

**CENTRE FOR DISTANCE AND ONLINE
EDUCATION
MANGALAYATAN UNIVERSITY, ALIGARH**



**PROGRAMME PROJECT REPORT
NEP-2020
FYUP BACHELOR OF BUSINESS
ADMINISTRATION
BBA (Hons.)
2024-25**


Director
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Mangalayatan University, Beswan, Aligarh-202146 (U.P.)


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Introduction:

The **4-Year Bachelor of Business Administration (Honours) Degree Programme (FYUP)** through ODL mode is one of the most sought bachelor degree the programs after 12th. It includes complete knowledge of leadership and management. BBA (Hons.) degree allows the candidates to enter field of management. This degree enable the students with various aspects that are necessary for effective business management and essential for entrepreneurs and business managers. Bachelor in Business Administration also gives you a platform for pursuing courses like MBA. Whether you have done your school with arts or humanities or science, you are free to choose the BBA (Hons.) programme. The BBA (Hons.) is most popular and well-known program among the students. It prepares base for MBA program.

To do well in this field, students must possess leadership qualities, decision making skills, and good oral and written communication skills. Partial ICT supported teaching learning practices shall be adopted to ensure parity in terms of academic rigor and quality of instructions.

A. Programme's Mission and Objectives

Mission:

1. To impart quality education to meet national and global challenges.
2. To blend theoretical knowledge with practical skills.
3. To provide access to all sections of society to pursue higher education.
4. To promote leadership qualities among students

Objectives

1. To provide adequate understanding about business dynamism among the students.
2. To develop management skill sets necessary to harness the budding professionals to excel in this dynamic business world.
3. To adapt to ever evolving dynamism in modern business world with an entrepreneurial mindset.

B. Relevance of the Program with HEI's Mission and Goals

The vision and mission of HEI, Mangalayatan University, Aligarh are:

Vision

To be an institution where the most formative years of a young mind are spent in the guided pursuit of excellence while developing a spirit of inquisitive questioning, an ability to excel in the pressure of a fast-changing professional world and desire to grow into a personality than a person in an environment that fosters strong moral and ethical values, teamwork, community service and environment consciousness.

Mission

- To be the enablers of the confluence of academic rigor and professional practicality.
- To bring global best practices to students through widespread use of technology.
- To empower our faculty to constantly develop new skills and excel professionally.
- To provide the best campus environment to the students and faculty with all facilities to nurture their interest.

4-Year Bachelor of Business Administration (Honours) Degree Programme of the University strives to realize its vision and mission by rectifying student centric issues on priority and also to empower local community with the help of various social clubs running in University like NSS, Kadam and Alumni association. The University Promotes Multidisciplinary and Allied research in various fields that supports and harnesses joyful learning environment. The goals of ODL program is to provide educational facilities to all qualified and willing persons who are unable to join regular

courses due to personal or professional reasons. There are many potential learners who cannot afford to join regular courses due to professional responsibilities and personal commitments. For such cases distance BBA (Hons.) can be helpful in increasing knowledge base and skill up gradation.

The program aims to provide alternative path to wider potential learners who are in need of refresher courses to update their skills.

C. Nature of Prospective Target Group of Learners

Distance Education Mangalayatan University, Aligarh (MU) shall target the working professional's executives as well as those who cannot attend a full-time program due to constraints. The candidates desirous of taking admission in BBA (Hons.) program shall have to meet the eligibility norms as follows-

1. To obtain admission in BBA (Hons.) program offered through ODL mode, the learner must have completed 10+2 in any stream.
2. The learner must have pass at 10+2 examination.

The ODL- BBA (Hons.) program offered by Mangalayatan University, Aligarh (MU) caters the needs of diverse groups of undergraduate learners from all disciplines located in diverse regions and social structures such as learners from a low level of disposable income, rural dwellers, women and minorities who have little access to formal institutions of higher learning.

D. Appropriateness of Programme to be conducted in ODL mode to acquire specific skills and competence

The University has identified the following program outcomes and program specific outcomes as acquisition of specific skills and competence for BBA (Hons.) Program.

1. Programme Outcomes (PO's)

PO1. Knowledge: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

PO3. Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO5. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO6. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

PO7. **Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

2. Programme Specific Outcomes

PSO 1. To understand the basic concepts of the commerce, management, accounting & economics.

PSO 2. To analyse relationship among commerce, trade industry, services, management and administration.

PSO 3. To understand rules and regulations of taxation, banking and insurance sector.

The University has managed care to introduce BBA (Hons.) Program taking into consideration, 1, and 2, to maintain the quality and to face the competition at the National/International level.

E. Instructional Design

The 4-Year BBA (Hons.) Programme is divided into eight semesters and minimum credit requirement is 160 to get BBA(Hons.) degree through ODL mode from Mangalayatan University, Aligarh. Minimum time period for acquiring BBA(Hons.) degree will be four years and maximum time (extended) period is eight years.

The minimum credits required for the award of 3-Year and 4-Year UG programme degree are given in **Table-1**.

Table 1: Credit Requirement for the Award of Degree in Each Category in UGC-NEP, 2020-

S. No.	Type of Courses	Credits (3-Year UG)	Credits (4-Year UG)
1.	Major (Core)	60	92
2.	Minor Stream	24	32
3.	Interdisciplinary	09	09
4.	Ability Enhancement Courses (AECs)	08	08
5.	Skill Enhancement Courses (SECs)	10	10
6.	Value Added Courses (VACs)	06	06
7.	Summer Internship	03	03
Total		120	160

Curricular Components of 4-Year BBA (Hons.) Programme:

The curriculum consists of major stream courses (Core Courses), minor stream courses and Interdisciplinary Courses, language courses, skill enhancement courses, and a set of courses on Environmental Education, Understanding India, Digital and Technological Solutions, Health & Wellness, Yoga Education, and Sports and Fitness (Value Added Courses).

At the end of the second semester, students can decide either to continue with the chosen major or request a change of major course. The minor stream courses include vocational courses which will help the students to equip with job-oriented skills. The details regarding the components are as follows

Major Stream (80 credits) – The discipline or subject of main focus and the degree will be awarded in that discipline. Students should secure the prescribed number of credits (about 50% of total credits) through core courses in the major discipline.

Minor Stream (32 credits) – It helps a student to gain a broader understanding beyond the major discipline.

Interdisciplinary (9 credits) – All UG students are required to undergo 3 introductory-level courses relating to any of the broad disciplines. These courses are intended to broaden the intellectual experience and form part of liberal arts and science education. Students are not allowed to choose or repeat courses already undergone at the higher secondary level (12th class or equivalent) in the proposed major and minor stream under this category.

Ability Enhancement Courses (AEC; 08 credits) - Students are required to achieve competency in a Modern Indian Language (MIL) and in the English language with special emphasis on language and communication skills.

Skill Enhancement Courses (SEC; 10 credits) – These courses are aimed at imparting practical skills, hands-on training, soft skills etc. to enhance the employability of the students.

Value-Added Courses (VAC) (Common to all UG students; 06 credits) – The Centre for Distance and Online Education (CDOE) offers two VAC courses as follows:

1. Environmental Education
2. Understanding India

Note:

1. The major subject would provide the opportunity for a student to pursue in-depth study of a particular subject or discipline. Students may only be allowed to change major within the broad discipline at the end of the second semester. So, at the end of the second semester, students can decide either to continue with the chosen major or request a change of major.
2. Beyond the major discipline, student would have to choose a minor stream subject for the award of the degree.

Table 2: The Broad Course Structure of the Undergraduate Programmes-

Semester	Discipline Specific Courses	Minor	Inter-disciplinary courses	Ability Enhancement courses (language)	Skill Enhancement courses/Inter nship	Value-Added Courses	Total Credits
I	2 courses (8C)	2 courses (8C)		1 course (2C)	1 course (2C)		20
II	2 courses (8C)	2 courses (8C)		1 course (2C)	1 course (2C)		20
Students exiting the programme after securing 40 credits will be awarded UG Certificate in the relevant Discipline /Subject.							40
III	2 courses (8C)	1 course (4C)		1 course (2C)	1 course (3C)	1 course (3C)	20

IV	2 courses (8C)	1 course (4C)	-	1 course (2C)	1 course (3C)	1 course (3C)	20
Students exiting the programme after securing 80 credits will be awarded Diploma in the relevant Discipline /Subject.							80
V	4 courses (14 C)		2 courses (6C)	-			20
VI	4 courses (14 C)		1 course (3C)	-	Internship (3C)		20
Students who want to undertake 3-year UG programme will be awarded (BBA Degree) in the relevant Discipline / Subject upon securing 120 credits.							120
Total	60	24	09	08	10+03	06	120
VII	4 courses (16 C)	1 course (4C)	-				20
VIII	4 courses (16 C)	1 course (4C)	-				20
Total	92	32	09	08	10+03	06	160
Students will be awarded BBA (Honours) Degree in the relevant Discipline /Subject provided they secure 160 credits.							160

- *DSC: Discipline Specific Courses
- *IDC: Interdisciplinary Courses
- *AEC: Ability Enhancement Course
- *SEC: Skill Enhancement Courses
- *VAC: Value Added Courses

Note-

1. Students who opt to exit after completion of the first year and have secured 40 credits will be awarded a **UG certificate**.
2. Students who opt to exit after completion of the second year and have secured 80 credits will be awarded the **UG diploma**.
3. **Students can exit** after completion of six semesters with **120 credits** and will be awarded a **Bachelor's Degree**. For BBA(Hons.) Programme, a student has to earn minimum 60 credits of core courses (**Major discipline**), 24 credits in **Minor discipline**, 09 credits in **Interdisciplinary** area, 08 credits in **Ability Enhancement Area (AEC)**, 10 credits in **Skill Enhancement Area (SEC)** and 6 credits in two **Value-Added Courses** (3 credits each) and 3 credits in one **internship** course as per the course structure (Table 2).
4. **If the student wants to continue in FYUP** then he/she may have to earn 20 more credits in **Core Courses** and 8 credits in **Minor discipline** as per the UGC curriculum. So, after completion of 8 semesters with **160 credits**, the student will be awarded a **Bachelor's Degree (Hons.)** in the selected major subject.

Table 3: Evaluation Scheme, NEP, 2020 (Session: 2024-25)

**Bachelor of Business Administration (Honours)
BBA(Hons.)**

I – Year : Certificate in Business Administration							
Semester-I							
S.No.	Course Code	Course Name	Category	Credit	Continuous Assessment Max. Marks	Term End Exam Max. Marks	Total
1	MGB-1111	Principles of Management and Organizational Structure	DSC	4	30	70	100
2	CMB-1112	Financial Accounting	DSC	4	30	70	100
3	MGB-1112	Principles of Marketing	Minor	4	30	70	100
4	CMB-1113	Principles of Micro Economics	Minor	4	30	70	100
5		Opt one of the language courses (English/Hindi)-I	AEC	2	30	70	100
6	CSB-1101	Fundamentals of Computer System and Office Automation	SEC	2	30	70	100
Total				20	180	420	600

Semester-II							
S.No.	Course Code	Course Name	Category	Credit	Continuous Assessment Max. Marks	Term End Exam Max. Marks	Total
1	MGB-1211	Human Resource Management	DSC	4	30	70	100
2	MGB-1212	Financial Management	DSC	4	30	70	100
3	MGB-1213	Business Environment	Minor	4	30	70	100
4	CMB-1213	Indian Economy	Minor	4	30	70	100
5		Opt one of the language courses (English/Hindi)-II	AEC	2	30	70	100
6	MMB-1101	Reasoning	SEC	2	30	70	100
Total				20	180	420	600

Students exiting the programme after securing 40 credits will be awarded UG Certificate in Commerce

Semester-III							
S.No.	Course Code	Course Name	Category	Credit	Continuous Assessment Max. Marks	Term End Exam Max. Marks	Total
1	MGB-2111	Management & Cost Accounting	DSC	4	30	70	100
2	MGB-2112	Consumer Behaviour	DSC	4	30	70	100
3	CMB-1212	Business Law	Minor	4	30	70	100
4		Opt one of the language courses (English/Hindi)-III	AEC	2	30	70	100
5	MGB-2101	Business Communication	SEC	3	30	70	100
7	VAC-2101	Environmental Education	VAC	3	30	70	100
Total				20	180	420	600

Semester-IV							
S.No.	Course Code	Course Name	Category	Credit	Continuous Assessment Max. Marks	Term End Exam Max. Marks	Total
1	MGB-2211	Basics of Business Statistics	DSC	4	30	70	100
2	MGB-2212	Advertising Management	DSC	4	30	70	100
3	CMB-2112	Company Law	Minor	4	30	70	100
4		Opt one of the language courses (English/Hindi)-IV	AEC	2	30	70	100
5	MGB-2201	Personal Selling	SEC	3	30	70	100
6	VAC-2201	Understanding India	VAC	3	30	70	100
Total				20	180	420	600
Students exiting the programme after securing 80 credits will be awarded UG Diploma in Commerce							

Semester-V							
S.No.	Course Code	Course Name	Category	Credit	Continuous Assessment Max. Marks	Term End Exam Max. Marks	Total
1	MGB-3111	Income Tax	DSC	4	30	70	100
2	MGB-3112	Production Management	DSC	4	30	70	100
3	MGB-3113	Retail Management	DSC	4	30	70	100
4	MGB-3114	Entrepreneurship and Small Business Management	DSC	2	30	70	100
5	MGB-3115	Financial Institutions and Market	IDC	3	30	70	100
6	MGB-3116	Marketing of Services	IDC	3	30	70	100
Total				20	180	420	600

Semester-VI

S.No.	Course Code	Course Name	Category	Credit	Continuous Assessment Max. Marks	Term End Exam Max. Marks	Total
1	MGB-3211	Sales management	DSC	4	30	70	100
2	MGB-3212	Goods & Service Tax	DSC	4	30	70	100
3	MGB-3213	Brand Management	DSC	4	30	70	100
4	MGB-3214	Business Ethics and Corporate Governance	DSC	2	30	70	100
5	MGB-3215	Business Research Methodology	IDC	3	30	70	100
6	MGB-3291	Internship	SEC	3	30	70	100
Total				20	180	420	600

Students who want to undertake 3-year UG programme will be awarded BBA Degree in the relevant Discipline / Subject upon securing 120 credits.

Semester-VII

S.No.	Course Code	Course Name	Category	Credit	Continuous Assessment Max. Marks	Term End Exam Max. Marks	Total
1	MGB-4111	International Trade	DSC	4	30	70	100
2	MGB-4112	Industrial Relations	DSC	4	30	70	100
3	MGB-4113	Project Management	DSC	4	30	70	100
4	MGB-4114	Strategic Management	DSC	4	30	70	100
5	CMB-4211	E-Commerce	Minor	4	30	70	100
Total				20	150	350	500

Semester-VIII

S.No.	Course Code	Course Name	Category	Credit	Continuous Assessment Max. Marks	Term End Exam Max. Marks	Total
1	MGB-4211	Digital Marketing	DSC	4	30	70	100
2	MGB-4212	Customer Relationship Management	DSC	4	30	70	100
3	MGB-4213	Supply Chain Management	DSC	4	30	70	100
4	MGB-4214	Compensation Management	DSC	4	30	70	100
5	CMB-4213	Investing in stock markets	Minor	4	30	70	100
Total				20	150	350	500

Students will be awarded BBA (Honours) Degree in the relevant Discipline /Subject provided they secure 160 credits.

Table 4: Skill Enhancement Courses (SECs):

S. No.	Name of the Course	Sem.	Course Code
1	Fundamentals of Computer System and Office Automation	I	CSB-1101
2	Reasoning	II	MMB-1101
3	Business Communication	III	MGB-2101
4	Personal Selling	IV	MGB-2201

* First two courses are of two credits and rest are of three credits subject specific

Table 5: Ability Enhancement Courses (AECs):

S. No.	Sem	Course Name	Course Code	Credits	Language	Remarks
1.	I	English Communication	ENB-1101	2	English	Students are advised to opt one of the language courses
2.	II	Creative Writing	ENB-1201	2		
3.	III	Personality Development	ENB-2101	2		
4.	IV	Basic Knowledge of English Grammar	ENB-2201	2		
5.	I	रचनात्मक और समाचार लेखन	HNB-1101	2	Hindi	
6.	II	फ़िल्म और मीडिया लेखन	HNB-1201	2		
7.	III	पटकथा लेखन	HNB-2101	2		
8.	IV	कार्यालयी लेखन	HNB 2201	2		

Table 6: Interdisciplinary Courses (IDCs):

S. No.	Name of the Course	Course Code	Offered by Department
1	Financial Institutions and Market	MGB-3115	Business Management
2	Marketing of Services	MGB-3116	
3	Business Research Methodology	MGB-3215	

Table 7: Value-Added Courses (VACs):

S. No.	Name of the Course	Semester	Course Code
1.	Environmental Education	III	VAC-2101
2.	Understanding India	IV	VAC-2201

MOOCS (Massive Online Open Courses):

The University shall give flexibility in opting for MOOC by the students pertaining to the prescribed curriculum and also the Credits earned in the MOOC courses may be dealt as part of the evaluation scheme as per UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

Syllabi and Course Materials:

The Syllabi, PPR and Self Learning Material (SLM) are developed mostly by experienced faculty members of Mangalayatan University, Aligarh in consultation with content experts and the same will be forwarded to CIQA (Centre for Quality Assurance) and Board of Studies/Academic Council/ Executive Council for further suggestions and approval.

