

# BACHELOR OF BUSINESS ADMINISTRATION (BBA)

(OPEN AND DISTANCE LEARNING)

## PROGRAMME PROJECT REPORT (PPR)



DRONACHARYA-CENTER FOR ONLINE AND DISTANCE EDUCATION [D-CODE]

CHHATRAPATI SHAHUJI MAHARAJ UNIVERSITY

KALYANPUR, KANPUR (UP)-208024

Accredited with Grade A++ by NAAC & UGC Category-I University

## ABOUT THE UNIVERSITY

Chhatrapati Shahu Ji Maharaj University Kanpur, a premier landmark of higher education in Uttar Pradesh is named after the great social reformer Chhatrapati Shahu Maharaj also known as Rajarshi Shahu. It is a well-established and respected educational community where students of all backgrounds study and work together in a congenial and encouraging academic atmosphere. The university is geared to provide maximum scholastic benefit to each individual student and nurture them to achieve their full potential and evolve as a responsible global citizen

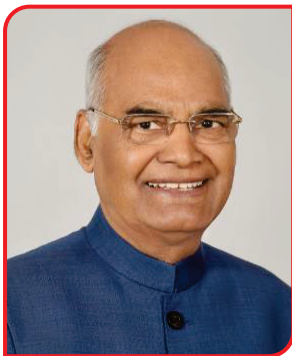
## VISION

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

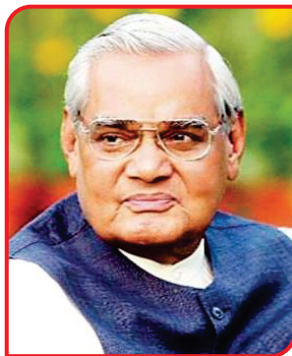
## MISSION

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

## OUR ALUMNI



**Shri Ram Nath Kovind**  
Former President of India



**Bharat Ratna Shri Atal Bihari Bajpai**  
Former Prime Minister of India



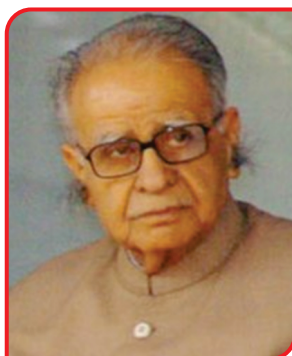
**Dr. Harsh Vardhan**  
Union Cabinet Minister



**Shri Gopal Das Neeraj**  
Indian poet; Author of Hindi literature



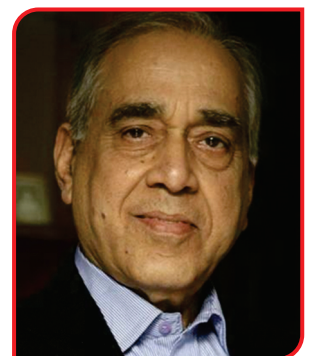
**Shri Ajeet Doval**  
National Security Advisor of India  
to Prime Minister



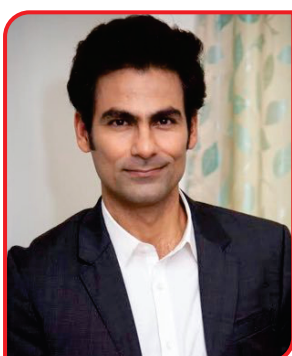
**Shri T.N Chaturvedi**  
Governor of Karnataka & Comptroller &  
Auditor General of India



**Shri Sanjay Kothari**  
Secretary to the President  
& Central Vigilance Commissioner



**Shri Nripendra Misra**  
Principal Secretary to  
the Prime Minister of India



**Shri Mohammad Kaif**  
Former Indian Cricketer



**Shri David Dhawan**  
Director of Hindi films



**Shri Abhijeet Bhattacharya**  
Indian Playback Singer



**Shri Irshad Mirza**  
Indian Industrialist

## **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. Carrer 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
	VI	Course/ paper-16	A	F010601T	Project Management	3	25	75	100
			B		Goods & Service Tax	3	25	75	100



3	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.**

- 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 language should be simple and appropriate to facilitate e-learning.
- The content must be interactive with the appropriate use of graphics, animations 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 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.

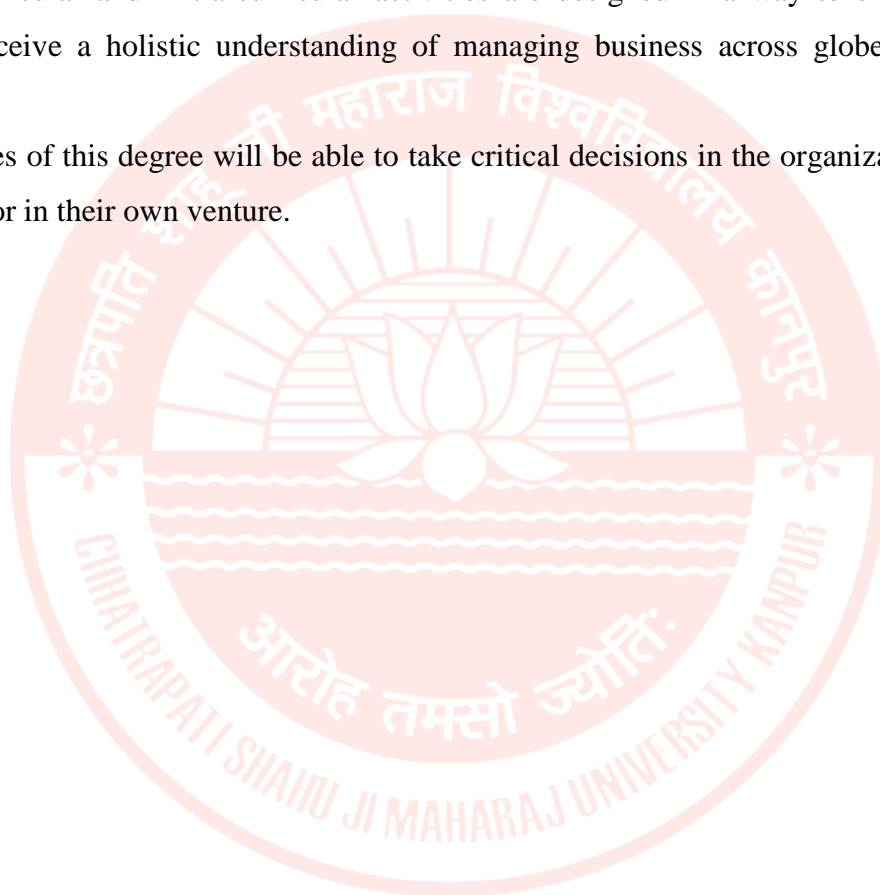
III. Relevant courses those are immediately applicable to the workplace.

