

MATA TRIPURA SUNDARI OPEN UNIVERSITY, TRIPURA



PROGRAMME PROJECT REPORT BACHELOR OF BUSINESS ADMINISTRATION (BBA) 2025-26


Registrar
Mata Tripura Sundari Open University
Gomati-Tripura

Introduction:

The **4-Year Bachelor of Business Administration (Honours) Degree Programme (FYUP)** 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 enables the students with various aspects that are necessary for effective business management and essential for entrepreneurs and business managers. Bachelor in BusinessAdministration also gives you a platform for pursuing courses like MBA. Whether you have doneyour 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 MBAProgram.

To do well in this field, students must possess leadership qualities, decision making skills, and goodoraland writtencommunication 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 Mata Tripura Sundari Open University 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 anddesire 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. The goals of ODL program is to provide educational facilities to all qualified and willing persons who areunable 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 upgradation.

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

C. Nature of Prospective Target Group of Learners

Distance Education at Mata Tripura Sundari Open University (MSTOU) 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 the learner must have completed 10+2 in any stream.
2. The learner must have pass at 10+2 examination.

The BBA (Hons.) program offered by Mata Tripura Sundari Open University 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 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.) Programme.

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, mediated is agreements 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.

Programme Specific Outcomes:

PSO1.To understand the basic concepts of the commerce, management, accounting & economics.

PSO2.To analyse relationship among commerce, trade industry, services, management and administration.

PSO3.To understand rules and regulations of taxation, banking and insurance sector.

The University has developed the BBA programme for maintaining the quality and to train the students in order to face the competition at the National/International level.

E. InstructionalDesign

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 Mata Tripura Sundari Open University. 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	2courses (8C)	2courses (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(4 C)		1 course(2C)	1 course(3C)	1 course (3C)	20
IV	2 courses(8 C)	1 course(4C)	-	1 course(2C)	1 course(3C)	1 course (3C)	20
Students exiting the programme after securing 80credits will be awarded Diploma in the relevant Discipline/Subject.							80
V	4courses (14C)		2 courses(6C)	-			20
VI	4courses (14C)		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	4courses (16 C)	1 course(4 C)	-				20
VIII	4courses (16 C)	1 course(4 C)	-				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 B.A. Programme, a student has to earn minimum 60 credits of core courses (**Major discipline**), 24 credits in **Minordiscipline**, 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.

***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 B.A. Programme, a student has to earn minimum 60 credits of core courses (**Major discipline**), 24 credits in **Minordiscipline**, 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: 2025-26)

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	DSC	4	30	70	100
2	MGB-1112	Basic Accounting	DSC	4	30	70	100
3	MGB-1113	Business Statistics	Minor	4	30	70	100
4	MGB-1114	Business Economics	Minor	4	30	70	100
5	ENB-1101	English Communication	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	Organisational Behavior	DSC	4	30	70	100
2	MGB-1212	Business Environment	DSC	4	30	70	100
3	MGB-1213	Business Law	Minor	4	30	70	100
4	MGB-1214	Indian Economy	Minor	4	30	70	100
5	ENB-1201	Creative Writing	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	Marketing Theory and Practices	DSC	4	30	70	100
2	MGB-2112	Financial Management	DSC	4	30	70	100
3	MGB-2113	Company Law	Minor	4	30	70	100
4	ENB-2101	Personality Development	AEC	2	30	70	100
5	MGB-2101	Business Communication	SEC	3	30	70	100
6	VAC-2101	Environmental Science	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	Human Resource Development	DSC	4	30	70	100
2	MGB-2212	Management & Cost Accounting	DSC	4	30	70	100
3	MGB-2213	Consumer Behaviour	Minor	4	30	70	100
4	ENB-2201	Basic Knowledge of English Grammar	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	Advertising Management	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	Income Tax	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	Entrepreneurship and small business management	DSC	4	30	70	100
2	MGB-3212	Business Ethics and Governance	DSC	4	30	70	100
3	MGB-3213	Sales management	DSC	4	30	70	100
4	MGB-3214	Goods & Service Tax	DSC	2	30	70	100
5	MGB-3215	Investment Analysis & Portfolio Management	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 B.Com. 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	MGB-4115	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	MGB-4215	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-2117	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	Financial Management	MGB-3116	
3	Investment Analysis & Portfolio Management	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 Mata Tripura Sundari Open University in consultation with content experts and the same will be forwarded to CIQA (Centre for Quality Assurance) and Board of Studies/Academic Council for further suggestions and approval.