YEAR	SEM	COURSE CODE	COURSE NAME	CREDITS	CATEGORY
I	I	MGB-1111	Principles of Management and Organizational Structure	4	Major
	I	CMB-1112	Financial Accounting	4	Major
	I	MGB-1112	Principles of Marketing	4	Minor
	I	CMB-1113	Principles of Micro Economics	4	Minor
	II	MGB-1211	Human Resource Management	4	Major
	II	MGB-1212	Financial Management	4	Major
	II	MGB-1213	Business Environment	4	Minor
	II	CMB-1213	Indian Economy	4	Minor
II	III	MGB-2111	Management & Cost Accounting	4	Major
	III	MGB-2112	Consumer Behaviour	4	Major
	III	CMB-1212	Business Law	4	Minor
	IV	MGB-2211	Basics of Business Statistics	4	Major
	IV	MGB-2212	Advertising Management	4	Major
	IV	CMB-2112	Company Law	4	Minor
III	V	MGB-3111	Income Tax	4	Major
	V	MGB-3112	Production Management	4	Major
	V	MGB-3113	Retail Management	4	Major
	V	MGB-3114	Entrepreneurship and Small Business Management	2	Major
	VI	MGB-3211	Sales management	4	Major
	VI	MGB-3212	Goods & Service Tax	4	Major
	VI	MGB-3213	Brand Management	4	Major
	VI	MGB-3214	Business Ethics and Corporate Governance	2	Major
IV	VII	MGB-4111	International Trade	4	Major
	VII	MGB-4112	Industrial Relations	4	Major
	VII	MGB-4113	Project Management	4	Major
	VII	MGB-4114	Strategic Management	4	Major
	VII	CMB-4211	E-Commerce	4	Minor
	VIII	MGB-4211	Digital Marketing	4	Major
	VIII	MGB-4212	Customer Relationship Management	4	Major
	VIII	MGB-4213	Supply Chain Management	4	Major
	VIII	MGB-4214	Compensation Management	4	Major
	VIII	CMB-4213	Investing in stock markets	4	Minor

Semester I

Course Code: MGB-1111

L T P C

Course Title: Principles of Management and Organizational Structure **4 0 0 4**

Course Objective: This course is designed to provide students understanding basic Principles and concept of Management. To provide an overview of the major functions of management. Emphasis is on planning, organizing, controlling, directing, and communicating.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	cognitive level
CO1: Demonstrate dynamics of business organizations and management practices.	Understand
CO2: Explain varied perspectives related to business environment and entrepreneurship.	Understand
CO3: Analyze how organizations adapt to an uncertain environment and decipher decision making techniques managers use to influence and control the internal environment.	Analyze
CO4: Analyze the relationship amongst functions of management	Analyze
CO5: Compare the change in working pattern of modern organizations.	Understand

Block I: Evolution of Management Thought

Unit 1: Classical School: F. W. Taylor: Scientific Management Theory, Classical Organization Theory

Unit 2: Fayol's Principles of Management, And Max Webers' Bureaucratic Model.

Unit 3: Behavioural School: Mary Parker Follet, Chester Bearnard, how throne Studies.

Block II: Management Function and Planning

Unit 4: Basics management functions, role of manager, Overview of Planning: Types of Plans & Theplanning process;

Unit 5: Decision making: Process, Types and Techniques

Unit 6: Control: Function, Process and types of Control

Block III: Organizing & Coordinating Work

Unit 7: Principles of organizing: Common Organizational

structures. **Unit 8:** Decentralization: Factors affecting the

extent of decentralization **Unit 9:** Delegation: Process and

Principles of delegation.

Block IV: Ownership

Unit 10: Basic forms of Business Ownership;

Unit 11: Special forms of ownership: Franchising, Licensing, Leasing; choosing a form of Businessownership

Unit 12: Corporate Expansion: mergers and acquisitions, diversification, forward and backwardintegration, joint ventures, Strategic alliance.

Block V: Staffing

Unit 13: Concept of staffing - Recruitment and Selection.

Unit 14: Orientations; Training and Development.

Unit 15: Career Developments; Performance Appraisal.

Text Books:

1. Principles and Practice of Management: L.M. Prasad
2. Business Organisation & Management: Singh & Chhabra
3. Essentials of Management: Koontz 'O' Donnel
4. Functions and Process of Management: J. K. Jain

Web links

https://www.tutorialspoint.com/management_principles/management_principles_tutorial.pdf <https://study.com/academy/lesson/organizational-structure-definition-types-examples.html> <http://www.pearsoncanada.ca/media/highered-showcase/multi-product-showcase/robbins-ch05.pdf>

Course Code: MGB-1112

L T P C

Course Title: Principles of Marketing

4 0 0 4

Course Objective: This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course will use and focus on Indian experiences, approaches and cases.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	cognitive level
CO1: Learn the basic concepts and principles of marketing and to develop their conceptual skill to be able to manage marketing operations of a business firm.	Understand
CO2: Describe the concept of segmentation and targeting	Understand
CO3: Demonstrate the complexities involved in various differentiation and positioning decisions	Understand
CO4: Take effective decisions for launching new products and to understand the implications of different pricing strategies.	Apply

Block I: Introduction of Marketing

Unit 1: Introduction to Marketing: Definition of Marketing, Entities that can be marketed

Unit 2: Marketing from an organization's viewpoint

Unit 3: Types of markets, Difference between marketing and selling

Block II: Segmentation and Targeting

Unit 4: Concept of segmentation

Unit 5: Bases for segmentation

Unit 6: Targeting, Targeting strategies

Block III: Differentiation and Positioning

Unit 7: Introductions to Differentiation and Positioning

Unit 8: Differentiated, Undifferentiated and Niche marketing

Unit 9: Differentiation parameters, Competition, Positioning

Block IV: Marketing Strategy – I: Product and Price

Unit 10: Meaning and levels of product: Product classification

Unit 11: Product mix concept, Brand and brand decisions

Unit 12: Introduction to Pricing, Pricing decisions

Block V: Marketing Strategy – II: Place and Promotion

Unit 13: Introduction to Distribution: Distribution channels

Unit 14: Channel design and management, Introduction to Promotion, Promotional vehicles,

Unit 15: Product life cycle

Text Books:

1. Etzel, M. J., Walker, B. J., Stanton, W. J., & Pandit, A. (2010). Marketing (14th ed.). McGraw Hill.
2. Kapoor, Neeru. Principles of Marketing PHI.
3. Kotler, P., Armstrong, G. and Agnihotri, P. (2018). Principles of Marketing(17th edition) Pearson Education. Indian edition.
4. Sharma, K., & Aggarwal S. (2018). Principles of Marketing. Taxmann's.

Course Code: CMB-1112

L T P C

Course Title: Financial Accounting

4 0 0 4

Course Objective: The objective of this subject is to acquaint students with the accounting concepts, tools and techniques influencing business organizations.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	cognitive level
CO1: Define theoretical framework of accounting.	Remember
CO2: Explain accounting process and develop the skill of preparation of final accounts.	Understand
CO3: Develop understanding of accounting for hire purchase transactions and determine depreciation.	Apply
CO4 Illustrate branch and departmental accounting.	Understand
CO5: Develop the skill of preparation of Royalty Accounts.	Apply

Block I: Introduction

Unit 1: Conceptual Framework: Book keeping, Accounting & Accountancy, objectives, functions, advantage, limitations,

Unit 2: Accounting principle, Concepts and Conventions, Accounting Equations,

Unit 3: Introduction to Accounting Standards and Indian Accounting Standards (AS & Ind. AS).

Block II: Accounting Process

Unit 4: Journal, ledger, Cash Book, Trial Balance,

Unit 5: Preparation of Financial Statements of a profit making sole proprietorship trading firm with additional information

Unit 6: Preparations of Final Accounts.

Block III: Depreciation and Hire

Purchase Accounting Unit 7: Accounting

for Plant Property and Equipment

Unit 8: Depreciation: Meaning of Depreciation, Objective and Methods of depreciation (Straight line, Diminishing Balance), Change of Method. (*Relevant accounting Standards as applicable*)

Unit 9: Hire Purchase Accounting: Calculation of Interest, Partial and Full Repossession, profit Computation (Stock & Debtors System only), Accounting for Installment System (Simple practical problems)

Block IV: Special Types of Accounting

Unit 10: Accounting for Branches (excluding foreign branches): Dependent branches ('Debtors system' and 'Stock & debtors System') and overview of Independent branches.

Unit 11: Departmental Accounting: Concept, Type of departments, Basis of allocation of departmental expenses

Unit 12: Methods of departmental accounting (Relevant accounting Standards as applicable)

Block V: Royalties Accounts

Unit 13: Royalty account, Minimum Rent,

Unit 14: Computation and recovery of Short working in the books of Land lord etc.

Unit 15: Practical questions

Text Books:

1. Goyal, Bhushan Kumar and H.N. Tiwari, Financial Accounting, Taxmann
2. Kumar, Alok. Financial Accounting, Singhal Publication.
3. Lt Bhupinder. Financial Accounting – Concepts and Applications, Cengage
4. Monga, J R. Financial Accounting: concept and Applications. Mayur paper Backs, New Delhi.

Course Code: CMB-1113

L T P C

Course Title: Principles of Micro Economics

4 0 0 4

Course Objective:

- To promote the ability to understand the basic concepts of Economics
- To give students the capacity to make relevance of economics in business decisions
- To help them be equipped with economic tools for consumer decision making and business analysis.

Course Outcomes: After completing the course, the student shall be able to

Course Outcome	cognitive level
CO1: Define Basic Concepts and Principles of micro economics.	Remember
CO2: Explain the mechanics of supply and demand in allocating goods and services and resources	Understand
CO3: Compare the choices made by a rational consumer	Understand
CO4: Identify relationships between production and costs	Apply
CO5: Demonstrate key characteristics and consequences of different forms of markets	Understand

Block I: Introduction to Economics

Unit 1: Nature and Characteristics and Scope

Unit 2: Relationship with other disciplines, Concept of Utility

Unit 3: Law of Diminishing Marginal Utility. Concept of Consumer Surplus

Block II: Demand, Supply and Market Equilibrium

Unit 4: Individual demand, market demand, Laws of Demand. Determinants of demand, Elasticity of demand

Unit 5: Determinants of Supply.

Unit 6: Market equilibrium and price determination.

Block III: Factors of Production

Unit 7: Law of returns, Law of variable proportions, Law of return to scale, Economics and

Unit 8: Diseconomies of scale.

Unit 9: Types of costs and behavior of costs in short run and long run.

Block IV: Market Structures

Unit 10: Types, Factors affecting types of market structures, Perfect and imperfect competition.

Unit 11: Monopoly, Monopolistic competition and Oligopoly.

Unit 12: Price and Output determination under perfect competition.

Block V: National Income

Unit 13: Concepts, Measurement and

Unit 14: Difficulties in measurement

Unit 15: Inequalities of Income, Causes. Inflation.

Text Books:

1. Ahuja, H.L., Business Economics, S. Chand & Co., New Delhi.
2. Deepa shree, Principles of Micro Economics, Ane Books Pvt Ltd, New Delhi
3. I.C. Dhingra, Microeconomics - Theory & Practice, S. Chand & Co., New Delhi.

Reference Books:

1. Dominick Salvatore (2012). Principles of Microeconomics (5th ed.)
Oxford University Press
2. Principles of Economics, Economic Analysis – V. Lokanathan. 2017

Course code: ENB-1101

Course title: English Communication

Credits-2

Course Objectives:

- To understand the fundamental communication skills in terms of personal, social and professional interactions.
- To develop the ability to share thoughts, emotions and ideas through various means of communication: both verbal and nonverbal.

Course Outcomes: After completion the course, students will be able to communicate effectively and with fluency. They will be able to speak in grammatically correct English with good pronunciation and intonation.

Block I: Self-Introduction

Unit 1: Introducing Self

Unit 2: Skills and Strengths

Unit 3: Speaking about Achievements and Voicing Future Aspects

Unit 4: Body Language

Unit 5: Paralanguage Skills

Block II: Public Speaking Skills

Unit 6: Speeches

Unit 7: Role Play

Unit 8: Debates

Unit 9: Presentation

Unit 10: Story telling or Narration

Text Books:

1. Bell, Judith. "Doing Your Research Project: A Guide for First-Time Researchers." Open University Press, 2010.
2. Covey, Stephen R. "The 7 Habits of Highly Effective People." Simon & Schuster, 1989.
3. Lucas, Stephen E. "The Art of Public Speaking." McGraw-Hill Education, 2014.
4. Pease, Allan, and Barbara Pease. "The Definitive Book of Body Language." Bantam, 2006.
5. Rath, Tom. "StrengthsFinder 2.0." Gallup Press, 2007.
6. Reynolds, Garr. "Presentation Zen: Simple Ideas on Presentation Design and Delivery." New Riders, 2008.

उद्देश्य

हिंदी की प्रमुख गद्य-पद्यविधाओं की लेखन-प्रक्रिया से परिचित करवाते हुए लेखन-अभ्यास द्वारा विद्यार्थियों की लेखन-प्रतिभा को निखारना एवं उन्हें सृजनात्मक लेखन हेतु प्रेरित करना। समाचार लेखन से परिचित कराना।

अधिगम की उपलब्धियां

-समाचार के स्वरूप एवं लेखन प्रक्रिया से परिचय होगा।

-विभिन्न विधाओं में लेखन कौशल का विकास होगा।

-विद्यार्थी रचनात्मक भाषा का उपयोग कर पाने में समर्थ होंगे तथा लेखन क्षेत्र में रोजगार के अवसरों की उपलब्धता।

खंड-1 रचनात्मक लेखन

इकाई-1 रचनात्मक लेखन : अर्थ एवं स्वरूप

इकाई-2 कविता लेखन: स्वरूप एवं अभ्यास

इकाई-3 लघुकथा लेखन:स्वरूप एवं अभ्यास

इकाई-4 यात्रावृत्तान्त-लेखन:स्वरूप एवं अभ्यास

इकाई-5 रिपोर्टाज-लेखन:स्वरूप एवं अभ्यास

खंड-2 समाचार लेखन

इकाई-6 समाचार:अर्थ,परिभाषा एवं तत्त्व

इकाई-7 समाचार के प्रकार, स्रोत

इकाई-8 संवाददाता:गुण और प्रकार

इकाई-9 समाचार लेखन-अभ्यास १

इकाई-10 समाचार लेखन-अभ्यास २

सहायक पुस्तकें

व्यवहारिक निर्देशिका पटकथा लेखन-असगरवजाहत

रचनात्मक लेखन, स. रमेशगौतम

समाचार लेखन-पीकेआर्य

सहायक ग्रन्थ

Course Title: Fundamental of Computer System & Office Automation

Course Code: CSB-1101

Credits: 02

Course Objectives:

- Gain proficiency in fundamental computer system concepts and their application in office automation environments.
- Develop skills in utilizing office automation tools to enhance workplace efficiency and productivity.
- Understand the principles of data management and analysis to support informed decision-making within office settings.
- Cultivate effective communication strategies using computer systems and office automation tools for seamless collaboration.
- Acquire problem-solving abilities to troubleshoot common issues encountered in computer systems and office automation setups.

Course Content:

Block I: Introduction To Computer & Storage Devices

Unit 1: Brief history of development of computers, computer system concept, characteristics, capabilities and limitations, types of computers.

Unit 2: BIOS, Software, Hardware, Firmware, Booting files & Directory system. Data, information and their need, Levels of information, Quality of information, Comparison of manual & electronic storage of data,

Unit 3: Organization of data as file, Use of information in data processing systems, various data processing methods.

Unit 4: Primary Storage: Storage locations and addresses, storage capacity, RAM, ROM, PROM, EPROM, Cache memory.

Unit 5: Secondary Storage: Sequential & Direct Access devices, Punched paper devices Magnetic tape, Magnetic Disk, Floppy Disk, Optical Disk, Magnetic Bubble Memory.

Block II: Input-Output, Operating System & Office

Unit 6: Input-Output devices: Keyboard, Pointing Devices: Mouse Trackball, Touch pad, Track point, Joystick, Touch Screen, Scanner, Barcode Reader, Optical Mark Reader.

Unit 7: Basic Elements, Functions and Types of Operating System, Serial Processing, Multi-Programmed, Batch System.

Unit 8: Time Sharing Systems, System Components, Operating System Services, Interrupts, Interrupt Processing.

Unit 9: MS-Office, Introduction to MS-Word menus shortcuts, create a word document, opening a file-saving, editing text documents, cut, copy, paste, formatting a document, alignments, font styles, indents. Creating tables – merging, splitting, drawing-shapes, picture tools, mail merge, spell check.

Unit 10: MS-Excel, Introduction, working spread sheets, formatting spread sheets, creating charts, formula usage.

Course Outcomes:

1. Improved efficiency through streamlined workflows enabled by fundamental computer system knowledge and office automation tools.
2. Enhanced productivity resulting from the effective utilization of office automation, minimizing manual tasks and optimizing resource allocation.
3. Cost reduction achieved by leveraging office automation to minimize errors, reduce manual labor, and optimize resource utilization.
4. Enhanced communication facilitated by understanding computer systems, enabling efficient collaboration through email, instant messaging, and collaborative software tools.
5. Informed decision-making empowered by access to relevant data and analysis through computer systems, leading to strategic choices and better outcomes.

Text Books::

1. Norton Peter, "Introduction to computers", 4th Ed., TMH, 2001.
2. Alex Leon & Mathews Leon, "Fundamentals of Information Technology", Leon Techworld, 1999.
3. Vikas Gupta, "Comdex Computer Kit", Wiley Dreamtech, Delhi, 2004
4. P. K. Sinha & Priti Sinha, "Computer Fundamentals", BPB Publications, 1992.
5. V. Raja Raman, "Introduction to Computers", PHI, 1998.
6. Alex Leon & Mathews Leon, "Introduction to Computers", Vikas Publishing House, 1999.
7. Computer Architecture and Organization, Nicholas carter, Scaum Series TMH Adaptation, 2010.

Semester II

Course Code: MGB-1211

Course Name: Human Resource Management

L	T	P	C
4	0	0	4

Course Objective: To enable the students to understand and comprehend the vital issues of HRM in adynamic environment.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1: Describe basic nature and importance of human resource management.	Understand
CO2: Analyze the current theory and practice of recruitment and selection.	Analyze
CO3: Realize the importance of performance management system in enhancing employee performance.	Understand
CO4: Recommend actions based on results of the compensation analysis and design compensation schemes that are cost effective, that increase productivity of the workforce, and comply with the legal framework.	Apply
CO5: Discuss the role of modern HRM in meeting challenges of changing business environment.	Analyze

Block I: Introduction

Unit 1: Meaning, importance and scope of HRM;

Unit 2: Evolution of HRM; functions, status and competencies of HR manager;

Unit 3: Human Resource Planning - quantitative and qualitative dimensions; Job analysis—jobdescription and job specification; HR Policies.