IV. Dedicated student support services.

V. Flexible ways to learn.

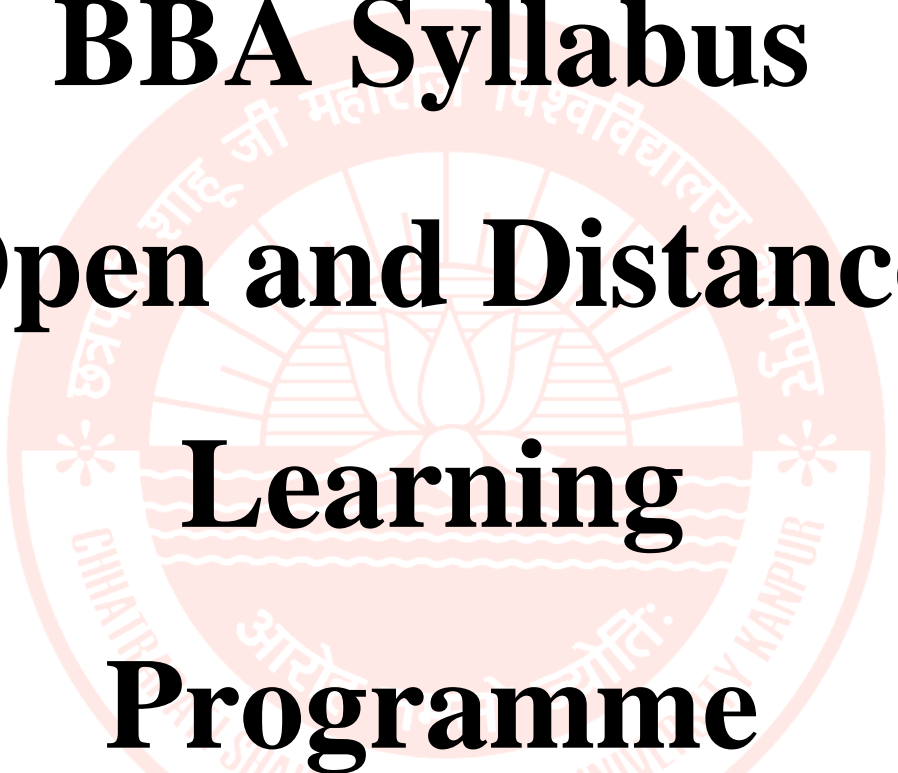
**B. Programme Learning Outcomes:**

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 Open and Distance Learning Programme**





Programme/Class: Degree	Year:First	Semester: First
Course/ paper-1 (A)		
Course Code: F010101T	Course Title: Business Economics	
<b>Course outcomes:</b> 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 – To provide knowledge about business economics. To provide knowledge about Demand Analysis. To Determine Production and cost analysis. To Make aware with pricing and profit management.		
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 Business Economics	
	Unit-II relationship of Business Economics with other subjects.	
	Unit-III- Fundamental Economic Tools	
	Unit-IV- Principle of time perspective, discounting and Equi-marginal principle.	
Block II Demand Analysis	Unit-I- Demand Analysis	
	Unit-II- Law of demand & its determinants	
	Unit-III- Elasticity of demand	
	Unit-IV- Demand Forecasting	
Block III Production and Cost Analysis	Unit-I- Production and Cost Analysis	
	Unit-II- Production function	
	Unit-III- Various cost concepts and classification,	
	Unit-IV- Cost output relationship ,Cost curves	
Block IV Pricing	Unit-I- Pricing	
	Unit-II- Pricing under different market structures	
	Unit-III- Price discrimination under monopoly competition.	
	Unit-IV- Profit Management & Inflation	
<b>Suggested Readings:</b> 1. Varsney & Maheshwari, Managerial Economics 2. Mote Paul & Gupta, Managerial Economics: Concepts & cases 3. D.N.Dwivedi, Managerial Economics 4. D.C.Huge, Managerial Economics 5. 5. Peterson & Lewis, Managerial Economics		
<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
Course/ paper-1 (B)		
Course Code: F010101T	Course Title: Basic Accounting	
<b>Course outcomes:</b> 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. 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 accounting Unit-II- Accounting & book keeping. 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.	
<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.		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