Table 8: List of Major and Minor courses					
YEAR	SEM	COURSE CODE	COURSE NAME	CREDITS	CATEGORY
I	I	MGB-1111	Principles of Management	4	Major
	I	MGB-1112	Basic Accounting	4	Major
	I	MGB-1113	Business Statistics	4	Minor
	I	MGB-1114	Business Economics	4	Minor
	II	MGB-1211	Organisational Behavior	4	Major
	II	MGB-1212	Business Environment	4	Major
	II	MGB-1213	Business Law	4	Minor
	II	MGB-1214	Indian Economy	4	Minor
II	III	MGB-2111	Marketing Theory and Practices	4	Major
	III	MGB-2112	Financial Management	4	Major
	III	MGB-2113	Company Law	4	Minor
	IV	MGB-2211	Human Resource Development	4	Major
	IV	MGB-2212	Management & Cost Accounting	4	Major
	IV	MGB-2213	Consumer Behaviour	4	Minor
III	V	MGB-3111	Advertising Management	4	Major
	V	MGB-3112	Production Management	4	Major
	V	MGB-3113	Retail Management	4	Major
	V	MGB-3114	Income Tax	2	Major
	VI	MGB-3211	Entrepreneurship and small business management	4	Major
	VI	MGB-3212	Business Ethics and Governance	4	Major
	VI	MGB-3213	Sales management	4	Major
	VI	MGB-3214	Goods & Service Tax	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	MGB-4115	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	MGB-4215	Investing in stock markets	4	Minor

Semester I**Course Code: MGB-1111****L T P C****Course Title: Principles of Management****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 management practices.	Understand
CO2: Explain varied perspectives related to planning and decision-making	Understand
CO3: Explain concept of organisation.	Understand
CO4: Describe Concept and Techniques of Direction, Communication and Management of Change.	Understand
CO5: Demonstrate concept of Controlling, Motivation and Leadership.	Understand

Course Content:**BLOCK I: Introduction**

Unit 1: Definition of Management, Science or Art, Manager Vs Entrepreneur, types of managers

Unit 2: Managerial Roles (Mintzberg); An overview of functional areas of Management;

Unit 3: Evolution of management thought-Contribution of Taylor, Weber and Fayol in management. Current trends and issues in Management.

BLOCK II: Planning and Decision- Making

Unit 4: Planning: Concept, Characteristics, Process

Unit 5: Importance and Types, Criteria of effective planning, Planning Tools and Techniques

Unit 6: Decision- Making: Concept, Process, Types and Importance. Management by Objectives.

BLOCK III: Organisation

Unit 7: Organisation: Concept, Nature, Process and Significance, Formal and Informal Organization

Unit 8: Authority and Responsibility Relationships,

Unit 9: Centralization and Decentralization, Departmentation

BLOCK IV: Direction, Communication and Management of Change

Unit 10: Direction: Concept and Techniques, Coordination as an Essence of Management,

Unit 11: Communication- Nature, Process, Importance, Types, Networks and Barriers. Effective Communication.

Unit 12: Management of Change: Concept, Nature, Types of Changes and Process of Planned Change, Resistance to Change and methods of reducing resistance to change.

BLOCK V: Controlling, Motivation and Leadership

Unit 13: Controlling: Meaning, Importance and Process, Effective Control System. Techniques of

Control, Use of computers and IT in Management control

Unit 14: Motivation- Concept, Types, Importance, Theories- Maslow, Herzberg, McGregor, Ouchi, Financial and Non-Financial Incentives.

Unit 15: Leadership: Meaning, Concept, Functions and Leadership styles, Likert's Four System of Leadership.

Suggested Readings:

1. Principal 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

Weblinks

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Course Code: MGB-1112

L T P C

Course Title: Basic Accounting

4 0 0 4

Course Objective: This course provides conceptual knowledge of financial accounting and the techniques for preparing accounts in different types of 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 Bank Reconciliation and determine depreciation.	Apply
CO4: Develop the skill of preparation of Royalty Accounts.	Understand
CO5: Develop the skill of preparation of partnership Accounts.	Apply

Course Content:

Block I: Introduction

Unit1: Conceptual Framework: Bookkeeping, Accounting & Accountancy, objectives, functions, advantage, limitations.