Block II: Recruitment, Selection & Development

Unit 4: Recruitment, selection, placement, induction, and socialization –

Unit 5: An overview; Developing Human Resources; Training – need, types, and evaluation;

Unit 6: Role specific and competency-based training.

Block III: Performance Appraisal

Unit 7: Performance appraisal- nature and objectives,

Unit 8: Methods of performance appraisal, potential appraisal & employee counseling;

Unit 9: Job changes—transfers and promotions; HR audit.

Block IV: Compensation

Unit 10: Job evaluation; Compensation—concept and policies,

Unit 11: Base and supplementary compensation,

Unit 12: Performance linked compensation—individual, group, and organisation level.

Block V: Employee Maintenance and Emerging Issues in HRM

Unit 13: Employee health and safety, employee welfare, Social security (excluding legalprovisions);

Unit 14: Grievance handling and redressal; Industrial disputes and settlement machinery; Emergingissues

Unit 15: Challenges of HRM— employee empowerment, downsizing, work- life balance, use of technology in HRM functions.

Text Books:

1. Decenzo, D. A., & Robbins, S. P. (2011). Fundamentals of Human Resource Management India: Wiley.
2. Dessler, G. (2017). Human Resource Management. Pearson.
3. Muller-Camen, M., Croucher, R., & Leigh, S. (2016). Human Resource Management: A Case Study Approach. CIPD. Viva Books.
4. Pattanayak, B. (2018). Human Resource Management. Delhi. Prentice Hall of India.

Course Code: MGB-1212

L T P C

Course Name: Financial Management

4 0 0 4

Course Objective: This course aims to acquaint students with the techniques of financial management and their applications for business decision making.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	cognitive level
CO1 - Explain the nature and scope of financial management as well as time value of money and risk return trade off.	Remember
CO2 – Analyze capital budgeting process and capital budgeting techniques	Analyze
CO3 - Estimate various capital structure theories and factors affecting capital structure decisions in a firm	Understand
CO4 - Critically examine various theories of dividend and factors affecting dividend policy	Understand
CO5 - Evaluate working capital requirement	Evaluate

Block I: Introduction

Unit 1: Nature, scope and objectives of financial management

Unit 2: Time value of money

Unit 3: Risk and Return.

Block II: Capital Budgeting

Unit 4: The Capital Budgeting Process, Cash Flow Estimation

Unit 5: Payback Period Method, Accounting Rate of Return

Unit 6: Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index method.

Block III: Cost of Capital and Financing Decision

Unit 7: Sources of long-term financing, Estimation of components of cost of capital, Method for Calculating Cost of Equity, Cost of Retained Earnings

Unit 8: Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital.

Unit 9: Capital Structure- Theories of Capital Structure, Operating, Financial and Combined Leverage, EBITEPS, Analysis. Determinants of Capital Structure.

Block IV: Dividend Decision

Unit 10: Theories for relevance and irrelevance of dividend decision for corporate valuation

Unit 11: Walter's Model, Gordon's Model, MM Approach

Unit 12: Forms of dividend payment and Determinants of Dividend policy.

Block V: Working Capital Decision

Unit 13: Concepts of Working Capital, Operating & Cash Cycles,

Unit 14: Sources of short-term finance,

Unit 15: Working capital estimation, cash management, receivables management, inventory management.

Text Books:

1. Pandey, I.M. Essentials of Financial Management. Vikas Publications.
2. Rustagi, R.P. Basic Financial Management, Sultan Chand, New Delhi
3. Singh, J.K. Financial Management- Theory & Practice, Galgotia Publishing Company.
4. Singh, Surender and Kaur, Rajeev, Basic Financial Management, Scholor Tech Press New Delhi.

Course Code: MGB-1213

L T P C

Course Title: Business Environment

4 0 0 4

Course Objective: To enable the students to gain insights into various concepts which characterize the business environment of a business in every aspect.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive Level
CO1 - Describe business environment and its importance	Understand
CO2 – Discuss on political and legal issues in business	Understand
CO3 - Elaborate knowledge on social beliefs, customs and cultural heritage.	Create
CO4 - Acquire knowledge on micro and macroeconomic concepts.	Apply
CO5 - Acquire knowledge on various national, international financial service and trade institutions.	Apply

Block I: Theoretical Framework of Business

Environment Unit 1: Concept of Indian

Business Environment,

Unit 2: Significance, Nature, Elements & Dimensions;

Unit 3: Environmental Scanning and Monitoring.

Block II: Economic Trends

(overview): Income Unit 4:

Economic Trends (overview)

Unit 5: Income; Savings and investment; Industry

Unit 6: Trade and balance of Payments, Money; finance; Prices.

Block III: The Current Five Year Plan: Major Policies;

Resource allocation Unit 7: The Current Five Year Plan: Major

Policies; Resource allocation,

Unit 8: Problems of Growth: Unemployment; Poverty;

Unit 9: Regional imbalances; Social injustice; inflation; Parallel economy; Industrial sickness.

Block IV: Role of Governments

Unit 10: Role of Government: Monetary and fiscal policy;

Unit 11: Industrial Policy; Industrial licensing,

Unit 12: Privatization; Devaluation; EXIM Policy.

Block V: International Environments & Institutions

Unit 13: International Environment: International trading environment (overview)**Unit 14**
Trends in world trade and the problems of developing countries;

Unit 15: International economic institutions- GATT, WTO, UNCTAD, World Bank, IMF.

Text Books:

2. Sundaram & Black: The International Business Environment; Prentice Hall.
3. Agarwal A.N.: Indian Economy; Vikas Publishing House.
4. Khan Farooq A: Business & Society; S. Chand
5. Dutt R. and Sundaram K.P.M.: Indian Economy; S.Chand
6. Mishra S,K, and Puri V.K.: Indian Economy; Himalaya Publishing House
7. Hedge Ian: Encironmental Economics; Macmillan.

Course Code: CMB-1213

L T P C

Course Name: Indian Economy

4 0 0 4

Objective: This course seeks to enable the student to grasp the major economic problems in India and their solution.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1 - Describe the concept and related terms in Indian Economy.	Understand
CO2 – Describe the Basic Features of the Indian Economy at Independence	Understand
CO3 - Explain the planning and import substituting industrialization	Understand
CO4 - Classify of Growth, Development and Structural Change in different phases of growth and policy regimes across sectors and regions	Understand
CO5 - Determine Sectoral Trends.	Evaluate

Course Content:

Block I: Basic Issues in Economic Development

Unit 1: Concept and Measures of Development and

Unit 2: Underdevelopment;

Unit 3: Human Development

Block II: Basic Features of the Indian Economy at Independence

Unit 4: Composition of national income and

Unit 5: Occupational structure,

Unit 6: The agrarian scene and industrial structure

Block III: Policy Regimes

Unit 7: The evolution of planning and import substituting industrialization.

Unit 8: Economic Reforms since 1991.

Unit 9: Monetary and Fiscal policies with their implications on economy

Block IV: Growth, Development and Structural Change

Unit 10: The experience of Growth, Development and Structural Change in different phases of growth and policy regimes across sectors and regions.

Unit 11: The Institutional Framework: Patterns of assets ownership in agriculture and industry; Policies for restructuring agrarian relations and for regulating concentration of economic power;

Unit 12: Changes in policy perspectives on the role of institutional framework after 1991. Growth and Distribution; Unemployment and Poverty; Human Development; Environmental concerns. Demographic Constraints: Interaction between population change and economic development.

Block V: Sectoral Trends and Issues

Unit 13: Agriculture Sector

Unit 14: Industry and Services Sector.

Unit 15: Financial Sector

Text Books:

1. Mishra and Puri, Indian Economy, Himalaya Publishing House
2. IC Dhingra, Indian Economics, Sultan Chand & Sons
3. Gaurav Dutt and KPM Sundarum, Indian Economy, S. Chand & Company.
4. Bhagwati, J. and Desai, P. India: Planning for industrialization, OUP, Ch 2

Course Title: Creative Writing

Course Objectives:

- To develop students' creativity and imagination in writing.
- To improve students' writing skills and techniques.
- To help students express themselves effectively through different writing styles and genres.
- To introduce students to various forms of creative writing, such as poetry, short stories, and plays.
- To foster a supportive and collaborative environment for sharing and critiquing each other's work.

Course Outcomes:

- Students will be able to generate original ideas and develop them into well-crafted pieces of writing.
- Students will demonstrate proficiency in different writing styles and techniques.
- Students will be able to effectively communicate their thoughts and emotions through their writing.
- Students will have a solid understanding of various forms of creative writing and their unique characteristics.
- Students will be able to give and receive constructive feedback on their own and others' work.

Block I: Introduction to Creative Writing

Unit 1: Understanding the Basics of Creative Writing

Unit 2: Exploring Different Genres of Writing

Unit 3: Developing a Writing Routine

Unit 4: Understanding the Importance of Feedback

Unit 5: Practicing Self-editing Techniques

Block II: Elements of Creative Writing

Unit 6: Character Development

Unit 7: Setting and Atmosphere

Unit 8: Plot Development

Unit 9: Dialogue and Voice

Unit 10: Theme and Symbolism

Text Books:

1. Creating Characters: How to Build Story People by Dwight V. Swain.
2. "Self-Editing for Fiction Writers: How to Edit Yourself into Print" by Renni Browne and Dave King.
3. "The Creative Writing Coursebook: Forty Authors Share Advice and Exercises for Fiction and

Poetry" edited by Julia Bell and Paul Magrs.

4. "The Making of a Story: A Norton Guide to Creative Writing" by Alice LaPlante.

5. "The Power of Point of View: Make Your Story Come to Life" by Alicia Rasley.

उद्देश्य

फ़िल्म के स्वरूप, प्रकार से परिचित कराना।
फ़िल्म के तकनीकी पक्ष का ज्ञान कराना।
मीडिया लेखन के स्वरूप से परिचित कराना।
मीडिया लेखन के विविध रूपों का ज्ञान कराना।

अधिगम की उपलब्धियां

विद्यार्थी फ़िल्म लेखन के स्वरूप, फ़िल्म के प्रकार और फ़िल्म के तकनीकी पक्ष से परिचित होंगे।
मीडिया लेखन के स्वरूप और विविध रूपों का ज्ञान प्राप्त कर सकेंगे।

खंड-1 फ़िल्म लेखन

- इकाई-1 फ़िल्म लेखन: स्वरूप एवं महत्त्व
- इकाई-2 फ़िल्म के प्रकार
- इकाई-3 फ़िल्म का कलापक्ष (पटकथा, संवाद, अभिनय, संगीत)
- इकाई-4 फ़िल्म का तकनीकी पक्ष (ध्वनि, प्रकाश, फिल्मांकन, संपादन)
- इकाई-5 फ़िल्म-समीक्षा: स्वरूप एवं महत्त्व

खंड-2 मीडिया लेखन

- इकाई-6 मीडिया लेखन: अर्थ, परिभाषा एवं अवधारणा
- इकाई-7 प्रिंट मीडिया के विविध रूप (समाचार-पत्रपत्रिकाएँ, पोस्टर, विज्ञापन)
- इकाई-8 इलेक्ट्रॉनिक मीडिया के विविध रूप (रेडियो, टेलीविजन, सोशलमीडिया)
- इकाई-9 मीडिया लेखन में हिंदी की भूमिका
- इकाई-10 मीडिया लेखन की संभावनाएं एवं चुनौतियां

सहायक ग्रन्थ

रचनात्मक लेखन-स. रमेशगौतम
मीडिया लेखन: सिद्धांत और व्यवहार-डॉ. चन्द्रप्रकाश मिश्र
व्यवहारिक निर्देशिका पटकथा लेखन-असगरवजाहत

Course title: Reasoning

Course Code: MMB-1101

Credits-2

Course Objectives:

- Equip learners with the ability to critically analyze, interpret, and evaluate arguments and data, enabling them to solve complex problems with accuracy and efficiency.
- Foster the capacity to think clearly and rationally, understanding logical connections between ideas, challenging assumptions, and evaluating evidence.
- Provide learners with the tools to effectively analyze and interpret data presented in various formats, making accurate conclusions and decisions based on this analysis.
- Teach advanced problem-solving techniques, encouraging creative thinking and enabling learners to approach unfamiliar situations and novel problems with confidence.

Course Outcomes:

Upon completing the course, learners will be able to:

- **Apply Logical and Analytical Reasoning:** Accurately solve a wide range of logical and analytical reasoning questions, using deductive and inductive reasoning skills effectively in both academic and real-world scenarios.
- **Demonstrate Enhanced Critical Thinking:** Critically assess arguments, identify logical fallacies, make informed decisions, and construct coherent arguments of their own, applying these skills in diverse contexts.
- **Interpret and Analyze Data Competently:** Read and interpret complex data from charts, graphs, and tables, and perform data sufficiency tasks with proficiency, essential for success in the quantitative sections of competitive exams.
- **Solve Complex Problems Efficiently:** Utilize advanced problem-solving strategies to tackle challenging puzzles and problems, demonstrating creativity and lateral thinking in developing solutions.

Block 1: Foundational Reasoning Skills

Unit 1: Introduction to Logical Reasoning

Unit 2: Deductive Reasoning

Unit 3: Inductive Reasoning

Unit 4: Analogy based on kinds of relationships

Unit 5: Logical statements- Two premise argument, more than two premise argument using connectives.

Block 2: Application of Reasoning

Unit 6: Venn diagrams

Unit 7: Moods and figures

Unit 8: Problem on Cubes and Dices

Unit 9: Syllogism

Unit 10: Logical Fallacies

Text Books:

1. "A Modern Approach to Logical Reasoning" by R.S. Aggarwal
2. "Introduction to Logic" by Irving M. Copi, Carl Cohen, and Kenneth McMahon
3. "How to Think Logically" by Gary Seay and Susana Nuccetelli

Semester III

Course Code: MGB-2111

L T P C

Course Name: Management and Cost Accounting

4 0 0 4

Course Objective: To acquaint the students with basic concepts used in cost and management accounting and various methods involved in cost ascertainment systems, and use of costing data for planning, control and decision making.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive Level
CO1 - Describe thoroughly the conceptual framework of Cost Accounting; identification of differences between different financial and cost accounting.	Understand
CO2 – Discuss the cost concepts and elements of cost; preparation of cost sheet, contract costing, and reconciliation statement of cost and financial accounting.	Understand
CO3 – Explain the concept of management Accounting.	Understand
CO4 - Discuss the basic concepts Analysis and Interpretation of Financial Statements.	Understand
CO5 - Describe budgetary control system as a tool of managerial planning and control; ability to understand ratio analysis.	Apply

Course Content:

Block I: Cost Accounting

Unit 1: Introduction: Nature and scope of cost accounting;

Unit 2: Cost concepts and classification; methods and techniques

Unit 3: Installation of costing system; concept of cost audit.

Block II: Cost Ascertainment

Unit 4: Costing; job, batch and contract costing.

Unit 5: Operating costing; Process costing,

Unit 6: Reconciliation of cost and financial accounts.

Block III: Management Accounting

Unit 7: Definitions, Scope, Objectives, and Limitations;

Unit 8: Difference between Financial Accounting,

Unit 9: Management Accounting, Tools of management accounting, Role of Management Accountant.

Block IV: Analysis and Interpretation of Financial Statements

Unit 10: Methods of analysis and interpretations,

Unit 11: Fund flow analysis and preparation of Fund Flow Statement;

Unit 12: Cash Flow Analysis and preparation of Cash Flow Statement

Block V: Budgets & Ratio Analysis

Unit 13: Definition, Necessity and kinds of Business Budgets,

Unit 14: Types of Budgets; Preparation of Flexible & Cash Budget Zero-base

Unit15: Budgeting concept Ratio analysis: Nature, meaning, scope, advantages and classification of various ratios.

Text Books::

1. Drury- Management & Cost Accounting (Thomson Learning Books)
2. Kaplan- Advanced Management Accounting (Prentice Hall of India)
3. Gupta S. P. – Management Accountancy

Course Code: MGB-2112

L T P C

Course Name: Consumer Behaviour

4 0 0 4

Course Objective:

The objective of this paper is to give the basic knowledge about the consumer behaviour.

Course Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive Level
CO1 - Identify the key concepts and theories of consumer behaviour.	Remember
CO2 – Describe models for describing consumer behaviour.	Understand
CO3 – Learn about perception and consumer behaviour	Understand
CO4 – Explain Consumer Decision making process.	Explain
CO5 - Develop an understanding about industrial buying behavior	Explain

Course Content:

Block I: Consumer Behaviour

Unit 1: Introduction- Meaning of consumer behavior, Importance,

Unit 2: Market Analysis, Consumer decision process,

Unit 3: Factors influencing consumer buying decisions.

Block II: Consumer Behavior Models

Unit 4: Economic model, Psycho- analytic model,

Unit 5: Sociological model, Howard & Seth model,

Unit 6: Nicosia model, Engel-Kollat-Blackwell model.

Block III: Perception and consumer behaviour

Unit 7: Individual determinants: Perceptual process,

Unit 8: consumer learning process Introduction: Concept, importance and scope of CB, need for studying,

Unit 9: consumer attitude formation, attitude measurement, meaning and nature of personality, self concept.

Block IV: Influences & Consumer Decision making

Unit 10: Family, reference group, personal, social and cultural influence on CB,

Unit 11: Consumer Decision making process,

Unit 12: Consumer Communication process, consumer satisfaction.

Block V: Industrial Buying Behavior

Unit 13: Participants, characteristics of industrial markets,

Unit 14: factors influencing industrial markets, stages of industrial buying process,

Unit 15: Customer and marketing of services.