Programme/Class: Degree	Year:First	Semester: First
Course/ paper-2 (A)		
Course Code: F010102T	Course Title: Business Statistics	
Course outcomes: 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 – 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. 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 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. SULTAN CHAND & 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 T Sincich Dixon, W. J. and Massey, F.J. (1969). Introduction to Statistical Analysis, McGraw-Hill, New York. Websites <a href="https://www.statista.com/">https://www.statista.com/</a> <a href="https://mospi.gov.in/">https://mospi.gov.in/</a>		
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)		
Course Code: F010102T	Course Title: Principles of Management	
<b>Course outcomes:</b> 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. To provide knowledge about Managerial functions. To make aware with management thinkers and their contributions.		
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 Management Concepts Unit-II- Management & implications in business Unit-III- Management Theories Unit-IV- Management Vs. administration.	
Block II Planning	Unit-I- Planning Concept Unit-II- Planning process Unit-III- Concept of Decision Making  Unit-IV- Decision Making techniques & processes	
Block III Organizing	Unit-I- Organizing concept Unit-II- Types of Organization Unit-III- Authority and responsibility, Unit-IV- Centralization and Decentralization, Span of Control.	
Block IV Directing, Coordination & Controlling	Unit-I- Directing Concept Unit-II- Concept and types of Coordination, Unit-II- Concepts of leadership, Supervision, Motivation and Communication. Unit-IV- 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 Socialresponsibility 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 Publicatuons ( 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_BUSINESS_ETHICS_AND_CORPORATE_GOVERNANCE_EXCLUSIVE_PARTNER">https://www.researchgate.net/publication/365289153_BUSINESS_ETHICS_AND_CORPORATE_GOVERNANCE_EXCLUSIVE_PARTNER</a>		
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)		
Course Code: F010103T	Course Title: Computer Applications	
Course outcomes:		
The aim of the course is to build knowledge, understanding Computer Applications among the student. Thecourse seeks to give detailed knowledge about the subject matter by instilling them basic ideas about ComputerApplications. The outcome of the course will be as follows –		
To provide knowledge about computer and its application.		
To provide knowledge about components and working on computer.		
To give an overview about software system and Data base management.		
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 Computer Application Unit-II- Indian computing Environment, Management of data processing systems Unit-III- Programmes development cycle, flow charting, Input Output analysis Unit-IV- Software Development process.	
Block II Generation of Computer	Unit-I- Components of a computer system, Unit-II- Generations of computer and computer languages Unit-III- PC-software Packages, Unit-IV- An Introductionto Disk Operating system and windows	
Block III Text Processing, Spreadsheet & Presentation	Unit-I- Text Processing software, Unit-II- Introduction to spreadsheet software Unit-III- Modes of data processing, Report generation, Unit-IV- Presentation graphics	
Block IV DBMS & Networking	Unit-I- Computer software system, files design & Report design Unit-II- Data Hierarchy, Use of files in Programming. Unit-III- Relevance of Data base management system, data base manager, Unit-IV- Data communication networking	
Suggested Readings:		
1. P. K. Sinha & P.Sinha, Computer Fundamentals, BPB Publication		
2. V. Rajaraman, Computer Fundamentals, PHI		
3. Tannenbaum, Computer Applications and Networks		
4. ‘O’ Brien, Management Information Systems		
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-4 (A)		
Course Code: F010201T	Course Title: Organizational Behavior	
<b>Course outcomes:</b> 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 given overview about change in organization and QWL.		
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: Nature and scope of OB, Unit-II- Challenges and opportunities for OB, Unit-III- Organization Goals, Models of OB, Unit-IV- Impact of Global and Cultural diversity on OB.	
Block II Individual Behavior	Unit-I- Individual Behavior: concept, Personality, Unit-II- Perception and its role in individual decision making, Learning Unit-III- Motivation, Hierarchy of needs theory, Theory X and Y, Unit-IV- Motivation-Hygiene theory,Vroom’s expectancy theory.	
Block III Behavior Dynamics	Unit-I- Behavior Dynamics Concepts Unit-II- Leadership & Its Theories Unit-III- Group Behavior Unit-IV- Contemporary issues in managing teams	
Block IV Management of Change	Unit-I- Management of Change & OD Unit-II- Resistance to change, Approaches to managing organizational change, Unit-III- Organizational effectiveness, Organizational culture Unit-IV- 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 <b>Reference books::</b> 1. John Newstrom(2015)Organizational Behavior: Human Behavior at Work (14 <sup>th</sup> ed.) McGraw-Hill Education 2. FredLuthans(2010)Organizational Behavior(12 <sup>th</sup> ed.) McGraw-Hill Education. <b>Website:</b> <a href="https://epgp.inflibnet.ac.in/">https://epgp.inflibnet.ac.in/</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.		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

Programme/Class: Degree	Year: First	Semester: Second
Course/ paper-4 (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		
Blocks	Units	
<b>Block I</b> <b>Introduction to Financial Concepts</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</b> <b>Financing Decision</b>	<b>Unit-I-</b> Introduction to Financing Decision <b>Unit-II-</b> Consequences and remedies of over and under capitalization <b>Unit-III-</b> Cost of Capital <b>Unit-IV-</b> Capital structure theories	
<b>Block III</b> <b>Dividend Decision</b>	<b>Unit-I-</b> Concepts of Dividend Decision <b>Unit-II-</b> Relevance of dividend decision, <b>Unit-III-</b> Dividend Models and Policy	
<b>Block IV</b> <b>Working Capital</b>	<b>Unit-I-</b> Concepts and Management of Working Capital <b>Unit-II-</b> Approaches to the financing of current Assets	
<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: .....		
Further Suggestions: .....		