Unit2: Accounting principle, Concepts and Conventions, Accounting Equations.

Unit3: Introduction to Accounting Standards and Indian Accounting Standards (AS& Ind.AS).

Block II: Accounting Process

Unit4: Journal, ledger, Cash Book, Trial Balance.

Unit5: Preparation of Financial Statements of a profit making sole proprietor ship trading firm with additional information.

Unit6: Preparation of Final Accounts.

Block -III: Bank Reconciliation and Depreciation

Unit7: Bank Reconciliation Statement.

Unit8: Depreciation: Meaning of Depreciation, Objective

Unit9: Methods of depreciation

Block - IV: Royalty Accounts, Hire Purchase and Installment System.

Unit10: Royalty Accounts.

Unit11: Hire Purchase

Unit12: Installment System.

Block -V: Partnership

Unit13: Partnership: - An Introduction

Unit14: Admission & Retirement of a Partner.

Unit15: Dissolution of a Firm – (Garner Vs Murray).

Books Recommended/Suggested Reading:

1. Book Keeping and Accounting- T.S. Grewal, S Chand & Co. Delhi.
2. Elementary Accounting - T.S. Grewal, S Chand & Co. Delhi.

3. Financial Accounting - Dr S M Sukla, SahityaBhawan Pub, Agra.
4. Financial Accounting - Dr K G Gupta, K G Pub, Modinagar.
5. Financial Accounting - Naveet Pub, Najibabad.

Course Code: MGB-1113

L T P C

Course Title: 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 students have 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

Unit1: Meaning, Characteristics, scope and function, limitations & misuse of statistics

Unit2: Primary & secondary data, collection & editing of data

Unit3: Classification, Frequency distribution and statistical series, Tabulation of data.

Block II: Measures of Central Tendency

Unit4: Concept and properties of mathematical averages including arithmetic mean, geometric mean and harmonic mean.

Unit5: Positional Averages including Mode and Median

Unit6: Partition values-quartiles, deciles, and percentiles with graphic presentation.

Block III: Measures of Dispersion and Skewness

Unit7: Measures of Dispersion: absolute and relative. Range, Quartile deviation, Mean deviation

Unit8: Standard deviation, and their coefficients; Properties of standard deviation/variance.

Unit9: Moments: Calculation and significance; Skewness: Meaning and Measurement (Karl Pearson and Bowley's measures); Kurtosis.

Block IV: Simple Correlation and Regression Analysis

Unit10: Simple correlation—Karl Pearson formula in grouped and ungrouped data, Ranking method, concurrent deviations method

Unit11: Regression Analysis: Principle of least squares and regression lines; Regression equations and estimation

Unit12: Properties of regression coefficients; Relationships between Correlation and Regression coefficients.

Block V: Time Series

Unit13: Meaning, Importance and Component of Time series

Unit14: Additive model, Multiplication model, Measurement of Trend

Unit15: Semi average method, Moving average method and Methods of Least squares.

Books Recommended/Suggested Readings:

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 Siddiqui. Statistics for management, Pearson Education.
4. Thukral, J.K., Business Statistics, Taxmann Publications
5. Vohra, N.D. Business Statistics, McGraw Hill

Course Code: MGB-1114

L T P C

Course Title: Business Economics

4 0 0 4

CourseObjective:

The aim of the course is to build knowledge and understanding business economics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about business economics.

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

Course Outcome	Cognitive level
CO1: Define Basic Concepts and Principles of Business economics.	Remember
CO2: Explain the mechanics of supply and demand in allocating goods and services and resources.	Understand
CO3: Identify relationships between production and costs.	Understand
CO4: Demonstrate key characteristics and decision making in different forms of markets	Apply
CO5: Visualise impact of macroeconomic indicators on firms decision making	Understand

Course Content:

Block I: Introduction to Economics

Unit1: Business Economics; Nature and Scope; Roles and responsibilities of Business Economist.

Unit2: Introduction to Micro Economics, Basic Concepts and Principles.

Unit3: Types of economic analysis

Block II: Demand, Supply and Market Equilibrium

Unit4: Demand, Supply and Market equilibrium: individual demand, market demand, Individual supply, market supply, market equilibrium;

Unit5: Elasticity's of demand and supply: Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply,

Unit6: Demand Forecasting.