Suggested Readings:

1. Suja. R. Nair, Consumer Behaviour in Indian Perspective
2. Schiffman & Kanuk, Consumer Behaviour
3. Louden & Bitta, Consumer Behaviour
4. Bennet & Kasarji, Consumer Behaviour

Course Code: CMB-1212

L T P C

Course Title: Business Law

4 0 0 4

Course Objective:

This course aims to acquaint students with general business laws issues to help them become more informed, sensitive and effective business leaders.

Course Outcomes: After completing the course, the student shall be able to:

Course Outcome	cognitive level
CO1: Define basic aspects of contracts for making the agreements, contracts and subsequently enter valid business propositions.	Remember
CO2: Demonstrate legitimate rights and obligations under The Sale of Goods Act.	Understand
CO3: Explain negotiable instruments.	Understand
CO4: Make use of skills to initiate entrepreneurial ventures as LLP.	Apply
CO5: Explain the fundamentals of Internet based activities under the Information and Technology Act.	Understand

Course Content:

Block I: The Indian Contract Act, 1872

Unit 1: Contract– meaning, characteristics and kinds.

Unit 2: Essentials of valid contract -Offer and acceptance, consideration, contractual capacity, free consent, legality of objects.

Unit 3: Void agreements. Discharge of contract – modes of discharge including breach and its remedies. Quasi – contracts.

Block II: The Sale of Goods Act, 1930

Unit 4: Contract of sale, meaning and difference between sale and agreement to sell. Conditions and warranties.

Unit 5: Transfer of ownership in goods including sale by non-owners.

Unit 6: Performance of contract of sale. Unpaid seller – meaning and rights of an unpaid seller against the goods.

Block III: Negotiable Instrument Act (1981)

Unit 7: Definition of negotiable instruments, features, promissory note,

Unit 8: Bill of exchange and cheque, holder and holder in due course, crossing of a cheque,

Unit 9: Types of crossings, negotiation dishonor and discharge of negotiable instrument.

Block IV: The Limited Liability Partnership Act, 2008

Unit 10: Salient Features of LLP, Difference between LLP and Partnership,

Unit 11: LLP and Company LLP Agreement. Nature of LLP. Partners and Designated Partners. Incorporation Document Incorporation by Registration, Registered office of LLP and change therein.

Unit 12: Change of name. Partners and their Relations. Extent and limitation of liability of LLP and partners. Whistle blowing. Taxation of LLP. Conversion of LLP.

Block V: The Information Technology Act 2000

Unit 13: Definitions under the Act. Digital signature. Electronic governance. Attribution, acknowledgement

Unit 14: Dispatch of electronic records. Regulation of certifying authorities Digital signatures certificates.

Unit 15: Duties of subscribers. Penalties and adjudication. Offences.

Text Books:

1. Singh, Avtar.(2018). The Principles of Mercantile Law. Lucknow. Eastern Book Company.
2. Sharma, J.P. and Kanojia S. (2019). Business Laws. New Delhi. Bharat Law House Pvt.Ltd.
3. Tulsian P.C. (2018). Business Law. New Delhi.Tata McGraw Hill.
4. Jagota R. (2019). Business Laws. MKM Publishers ScholarTech Press.

Course title: Personality Development

Course code: ENB-2101

Credits-2

Course Objectives:

- This course aims to provide participants with a comprehensive framework for personal growth and development. By the end of the course, participants will:
- Gain a deep understanding of the various components that make up an individual's personality, including temperament, character, and traits.
- Develop heightened self-awareness regarding one's strengths, weaknesses, emotions, thoughts, and values.
- Enhance verbal and non-verbal communication skills to interact more effectively with others in personal and professional settings.
- Improve emotional intelligence by learning to manage and express one's emotions constructively and understand the emotions of others.

Course Outcomes-

Upon successful completion of this course, participants will be able to:

- Demonstrate a deeper understanding of their personality, including strengths, limitations, and potential areas for growth.
- Employ improved communication skills, adapting their approach to suit various audiences and contexts.
- Apply emotional intelligence in personal and professional relationships to foster understanding and cooperation.
- Navigate various situations confidently, making decisions assertively and presenting ideas persuasively.

Block I: Understanding Self and Interpersonal Skills

Unit 1: Introduction to Personality Development

Unit 2: Communication Skills

Unit 3: Emotional Intelligence

Unit 4: Time Management

Unit 5: Stress Management

Block II: Enhancing Personal Effectiveness and Building Relationships

Unit 6: Critical Thinking and Problem Solving

Unit 7: Leadership and Teamwork

Unit 8: Adaptability and Resilience

Unit 9: Personal Branding and Networking

Unit 10: Planning for the Future

Text Books:

1. Covey, Stephen R. "The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change." Simon & Schuster, 1989.
2. DeVito, Joseph A. "The Interpersonal Communication Book." Pearson, 2015.
3. Goleman, Daniel. "Emotional Intelligence: Why It Can Matter More Than IQ." Bantam Books, 1995.
4. Kouzes, James M., and Barry Z. Posner. "The Leadership Challenge: How to Make Extraordinary Things Happen in Organizations." Jossey-Bass, 2017.

उद्देश्य

पटकथा लेखन का परिचय कराना।
विद्यार्थियों की लेखन क्षमता का विकास
विद्यार्थियों को लेखन में रोजगार संबंधी क्षेत्रों के लिए तैयार करना।

अधिगम की उपलब्धियां

पटकथा-लेखन के स्वरूप और तकनीकी शब्दों से परिचित होंगे।
पटकथा लेखन की जानकारी मिलने के उपरांत विद्यार्थी रोजगार-बाज़ार के लिए तैयार होंगे।
अभिव्यक्ति कौशल का विकास।
भाषायी संप्रेषण के महत्त्व से अवगत होंगे।

खंड-1 पटकथा लेखन

इकाई-1 पटकथा-लेखन: स्वरूप, तत्त्व
इकाई-2 पटकथालेखन के प्रकार
इकाई-3 पटकथा लेखन में शोध का महत्त्व
इकाई-4 पटकथा की शब्दावली तथा
एक अंक(थ्रीएक्ट) और पांच अंक(फ़ाइवएक्ट) को समझना

खंड-2 पटकथा लेखन-2

इकाई-5 वेबसीरीज़ के लिए पटकथा लेखन
इकाई-6 लघु फ़िल्म के लिए पटकथा लेखन
इकाई-7 डॉक्युमेंट्री के लिए पटकथा लेखन
इकाई-8 विज्ञापन फ़िल्म के लिए पटकथा लेखन

सहायक पुस्तकें

व्यवहारिक निर्देशिका: पटकथा लेखन: असगरवजाहत
आइडिया से पर दे तक- रामकुमार सिंह
पटकथा कैसे लिखें- राजेन्द्रपांडे
कथा-पटकथा-मन्नूभंडारी

Course title: Business Communication

Course code: MGB-2101

Credits-2

Course Objective:

- To equip students of the B.Com course effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.
- To enable students analyze communication situations and develop Effective communication strategies
- To develop skills for communicate professionally and persuasively
- To make students learn skills for successful formal and informal presentations

Block I: Introduction

Unit 1: Definition, importance, features, purpose and process of communication.

Unit 2: Dimensions and channels of communication, the 7 c's of communication,

Unit 3: Barriers to communication, guidelines for effective communication.

Block II: Modern techniques and Self Development

Unit 4: Modern techniques like video conferencing, social networking. Strategic importance of e-communication.

Unit 5: Self Development and Communication Development of positive personal attitude

Unit 6: Communication models and processes; Self Development and Communication Development of positive personal attitude; Corporate

Block III : Verbal and NON-Verbal Aspects of Communicating

Unit 7: Introduction of Verbal and NON-Verbal communication

Unit 8 : Body Language, Kinesics, Proxemics, Paralanguage. Effective Listening: Principles of Effective listening, Factors affecting listening exercises, Oral, Written and video sessions.

Unit 9: Interviewing skills: Appearing in interviews, Writing resume and letter of application.

Block IV : Business language and presentation

Unit 10: Importance of Business language, Vocabulary Words often confused Words often misspelt, Common errors in English.

Unit 11: Oral Presentation Importance, Purpose, Presentation Plan, Power point presentation, Visual aids.

Unit 12: Writing skills: Planning business messages, Rewriting and editing, The first draft and Reconstructing the final draft.

Block V : Report Writing

Unit 13: Identify the types of reports, define the basic format of a report.

Unit 14: Identify the steps of report writing, write a report meeting the format requirements.

Unit 15: Determine the process of writing a report, importance of including visuals such as tables, diagrams and charts in writing report.

Text books:

1. Shalini Verma, Business Communication: Essential strategies is for 21 centuries manager, Vikas Publication,2014
2. Lesikar, R. V., & Petitt, J. D. Jr. (2005). Business Communication: Skills for Empowering theInternet Generation. 10th Edition. Tata McGraw-Hill Publication.

Course code: VAC-2101

Course Title: Environmental Education

Course Objectives:

- Students will learn about the Earth's natural systems, including ecosystems, biodiversity, and the processes that support life. They will explore the interconnections between these systems and human societies.
- Students will be introduced to global, regional, and local environmental challenges, including pollution, resource depletion, and biodiversity loss, understanding their causes and effects.
- The course aims to equip students with the knowledge and skills to develop and evaluate sustainable solutions to environmental challenges, emphasizing the role of innovation and technology.

Students will be encouraged to reflect on their roles and responsibilities in mitigating environmental issues, promoting a sense of stewardship towards the planet.

Course Outcomes:

Upon successful completion of this course, students will be able to:

- Demonstrate a comprehensive understanding of environmental systems and the interdependencies between humans and the natural world.
- Identify key environmental challenges and critically assess their causes, impacts, and the complexities involved in addressing them.
- Apply knowledge of environmental science and sustainable practices to develop, propose, and evaluate solutions to environmental problems.
- Exhibit a commitment to environmental responsibility in personal and professional contexts, including sustainable lifestyle choices and advocacy for environmental causes.

Block 1: Understanding Natural Resources

Unit 1: Introduction to Natural Resources

Unit 2: Water Resources

Unit 3: Soil Resources

Unit 4: Forest Resources, Forest management and conservation

Unit 5: Mineral and Energy Resources

Block 2: Ecosystems and Biodiversity

Unit 6: Basics of Ecology and Ecosystems

Unit 7: Terrestrial Ecosystems

Unit 8: Aquatic Ecosystems

Unit 9: Urban Ecosystems

Unit 10: Global Biodiversity Hotspots

Block 3: Pollution and its prevention

Unit 11: Pollution: Meaning and types

Unit 12: Solid Waste Management

Unit 13: Sustainable Practices in Industries

Unit 14: Energy Conservation and Renewable Energies

Unit 15: Environmental Policies and Legislation

TextBooks:

Miller, G. Tyler, and Scott Spoolman. "Living in the Environment." Cengage Learning, 18th edition, 2015.

Chiras, Daniel D. "Environmental Science." Jones & Bartlett Learning, 9th edition, 2013.

Chapin III, F. Stuart, Pamela A. Matson, and Peter Vitousek. "Principles of Terrestrial Ecosystem Ecology." Springer, 2011.

Gaston, Kevin J., and John I. Spicer. "Biodiversity: An Introduction." Blackwell Science, 2nd edition, 2004.

Raven, Peter H., Linda R. Berg, and David M. Hassenzahl. "Environment." Wiley, 8th edition, 2011.

McKinney, Michael L., Robert M. Schoch, and Logan Yonavjak. "Environmental Science: Systems and Solutions." Jones & Bartlett Learning, 5th edition,

Semester IV

Course Code: MGB-2211	L	T	P	C
Course Title: Basics of Business Statistics	4	0	0	4

Course Objective:

The objective of course is to provide basic knowledge of quantitative methods and their commercial application for decision making in business.

Course Outcomes: After completing the course, the student shall be able to:

Course Outcome	cognitive level
CO1: Explain meaning, scope and functions of statistics and data processing.	Understand
CO2: Apply various measurement of central tendency	Apply
CO3: Apply various measurement of dispersion and skewness.	Apply
CO4: Describe relationship between two variables using concepts of correlation and regression and its use in identifying and predicting the variables.	Analyze
CO5: Learn patterns revealed by the time series data and to use it to make predictions for the future.	Apply

Course Content:

Block I: Introduction

Unit 1: Meaning, Characteristics, scope and function, limitations & misuse of statistics

Unit 2: Primary & secondary data, collection & editing of data

Unit 3: Classification, Frequency distribution and statistical series, Tabulation of data.

Block II: Measures of Central Tendency

Unit 4: Concept and properties of mathematical averages including arithmetic mean, geometric mean and harmonic mean.

Unit 5: Positional Averages including Mode and Median

Unit 6: Partition values - quartiles, deciles, and percentiles with graphic presentation.

Block III: Measures of Dispersion and Skewness

Unit 7: Measures of Dispersion: absolute and relative. Range, Quartile deviation, Mean deviation

Unit 8: Standard deviation, and their coefficients; Properties of standard deviation/variance.

Unit 9: Moments: Calculation and significance; Skewness: Meaning and Measurement (Karl Pearson and Bowley's measures); Kurtosis.

Block IV: Simple Correlation and Regression Analysis

Unit 10: Simple correlation – Karl Pearson formula in grouped and ungrouped. Data, Ranking method, con-current deviations method

Unit 11: Regression Analysis: Principle of least squares and regression lines; Regression equations

and estimation

Unit 12: Properties of regression coefficients; Relationships between Correlation and Regression coefficients.

Block V: Time Series

Unit 13: Meaning, Importance and Component of Time series

Unit 14: Additive model, Multiplication model, Measurement of Trend

Unit 15: Semi average method, Moving average method and Methods of Least squares.

Text Books:

1. Anderson, Sweeney and William. Statistics for Students of Economics and Business. Cengage
2. Gupta, S.P. and Gupta, Archana. Statistical Methods. Sultan Chand and Sons, New Delhi.
3. Levin, Richard, David S. Rubin, Rastogi, and Siddqui . Statistics for management, Pearson Education.
4. Thukral, J.K., Business Statistics, Taxmann Publications
5. Vohra, N.D. Business Statistics, McGraw Hill

Course Code: MGB-2212

L T P C

Course Name: Advertising Management

4 0 0 4

Course Objective:

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.

Course Learning Outcomes: After completing the course, the student shall be able to:

Course Outcome	Cognitive Level
CO1 –Understand about advertisement and its use in business..	Understand
CO2 – Learn about Integrated Communication Mix	Evaluate
CO3 –Explain about Promotional marketing.	Understand
CO4 –Understand about components & types of advertising copy.	Understand

Course Content:

Block I: Advertising Management

Unit 1: Introduction, Scope, importance in business,

Unit 2: Role of advertising in social and economic development of India,

Unit 3: Ethics and truths in Indian Advertising.

Block II: Integrated Communication Mix (IMC)

Unit 4: Introduction, meaning, importance

Unit 5: The Role of Advertising in IMC and Marketing Strategy

Unit 6: Branding-meaning, importance in advertising.

Block III: Promotional Marketing;

Unit 7: Introduction, objectives, importance, Promotional Marketing Strategies,

Unit 8: DAGMAR- Objectives, DAGMAR Model,

Unit 9: Advertising Budget- importance, establishing the budget.

Block IV: Advertising Copy

Unit 10: Meaning, components, types of advertising copy,

Unit 11: importance of creativity in advertising,

Unit 12: Media planning-importance, strategies, media mix.

Block V: Advertising Research: importance,

Unit 13: Overview of Advertising Research and importance,

Unit 14: Testing advertising effectiveness market,

Unit 15: International Advertising-importance, international Vs local advertising.

Suggested Readings:

•Advertising and Promotion George E. Beich & Michael A. Belch. T.M.H.

•Advertising Management, Conceptand Cases ManendraMohan, TMH

Course Code: CMB-2112

L T P C

Course Name: Company Law

4 0 0 4

The objective of the course is to impart basic knowledge of the provisions of the Companies Act 2013. Case studies involving issues in company law are required to be discussed.

Course Learning Outcomes: After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1: Explain the regulatory aspects and the legal documents and their usage essential for registration of company.	Understand
CO2: Describe the contents of prospectus, Share capital and debentures.	Understand
CO3: Explain management of company.	Understand
CO4: Equip the students with framework of dividend distribution and role of auditors in a company.	Apply
CO5: Discuss the procedure of winding up.	Apply

Course Content:

Block I: Incorporation and its Consequences

Unit 1: Formation of a company, Classification of company, Memorandum of association, Articles of association additional documents required for incorporation, certificate of incorporation;

Unit 2: commencement of business, alteration of Memorandum and Articles and limitations on power of alteration,

Unit 3: Conversion of public Ltd. Company to private Ltd. Company and private Ltd. Company to public Ltd. Company.

Block II: Prospectus, Share Capital and Debentures

Unit 4: Prospectus: Meaning of prospectus, contents of prospectus, Registration of prospectus, penalties for misrepresentation in prospectus. Share capital: Shares,

Unit 5: Classification of shares, alteration of capital, reduction of capital, voting rights.

Unit 6: Debentures: Kinds of debentures, Remedies for debentures holders, Creations of charges, mortgages and registration charges.

Block III: Management of Company

Unit 7: Directors: Structure of board of directors, Qualifications, remuneration, powers and duties of directors.

Unit 8: Appointment of directors, Independent directors, resignation and vacation of office of director.

Unit 9: Appointment and remuneration of Managing director.

Block IV: Meetings, Account and Audit of Company

Unit 10: Meetings: Classifications of meetings, General rules for meetings, proxies, quorum, voting rights, special and ordinary resolution.

Unit 11: Account and Audit: Accounts, statutory books, filing accounts with registrar.

Unit 12: Audit: Appointment of auditor, rights, powers and duties of auditor, special audit.

Block V: Winding Up

Unit 13: Meaning of winding up, modes of winding up,

Unit 14: Procedure of winding up, Liquidator: Rights and liabilities of liquidator,

Unit 15: Dissolution of company, consequences of winding up.