Programme/Class: Degree		Year:First	Semester: Second
Course/ paper-5 (A)			
Course Code: F010202T		Course Title: Human Resource Development	
Course outcomes: 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			
Blocks	Units		
Block I Introduction	Unit-I- HRD Concept Unit-II- Benefits and its distinction from HRM, focus of HRD System, Unit-III- Structure of HRD System, Role of HRD manpower. Unit-IV- Management Development Concept		
Block II Potential Appraisal	Unit-I- Potential Appraisal Concept Unit-II- Methods and Obstacles of Potential Appraisal. Unit-III- Training Unit-IV- Training methods		
Block III Job Enrichment	Unit-I- Job Enrichment Concept Unit-II- Job enrichment Unit-III- Quality Circles Unit-IV- Trade union and workers		
Block IV HRA	Unit-I- HRA Concept Unit-II- Management of careers. Unit-III- Stress Management Unit-IV- Consequences of 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 , 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 )			
Websites : <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>			
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: Second
Course/ paper-5 (B)		
Course Code: F010202T	Course Title: Marketing Theory and Practices	
<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		
Blocks	Units	
Block I Introduction	Unit-I- Introduction to Marketing Unit-II- Marketing Management Concepts Unit-III- Core concepts of marketing. Unit-IV- Orientation of marketers towards the market place	
Block II Consumer Behaviour	Unit-I- Introduction to Consumer Behaviour Unit-II- Factors influencing Consumer behaviour. Unit-III- Marketing Information System Unit-IV- Marketing Research	
Block III Market Segmentation	Unit-I- Market segmentation Unit-II- Basis of segmentation in marketing; Unit-IV- Market Targeting Unit-IV- Positioning	
Block IV Marketing Mix	Unit-I- Product Mix. Unit-II- Distribution Unit-III- Pricing Unit-IV- 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)		
Course Code: F010203T	Course Title: Business Mathematics	
<b>Course outcomes:</b> 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. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): 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.)	
<b>Text Books:</b> 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		
<b>Reference Books:</b> 1. Mongia, Mathematics for Economics, S Chand; Second edition 2. Raghavachari, Mathematics for Management, McGraw-Hill Education – Europe, First Edition		
<b>Websites:</b> 1. <a href="https://collegedunia.com/exams/business-mathematics-articleid-7405">https://collegedunia.com/exams/business-mathematics-articleid-7405</a> 2. <a href="https://infinitylearn.com/surge/maths/business-mathematics/">https://infinitylearn.com/surge/maths/business-mathematics/</a>		
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: Second
Course/ paper-6 (B)		
Course Code: F010203T	Course Title: Advertising Management	
<b>Course outcomes:</b> 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		
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	
<b>Suggested Readings:</b> <ul style="list-style-type: none"><li>Advertising and Promotion George E. Beich &amp; Michael A. Belch. T.M.H.</li><li>Advertising Management, Concept and Cases Manendra Mohan, TMH</li><li>Advertising Management Rajeev Batra, PHI</li><li>References- The New Direct Marketing by David Shepard Associates, McGraw Hill Professional, Business-Economics.</li></ul>		
<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> Google Digital Marketing and E-Commerce by GOOGLE. <ul style="list-style-type: none"><li>Advertising and Society by DUKE UNIVERSITY.</li><li>Few other advertising courses on COURSERA.</li></ul>		
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<b>Further Suggestions:</b> .....		

Programme/Class: Degree	Year: Second	Semester: Third
Course/ paper-7 (A)		
Course Code: F010301T	Course Title: Management & Cost Accounting	
<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		
Blocks	Units	
Block I Introduction	Unit-I- Management Accounting Unit-II- Income statement and Balance Sheet of a manufacturer, Unit-III- Classification of costs Unit-IV- Manufacturing Management principles	
Block II Manufacturing & Job Order costing	Unit-I- Manufacturing Accounting Unit-II- Cost Accounting system using perpetual inventory system Unit-III- Job Order Cost accounting Unit-IV- Process cost accounting,	
Block III CVP & BEP Analysis	Unit-I- Cost- Volume – Profit Analysis Unit-II- Break-Even Analysis, Unit-III- Sensitivity analysis, Unit-IV- Computing multiproduct B.E.P	
Block IV Budgeting	Unit-I- Budgeting process Unit-II- Master budget Unit-III- Variances Unit-IV- 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>		
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: Second	Semester: Third
Course/ paper-7 (B)		
Course Code: F010301T	Course Title: Business Law	
Course outcomes: 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		
Blocks	Units	
Block I The Indian Contract Act	Unit-I- The Indian Contract Act 1872 Unit-II- Essential of A Valid Contract Unit-III- Agreement, Performance of Contracts, Unit-IV- Breach of Contract & Remedies, Quasi-Contracts	
Block II The Sale of Goods Act	Unit-I- The Sale of Good Act, 1930 Unit-II- Conditions & Warranties, Unit-III- Rights of an Unpaid Seller, Unit-IV- Performance of the Contract of Sale	
Block III The Negotiable Instruments Act	Unit-I- The Negotiable Instruments Act, 1881 Unit-II- Negotiation and Assignment, Holder-in-Due Course, Unit-III- Dishonor and Discharge of Negotiable Instrument; Unit-IV- Arbitration	
Block IV The Companies Act	Unit-I- The Companies Act, 1956 Unit-II- Formation of Companies, Unit-III- Memorandum and Articles of Association, Prospectus, Unit-IV- Sharecapital, Membership	
Suggested Readings: 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)		
Course Code: F010302T	Course Title: Production Management	
<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		
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- Modifyingthe 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)	
<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)		
Course Code: F010302T	Course Title: Business Policy	
<b>Course outcomes:</b>		
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. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): 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	
<b>Suggested Readings:</b>		
1. Gluek & Jaunch, 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:		
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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			
Blocks	Units		
Block I Introduction	Unit-I- Introduction to Business communication, Unit-II- Forms of Communication, Unit-III- Communication model and process, Unit-IV- Principles of EffectiveCommunication		
Block II Corporate Communication	Unit-I- Corporate Communication Unit-II- Networks, Grapevine, Unit-III- Barriers in Communication, Unit-IV- Groups discussion, Mock Interviews,Seminars, Individual and Group Presentations		
Block III Business Letters	Unit-I- Essential of effective Business letters Unit-II- Oral & Non- verbal communication Unit-III- Conducting Surveys; Body Language Unit-IV- Writing Resume, Letter and Application;		
Block IV Modern forms of Communication	Unit-I- Modern forms of communication, Unit-II- International communication, Unit-III- Cultural sensitiveness and cultural context, Unit-IV- 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)		
Course Code: F010303T	Course Title: Business Environment	
Course outcomes: 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		
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- Mixed Economy	
Block III Industrial Policy	Unit-I- Industrial Policy Unit-II- Historical perspective Unit-III- New industrial policy of India, Unit-IV- Socio-economic implications of Liberalization, Privatization and Globalization	
Block IV International Business Environment	Unit-I- Role of Government in Regulation Unit-II- Monetary and Fiscal Policy; EXIM Policy, FEMA; Unit-III- Overview of International BusinessEnvironment, Unit-IV- Trends in World Trade: WTO	
Suggested Readings: 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)		
Course Code: F010401T	Course Title: Supply Chain Management	
<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		
Blocks	Units	
Block I Introduction	Unit-I- Introduction to Supply Chain Management, Unit-II- Key Drivers of Supply Chain Management, Typology of Supply Chains Unit-III- Cycle View of Supply Chain, Unit-IV- Problems in SCM and Suggested Solutions	
Block II Demand Management	Unit-I- Introduction to Demand Management, Unit-II- DemandForecasting Unit-III- Supply Management Unit-IV- Use of Other Planning Strategies	
Block III Benchmarking	Unit-I- Introduction to Benchmarking Unit-II- Benchmarking Concepts Unit-III- BenchmarkingProcess, Unit-IV- Benchmarking Procedure	
Block IV New Developments in SCM	Unit-I- New Developments in Supply Chain Management, Unit-II- Outsourcing Supply Chain Operations, Co-Maker ship, Unit-III- The Role of E- Commerce in Supply Chain Management Unit-IV- 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	
Course outcomes: 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		
Blocks	Units	
Block I Introduction	Unit-I- Introduction to Research Unit-II- Research Process Unit-III- Research Designs Unit-IV- Sources of Error.	
Block II Sampling Design	Unit-I- Sampling Design Unit-II- Census & Sample Surveys; Unit-III- Steps in Sampling Design; Unit-IV- Types of Sample designs	
Block III Processing & Analysis of Data	Unit-I- Processing & Analysis of Data Unit-II- Problems in processing; Unit-III- Types of analysis, Unit-IV- Hypothesis Testing	
Block IV Presentation	Unit-I- Presentation Unit-II- Layout of Research report Unit-III- Mechanism of writing a Research report Unit-IV- Use of MS Office in Report writing and making Presentations	
Suggested Readings: 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	
Course outcomes: 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		
Blocks	Units	
Block I Non Trading Institutions	Unit-I- Accounting of Non-trading Institutions 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 Accounts of Banking companies Unit-II- Balance sheet of Banking companies Unit-III- Introduction to General Insurance companies Unit-IV- Balance sheet General Insurance companies	
Block III Departmental & Branch Accounting	Unit-I- Department account and Branch account. Unit-II- Accounts related to Hire Purchase Unit-III- Installment payment transactions, Unit-IV- Royalty Accounts	
Block IV Partnership	Unit-I- Partnership Accounts: Final Account, Unit-II- Reconstitution of Partnership firms Unit-III- admission, retirement and death of a partner, Unit-IV- Dissolution of Partnership(Excluding insolvency of Partner)	
Text Books: 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		
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.icai.org/post.html?post_id=12433		
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: Second	Semester: Fourth
Course/ paper-11 (B)		
Course Code: F010402T	Course Title: Consumer Behaviour	
<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		
Blocks	Units	
Block I Introduction	Unit-I- CB, Consumer research process. Unit-II- Economic model, Psycho-analytic model, Unit-III- Sociological model, Howard & Seth model, Unit-IV- Nicosia model, Engel-Kollat-Blackwell Model	
Block II Individual Determinants	Unit-I- Individual determinants Unit-II- Perceptual process, Unit-III- Consumer learning process Unit-IV- Personality, self-concept.	
Block III Consumer Decision Making	Unit-I- Influences & Consumer Decision making Unit-II- Consumer Decision making process, Unit-III- Consumer Communication process, Unit-IV- Consumer satisfaction	
Block IV Industrial Buying Behaviour	Unit-I- Industrial Buying Behaviour Unit-II- factors influencing industrial markets, Unit-III- stages of industrial buying process, Unit-IV- 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. Loudon & Bitta, Consumer Behaviour 4. Bennet & Kasarji, Consumer Behaviour		
Suggested Continuous Evaluation Methods: .....		
Suggested equivalent online courses: • Brand Management: Aligning Business, Brand & Behaviour (University of London)Coursera • Global Trends for Business and Society (University of Pennsylvania) Coursera. • Doing Business in China. (The Chinese University of HongKong) Coursera .....		
Further Suggestions: .....		