Block III: Factors of Production

Unit7: Producer and optimal production choice: optimizing behaviour in short run (geometry of product curves, law of diminishing margin productivity, three stages of production),

Unit8: optimizing behaviour in long run (isoquants, isocost line, optimal combination of resources).

Unit9: Costs and scale : traditional theory of cost (short run and long run, envelope curves), modern theory of cost (short run and long run).

Block IV: Market Structures

Unit10:Theory of firm and market organization : perfect competition (basic features, short run equilibrium of firm/industry, long run equilibrium of firm/industry, effect of changes in demand, cost and imposition of taxes) ;

Unit11:Monopoly (basic features, short run equilibrium, long run equilibrium, effect of changes in demand, cost and imposition of taxes, comparison with perfect competition, welfare cost of monopoly),

Unit12: price discrimination, monopolistic competition (basic features, demand and cost, short run

equilibrium, long run equilibrium, excess capacity), oligopoly.

Block V: Macro Economics

Unit13: Macro Economics – Concept, nature, importance, limitations, difference between micro and macroeconomics, significance;

Unit14: Methods of calculating National Income-: Value Added or Product method, Expenditure method, Income method; Circular flow of income (Two sector model);

Unit15: Inflation, Types of Inflation, Causes of Inflation, Methods of Controlling Inflation Balance of payments account- different components and meaning.

Text Books:

1. Ahuja,H.L.,BusinessEconomics,S.Chand&Co.,NewDelhi.
2. Deepashree,PrinciplesofMicroEconomics,AneBooksPvtLtd,NewDelhi
3. I.C.Dhingra,Microeconomics -Theory&Practice,S.Chand&Co.,NewDelhi.

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

References:

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.

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.

Books Recommended/Suggested Reading:

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.

SemesterII

Course Code: MGB-1211

L T P C

Course Title: Organizational Behaviour

4 0 0 4

Course Objective:

The aim of the course is to build knowledge and understanding of Organisational Behavior among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Organisational Behavior.

Course Outcome	Cognitive Level
CO1 - Explain basic concept organizational Behavior.	Understand
CO2 – Describe concept of Motivation, Personality & Perception	Understand
CO3 - Discuss the Group Dynamics and Stress Management.	Understand
CO4 - Describe Leadership, Conflict Management and Power & Politics	Understand
CO5 – Discuss Organization Development and Culture.	Understand

Course Content:

Block I: Introduction to Organizational Behaviour

Unit 1: Management and Organizational Behaviour, Theories of Management, Major Behavioral Science that contribute to Organizational Behaviour-Psychology, Sociology, Socio-Psychology, Political Science, Anthropology

Unit 2: Dynamics of People and Organization, Models of Organizational Behaviour, Organizational structure

Unit 3: Hawthorne studies, Challenges and opportunities in Organizational Behaviour

Block II: Motivation, Personality & Perception

Unit 4: Motivation-Motivation and Behaviour, theories of Motivation, Reinforcement theory, Organisational Learning Process, Motivation and performance, Financial and Non-financial incentives

Unit 5: Personality, Determinants of personality, Type A and Type B personality, Values, Attitudes & Beliefs

Unit 6: Perception-Motivation and Perception, Meaning, Need of Perceptual process, Factors influencing Perceptual process, self-concept and self-esteem

Block III: Group Dynamics and Stress Management

Unit 7: Group Dynamics-Team & Group difference, Group Effectiveness

Unit 8: Formal & Informal Group, Stages of Group Development, Group Decision Making, Inter group relation and Conflict

Unit 9: Stress Management-Stress and Behaviour, Sources of Stress, Consequences of Stress and Performance

Block IV: Leadership, Conflict Management and Power & Politics

Unit 10: Leadership-Introduction and characteristics of Leadership, Formal and Informal leadership, Theories of Leadership

Unit 11: Conflict Management-Nature of Conflict, Sources of Organizational Conflict, Modes of Conflict

Resolution, Conflict Management

Unit 12: Power & Politics-Difference between Influence, Power & Authority, Sources of power, Organizational Politics, Machiavellianism, Ethics of Power and Politics in Organizations.