Text Books:

1. Hicks, Andrew & Goo S.H., (2017) Cases and Material on Company Law, Oxford University Press.
2. Sharma, J.P. (2018). An Easy Approach to Corporate Laws, Ane Books Pvt. Ltd., NewDelhi
3. Kumar, A., (2019) Corporate Laws, Taxmann Pvt Ltd
4. Chadha R. & Chadha, S. (2018). Company Laws. Scholar Tech Press, Delhi.
5. The Depositories Act,1996. Bare Act.

Course code: ENB-2201

Credits-2

Course Title: Basic Knowledge of English Grammar

Course Objectives:

- To develop a fundamental understanding of English grammar rules and concepts.
- To improve students' ability to communicate effectively in both spoken and written English.
- To enhance students' confidence in using correct grammar in various contexts.
- To provide students with the necessary foundation for more advanced studies in English language and literature.

Course Outcomes:

- Students will be able to identify and apply key grammar rules, such as subject-verb agreement, tense usage, and sentence structure.
- Students will be able to effectively use parts of speech, including nouns, pronouns, verbs, adjectives, and adverbs.
- Students will be able to recognize and correct common grammatical errors in their own writing.
- Students will be able to demonstrate improved proficiency in grammar through quizzes, exams, and class assignments.
- Students will be able to communicate clearly and confidently in both informal and formal settings using correct grammar.

Block I: Parts of Speech

Unit 1: Nouns

Unit 2: Pronouns

Unit 3: Verbs

Unit 4: Adjectives

Unit 5: Adverbs

Block II: Sentence Structure

Unit 6: Subject-Verb Agreement

Unit 7: Sentence Fragments

Unit 8: Run-on Sentences

Unit 9: Types of Sentences

Unit 10: Sentence Combining

Text Books:

1. Murphy, Raymond. *English Grammar in Use*. Cambridge University Press.
2. O'Conner, Patricia T. *Woe is I: The Grammarphobe's Guide to Better English in Plain English*. Riverhead Books.
3. Strunk Jr., William, and E.B. White. *The Elements of Style*. Pearson.

4. Thurman, Susan. *The Only Grammar Book You'll Ever Need: A One-Stop Source for Every Writing Assignment*. Adams Media.

उद्देश्य

कार्यालयी लेखन से परिचित कराना।

टिप्पण एवं प्रारूपण लेखन एवं उसकी विशेषताओं से परिचित कराना साथ ही उसका अभ्यास कराना।

अधिगम की उपलब्धियां

टिप्पण एवं प्रारूपण-लेखन का कौशल विकसित होगा।

औपचारिक पत्र-लेखन का कौशल विकसित होगा।

खंड-1 कार्यालयी प्रणाली एवं टिप्पण-लेखन

इकाई-1 सरकारी कार्यप्रणाली

इकाई-2 टिप्पण का स्वरूप, अर्थ

इकाई-3 टिप्पण-लेखन की प्रक्रिया और प्रकार

इकाई-4 टिप्पण लेखन का अभ्यास

खंड-2 प्रारूप-लेखन और सरकारी पत्र-लेखन

इकाई-5 प्रारूपण: स्वरूप, प्रारूप लेखन-प्रक्रिया

इकाई-6 प्रारूप लेखन: विशेषताएं और अभ्यास

इकाई-7 सरकारी पत्रों का स्वरूप एवं प्रकार

इकाई-8 सरकारी पत्र का अभ्यास

सहायक पुस्तकें

प्रयोजनमूलक हिंदी-विनोद गोदरे

प्रयोजनमूलक प्रशासनिक हिंदी-दिनेश चमोला "शैलेश"

व्यवहारिक हिंदी-ओमप्रकाश सिंघल

प्रयोजनमूलक हिंदी:सिद्धांत और प्रयोग- दंगल झालटे

Course Code: MGB-2201

L T P C

Course Name: Personal Selling

4 0 0 4

Objective: The purpose of this course is to familiarize the students with the fundamentals of personal selling and the selling process.

Course Objective:

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.

Course Outcome

The outcome of the course will be as follows –

Course Outcome	Cognitive level
CO1: To provide knowledge about personal selling.	Understand
CO2: Understand theory and modern sales approaches.	Understand
CO3: To give an overview about buying motives and their uses in personal selling.	Understand
CO4: To provide knowledge about selling process.	Understand
CO5: To give an overview about sales planning and control.	Understand

Course Contents

Block: I: Introduction to Personal Selling

Unit 1 : Nature and importance of personal selling, Difference between Personal Selling, Salesmanship and Sales Management, Myths of selling,

Unit 2 : Relationship Marketing and Role of Personal Selling.

Unit 3 : Characteristics of a good salesman, Types of selling situations, Types of salespersons; Career opportunities in selling, Measures for making selling an attractive career.

Block: II: Theories of Selling

Unit 4 : Traditional and Modern: AIDAS Model of Selling,

Unit 5 : Problem Solving Approach,

Unit 6 : Right Set of Circumstances Theory and Modern Sales Approaches.

Block: III: Buying Motives

Unit 7 : Concept of motivation, Maslow's theory of need hierarchy;

Unit 8 : Dynamic nature of motivation;

Unit 9 : Buying motives and their uses in personal selling.

Block: IV: Selling Process

Unit 10 : Prospecting and qualifying; Pre-approach; Approach;

Unit 11 : Presentation and demonstration; handling of objections and complaints; Closing the sale; techniques for closing the sale;

Unit 12 : Customer Relations, Follow up and Dealing customer concerns and complaints.

Block: V: Sales Planning and Control

Unit 13 : Sales Forecasting, Sales Budget,

Unit 14: Sales Territories, Sales quota,

Unit 15: Ethical aspects of Selling.

Suggested Readings:

1. Spiro, Stanton, and Rich, Management of the Sales force, McGraw Hill.
2. Rusell, F. A. Beach and Richard H. Buskirk, Selling: Principles and Practices, McGraw Hill
3. Futrell, Charles, Sales Management: Behaviour, Practices and Cases, The Dryden Press.
4. Still, Richard R., Edward W. Cundiff and Norman A. P. Govoni, Sales Management: Decision Strategies and Cases, Prentice Hall of India Ltd., New Delhi,

Course code: VAC-2201

Course Title: Understanding India

Course Objectives:

- To provide students with a foundational understanding of the historical events and philosophies that influenced the formation of the Indian Constitution and shaped the nation's identity.
- To familiarize students with the structure, features, and key components of the Indian Constitution, including its unique blend of federalism, parliamentary governance, and judicial independence.
- To examine the fundamental rights and duties outlined in the Constitution, their implications for Indian citizens, and the balance between individual freedoms and social responsibilities.
- To delve into the intricacies of India's system of governance at both the Union and State levels, including the roles and functions of the executive, legislature, and judiciary.

Course Outcomes:

Upon completing this course, students will:

- Have a deep understanding of the Indian Constitution, its historical context, and its current application.
- Be knowledgeable about the fundamental rights and duties of Indian citizens and their significance.
- Understand the roles and functions of various pillars of Indian democracy, including the executive, legislature, and judiciary.
- Be aware of the socio-political challenges facing India and the measures being taken to address them.
- Be able to critically analyze contemporary issues in the Indian socio-political context and their constitutional implications.

Block 1: The Indian Constitution

Unit 1: Historical Background of the Constitution

Unit 2: Basic structure of the Constitution

Unit 3: Salient Features of Indian Constitution

Unit 4: Union and its Territory, Citizenship

Unit 5: Fundamental Rights

Block 2: System of Government

Unit 6: Fundamental Duties & Directive Principles of State Policy

Unit 7: Parliamentary System & Federal system

Unit 8: Parliament

Unit 9: Prime Minister & President

Unit 10: Chief Minister & Governor

Block 3: Various Bodies

Unit 11: Panchayati Raj System

Unit 12: Supreme Court & High Court

Unit 13: Judicial Review, Judicial Activism, Public Interest Litigation

Unit 14: Constitutional Bodies

Unit 15: Non - Constitutional Bodies

Suggested Readings:

1. Laxmikanth, M. (2019). Indian Polity: A comprehensive guide to Indian constitutional and political systems. Publisher.
2. Basu, D. D. (2019). Introduction to the Constitution of India. Publisher.
3. Kashyap, S. C. (2019). Our Constitution: An Introduction to India's Constitution and Constitutional Law. Publisher.

Semester V

Course Code: MGB-3111

L T P C

Course Title: Income Tax

4 0 0 4

Course Objective:

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive Level
CO1 - Describe the basic concepts and determination of Residence & Tax Liability.	Understand
CO2 -- Identify the five heads in which income is categorised and to compute income under the heads 'Salaries'.	Apply
CO3 - Compute income under the heads 'Income from House Property'. And 'Income from Profits and gains from Business or Profession'.	Apply
CO4 - Compute income under the head 'Capital gains' and 'Income from othersources'	Apply
CO5 - Compute total tax liability of individuals.	Apply

Contents:

Block I: Introduction

Unit 1: Introduction, Important Definitions: Previous Year, Assessment Year, Person, Assesse, Income (including agricultural income), Gross Total Income, and total Income.

Unit 2: Income which do not form part of total income,

Unit 3: Residence & Tax Liability (Basis of Charge).

Block II: Computation of Income –I

Unit 4: Income from Salaries-I

Unit 5: Income from Salaries-II

Unit 6: Income from Salaries-III

Block III: Computation of Income –II

Unit 7: Income from House property-I

Unit 8: Income from House property-II

Unit 9: Income from Profits and gains from Business or Profession

Block IV: Computation of Income -III

Unit 10: Income from Capital Gains

Unit 11: Income from other sources.

Unit 12: Clubbing of Income

Block V: Computation of Total Income and Tax Liability

Unit 13: Set-off and carry-forward of losses

Unit 14: Deductions from gross total income as applicable to an individual

Unit 15: Computation of total income and tax liability of an individual.

Text Books:

1. V.B. Gaur & Narang, "Income Tax Law And Practice", Kalayani Publishers, 2001.
2. T.S. Reddy & Y. Hari Prasad Reddy, "Income Tax Law and Practice" Margham Publications, 2008.
3. Dr Vinod K. Singhanian, "Income Tax Law and Practice", Taxmann Publications Pvt. Limited, 2005.
4. V. Bala Chandran, S. Thothadri, "Taxation Law and Practice", Published by Asoke K. Ghosh, PHILearning Private Limited, Volume 1, 2003

Course Code: MGB-3112

L T P C

Course Name: Production Management

4 0 0 4

Course objectives:

The objective of this paper is to give the basic knowledge about the Management and cost accounting.

Course Learning Outcomes: After completing the course, the student shall be able to:

Course Outcomes	Cognitive level
CO 1 Explain the concept of production management.	Understand
CO 2 Describe thoroughly the conceptual framework of Production Process.	Understand
CO 3 Identify the plant location and layout.	Define
CO 4 Understand material management and quality control.	Understand
CO 4 Examine the quality control.	Examine

Course Content:

BLOCK-1 PRODUCTION MANAGEMENT-PLANNING

Unit-1-Nature, scope and significance of production management; objectives of production management; difference between production and operations management,

Unit-2- Functions of production management; Characteristics; recent trends in production management, Production systems; Responsibilities of production manager,

Unit-3-Production planning and control, Objectives of PPC.

BLOCK-2- PRODUCTION MANAGEMENT PROCESS, MANUFACTURING SERVICE & ORGANISATIONS.

Unit-4-Production Process.

Unit-5-Manufacturing & Service Organisations; Types of manufacturing systems-Intermittent; continuous systems and others manufacturing systems,

Unit-6- Product design and development.

BLOCK-3- PLANT LOCATION AND LAYOUT

Unit-7-Plant location; Plant location methods, Factors affecting location;

Unit-8-Plant layout; types of plant layout, Factors affecting plant layout, types of plant layout.

Unit-9- Plant environment and maintenance.

BLOCK-4- MATERIAL MANAGEMENT

UNIT-10-Meaning, Objectives and Importance of Material Management, Techniques of Inventory Management, Inventory control,

Unit-11- Purchasing economic lot quantity/Economic order quantity (EOQ); Lead Time, Reorder level,

Unit-12-ABC analysis, Stock keeping, Quality.

BLOCK-5-QUALITY CONTROL

Unit-13-Quality control, Phases of QC, Quality assurance,

Unit-14-Quality circles, Quality cost,

Unit-15-TQM, JIT, Statistical Quality control.

Suggested Readings:

1. Maheshwari S.N., Advanced Problem and Solutions in Cost Accounting
2. Khan & Jain, Management Accounting
3. Gupta, S.P., Management Accounting

Course Code: MGB-3113

L : T P C

Course Title: Retail Management

4 0 0 4

Course objectives:

This course provides the student with a comprehensive view of retailing, an analysis of the retail environment and exposure to issues and developments in the industry. Retailing is changing today, and the successful business will know how to identify, adapt, and plan with these changes.

Course Learning Outcomes: After completing the course, the student shall be able to:

Course Outcome	Cognitive Level
CO1. Become familiar with the fundamental concepts and how the retail industry works.	Understand
CO2. Able to understand about retail consumer.	Examine
CO3. Identify the retail locations	Examine
CO4. Explain the Merchandise buying and Pricing Decisions	Understand
CO5. Describe the Operations Pricing and Space Management	Understand

Course Content:

Block 1: Introduction to Retailing and Retail types

Unit 1 : Concept of retailing, Functions of retailing, Terms & Definition, Introduction to Retailing and Retail types,

Unit 2 : Retailing Channels, Retail Industry in India, Importance of retailing,

Unit 3 : Changing trends in retailing.

Block 2: Retail Consumer

Unit 4 : Retail consumer behaviour, Factors influencing the Retail consumer,

Unit 5 : Retail Customer Buying Behaviour, Customer decision making process,

Unit 6 : Market research for understanding retail consumer, Responding and Targeting Consumers

Block 3: Retail Locations

Unit 7 : Importance of Retail locations, Types of retail locations, Factors determining the location decision,

Unit 8 : Steps involved in choosing a Retail Site Location, Measurement of success of location,

Unit 9 : Store Layout and Design, Merchandising and Assortment Planning

Block 4: Merchandising

Unit 10 : Meaning of Merchandising, Factors influencing Merchandising, Merchandise planning,

Unit 11 : Merchandise buying, Pricing Decisions,

Unit 12 : Retail Communication Mix, and International Aspects of Retailing.

Block 5: Operations Pricing and Space Management

Unit 13 : Store administration, Premises and Inventory Management, Store Management, Receipt Management,

Unit 14 : Customer service, Retail Pricing, Factors influencing retail prices, Retail Information System, Operations Management in Retail.

Unit 15 : Definition of Space Management, Store layout and Design, Visual Merchandising, Retail Communication Mix, POP Displays.

Recommended Books Text Books

1. Swapna. P (2011) Retailing Management: Text and Cases, ISBN-007015256X, Tata McGraw Hill Reference
2. Michael. L, Barton. W & Watson. D. (2014) Retailing Management, Tata McGraw Hill
3. Berman, B, Joel R. Evans & Chatterjee, P (2017) Retail Management: A strategic Approach Pearson Education Asia, ISBN-0133796841
4. Hammond, R (2013) Modern Retail Management: Practical Retail Fundamentals in the Connected Age, Kogan Page, ISBN-0749465867

Course Code: MGB-3114

L T P C

Course Name: Entrepreneurship for Small Business Management

2 0 0 2

Course objectives:

The main objectives of the course are to familiarize students with various concepts used in understanding processes involved in entrepreneurship and business formation and development. Provide context to those processes in the form of differences between small and large firms, and the economic environment.

Course Learning Outcomes: After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1 - Describe entrepreneurship as volition in context of India.	Understand
CO2 -Discuss the existing support system for entrepreneurial orientation.	Understand
CO3 -Describe enterprise formation process for gaining ideas as to creation of an enterprise for pursuing a career.	Understand
CO4 - Calculate the requirements of post-enterprise creation for effective operation of the business.	Apply
CO5 - Acquire on available growth strategies for implementing effective suitable strategy for expansion and growth.	Apply

Block I: Introduction

Unit 1: Entrepreneurship- meaning and importance, entrepreneurship in Indian context, entrepreneurship as a creative solution provider,

Unit 2: Meaning of various terms related to entrepreneurship-

Unit 3: Entrepreneurship, social entrepreneurship, net entrepreneurship, technopreneurship.

Block II: Entrepreneurial Eco System

Unit 4: Socio-economic support system for entrepreneurship; Public and private system of stimulation;

Unit 5: Role of development institutes, availability of finance, marketing, technology and project related assistance; Role of trade associations and self-help groups for promotion of entrepreneurship;

Unit 6: Types of business entities- micro, small and medium enterprises, role of MSME sector in Indian economy family businesses in India; Conflicts in family business; Startup Action Plan; Make in India initiative.

Block III: Enterprise Formation Process

Unit 7: Understanding and analyzing business opportunities, market demand analysis, project feasibility study; preparation of business plan;

Unit 8: Start ups and basic start ups problems, sources of financing business start ups;

Unit 9: Cases of Indian start ups (practical knowledge on preparation of business

plan/project report shall be imparted).

Block IV: Managerial Aspects of Business

Unit 10: Managing finance- preparation of operating/cost budget, cash budget;

Understanding management of short term and long term capital;

Unit 11: Human resource planning; Contract management;

Unit 12: Understanding marketing methods; Understanding of GST and other tax compliances.

Block V: Managing Growth

Unit 13: Business growth strategies specific to small enterprises;

Unit 14: Enterprise life cycle and various growth strategies; Business collaboration and outsourcing of resources;

Unit 15: Network management; Succession planning for sustenance.

Books Recommended/Suggested Readings

1. Brandt, S. C. Entrepreneurship: The Ten Commandments for Building a Growth
2. Company. MacMillan Business Books.
3. Holt, D. H. Entrepreneurship: New Venture Creation. New Delhi: Prentice Hall of India.
4. Panda, S. C. Entrepreneurship Development. New Delhi: Anmol Publications.