Programme/Class: Degree		Year: Second	Semester: Fourth
Course/ paper-12 (A)			
Course Code: F010403T		Course Title: Investment Analysis & Portfolio Management	
Course outcomes: 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			
Blocks	Units		
Block I Investments	Unit-I- Investments Unit-II- Process of investments analysis, Unit-III- concept of return and risk analysis, Unit-IV- measurement of return and risk		
Block II Investment Alternatives	Unit-I- Investment Alternatives Unit-II- Valuation of Fixed and Variable securities Unit-III- Non Security forms of Investment, Government Securities, Unit-IV- Mutual Fund, Real Estate and Gold.		
Block III Fundamental Analysis	Unit-I- Fundamental Analysis Unit-II- Economic analysis industry analysis Unit-III- Company analysis Unit-IV- Efficient Market Hypothesis		
Block IV Portfolio Management	Unit-I- Portfolio Management Unit-II- Risk and Return Unit-III- Portfolio Analysis Unit-IV- 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)			
Course Code: F010403T	Course Title: Company Law		
Course outcomes: 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			
Blocks	Topics		
Block I Introduction	Unit-I- Introduction of Company, Unit-II- Promotion and Incorporation of Companies; Unit-III- Memorandum of Association, Unit-IV- Articles of Association, Prospectus.		
Block II Shares	Unit-I- Shares, Unit-II- Share Capital, Unit-III- Members, Transfer and Transmission of shares, Unit-IV- Directors		
Block III Capital Management	Unit-I- Capital Management; Borrowing powers, Unit-II- Mortgages and charges, Unit-III- Debentures, Unit-IV- Company Meetings		
Block IV Powers & Rights	Unit-I- Majority Powers and minority rights, Unit-II- Prevention of oppression and mismanagement, Unit-III- Winding up of companies, Unit-IV- Kinds and Conduct of companies		
Suggested Readings:			
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
Course/ paper-13 (A)			
Course Code: F010501T		Course Title: Income Tax	
<b>Course outcomes:</b> 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 – 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.			
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		
<b>Block I</b> <b>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</b> <b>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</b> <b>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</b> <b>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
Course/ paper-13 (B)		
Course Code: F010501T	Course Title: Marketing Communication	
<b>Course outcomes:</b> 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 – <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		
Blocks	Units	
Block I Marketing Communication	Unit-I- Marketing Communication Unit-II- Integrated Marketing Communication (IMC) Unit-III- Advertising Unit-IV- Advertising Agencies,	
Block II Process of Advertising	Unit-I- Process in Advertising Unit-II- Hierarchy of effects model Unit-III- Advertising Budget Unit-IV- methods of advertising	
Block III Advertising Creativity	Unit-I- Advertising Creativity Unit-II- Creative strategy, Creative tactics, Unit-III- Advertising Appeals, USP theory of creativity, Unit-IV- Copywriting	
Block IV Media Planning Strategy	Unit-I- Media Planning and Strategy, Unit-II- Evaluation of media, media scheduling strategy, Unit-III- Evaluation of advertising effectiveness Unit-IV- 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
Course/ paper-14 (A)		
Course Code: F010502T	Course Title: Entrepreneurship and small business management	
<b>Course outcomes:</b> 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 – 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.		
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 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- Entrepreneurial Development Programmes (EDP) Unit-IV- Institutional support to entrepreneurs	
Block III Business Idea	Unit-I- Business Idea Unit-II- Environmental analysis Unit-III- Project formulation, Unit-IV- Project report, project appraisal.	
Block IV Small Business	Unit-I- Small Business Unit-II- MSMED Act 2006, Unit-III- Strategic Planning Unit-IV- Incentives and subsidies	
<b>Suggested Readings:</b> 1. Entrepreneurship 10th Ed (Indian Edition) 2016 by Robert Hisrich Michael Peters Dean Shepherd, McGraw Hill 2. Khanka, S.S.; Entrepreneurial Development; S. Chand and Co. 2020 3. Kumar, Arya; Entrepreneurship; Pearson Education. 4. Desai, Vasant; Dynamics of Entrepreneurial Development and Management; Himalaya Publishing 5. Blundel, R. and Lockett, N.; Exploring Entrepreneurship Practices and Perspectives; Oxford Publications.		
<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-14 (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			
Blocks	Topics		
Block I Introduction	Unit-I- Introduction to Sales Management Unit-II- Evolution of sales function, Unit-III- Objectives of sales management positions, Unit-IV- Functions of Sales manager and their relation with other executives.		
Block II Salesmanship	Unit-I- Salesmanship Unit-II- Sales executives Unit-III- Personal selling process, Unit-IV- Showroom &exhibition,		
Block III Sales Organization	Unit-I- Sales Organization Unit-II- Sales department external relations, Unit-III- Distributive network relations. Unit-IV- Sales Force Management		
Block IV Network Management	Unit-I- Distribution Network Management Unit-II- Factors affecting the choice of channel, Unit-III- Middleman Unit-IV- 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			
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: Fifth
Course/ paper-15 (A)			
Course Code: F010503T		Course Title: Industrial Relations & Labour Laws	
<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. <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			
Blocks	Units		
Block I Industrial Relation	Unit-I- Industrial Relations Unit-II- Trade Unions Unit-III- Industrial disputes Unit-IV- Disputes Resolutions.		
Block II Participative Management	Unit-I- Participative Management Unit-II- Collective Bargaining Unit-III- Works Committee Unit-IV- Joint Management Councils		
Block III Industrial Unrest	Unit-I- Industrial unrest Unit-II- Employee dissatisfaction Unit-III- Grievances. Unit-IV- Discipline		
Block IV Factories Act	Unit-I- Factories Act Unit-II- Workmen’s Compensation Act Unit-III- International Labor Organization Unit-IV- General provisions of Bonus Act and Gratuity Act		
<b>Suggested Readings:</b> 5. Sreenivasan M.R - Industrial Relations & Labor legislations. 2012 6. Aswathappa K - Human Resource and Personnel Management. 2005 7. Subba Rao P - Human Resource Management and Industrial Relations. 8. Monoppa - Industrial Relations. 5. S.C. Srivastava, Industrial Relation of Labour Laws.			
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: Fifth
Course/ paper-15 (B)		
Course Code: F010503T	Course Title: Company Accounts	
<b>Course outcomes:</b> 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-		
<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		
Blocks	Topics	
Block I Joint Stock Companies	Unit-I- Joint Stock Companies Unit-II- Forfeiture and Re-issue of shares, Unit-III- Redemption of preferenceshares, 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.	
<b>Suggested Readings:</b> 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)		
Course Code: F010601T	Course Title: Project Management	
<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		
Blocks	Units	
Block I Project	Unit-I- Introduction to Project Unit-II- ProjectManagement Process Unit-III- Project Team Unit-IV- Project Organization.	
Block II Project Identification & Selection	Unit-I- Project Identification & Selection Unit-II- Project Rating Index. Unit-III- Market & Demand Analysis Techniques Unit-IV- Project Risk Management	
Block III Project Costing	Unit-I- Project Costing Unit-II- Types of Costs Unit-III- Project Financing and Budgeting 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 ManagementInformation System Unit-IV- Project Termination	
<b>Suggested Readings:</b>		
<ol style="list-style-type: none"><li>Project Management- A Managerial Approach: Jack R. Meredith Broyhill Samuel J. Mantel, Jr (JohnWiley &amp; Sons) 2008</li><li>Project Management : Mr. Sanjiv Marwah- (Wiley Dreamtech) 2011</li><li>Project- Preparation, Appraisal, Budgeting and Implementation: Chandra Prasanna - (TMH)</li><li>Project Management Core Text Book : M R Gopalan (Wiley)</li><li>Quantitative Techniques in Management : N D Vohra (TMH)</li><li>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:		
.....		
Further Suggestions:		
.....		