Block V: Organization Development and Culture

Unit 13: Organizational Change, Resistance to change, Steps for planned change

Unit 14: Quality Work Life, Organization Development; Objectives and Interventions

Unit 15: Organization Climate and Organizational Effectiveness, Managing Organizational Culture

Suggested Readings:

1. Bennis, W.G., Organisation Development
2. Breech, I., Organisation-The Framework of Management
3. Dayal, Keith, Organisational Development
4. Sharma, R.A., Organisational Theory and Behavior
5. Prasad, L.M., Organisational Behavior

Course Code: MGB-1212

Course Title: Business Environment

L	T	P	C
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 about Economic Systems.	Understand
CO3-Elaborate knowledge on Industrial Policy	Understand
CO4-Acquire knowledge on Role of Government in Regulation.	Understand
CO5-Acquire knowledge on International Business Environment.	Understand

Course Content:

Block I: Overview of Business Environment

Unit 1: Business Environment – Meaning, Characteristics, Scope,

Unit 2: Type of Business Environment - internal, external,

Unit 3: Factors affecting micro and macro environment.

Block II: Economic Systems

Unit 4: Capitalism,

Unit 5: Socialism, Communism,

Unit 6: Mixed Economy- Public Sector & Private Sector.

Block III: Industrial Policy

Unit 7: Industrial Policy-Brief historical perspective,

Unit 8: new industrial policy of India,

Unit 9: Socio-economic implications of Liberalization, Privatization and Globalization

Block IV: Role of Government in Regulation

Unit 10: Role of Government in Regulation and Development of Business,

Unit 11: Monetary and Fiscal Policy,

Unit 12: EXIM Policy, FEMA

Block V: International Business Environment

Unit 13: Overview of International Business Environment,

Unit 14: Trends in World Trade,

Unit 15: WTO-Objectives and role in international trade.

Books Recommended/Suggested Reading

1. Sundaram & Black: The International Business Environment; Prentice Hall.
2. Agarwal A.N.: Indian Economy; Vikas Publishing House.

3. Khan FarooqA: Business & Society; S. Chand
4. Dutt R. and Sundaram K.P.M.:Indian Economy; S.Chand
5. Mishra S,K,and PuriV.K.: Indian Economy; Himalaya Publishing House
6. HedgeIan: Encironmental Economics; Macmillan.

Course Code: MGB-1213

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	cognitivelevel
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

Unit1: Contract–meaning, characteristics and kinds.

Unit2: Essentials of valid contract–Offer and acceptance, consideration, contractual capacity, free consent, legality of objects.

Unit3: Void agreements. Discharge of contract–modes of discharge including breach and its remedies. Quasi – contracts.

Block II: The Sale of Goods Act, 1930

Unit4: Contract of sale, meaning and difference between sale and agreement to sell. Conditions and warranties.

Unit5: Transfer of ownership in goods including sale by non-owners.

Unit6: Performance of contract of sale. Unpaid seller–meaning and rights of an unpaid seller against the goods.

Block III: Negotiable Instrument Act (1981)

Unit7: Definition of negotiable instruments, features, promissory note,

Unit8: Bill of exchange and cheque, holder and holder in due course, crossing of a cheque,

Unit9: Types of crossings, negotiation dishonor and discharge of negotiable instrument.

Block IV: The Limited Liability Partnership Act, 2008

Unit10: 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

Unit13: Definitions under the Act. Digital signature. Electronic governance. Attribution, acknowledgement

Unit14: Dispatch of electronic records. Regulation of certifying authorities Digital signatures certificates.

Unit15: Duties of subscribers. Penalties and adjudication. Offences.

Books Recommended/Suggested Readings:

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 Scholar Tech Press

Course Code: MGB-1214

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

Unit1: Concept and Measures of Development and

Unit2: Underdevelopment;

Unit3: Human Development

Block II: Basic Features of the Indian Economy at Independence

Unit4: Composition of national income and

Unit5: Occupational structure,

Unit6: The agrarian scene and industrial structure

Block III: Policy Regimes

Unit7: The evolution of planning and import substituting industrialization.

Unit8: Economic Reforms since 1991.

Unit9: 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

Unit14: Industry and Services Sector.

Unit15: Financial Sector

Books Recommended/Suggested Readings:

1. Mishra and Puri, Indian Economy, Himalaya Publishing House
2. IC Dhingra, Indian Economics, Sultan Chand & Sons
3. Gaurav Dutt and KPM Sundaram, Indian Economy, S.Chand & Company.
4. Bhagwati, J. and Desai, P. India: Planning for industrialization, OUP, Ch2

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

References:

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.