Course Code: MGB-3115

L T P C

Course Title: Financial Institutions and Market

3 0 0 3

Course Objective:

To provide students an overview of financial markets & institutions in India and familiarize them with important fee and fund based financial services

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1 - Describe the meaning and scope of financial markets as well as institutions in India.	Understand
CO2 – Discuss the concepts of capital Market and foreign exchange market.	Understand
CO3 - Detail the specialized financial institutions and its Current developments.	Understand
CO4 – Explain about international financial institutions.	Understand
CO5 - Explain concept of Non-Banking Financial Companies (NBFC's)	Analyse

Course Contents:

Block 1 : FINANCIAL SYSTEM IN INDIA

Unit 1: Introduction, Formal & Informal financial system Component of financial system Financial market & its classification

Unit 2: Meaning and characteristics of Indian Money Market Importance of Indian Money Market Function of Indian Money Market

Unit 3: Instruments in Indian Money Market Deficiencies in Indian Money Market

Block 2 : INDIAN CAPITAL MARKET AND FOREIGN EXCHANGE MARKET IN INDIA

Unit4: Meaning and characteristics of Indian Capital Market Importance of Indian Capital Market Functions of Indian

Unit 5: Capital Market Instruments in Indian Capital Market Deficiencies in Indian Capital Market

Unit 6: Meaning of Foreign Exchange Market Need of Foreign Exchange Market Participants in Foreign Exchange Market

Block 3 : SPECIALIZED FINANCIAL INSTITUTIONS

Unit 7 : EXIM Bank NABARD

Unit 8 : IFCI IDFC

Unit 9: HUDCO

Block 4 : INTERNATIONAL FINANCIAL INSTITUTIONS

Unit 10 :World Bank (International Bank for Reconstruction & Development)

Unit 11 :International Monetary Fund

Unit 12 :Asian Development Bank

Block 5 : NON-BANKING FINANCE COMPANIES (NBFCs)

Unit 13 :Housing Finance Companies , Similarities and differences between NBFCs and Bank

Unit 14 :Changing Role of Financial Institutions : Role of banking, financial sector reforms, financial and promotional role of financial institutions,

Unit 15 :Universal banking; concept and consequences.

Basic Text & Reference Books :

- 1.Financial Markets and Services – Gordan & Natarajan Investment and securities markets in
2. India Investment Management - V. A. Avadhani
3. Financial Services – M. Y. Khan

Course Code: MGB-3116

L T P C

Course Title: Marketing of Services

3 0 0 3

Course Objective: The course is designed to equip students with the knowledge of marketing of all types of services.

Course Outcome: At the end of the course student would be able to

S. No.	Course Outcomes	Cognitive level
1	Explains the basic concepts about services.	Understand
2	Define the marketing mix in terms of service sector.	Understand
3	Expresses scales related service quality and productivity.	Apply
4	Identify various Strategies in services marketing	Analyze
5	Acquire knowledge of recent trends in marketing of services.	Understand

Course Contents:

Block I: Introduction of Services Marketing

Unit 1: Services Marketing, concept, characteristics of services, service marketing triangle, purchase process of service marketing, challenges of services.

Unit 2: Goods V/S services marketing

Unit 3: Consumer behaviour, positioning a service in Marketplace.

Block II: Service Delivery

Unit 4: Service product price mix, promotion and communication mix, Place / distribution of services people, Physical evidence.

Unit 5: Branding of services problem and solutions

Unit 6: Options for Service Delivery.

Block III: Service quality and productivity

Unit 7: Improving service quality and productivity

Unit 8: Service quality GAP model, Benchmarking, Measuring service quality

Unit 9: Defining productivity improving productivity.

Block IV: Strategies in services marketing

Unit 10: International and global strategies in services marketing

Unit 11: Factors favouring transactional strategy,

Unit 12: Elements of transactional strategy.

Block V: Recent trends in marketing of services

Unit 13: Recent trends in marketing of services

Unit 14: Ethics in service marketing

Unit 15: Unethical practices in service sector

Text Books:

1. Verma H.V.: Marketing of Services , Global Business Press. New Delhi.
2. Nargundhar: Services Marketing Tata McGraw-Hill New Delhi
3. Rao: Services Marketing Pearson, New Delhi
4. Verma: Services Marketing Pearson, New Delhi

Semester VI

Course Code: MGB-3211

L T P C

Course Title: Sales management

4 0 0 4

Course Objective:

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.

Course Outcome

The outcome of the course will be as follows –

Course Outcome	Cognitive level
CO1: To provide knowledge about sales management.	Understand
CO2: To give an overview about Selling skills & Selling strategies.	Understand
CO3: To give an overview about concept of distribution channels.	Understand
CO4: To give an overview about importance of sales force in organization.	Understand
CO5: To provide knowledge about recent developments in marketing & sales.	Understand

Course Contents:

BLOCK I Introduction to sales management:

Unit 1: Meaning, Importance, objectives of sales management

Unit 2: sales organizations, qualities and responsibilities of sales manager. Types of sales organizations

Unit 3: Standard sales management process-international sales management

BLOCK II Selling skills & Selling strategies:

Unit 4: Selling and business Styles, selling skills, situations

Unit 5: selling process, sales presentation

Unit 6: Handling customer objections, Follow-up action.

BLOCK III Distribution Network Management:

Unit 7: Types of Marketing Channels

Unit 8: Factors affecting the choice of channel, Types of middlemen and their characteristics

Unit 9: Concept of physical distribution system.

BLOCK IV Sales Force Management:

Unit 10: Recruitment and Selection, Sales Training

Unit 11: Sales Compensation- Meaning, Types of compensation plans and evaluation of sales force by performance and appraisal process

Unit 12: Sales force motivation -Nature of motivation, Importance, Process and factors in the motivation.

BLOCK V Recent developments in marketing & sales:

Unit 13: Retail Sales: Types of retailing – store based and non- store based retailing, Retailing in India: changing scenario.

Unit 14: Recent developments in marketing & sales : Social Marketing, Online Marketing, Direct Marketing, Services Marketing

Unit 15: Green Marketing, Relationship Marketing, Rural marketing

Suggested Readings:

1. Cundiff, Still, Govoni, Sales Management
2. Pradhan, Jakate, Mali, Salesmanship & Publicity
3. S.A. Chunawalla, Sales Management

Course Code: MGB-3212

L T P C

Course Name: Goods and Service Tax

4 0 0 4

Course objective: the main aim of this course is to provide students with the working knowledge of principles and provisions of GST to understand the relevance of GST in the present Indian tax in scenario and its contribution for economic development.

Course Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1: Connect with the genesis of goods and services tax (GST), decipher the constitutional amendment carried out to install GST in India.	Understand
CO2: Describe the meaning of supply under GST law, differentiate between intra-state and inter-state supply, comprehend rules related to the place of supply and compute the value of supply.	Understand
CO3: Discuss the utilization of input tax credit, and the reverse charge mechanism of paying GST and to know the procedure for claiming refund under GST law.	Apply
CO4: Explain the provisions for registration under GST along with Maintenance of accounts.	Apply
CO5: Explain the provisions for Valuation of GST.	Apply

Course Contents:

Block1: Introduction to GST

Unit 1: Indirect Tax: Meaning, Features, Difference Between Direct And Indirect Tax, Types Of Indirect Tax Before GST, Shortcoming Of Indirect Tax System During Pre GST Era.

Unit 2: GST Meaning Advantages, Disadvantages Of Evaluation of GST,

Unit 3: Structure of GST, CGST, SGST, IGST UTGST, and Important Definition under GST Act.

Block 2: Concept of Supply

Unit 4: Time Of Supply: Meaning of Goods and Services, TOS under Reverse Charge Mechanism, Invoicing Provisions, Provisions Related With Change Changes In GST Rate.

Unit 5: Place Of Supply: POS Meaning, POS of Goods and Services, Intra state And Interstate Supply.

Unit 6: Value Of Supply: Meaning, Provisions Related With Determination Of Value Of Supply Of Goods And Services, Determination of GST Liability.

Block 3: Input Tax Credit & Payment of GST

Unit 7: Input Tax Credit ITC: Meaning of Utilization of ITC, Block Credit, Supply Not Eligible For ITC, Matching, Reversal And Reclaim of ITC.

Unit 8: Payment Under GST: Manner of Payment Of GST Liability, Concept Of Electronic, Cash Credit And Liability Ledger, Refund of Excess GST.

Block 4: Registration, Returns and Accounts and Assessment

Unit 9: Registration: Meaning Of Final Registration, Compulsory Registration, and Procedure For

New Registration, Amendment And Cancellation Of Registration.

Unit 10: Accounts And Records: Manner Of Maintenance Of Accounts, Period Of Retention Of Relevant Records. **Invoice:** Format, Types Debit And Credit Note, Voucher

Unit 11: Return: Meaning, Purpose And Importance, Different Types Of Return, Due Date Of Filing Return,

Unit 12: Assessment Under GST:

Meaning, Types Sales Assessment, Provisional Assessment, Summary Assessment, Best Judgment Assessment..

Block 5: Valuations of Goods and Services Under GST and Audit under GST

Unit 13: Valuation under GST

Unit 14: Audit under GST Meaning, Types Mandatory, Departmental And Specific Audit, Penalty Under GST,

Unit 15: E -Way Bill, GST portal- Introduction, GST Eco-system, GST Suvidha Provider (GSP), Suggested Readings:

1. Anandaday Mishra, GST Law & Procedure, Taxman.
2. Goods and Service Tax Acts.
3. Relevant Goods and Services Tax Rules. Nitya Tax Associates Basics of GST Taxman
4. Publication on GST by the Institute of Chartered Accountants of India (www.icaai.org)
5. Publication on GST by the Central Board of Excise and Customs (www.cbec.org).

Course Code: MGB-3213

L T P C

Course Name: Brand Management

4 0 0 4

Course Objective: To understand the methods of managing brands and strategies for brand Management.

Course Outcome	cognitive level
CO1: Define the main concepts and explain the purpose of branding.	Understand
CO2: Describe various terms, brand names and brand extensions.	Understand
CO3: Analyse process and methods of brand management.	Analyze
CO4: Describe brand loyalty and brand management.	Apply
CO5: Examine brand and consumer buying process.	Examine

Block 1: Branding Concepts

Unit 1: Introduction to Brand; Brand and Branding Basics;

Unit 2: Relationship of Brands with Customers;

Unit 3: Building Successful Brands.

Block 2: Terms associated with Brands

Unit 4: Understanding Various Terms; Brand Names and Brand Extensions;

Unit 5: Co-Branding and Corporate Branding;

Unit 6: Brand Associations and Brand Image.

Block 3: Management of Brand

Unit 7: Brand Loyalty;

Unit 8: Brand Relationship; Brand Equity;

Unit 9: Brand Management

Block 4: Brand Processing

Unit 10: Brand Evolution;

Unit 11: Value of Brand;

Unit 12: Brand Planning and Brand Potential.

Block 5: Brand Selection

Unit 13: Brand and Consumer Buying Process; Consumer Search for Brand Information;

Unit 14: Issues associated with Effective Brand Name; Added Values Beyond Functionalism;

Unit 15: Brand Personality; Branding to make Tangible the Intangible.

Text Books:

1. Branding Concepts and Process by Pati D, Publisher: Macmillan

2. Creating Powerful Brands by McDonald Malcolm and De Chernatony L, Publisher: Amazon.Co.UK

3. Brand Positioning by Subroto Sen Gupta, Publisher: Tata McGraw-Hill

4. Product Management in India by R. C. Majumdar, Publisher: Prentice-hall of India Pvt Ltd.

Course Code: MGB-3214

L T P C

Course Name: Business Ethics and Corporate Governance

2 0 0 2

Course Objective:

The purpose of this course is to develop the understanding about the role of corporations in society and boards' role in keeping oversight on the functioning of the company, global developments in Governance and Corporate Citizenship.

Course Outcome: At the end of the course student would be able to:

S. No.	Course Outcomes	Cognitive level
1	Elaborate various concepts of Ethics, morals and values to Students.	Understand
2	Enumerate basic understanding of various ethical theories and approaches	Understand
3	Identify impact of corporate governance on Business	Apply
4	Examine role of various board committees, their composition and responsibilities.	Analyze
5	Visualize various ethical issues such as conflicts of interest and insider trading	Understand

Course Contents:

Block I: Introduction

Unit 1: Introduction to Ethics, Morals & Values,

Unit 2: Ethical Theories and Approaches– Teleological, Deontological,

Unit 3: Virtue and system development theories;

Unit-4: Conflict between moral demands and interest and Ethics in work.

Block II: Ethics in Business

Unit 5: Ethical Aspects in Marketing, Finance, HRM; Global Business Ethics.

Unit 6: Meaning of corporate philanthropy, CSR-an overlapping concept, corporate sustainability reporting,

Unit 7: CSR through triple bottom line, CSR and business ethics,

Unit-8: CSR and corporate governance, environmental aspect of CSR, CSR models; drivers of CSR, global reporting initiatives.

Block III: Corporate Governance

Unit 9; Terminology: Company, corporate governance, promoter, shareholders, directors, managers, chairman, CEO, stakeholders;

Unit 10: Type of Directors: Insider and outsider, executive and non-executive, independent, nominee; Ownership and Control;

Unit-11: Theories and development of corporate governance; Models: Types and basis of adoption;

Unit 12: Principals of corporate governance; Implications of corporate scams; Global corporate governance movement.

Block IV: Role Players

Unit 13: Role of Board of Directors; Board composition, independence, and committees; Board leadership: Splitting chairman and CEO, CEO succession, lead director;

Unit 14: Board processes and meetings, Building professional Boards – Directors selection, executive compensation and stock option, directors' training and competence, board diversity, board evaluation;

Unit 15: Boards oversight of CEO, Auditors, SEBI and Government; SEBI guidelines and clause 49; Growth of Corporate Governance in India.

Block V: Business Ethics and Corporate Governance

Unit 16: Introduction, Importance and need for Business Ethics in Indian Context,

Unit 17: Roots of unethical behaviour and issues,

Unit 18: Corporate governance ethics.

Text Books::

1. Fernando A.C - Corporate Governance: Principles, Policies and Practices – Pearson
2. Murthy CSV – Business Ethics: Himalaya
3. Velasquez – Business Ethics: Concepts and cases – Pearson/PHI

Course Code: MGB-3215

L T P C

Course Name: Business Research Methodology

3 0 0 3

Course Objective:

This course emphasizes the basic methodologies, as well as introduces a variety of techniques, and demonstrates how research applies to field of management.

Course Learning Outcome: After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1: Describe meaning, scope and process of research.	Understand
CO2: Familiarize with research terminologies and various types of research design.	Understand
CO3: Get an insight into various scaling techniques and sources of data collection.	Apply
CO4: Get acquainted with various techniques of data analysis and its implications.	Analyze
CO5: Create enhanced Report writing skills	Apply

Block I: Research Formulation

Unit 1: Introduction, meaning of Business research,

Unit 2: Types; Role of research in important area of business and Process of Research;

Unit 3: Defining research Problems; Hypothesis Formulation.

Block II: Research Elaborated

Unit 4: Research Design- Exploratory;

Unit 5: Descriptive and Experimental; Research plan;

Unit 6: Concept of sample; various types of sampling techniques.

Block III: Data Collection

Unit 7: Methods of Data Collection:

Unit 8: Primary & Secondary,

Unit 9: Including Questionnaires & schedule), Scaling Techniques.

Block IV: Processing and analysis of Data

Unit 10: Processing- Editing , coding, Classification and tabulation of data

Unit 11: Analysis of Data by application of statistical tools and techniques;

Unit 12: Various kinds of charts and diagrams used in data analyses; Interpretation.

Block V: Hypothesis testing and Report Writing

Unit 13: Hypothesis, Concept, Need, Objectives of the hypotheses and types

Unit 14: Hypothesis testing

Unit 15: Report Writing

Text Books:s

1. Kothari CR- Research Methodology, New Age Publication
2. Panneerselvam R- Research Methodology (PHI)
3. Cooper, Donald, Schindler, Pamela- Business Research (TMH)
4. Bill Taylor, GautamSinha, TaposhGhoshal- Research Methodology (PHI)
5. Collis J and Hussey R - Business Research (Palgrave)

Semester VII

Course Code: MGB-4111

L T P C

Course Name: International Trade

4 0 0 4

Course Objective:

The aim of the course is to build knowledge and understanding about International Trade among the student.

Course outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1 - Understand about different methods of international trade.	Understand
CO2 - Analyze international trade models and its impact.	Analyse
CO3 - Discuss about trade restrictions.	Explain
CO4 - Familiarize students with the international trade and development.	Understand
CO5 - Explain the significance of different forms of regional economic integration and to appreciate the role played by various international economic organisations.	Understand

Course Contents:

Block 1: - INTERNATIONAL TRADE AND ITS THEORIES

Unit-1- Overview of International Business: Introduction, Definition of International Business,

Unit 2- Difference between international and domestic business, Advantages and Disadvantages of International Business, Benefits and scope of International business,

Unit-3- International business trends in modern world and its impact on world economy.

Unit-4- Framework for analysing International business environment; Terminologies related to International business.

Block 2- INTERNATIONAL TRADE MODELS AND ITS IMPACT.

Unit 5-Causes and Consequences of International Trade: Trade Based on Absolute Advantage.

Unit 6-Comparative Advantage and Opportunity Costs, The Standard Trade Model, Factor Endowments and the Heckscher-Ohlin Model,

Unit-7 Intra Industry Trade, Imperfect Competition and Increasing Returns to Scale as determinants of Trade and gains from trade, Effect of changes in tastes, per capita income and technology on Trade and gains from trade.

Block 3- TRADE RESTRICTIONS

Unit-8-Trade Restrictions: Partial and General Equilibrium Analysis of a Tariff in a Small and a Large Country,

Unit-9-The Theory of Tariff Structure Non-Tariff Trade Barriers and Protectionism: Import Quotas,

Voluntary Export Restraints, Technical, Administrative, and Other Regulations, International Cartels,

Unit-10-Dumping, Export Subsidies, The Political Economy of Protectionism.

Block 4- INTERNATIONAL TRADE AND DEVELOPMENT

Unit-11-International Trade and Economic Development: The Importance of Trade to Development, The Terms of Trade and Economic Development,

Unit-12-Export Instability and Economic Development, Import Substitution versus Export Orientation, Current Problems Facing Developing Countries.