Programme/Class: Degree		Year: Third	Semester: Sixth
Course/ paper-16 (B)			
Course Code: F010601T		Course Title: Goods & Service Tax	
<b>Course outcomes:</b> 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 – 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.			
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 GST Unit-II- Concept of VAT Unit-III- Overview of GST Unit-IV- GST Council.		
Block II Supply of Goods & Services	Unit-I- Supply of Goods and Services Unit-II- Place of Supply Unit-III- Import and Export; Unit-IV- Supplies of goods and services		
Block III Registration & Documentation	Unit-I- Registration Unit-II- Exemption from Registration; Composition Scheme. Unit-III- Documentation Unit-IV- Returns		
Block IV Input Tax Credit	Unit-I- Input Tax Credit Unit-II- Payment of Tax Unit-III- E-Way Bill Unit-IV- GST Portal		
<b>Suggested Readings:</b> 1. Anandaday Mishra, GST Law & Procedure, Taxman. 2021 2. Goods and Service Tax Acts. 2022 3. Relevant Goods and Services Tax Rules. <i>Nitya Tax Associates Basics of GST Taxman</i> 4. Publication on GST by the Institute of Chartered Accountants of India ( <a href="http://www.icaai.org">www.icaai.org</a> ) 2022 5. Publication on GST by the Central Board of Excise and Customs ( <a href="http://www.cbec.org">www.cbec.org</a> ). 2022 6. Nitya Tax Associates Basics of GST Taxman			
<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
Course/ paper-17 (A)		
Course Code: F010602T	Course Title: Auditing	
<b>Course outcomes:</b> 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 – To provide knowledge about Auditing and its different types. To provide knowledge about audit procedure and audit of limited companies. Students will get an overview about special audit recent trends in auditing.		
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> .....		
<b>Further Suggestions:</b> .....		