Course title: Reasoning

Course Code: MMB-1201

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

References:

- 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

Course Name: Marketing Theory and Practices

L	T	P	C
4	0	0	4

Course Objective:

The aim of the course is to build knowledge and understanding of Marketing management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Marketing Theory and Practices.

Course Outcome	Cognitive Level
CO1 – Understand about Marketing Theory and Practices.	Understand
CO2 – Explain Concept of Market segmentation.	Evaluate
CO3 – Gain knowledge about marketing mix	Understand
CO4 – Understand about marketing research.	Understand
CO4 – Gain knowledge about Emerging Trends and Issues in Marketing.	Understand

Course Content:

BLOCK I Introduction to Marketing

Unit 1: Definition, nature, scope & importance of marketing; Marketing Management,

Unit 2: Core concepts of marketing: selling concept, production concept, modern marketing concept,

Unit 3: Marketing Environment

BLOCK II Market Segmentation

Unit 4: Concept, basis of segmentation, its importance in marketing

Unit 5: Targeting: Concept, Types, Importance;

Unit 6: Positioning: Concept, Importance

BLOCK III Marketing Mix

Unit 7: Product–Product Mix, New Product development, types of products, Product life cycle, Branding and packaging.

Unit 8: Distribution– Concept, importance, different types of distribution Channels; Price – Meaning, objective, factors influencing pricing, methods of pricing

Unit 9: Promotion–Promotional mix, tools, objectives.

BLOCK IV Marketing Research

Unit 10: Importance, Process & importance, Scope of Marketing Research

Unit 11: Marketing Information System: Meaning, Importance and Scope

Unit 12: Consumer Behaviour: Concept, Importance and factors influencing consumer Behaviour.

BLOCK V Emerging Trends and Issues in Marketing

Unit 13: Emerging Trends and Issues in Marketing, Societal Marketing

Unit 14: Direct and Online Marketing, Rural Marketing

Unit 15: Green Marketing, Retail Marketing

Suggested Readings:

1. Philip Kotlar, Marketing Mgt. (PHI)
2. Etzet, Walker, Stanton, Marketing
3. Rajan Saxena, Marketing Management

Course Code: MGB-2112

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 tradeoff.	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

Course Content:

Block I: Introduction

Unit1: Nature, scope and objectives of financial management

Unit2: Time value of money

Unit3: Risk and Return.

Block II: Capital Budgeting

Unit4: The Capital Budgeting Process, Cash Flow Estimation

Unit5: 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

Unit10: Theories for relevance and irrelevance of dividend decision for corporate valuation

Unit11: Walter's Model, Gordon's Model, MM Approach

Unit12: Forms of dividend payment and Determinants of Dividend policy.

Block V: Working Capital Decision

Unit13: Concepts of Working Capital, Operating & Cash Cycles,

Unit14: Sources of short-term finance,

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

Books Recommended/Suggested Readings

1. Pandey, IM. EssentialsofFinancialManagement. 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-2113

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

Unit1: Formation of a company, Classification of company, Memorandum of association, Articles of association additional documents required for incorporation, certificate of incorporation;

Unit2: commencement of business, alteration of Memorandum and Articles and limitations on power of alteration,

Unit3: Conversion of public Ltd. Company to private Ltd. Company and private Ltd. Company to public Ltd. Company.

Block II: Prospectus, Share Capital and Debentures

Unit4: Prospectus: Meaning of prospectus, contents of prospectus, Registration of prospectus, penalties for misrepresentation in prospectus. Share capital: Shares,

Unit5: Classification of shares, alteration of capital, reduction of capital, voting rights.

Unit6: Debentures: Kinds of debentures, Remedies for debentures holders, Creations of charges, mortgages and registration charges.

Block III: Management of Company

Unit7: Directors: Structure of board of directors, Qualifications, remuneration, powers and duties of directors.

Unit8: Appointment of directors, Independent directors, resignation and vacation of office of director.

Unit9: Appointment and remuneration of Managing director.

Block IV: Meetings, Account and Audit of Company

Unit10: Meetings: Classifications of meetings, General rules for meetings, proxies, quorum, voting rights, special and ordinary resolution.

Unit11: Account and Audit: Accounts, statutory books, filing accounts with registrar.

