unit-I- StrategicEvaluationandControl Unit-II- Stepsinstrategiccontrolprocess, Unit-III- Evaluation techniques for strategic control &operationalcontrol, Unit-IV- BalanceScorecard	
SuggestedReadings: 1. Lawrence,R.JauchandWilliamF.Gluck;StrategicManagementandBusinessPolicy,-McGraw–Hill 2014 2. Wheelen& Hunger, Concepts in Strategic Management and Business Policy, 12 th edition, PearsonEducation. 2011 3. Kazmi,Azhar,(2008),StrategicManagement andBusinessPolicy,3rdEdition,McGrawHillEducation. 4. R.Srinivasan,StrategicManagement theIndiancontext,PrenticeHallofIndia 5. L.M.Prasad–StrategicManagement–SultanChand 2015		
SuggestedContinuousEvaluationMethods: Inadditiontothetheoretical inputsthe coursewillbedeliveredthroughAssignments,Presentation,GroupDiscussions.This willinstillinstudent asenseofdecisionmaking andpracticallearning.		

Programme/Class:Degree		Year:Third	Semester:Sixth
Course/paper-18(B)			
CourseCode:F010603TOD L		CourseTitle:TrainingandDevelopment	
Courseoutcomes: • Thefield ofTraining and Developmentanditsroleinoptimizing performance. • Applyingtheoreticalconcepts andmodelstotrainingdesign. • Designingtraininginterventionsusingavarietyofmethodologies. • Evaluatingtheeffectiveness of training&developmentinterventions. • Assessing whethertraining&developmentis aviablecareeroption.			
Credits:3		Compulsory	
Max.Marks:25+75		Min.PassingMarks:	
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek):L-T-P:2-0-0			
Blocks	Units		
Block I Introduction	Unit-I- Introduction of Training and Development Unit-II- Overviewof training and development systems Unit-III- Organizing training department Unit-IV- RequisitesofEffectiveTraining.		
Block II Training Needs Assessment	Unit-I- Training Needs Assessment (TNA) Unit-II- The NeedAssessmentProcess Unit-III- OutputofTNA Unit-IV-LearningTheories.		
Block III Training Program	Unit-I- Designing, Conducting & Evaluation of Training Program Unit-II- System's Approach to Training Unit-III- TrainingEvaluation Unit-IV- Training Effectiveness Models		
Block IV Executive Development	Unit-I- Executive Development Unit-II- Management Development Program/Executive Development Program Unit-III- Methods/ Techniques ofManagementDevelopmentProgram, Unit-IV- SpecialIssuesinTraining& Development		
SuggestedReadings: 12. Noe,RaymondA.,andAmitabhDeoKodwani,EmployeeTrainingandDevelopment,TataMcGrawHill,5thEdition,2012. 13. RaoVSP,HumanResourseManagement,ExcelBooksPublication, 3rdEdition.2013. 14. Rolf,P.,andUdaiPareek,TrainingforDevelopment,SagePublicationsPvt.Ltd. 15. JackJ.Phillips, Handbookof TrainingEvaluation andMeasurementMethods,Routledge. 16. Dayal,Ishwar,ManagementTraininginOrganisations,PrenticeHal			
SuggestedContinuousEvaluationMethods: Inadditiontothetheoretical inputsthecoursewillbedeliveredthroughAssignments,Presentation,andGroupDiscussions.Thiswillinstillinstudenta sense of decisionmakingandpracticallearning.			
Suggestedequivalentonlinecourses:.....			
Further Suggestions:			