Programme/Class: Degree	Year: Third	Semester: Sixth
Course/ paper-17 (B)		
Course Code: F010602T	Course Title: International Trade	
<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		
Blocks	Units	
Block I Introduction	Unit-I- Introduction of international trade, Unit-II- International trade theories, Unit-III- Drivers of international trade Unit-IV- Recent trends in worldtrade.	
Block II Foreign Trade	Unit-I- Foreign trade Unit-II- balance of trade, Unit-III- balance of payments Unit-IV- free trade, forms and restrictions.	
Block III International Institutions & Groups	Unit-I- International economic institutions Unit-II- IMF, World Bank, WTO Unit-III- Regional economic groupings Unit-IV- NAFTA, EU ASEAN,SAARC.	
Block IV India’s Foreign Trade	Unit-I- India’s foreign trade Unit-II- Institutional infrastructure for export promotion in India Unit-III- Projects &consultancy exports. Unit-IV- 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> .....		
<b>Further Suggestions:</b> .....		

Programme/Class: Degree	Year: Third	Semester: Sixth
Course/ paper-18 (A)		
Course Code: F010603T	Course Title: Strategic Management	
<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		
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 organization structure to strategy	
Block II Managing Internal Operations	Unit-I- Managing internal operations Unit-II- Instituting policies and procedures Unit-III- TQM and six sigma quality programmes Unit-IV- Tying rewards and incentives to execution	
Block III Corporate Culture	Unit-I- Corporate Culture and leadership Unit-II- Aspects of healthy, unhealthy culture and adaptive culture, Unit-III- Changing a problem culture Unit-IV- Grounding the culture in core values and ethics	
Block IV Strategic Evaluation & Control	Unit-I- Strategic Evaluation and Control Unit-II- Steps in strategic control process, Unit-III- Evaluation techniques for strategic control & operational control, Unit-IV- Balance Score card	
<b>Suggested Readings:</b> <ol style="list-style-type: none"><li>Lawrence, R. Jauch and William F. Glueck; Strategic Management and Business Policy, - McGraw – Hill 2014</li><li>Wheelen &amp; Hunger, Concepts in Strategic Management and Business Policy, 12<sup>th</sup> edition, Pearson Education. 2011</li><li>Kazmi, Azhar, (2008), Strategic Management and Business Policy, 3rd Edition, McGraw Hill Education.</li><li>R. Srinivasan, Strategic Management the Indian context, Prentice Hall of India</li><li>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
Course/ paper-18 (B)		
Course Code: F010603T	Course Title: Training and Development	
<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</b> <b>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</b> <b>Training</b> <b>Needs</b> <b>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</b> <b>Training</b> <b>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</b> <b>Executive</b> <b>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>		
12. Noe, Raymond A., and Amitabh Deo Kodwani, Employee Training and Development, Tata McGraw Hill, 5th Edition, 2012.		
13. Rao VSP, Human Resource Management, Excel Books Publication, 3rd Edition. 2013.		
14. Rolf, P., and Udai Pareek, Training for Development, Sage Publications Pvt. Ltd.		
15. Jack J. Phillips, Hand book of Training Evaluation and Measurement Methods, Routledge.		
16. 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.		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

# PROGRAMME UNDER D-CODE, CSJM UNIVERSITY, KANPUR

## ONLINE MODE

- ✓ Master of Computer Applications (MCA)
- ✓ Bachelor of Computer Application (BCA)
- ✓ M.Com
- ✓ B.Com.
- ✓ Master of Business Administration (MBA)
- ✓ Bachelor of Business Administration (BBA)

## OPEN AND DISTANCE LEARNING MODE (ODL)

- ✓ Master of Computer Applications (MCA)
- ✓ Bachelor of Computer Application (BCA)
- ✓ Master of Business Administration (MBA)
- ✓ Bachelor of Business Administration (BBA)
- ✓ M.Com., B.Com.
- ✓ MA (Education, MA Economics, MA Philosophy, MA Hindi, MA English)
- ✓ MA Political Science
- ✓ BA (Education, History, Economics, Hindi, Sociology Political Science, English)

## PROGRAMME UNDER REGULAR MODE AT CSJM UNIVERSITY CAMPUS, KANPUR

### ATAL BIHARI VAJPAYEE SCHOOL OF LEGAL STUDIES

L.L.B. (Hons.), L.L.M., B.A. L.L.B. (Hons.), B.B.A. L.L.B. (Hons.), Certificate Course in Intellectual Property Rights (IPR)

### SCHOOL OF ADVANCED AGRICULTURE SCIENCES & TECHNOLOGY

M.Sc. (Ag) Horticulture (Fruit Science)/ Agronomy/Horticulture (Vegetable Science)/Horticulture (Floriculture & Land Scaping)  
M.Sc. (Food Science & Technology), B.Sc. (Hons.) Agriculture