Block 5- REGIONAL ECONOMIC INTEGRATION

Unit 13- Economic Integration: Preferential Trade Agreements, Free Trade Agreements, Customs Union (Trade-Creating and Trade-Diverting).

Unit-14-Common Market and Economic Union The EU, NAFTA, Mercosur and the FTAA, ASEAN and AFTA,

Unit-15- Regionalism and Multilateralism.

Text Books: -

1. Markusen, Melvin, Kaempfer and Maskus, International Trade: Theory and Evidence, McGraw Hill.
2. Kenneth A. Reinert, An Introduction to International Economics: New Perspectives On The World Economy, Cambridge University Press, Supplementary Reading.
3. Krugman Paul R. and Obstfeld Maurice, International Economics, Pearson Education Salvatore Dominick, International Economics, Wiley India.

Course Code: MGB-4112

L T P C

Course Title: Industrial Relations

4 0 0 4

Course Objective: To make students understand the various concepts of Industrial relations between Employer and Employee.

Course Outcomes: On Successful completion of the Course, Students will be able to:

Course Outcome	Cognitive level
CO1 - Explain the objectives of Industrial Relations and list the factors affecting IR. Justify the role of Trade Unions and employers association and examine the impact of Globalisation on Trade Union.	Understand
CO2 - Describe the concepts of Industrial Disputes, Strikes and Lockouts with reference to concerned Legislations.	Analyse
CO3 - Discuss the causes of Grievance, need for discipline and punitive measures for Indiscipline.	Explain
CO4 - Examine the need for Collective bargaining, Workers Participation in Management and the process involved.	Examine
CO5 - Describe the gender sensitization at work place and code of conduct	Understand

Course Contents:

Block I: INDUSTRIAL RELATIONS

Unit 1 : Industrial Relation: Concept, Objectives, factors influencing IR;

Unit 2 : Trade Union: Meaning - Functions - Trade Union Movement in India – Problems of Trade Unions, Impact of Globalisation on Trade Unions –

Unit 3 : Employers Associations – Objectives of Employers organizations – National Level Associations.

Block II: INDUSTRIAL CONFLICTS & DISPUTES

Unit 4 : Meaning of Dispute – Types – Causes of Disputes – Preventive Measures –

Unit 5 : Strikes and lockouts – Types of Strikes – Measures for Prevention of Strikes –

Unit 6 : Machinery for Settlement of Industrial Disputes.

Block III: GRIEVANCES AND DISCIPLINE

Unit 7 : Meaning – Characteristics – Causes of grievance – Need for Grievance procedure –

Unit 8 : Pre requisites of grievance procedure – Grievance Interview – Open door policy – Grievance Procedure.

Unit 9 : Discipline – Meaning – objectives – Indiscipline – Red hot Stove rule - Causes of Indiscipline – Types of Punishment

Block IV: COLLECTIVE BARGAINING AND WORKERS PARTICIPATION IN MANAGEMENT

Unit 10 : Definition – Characteristics – Importance – Functions of Collective Bargaining – Forms of Collective Bargaining

Unit 11 : Collective Bargaining Process – Conditions for Success of Collective Bargaining;

Unit 12 : Workers Participation in Management (WPM) - Meaning – Objectives of WPM – Forms of WPM.

Block V: GENDER SENSITIZATION AND CODE OF CONDUCT

Unit 13 : Workplace – Gender Sensitization, Rights of Worker,

Unit 14 : Mechanism to address Gender -Based Grievances and Issues Code of Conduct for Workers relating to Professional Ethics,

Unit 15 : Workers Responsibility

TEXT BOOKS

1. Dale Yoder ,Personnel Management and Industrial Relations
2. P. SubbaRao, Essentials of Human Resource Management and Industrial Relations , Himalaya Publishers
3. T.N.Bhagoliwal ,Personnel Management and Industrial Relations , Tata McGraw Hill.
4. N.K.Sahni&YogeshKumar, Personal Management and Industrial Relations, Kalyani Publishers
5. Davar ,Personnel Management and Industrial Relations , Vikas Publishers
6. Mamoria ,Mamoria&Gankar, Dynamics Of Industrial Relation

Course Code: MGB-4113

L T P C

Course Title: Project Management

4 0 0 4

Course objectives:

Students will be able to understand the characteristics of Project and Project Management Knowledge.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1: Understand the characteristics of Project and Project Management Knowledge.	Understand
CO2: Understand the managerial process along with tools & techniques used in Project management Knowledge.	Understand
CO3: Understand the scheduling and monitoring process in Project. They will be able to apply PERT and CPM method for project scheduling.	Apply
CO4: Understand the concept of Monitoring and Control in project.	Understand
CO5: Explain role of total Quality management in Projects.	Explain

Course Contents:

BLOCK-1 Introduction

Unit-1-Introduction to project and projects; Characteristics and types of projects; Gaining importance.

Unit-2-Project life cycle and its phases. Project selection, non-quantitative and scoring models,

Unit-3-Technical analysis and technology selection, market potential analysis and techniques of long-term forecasting.

BLOCK-2 Financial feasibility

Unit4-Financial feasibility, determinants of cost of project, its financing and deciding optimum capital structure. Cash flows from project and owner's perspective.

Unit-5- Project Appraisal. Financial feasibility with risk. Types of risk, techniques of risk evaluation and its mitigation.

Unit-6- Sensitivity analysis, Hiller's model, scenario analysis, simulation.

BLOCK-3 Network analysis

UNIT-7-Network analysis, construction of networks, CPM, various types of floats and their application, PERT and its applications.

UNIT-8-Time cost relationship, crashing for optimum cost and optimum time. Resource leveling.

BLOCK-4 – Monitoring and Control

UNIT_9-Monitoring and Control: Planning- Monitoring and Control Cycle. Project Management Information System. Milestone Analysis and Tracking Gantt chart.

UNIT-10-Earned Value Analysis (EVA): Planned Value (PV), Earned Value (EV), Cost Variance (CV), Schedule Variance (SV), Cost performance Index (CPI), Schedule performance Index (SPI).
Project Termination: Types of Terminations, Project Termination Process.

BLOCK-5 – TQM IN PROJECTS

UNIT-11-TQM; History or Origin of TQM, Primary principles of TQM; Introduction Of total Quality management in Projects.

Unit-12-Introduction Inventory Control of project; Taxes & govt policies for projects.

Unit-13-Conflict and Negotiation, The Nature and Type of Negotiation,

Unit-14- Project Review and Administrative Aspects.

Unit-15- Terminologies related to project management.

Suggested Readings:

1. Project Management- A Managerial Approach: Jack R. Meredith Broyhill Samuel J. Mantel, Jr (John Wiley & Sons)
2. Project Management : Mr. Sanjiv Marwah- (Wiley Dreamtech)
3. Project- Preparation, Appraisal, Budgeting and Implementation: Chandra Prasanna - (TMH)
4. Project Management Core Text Book : M R Gopalan (Wiley)

Course Code: MGB-4114

L T P C
4 0 0 4

Course Title: Strategic Management

Course Objective:

The aim of the course is to build knowledge and understanding about Strategic Management among the student.

Course outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive Level
CO1 - Identify the Nature & importance of process and levels of strategy.	Apply
CO2 – Explain strategic business environment and its models.	Analyze
CO3 - Analyze strategic tools and techniques.	Evaluate
CO4 - Describe strategic organisation structure.	Analyse
CO5 - Evaluate the strategic performance, evaluation techniques.	Evaluate

Contents:

BLOCK-1 INTRODUCTON, PROCESS AND LEVELS OF STRATEGY

Unit-1- Strategy-Introduction, Definition, Meaning.

Unit 2- Strategy- Objectives, Goals, Policies, Program, Budget.

Unit 3- Strategic management process, Levels of strategy

BLOCK-2 STRATEGIC BUSINESS ENVIRONMENT AND ITS MODELS

Unit-4- Identifying strategic alternatives of business; Environmental appraisal – Internal environment;

Unit-5- Key Success Factors; Role of Resources, Capabilities and Core Competencies;

Unit-6- Competitive Advantage to Competitive Strategies; VRIO Model, External environmental analysis – PESTEL.

BLOCK-3 STRATEGIC TOOLS AND TECHNIQUES

Unit-7- Concept of Value Chain, SWOT Analysis; Tools and Techniques for Strategic Analysis – TOWS Matrix;

Unit-8- Generic Strategies; Competitive Strategies - Porter's 5 Forces Model; The Experience Curve, Grand Strategy, BCG Matrix;

Unit-9- Functional Strategies, Global entry strategies.

BLOCK-4 STRATEGIC ORGANISATION STRUCTURE

Unit-10- Organization Structure; Resource Allocation; Projects and Procedural issues.

Unit 11- Integration of Functional Plans. Leadership and corporate culture;

Unit 12- Evaluation and Control: Organizational Systems.

BLOCK-5 STRATEGIC PERFORMANCE, EVALUATION TECHNIQUES

UNIT-13: - Techniques of Strategic Evaluation.

UNIT-14:- Control techniques of Performance and Feedback.

Suggested Readings:

1. Lawrence, R. Jauch and William F. Glueck; Strategic Management and Business Policy, - McGraw – Hill
2. Wheelen & Hunger, Concepts in Strategic Management and Business Policy, 12th edition, Pearson Education
3. Kazmi, Azhar, (2008), Strategic Management and Business Policy, 3rd Edition, McGraw Hill Education.
4. R. Srinivasan, Strategic Management the Indian context, Prentice Hall of India
5. Tripathi, Vanita and Pawar, Neeti (2019), *Investing in Stock Market*, Taxmann Publications.

Additional Resources

- Aswath, Damodaran, *Investment Validation Tools and Technique for Determining Mutual Funds*, John Wiley & Sons

Course Code: CMB-4211

L T P C

Course Name: E-Commerce

4 0 0 4

Course Objective

To enhance skills for effective and contemporary applications of E-commerce.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1: Describe the basics of E-commerce, current and emerging business models.	Understand
CO2: Familiarize with basic business operations such as sales, marketing, HR etc. on the web.	Understand
CO3: Enhance the students' skills for designing and developing website.	Apply
CO4: Identify the emerging modes of e-payment.	Analyze
CO5: Discuss the importance of security, privacy, ethical and legal issues of e-commerce.	Apply

Contents:

Block I: Introduction to E-Commerce

Unit 1: Electronic commerce: Definitions and Concepts, EC Framework and EC Classification,

Unit 2: EC Business Models, Benefits and Limitations of EC E Marketplace, Types of E Marketplace, Intermediation in E-Commerce, EC Market Mechanisms – Electronic Catalog and Auctions,

Unit 3: Impact of EC on Business Processes and Organizations

Block II: E-Retailing and B2B E-Commerce

Unit 4: Internet Marketing and Electronic Retailing, E-Tailing Business Models, Problems and Issues in E-Tailing,

Unit 5: Web Advertising, Advertising Methods, Advertising Strategies

Unit 6: B2B E-Commerce: Concepts, Characteristics and Models One to Many: Sell Side E Marketplaces, Selling via Intermediaries, Selling via Auctions,

Unit 7: One From Many: Buy side Marketplace, Reverse Auctions

Block III: E-Commerce Security

Unit 8: E-Commerce Security: Need for Security, Security is everyone's business, basic security issues,

Unit 9: Types of threats and attacks, Managing EC Security

Unit 10: Securing EC Communications, , Securing EC Networks

Block IV: Electronic Payments Systems

Unit 11: Electronic Payments Systems: Payment Revolution, Using Payment Cards Online, Smart Cards, Stored Value Cards,

Unit 12: E-Micropayments, E Checking, Electronic Bill Presentment and Payment,

Unit 13: B2B Electronic Payments

Block V: Mobile Commerce

Unit 14: Mobile Commerce: Mobile Computing, Mobile Commerce, Pervasive Computing Legal,

Unit 15: Ethical and Social Impacts of EC: Legal Issues versus Ethical Issues, Privacy, Intellectual Property Rights,

Unit 16: EC Fraud and Consumer and Seller Protection

Suggested Readings:

1. Pt Joseph Of E-Commerce Are Indian Perspective Php Learning Private Limited
2. Nidhi Dhawan Introduction To E-Commerce International Book House Private Limited
3. Agarwal Kamlesh And And Agarwal Diksha Bridge To The Online To A Front New Delhi India Macmillan India (Hindi and English)
4. Manali- Danielle Internet And Internet Engineering Tata Mcgraw-Hill NewDelhi
5. Pandey- Concept Of E-Commerce, S.K. Kataria And Sons(Hindi and English)

Semester VIII

Course Code: MGB-4211

L T P C

Course Name: Digital Marketing

4 0 0 4

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive Level
CO1 - Describe the concept, scope, and importance of digitalmarketing.	Understand
CO2 – Describe how marketers think, conceptualize, test continuously to optimise their product search on digital platforms.	Understand
CO3 - Illustrate how the effectiveness of a digital marketingcampaign can be measured	Understand
CO4 - Demonstrate their skills in digital marketing tools such asSEO, Social media, and Blogging for engaging the digital generation.	Understand
CO5 - Appreciate the need for regulatory framework for digital marketing in India.	Evaluate

Block I: Introduction

Unit 1: Concept, scope, and importance of digital marketing.

Unit 2: Traditional marketing versus digital marketing.

Unit 3: Challenges and opportunities for digital marketing. Digital penetration in the Indianmarket. Digital marketing landscape: an overview.

Block II: Digital Marketing Management

Unit 4: Digital-marketing mix. Segmentation, Targeting, Differentiation, and Positioning: Concept,levels, and strategies in a digital environment.

Unit 5: Digital technology and customer-relationship management.

Unit 6: Digital consumers and their buying decision process.

Block III: Digital Marketing Presence

Unit 7: Concept and role of Internet in marketing. Online marketing domains.

Unit 8: The P.O.E.S-M framework. Website design and Domain name branding. Search engineoptimization: stages, types of traffic, tactics.

Unit 9: Online advertising: types, formats, requisites of a good online advertisement. Buying models. Online public relation management. Direct marketing: scope and growth. E-mail marketing: types andstrategies.

Block IV: Interactive Marketing

Unit 10: Interactive marketing: concept and options. Social media marketing: concept and tools.

Unit 11: Online communities and social networks. Blogging: types and role.

Unit 12: Video marketing: tools and techniques. Mobile marketing tools. PPC marketing.

Payment options.

Block V: Ethical and Legal Issues

Unit 13: Ethical issues and legal challenges in digital marketing.

Unit 14: Regulatory framework for digital marketing in India.

Unit 15: Contemporary Discussion in classroom.

Text Books:

1. Chaffey, D, F.E. Chadwick, R. Mayer, and K. Johnston (2015). Internet Marketing: Strategy, Implementation and Practice. Pearson India

Course Code: MGB-4212

L T P C

Course Name: Customer Relationship Management

4 0 0 4

Course Objective

An understanding of the ways the firm can create and enhance the sources of value to the customer service. To understand strategic frame work of CRM and Impact of CRM on customer experience, satisfaction and loyalty, to understand recent development in usage of CRM.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive Level
CO1. Describe the concept of Customer Relationship Management (CRM) and types and various strategies of Customer viewpoint	Understand
CO2. Measure the customer satisfaction and loyalty in terms of CRM.	Examine
CO3. Identify the path of Marketing services and its technological implementation of CRM	Understand
CO4. Explain the feature of E-CRM and Enterprise Marketing Automation tools for augmentation of business	Understand
CO5. Describe the insights of Customer Relationship Management (CRM) and its implementation.	Understand

Course content:

BLOCK I: Introduction to CRM

Unit 1: CRM concepts: Theoretical perspectives of relationship -CRM Definitions –

Unit 2: Components of CRM - Stakeholders in CRM -Significance of CRM

Unit 3: Types of CRM – strategies of CRM - customer life style and customer interaction.

BLOCK II: Customer Satisfaction

Unit 4: Customer Satisfaction Significance - Components of Customer Satisfaction

Unit 5: Customer Satisfaction Models - Rationale of Customer Satisfaction and measurement

Unit 6: Customer Loyalty - Customer Loyalty Ladder - -Benefits of Customer Loyalty -Dimensions of Customer Loyalty - Determinants of Customer Loyalty - Drivers of Customer Loyalty.

BLOCK III: CRM in Marketing

Unit 7: CRM in Marketing: One-to-one Relationship Marketing - Cross Selling & Up Selling - Customer Retention - Behaviour Prediction

Unit 8: Customer Profitability & Value Modeling , Channel Optimization

Unit 9: CRM and Customer Service: The Call Centre - customer interaction, the functionality, technological implementation, what is ACD (Automatic Call Distribution), IVR (Interactive Voice Response), CTI (Computer Telephony Integration)

BLOCK IV: E-CRM

Unit 10: Features of e-CRM, Advantages of e-CRM, Technologies of e-CRM

Unit 11: Sales Force Automation (SFA) – need and barrier of (SFA) - Field Force Automation

Unit 12: Enterprise Marketing Automation (EMA) Components of EMA, marketing campaign, campaign planning and management, business analytic tools, EMA components (promotions, events loyalty and retention programs), response management.

BLOCK V: Implementation of CRM

Unit 13: CRM Implementation – A comprehensive model –

Unit 14: Developing CRM vision and strategy Management support -Pre-implementation - kick off meeting - requirements gathering - prototyping and detailed proposal generation.–

Unit 15: Development of customization - system optimization - follow up.