### SCHOOL OF ARTS, HUMANITIES & SOCIAL SCIENCES

MA in Rural Management & Extension, M.A. (Hindu Studies), Master of Arts in Public Health, M.A. (Journalism and Mass Communication), Lateral entry, M.A. (Film Making), M.A. (Digital Journalism), M.A. Economics, Master of Social Work, M.A. Sociology, M.A. Jyotirvigyan, Master of Library & Information Science, (M. Lib. & I.Sc.), B.A. (Hons.) Sociology, B.A. (Hons.) Psychology, B.A. (Hons.) Economics, B.A. (Hons) Philosophy, B.A. Political Science (Hons), B.A. (Combination), Bachelor of Library & Information Science (B. Lib. & I.Sc.), B.A. (Journalism and Mass Communication), PG Diploma in Guidance and Counselling, Diploma in Digital Humanities, Post Graduate Diploma in Journalism and Mass Communication (PGDJMC), Certificate in Social Media, Certificate in TV Journalism, Diploma in Karmkand

### SCHOOL OF BASIC SCIENCES

M.Sc. Physics/Chemistry/Industrial Chemistry/Mathematics, M.Sc./MA Geography, B.Sc. (Hons.) Physics./Chemistry./Mathematics, B.Sc. (Physics, Chemistry, Mathematics). B.Sc. (Physics, Chemistry, Geography), B.Sc. (Physics, Chemistry, Computer Applications), B.Sc. (Chemistry, Mathematics, Geography), B.Sc. (Chemistry, Mathematics, Computer Applications), B.Sc. (Physics, Mathematics, Computer Applications), B.Sc. (Physics, Mathematics, Geography), B.Sc. (Physics, Mathematics, Statistics)

### SCHOOL OF BUSINESS MANAGEMENT

MBA, M.Com, Master of Hospital Management (MHA), BBA, B.Com. (Hons.)

### SCHOOL OF CREATIVE & PERFORMING ARTS

Master of Fine Arts (Painting/Applied Arts/Sculpture), Master of Arts (Drawing & Painting), M.A. Music (Vocal/Instrumental-Tabla/Instrumental-Sitar), Master of Performing Arts (Kathak), Bachelor of Fine Arts (Painting/Applied Art/Sculpture), Bachelor of Performing Arts (Kathak, Bachelor of Performing Arts (Tabla), Bachelor of Performing Arts (Vocal), Certificate Course (Painting/Applied Art/Sculpture/Photography/Graphic Design/3D Animation/3D Modelling), Diploma in Kathak

### SCHOOL OF ENGINEERING AND TECHNOLOGY

M.Tech. Program in Nano-Science and Nano Technology, M. Tech. in Computer Science and Engineering, M. Tech. in Electronics and Communication Engineering, Master of Computer Application (MCA), Integrated M.Sc. Electronics (Specialization in VLSI and IOT), B. Tech. in Computer Science and Engineering, B. Tech. in Computer Science and Engineering (Artificial Intelligence), B. Tech. in Information Technology, B. Tech. in Electronics and Communication Engineering, B. Tech. in Chemical Engineering, B. Tech. in Mechanical Engineering (Lateral entry), B. Tech. in Mechanical Engineering, B. Tech. in Mechanical Engineering (Lateral entry), Bachelor in Computer Application (BCA), B.Voc. (Interior Design), Bachelor of Design (B.Des. Interior Design), Diploma in Chemical Engineering, Diploma in Electrical Engineering, Diploma in Mechanical Engineering, Diploma in Metallurgy and Material Technology, Diploma in Fashion Technology

### SCHOOL OF HEALTH SCIENCES

Master of Physiotherapy (M.P.T.) in Orthopaedics/Sports/Cardiopulmonary Disorders/ Neurology, M.Sc. Human Nutrition (M.Sc. HN), M.Sc. Medical Laboratory Technology, (M.Sc.MLT) in Clinical Biochemistry/Medical Microbiology and Immunology /Pathology, Bachelor of Physiotherapy (BPT), B.Sc. in Medical Laboratory Technology (B.Sc. MLT), B.Sc. Medical Microbiology (B.Sc. MM), Bachelor in Medical Radiologic and Imaging Technology (BMRIT). Bachelor of Optometry (B. Optom.), B.Sc. in Human Nutrition (B.Sc. HN), Certificate Course in Garbh Sanskar.

### SCHOOL OF HOTEL MANAGEMENT

Master of Hotel Management and Catering Technology (MHMCT), Bachelor of Hotel Management and Catering Technology (BHMCT), Diploma in Front Office/Food & Beverage Service/Food Production/Bakery & Confectionery

### SCHOOL OF LANGUAGES

M.A. English, M.A. Hindi, M.A. Sanskrit, B.A. (Hons.) English, B.A. (Hons.) Hindi, B.A. (Hons.) Sanskrit, B.A. Combination, Certificate Course in Russian/German/French

### SCHOOL OF LIFE SCIENCES AND BIOTECHNOLOGY

M.Sc. Integrated Biotechnology, M.Sc. Life Sciences, M.Sc. Biotechnology, M.Sc. Biochemistry, M.Sc. Microbiology, M.Sc. Environmental Science and Technology, M.Sc. Environmental Science and Technology (Lateral Entry), M.Sc. Botany (Plant Sciences), B.Sc. (Hons) Biotechnology, B.Sc. (Hons) Biological Sciences, B.Sc. (Biochemistry, Botany, Zoology), B.Sc.- Integrated Biotechnology

### SCHOOL OF PHARMACEUTICAL SCIENCES

M. Pharm. (Pharmaceutics), M. Pharm. (Pharmaceutical Chemistry), M. Pharm. (Pharmacology, B. Pharm., B. Pharm. (lateral entry), D. Pharm

### SCHOOL OF TEACHER EDUCATION

M.Ed., M.P.Ed. (Master of Physical Education, M.Sc. Yoga, M.A. Yoga, B.Ed., B.P.Ed. (Bachelor of Physical Education, B.P.E.S. (Bachelor of Physical Education & Sports), B.Sc. Yoga, P.G.D.Y.Ed. (Post Graduate Diploma in Yoga Education )