References

1. Alok Kumar Rai, CUSTOMER RELATIONSHIP MANAGEMENT CONCEPT & CASES, Prentice Hall of India Private Limited, New Delhi. 2011
2. S. Shanmugasundaram, CUSTOMER RELATIONSHIP MANAGEMENT, Prentice Hall of India Private Limited, New Delhi, 2008
3. Kaushik Mukherjee, CUSTOMER RELATIONSHIP MANAGEMENT, Prentice Hall of India Private Limited, New Delhi, 2008
4. Jagdish Seth, et al, CUSTOMER RELATIONSHIP MANAGEMENT
5. V. Kumar & Werner J., CUSTOMER RELATIONSHIP MANAGEMENT, Willey India, 2008

Course Code: MGB-4213

L T P C
4 0 0 4

Course Name: Supply Chain Management

This syllabus provides a structured approach to learning supply chain management, incorporating theoretical knowledge, practical applications, and real-world case studies to prepare students for careers in this dynamic field.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive Level
CO1 - Develop a sound understanding of the important role of supply chain management in today's business environment.	Understand
CO2 - Become familiar with Strategic issues in Supply Chain.	Understand
CO3 - Develop a sound understanding about role of procurement in Supply Chain Management.	Apply
CO4 – Understand about production and operations management.	Understand
CO5 - Develop a sound understanding about logistics and distribution management.	Understand

Course Contents:

BLOCK 1: Introduction to Supply Chain Management

UNIT-1- Definition and Importance of Supply Chain Management; Components of a Supply Chain.

UNIT-2-Supply Chain Objectives and Performance Measures, Key Flows in Supply Chains: Information, Product, and Financial

UNIT-3- Historical Evolution of Supply Chain Management

BLOCK 2: Supply Chain Strategy and Design

UNIT-4- Supply Chain Strategy and Competitive Advantage; Designing the Supply Chain Network.

UNIT-5- Supply Chain Drivers and Metrics, Aligning Supply Chain Strategies with Business Strategies

UNIT-6- Case Studies of Strategic Supply Chain Designs

BLOCK 3: Procurement and Supply Management

UNIT-7- Role of Procurement in Supply Chain Management; Strategic Sourcing and Supplier Selection

UNIT-8- Procurement Processes and Technologies; Contract Management and Negotiation Techniques

UNIT-9- Supplier Relationship Management

BLOCK 4: Production and Operations Management

UNIT-10-Production Planning and Control , Lean Manufacturing and Just-In-Time (JIT) ,

UNIT-11-Inventory Management and Optimization; Quality Management in the Supply Chain

UNIT-12- Case Studies in Production and Operations Management

BLOCK 5: Logistics and Distribution Management

UNIT-13- Role of Logistics in Supply Chain Management; Transportation Management and Optimization

UNIT-14- Warehousing and Distribution Center Management

UNIT-15- Global Logistics and International Trade; Technology in Logistics: RFID, GPS, and WMS

Text Books:

1. Rushton, A., Croucher, P. and Peter Baker): Handbook of Logistics and Distribution Management, Kogan Page Pub
2. Christopher Martin: Logistics and Supply Chain Management, Creating Value-adding Networks, Pearson Education
3. Chopra Sunil and Peter Meindl: Supply Chain Management, Pearson Education

Course Code: MGB-4214

L T P C

Course Name: Compensation Management

4 0 0 4

This syllabus provides a comprehensive understanding of compensation management, covering key concepts such as job analysis, job evaluation, wage administration, performance management, and employee benefits. It equips BBA students with the knowledge and skills necessary to effectively manage compensation systems in organizations.

Course Learning Outcomes

Course Outcome	Cognitive level
CO1: Acquaint with importance of compensation in organizations.	Understand
CO2: Explain methods of job analysis.	Understand
CO3: Describe the various principles involved and premise of the grant of bonus, wages, and minimum wages to workers.	Understand
CO4: Explain performance management and compensation.	Analyze
CO5: know various employee benefits and compensation	Apply

Course Contents:

BLOCK 1: Introduction to Compensation Management

UNIT-1-Overview of compensation management, Importance of compensation in organizations,

Objectives of compensation management

UNIT-2- Historical perspective and evolution of compensation management

UNIT-3- Current trends and challenges in compensation management

BLOCK 2: Job Analysis and Job Evaluation

UNIT-4- Concept and importance of job analysis; Methods of job analysis: observation, interviews, questionnaires, and job analysis forms

UNIT-5-- Job description and job specification

UNIT-6- Concept and purpose of job evaluation; Techniques of job evaluation: ranking method, classification method, point method, and factor comparison method

BLOCK 3: Wage and Salary Administration

UNIT-7- Principles of wage and salary administration; Factors influencing wage determination

UNIT-8- Wage structure: basic wage, allowances, and benefits

UNIT-9- Wage payment systems: time-based, performance-based, and incentive-based; Laws and regulations governing wage and salary administration.

BLOCK 4: Performance Management and Compensation

UNIT-10- Performance management process: goal setting, performance appraisal, feedback, and development planning; Performance appraisal methods: graphic rating scale, behaviorally anchored rating scale (BARS), and management by objectives (MBO)

UNIT-11- Link between performance management and compensation; Designing and implementing

performance-based compensation systems

UNIT-12- Ethical considerations in performance management and compensation

BLOCK 5: Employee Benefits and Compensation

UNIT-13- Overview of employee benefits; Types of employee benefits: health insurance, retirement plans, paid time off, and other fringe benefits

UNIT-14- Legal and regulatory framework governing employee benefits; Designing and managing employee benefit programs

UNIT-15- Cost-benefit analysis of employee benefits.

Text Books:

1. Armstrong, M. And Murlis, H. *Reward Management*. Kogan Page.
2. Chhabra T. N. and Rastogi, S. *Compensation Management*. Sun India.
3. Dunn, J. D. and Stephens, E. C. *Management of Personnel*. Mcgraw, NY
4. Dwivedi, R.S. *Managing Human Resources*. Galgotias publishing house.

Course Code: CMB-4213

L T P C

Course Name: Investing In Stock Markets

4 0 0 4

Course Objective

To equip students with the basic skills required to operate in stock market.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1: Learn the basics of investing in stock market, the investment environment as well as risk & return	Understand
CO2: Analyze Indian securities market including the derivatives market	Analyze
CO3: Examine EIC framework and conduct fundamental analysis	Apply
CO4: Discuss technical analysis.	Analyze
CO5: Learn investing in mutual funds market	Apply

Contents:

Block 1: Basics of Investing

Unit 1: Basics of Investment, objectives and types on investment.

Unit 2: Investment Environment. Risk and Return,

Unit 3: Instruments of Investment - Equity shares, Preference shares, Bonds and Debentures.

Block II: Indian Security Markets

Unit 4: Primary Markets (IPO, FPO, Private placement, Offer for sale),

Unit 5: Secondary Markets (cash market and derivative market)

Unit 6: Components of derivative market, Futures and Options and its types.

Block III: Market Participants

Unit 7: Different types of brokers: Stock Broker, Investor, Depositories,

Unit 8: Clearing House, Stock Exchanges. Role of stock exchange,

Unit 9: Stock exchanges in India: BSE, NSE, MCX. Security Market Indices: Nifty & Sensex,

Block IV: Financial Informations:

Unit 10: Sources of financial information. Trading in securities: types of orders, using brokerage and analyst recommendations.

Unit 11: Trading mechanism in security market, online trading.

Unit 12: Do's & Don'ts of investing in markets.

Block V: Investing in Mutual Funds

Unit 13: Concept and background on Mutual Funds: Advantages, Disadvantages of investing in Mutual Funds,

Unit 14: Types of Mutual funds: Open ended, close ended, equity, debt, hybrid, money market, and entry load vs. exit load funds.

Unit 15: Factors affecting choice of mutual funds. CRISIL mutual fund ranking and its usage,

calculation and use of Net Asset Value.

Text Books:

- Kumar, Vinod and Nangia, Raj Sethi, *Investing in Stock Markets*, Ane books
- Singh J K , Singh Amit Kumar, *Investing in Stock Markets*, A K Publications, Delhi.

Faculty and Support Staff

The University has identified the dedicated requisite faculty and support staff as mandated by the UGC and they are allocated the positions exclusively for ODL mode. The course material prepared by the CDOE faculty is at par with the regulations 2020.

List of Faculty associated with BBA (Hons.) program is as follows:-

S. No.	Name of Faculty	Designation	Nature of Appointment	Qual	Subject
1	Dr. Shalu Agrawal	Assistant Professor	Full-Time	Ph.D	Management
2	Dr. Niyati Sharma	Assistant Professor	Full-Time	Ph.D	Management

Delivery Mechanism

The ODL of MU follows a modern ICT (Information & Communication Technology) enabled approach for instruction. The methodology of instruction in ODL of MU is different from that of the conventional/regular programs. Our ODL system is more learner-oriented and the learner is an active participant in the teaching-learning process. ODL of MU academic delivery system comprises:

A. Print Material

The printed material of the programme supplied to the students will be unit wise for every course.

B. Counselling Sessions

There will be 6 counselling/ contact classes in face to face mode of two hours each for a course of 4 credits. The counselling sessions / face to face contact classes will be held on the campus of the University on Saturdays and Sundays.

C. Medium of Instruction

Medium of Course Instruction: English
Medium of Examination: English

D. Student Support Systems

Universities study Centers or Learner Support Centre shall be headed by a coordinator, not below the rank of Assistant professor and shall be augmented with academic and non-academic staff depending on the learner.

The university has made appropriate arrangements for various support services including counselling schedule and resource-oriented-services evaluation methods and dates both on and off line modes for easy and smooth services to the students through distance mode.

At present the university has only one study center in the campus. The institution is not promoting any study centers outside the campus. All student support services will be provided to the student through a single window method/mode onsite and online.

F. Procedure for Admissions, Curriculum, Transaction and Evaluation Admission Process

Admission to the BBA (Hons.) programme will be done on the basis of screening of candidate's eligibility on first come first serve basis. Admission shall not be a right to the students and MU, CDOE shall retain the right to cancel any admission at any point of time if any irregularity is found in the admission process, eligibility etc.

Maximum Duration-

- The maximum duration of the BBA (Hons.) Programme is eight years. Thereafter, students seeking completion of the left-over course(s) will be required to seek fresh admission.
- The student can complete his programme within a period of 8 years failing which he/she shall seek fresh admission to complete the programme.

Eligibility

10+2 in any stream from any recognized board.

Fee Structure

Name of the Program	Degree	Duration	Year	Program Fee/Year	Exam Fee/Year	Total (in Rs.)
Bachelor of Business Administration (Honours)	UG	4 to 8 Years	1	13500	2000	15500
BBA(Hons.)			2	12000	2000	14000
			3	12000	2000	14000
			4	12000	2000	14000
Total						57500

Activity Schedule

S.NO.	Name of the Activity	Tentative months schedule(specify months) during year			
		From(Month)	To (Month)	From(Month)	To (Month)
1	Admission	Jul	Sep	Jan	Mar
2	Assignment submission (if any)	Sep	Oct	Mar	Apr
3	Evaluation of Assignment	Oct	Nov	Apr	May
4	Examination	Dec	Dec	Jun	Jun
5	Declaration of Result	Jan	Jan	Jul	Jul
6	Re-registration	Jul	Jul	Jan	Jan
7	Distribution of SLM	Jul	Sep	Jan	Mar
8	Contact Programmes (counselling, Practical's, etc.)	Sep	Nov	Mar	May

Credit System

MU, CDOE proposes to follow the 'Credit System' for most of its programs. Each credit amounts to 30 hours of study comprising all learning activities. Thus, a 8 credit course requires 240 hours, 6 credit course requires 180 hours , 4 credit course requires 120 hours and 2 credit course requires 60 hours of study. This helps the student to understand the academic effort to complete a course. Completion of an academic programme requires successful clearing of both, the assignments and the term-end examination of each course in a programme.

Duration of the Programme	Credits	Name of the Programme	Level of the Programme
4 Yrs.	160	BBA (Hons.)	Bachelor's Degree

Assignments

Distance Education learners have to depend much on self-study. In order to ascertain the writing skill and level of comprehension of the learner, assignment work is compulsory for all learners. Each assignment shall consist of a number of questions, case studies and practical related tasks. The Assignment Question Papers will be uploaded to the website within a scheduled time and the learners shall be required to respond them within a specified period of time. The response of the learner is examined by a faculty member.

Evaluation: The evaluation system of the programme is based on two components:

- A. Continuous Evaluation in the form of assignments (weightage 30%):** This Component carries a weightage of 30%. There will be at least one graded assignment and test per course. These assignments are to be submitted to the Co-ordinator of the CDOE/Study Centre to which the student is assigned or attached with.
- B. Term-end examination (weightage 70%):** This will be held twice every year in the months of June and December. The students are at liberty to appear in any of the examinations conducted by the University during the year. A student will be allowed to appear in the Term-End Examination only after she/he has registered for that course and submitted the assignment. For appearing in the Examination, every student has to submit an Examination form through online (www.mangalayatan.in/) or offline before the due dates as given in the schedule of operations. If a student misses any term-end examination of a course for any reason, s/he may appear for any of them or all the courses subject to the maximum of 8 courses in the subsequent term-end examinations. This facility will be available until a student secures the minimum pass grade in the courses but up to a maximum period of four semesters, since the date of registration of the course is valid for four semesters. Beyond this period s/he may continue for another four semesters by getting Re-registration by paying fee again. In that case, the score of qualified assignments and/or term-end examination will be retained and the student will be required to complete the left out requirements of such re-registered courses. Minimum requirement for passing a course will be 40% marks.

G. Laboratory Support and Library Resources

The library of Mangalayatan University, Aligarh aims to empower the teaching mission and intellectual culture of the community through availability through an organized collection of information as well as instruction in its access, relevance and evaluation.

The University Library enriches advance learning and discovery by providing access to a broad array of resources for education, research and creative work to ensure the rich interchange of ideas in the pursuit of knowledge.

Centre for Distance and Online Education of Mangalayatan University, Aligarh has initiated the process of setting up a dedicated Library for ODL program and acquiring printed books and e-books for this purpose. The required International and National subject journals are also provided. We have a full functioning community radio service on board (90.4 FM). We already have annual journal subscriptions and the capacity can be enlarged at later stages as the University lines up with more online journals.

The collection of the Library is rich and diverse especially in terms of the breadth and depth of coverage. Collection encompasses subjects in Management, Commerce, Information Technology, Computer Applications, and other allied areas. This collection further includes Books, Research Journals, Project Reports/Dissertations and online Journals.

The University has well equipped Computer Laboratories, Lecture Capturing Systems, Audio Videofacilities, ICT enabled class rooms, Wi-Fi facilities etc.

H. Cost Estimate of the Programme and the Provisions

Initial expenses have been done by the University in terms of provision of infrastructure, manpower, printing of self study material and other. The University intends to allocate expenses out of the total fee collection as per following details:

a) SLM Development and Distribution	:	20%
b) Postal Expense	:	10%
c) Salary and other Administrative expenses	:	60%
d) Future development	:	10%

Once programmes are operational, fee receipt from the programmes budget to be planed as per the guidelines of University Grants Commission.

I. Quality Assurance

The University has established the Centre for Internal Quality Assurance (CIQA) in the University campus. The CIQA will monitor and maintain the quality of the ODL programmes. It has the following objectives in making the compliances of quality implementations.

Objectives

The objective of Centre for Internal Quality Assurance is to develop and put in place a comprehensive and dynamic internal quality assurance system to ensure that programmes of higher education in the Open and Distance Learning mode and Online mode being implemented by the Higher Educational Institution are of acceptable quality and further improved on continuous basis.

Functions of CIQA

The functions of Centre for Internal Quality Assurance would be following

- 1) To maintain quality in the services provided to the learners.
- 2) To undertake self-evaluative and reflective exercises for continual quality improvement in all the systems and processes of the Higher Educational Institution.
- 3) To contribute in the identification of the key areas in which Higher Educational

Institution should maintain quality.

- 4) To devise mechanism to ensure that the quality of Open and Distance Learning programmes and Online programmes matches with the quality of relevant programmes in conventional mode.
- 5) To devise mechanisms for interaction with and obtaining feedback from all stakeholders namely, learners, teachers, staff, parents, society, employers, and Government for quality improvement.
- 6) To suggest measures to the authorities of Higher Educational Institution for qualitative improvement.
- 7) To facilitate the implementation of its recommendations through periodic reviews.
- 8) To organize workshops/ seminars/ symposium on quality related themes, ensure participation of all stakeholders, and disseminate the reports of such activities among all the stakeholders in Higher Educational Institution.
- 9) To develop and collate best practices in all areas leading to quality enhancement in services to the learners and disseminate the same all concerned in Higher Educational Institution.
- 10) To collect, collate and disseminate accurate, complete and reliable statistics about the quality of the programme (s).
- 11) To ensure that Programme Project Report for each programme is according to the norms and guidelines prescribed by the Commission and wherever necessary by the appropriate regulatory authority having control over the programme.
- 12) To put in place a mechanism to ensure the proper implementation of Programme Project Reports.
- 13) To maintain a record of Annual Plans and Annual Reports of Higher Educational Institution, review them periodically and generate actionable reports.
- 14) To provide inputs to the Higher Educational Institution for restructuring of programmes in order to make them relevant to the job market.
- 15) To facilitate system based research on ways of creating learner centric environment and to bring about qualitative change in the entire system.
- 16) To act as a nodal coordinating unit for seeking assessment and accreditation from a designated body for accreditation such as NAAC etc.
- 17) To adopt measures to ensure internalization and institutionalization of quality enhancement practices through periodic accreditation and audit.
- 18) To coordinate between Higher Educational Institution and the Commission for various quality related initiatives or guidelines.
- 19) To obtain information from other Higher Educational Institutions on various quality benchmarks or parameters and best practices.
- 20) To record activities undertaken on quality assurance in the form of an annual report of Centre for Internal Quality Assurance.
- 21) It will be mandatory for Centre for Internal Quality Assurance to submit Annual Reports to the Statutory Authorities or Bodies of the Higher Educational Institution about its activities at the end of each academic session. A copy of report in the format as specified by the Commission, duly approved by the statutory authorities of the Higher Educational Institution shall be submitted annually to the Commission.

After enrolling in 4-year B.B.A.(Hons.) Programme of Mangalayatan University, Aligarh in ODL mode, student will exhibit leadership skill and ability to work effectively in teams. After completion of B.B.A (Hons.) Programme, student will participate in business decision making and bring synergy to their ventures.