Unit12: Audit: Appointment of auditor, rights, powers and duties of auditor, special audit.

Block V: Winding Up

Unit13: Meaning of winding up, modes of winding up,

Unit14: Procedure of winding up, Liquidator: Rights and liabilities of liquidator,

Unit15: Dissolution of company, consequences of winding up.

Books Recommended/Suggested Readings:

1. Hicks, Andrew & GooS.H.,(2017)Cases and Material on Company Law ,Oxford University Press.
2. Sharma,J.P.(2018).An Easy Approach to Corporate Laws, AneBooks Pvt.Ltd., New Delhi
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 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

References:

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.

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.

Unit2: Dimensions and channels of communication, the 7c's of communication,

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

Block II: Verbal communication

Unit4: Introduction, Oral and Written communication-

Unit5: Formal v/s informal oral communication, listening, silence as communication, advantages and limitations.

Unit6: Salient features of written communication, importance of written communication in business.

Block III: Non-Verbal Communication

Unit7: Body language: concept, importance, kinesics and its various elements: Eye Contact, Facial Expression, Gestures, Postures, Chronemics.

Unit8: Oculistics, appearance, effective use of body language, advantages and limitations.

Unit9:Paralanguage: Concept, Importance, Elements/Parts of Paralanguage: Voice, Word Stress, Pitch, Pause, Rate, Volume, And Articulation

Block IV: Business Etiquettes

Unit10: Introduction, Concept, Significance, the first meeting, dressing, Exchanging Business Cards, Dining Etiquettes,

Unit11: Meeting Etiquettes, giving gifts, kindest consideration for others, Telephonic Etiquettes, netiquettes.

Unit12: Ethics and values in business communication

Block V: Business Communication

Unit13: Business letterwriting-essentials of effective correspondence, layout and planning of Business letter, kinds of business letter-enquiries and replies, placing and fulfilling orders, complaints and follow up, statusenquiries, sales and goodwillletters

Unit14:Intra-organizationalcommunication-memoranda,notice,circularsandorders,staff suggestions

and complaints, agenda and minutes, précis writing.

Unit 15: Email—writing email messages, pros and cons of email, do's and don'ts of email style, attaching a letter or memo to an email.

Textbooks:

1. Shalini Verma, Business Communication: Essential strategies for 21st century manager, Vikas Publication, 2014
2. Lesikar, R. V., & Pettit, J. D. Jr. (2005). Business Communication: Skills for Empowering the Internet 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

References:

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 Name: Human Resource Development

4 0 0 4

The aim of the course is to build knowledge and understanding of Human Resource Development among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Human Resource Development.

Course Outcome	Cognitive Level
CO1 - Describe the concept, origin and need of Human Resource Development.	Understand
CO2 – Explain Concept of designing an effective HRD.	Evaluate
CO3 – Describe HRD framework and model.	Understand
CO4 – Explain about management development & employee well-being.	Understand
CO5 – Explain about workforce diversity.	Understand

Course Content:

BLOCK – I HRD- EVOLUTION, CHALLENGES & LEARNING STRATEGY.

Unit-1 - Human Resource Development – Evolution of HRD - Relationship with HRM - Human Resource Development Functions - Roles and Competencies of HRD Professionals.

Unit-2 - Challenges to Organization and HRD professionals – Employee Behaviour – External and Internal Influence.

Unit-3 - Motivation as Internal Influence – Learning and HRD – Learning strategies and Styles.

BLOCK – II DESIGNING AN EFFECTIVE HRD

Unit 4- Frame work of Human Resource Development - HRD Processes -Assessing HRD Needs - HRD Model.

Unit 5- Designing Effective HRD Program -HRD Interventions- Creating HRD Programs - Implementing HRD programs.

Unit 6- Training Methods - Self Paced/Computer Based/ Company Sponsored Training - On-the-Job and Off-the-Job - Brain Storming

Unit-7 - Case Studies – Role Plays - Simulations - T-Groups - Transactional Analysis.

BLOCK – III HRD FRAMEWORK AND MODEL

Unit 8-Evaluating HRD programs - Models and Frame Work of Evaluation.

Unit-9-Assessing the Impact of HRD Programs - Human Resource Development Applications.

Unit 10- Fundamental Concepts of Socialization - Realistic Job Review- Career Management and Development.

BLOCK – IV MANAGEMENT DEVELOPMENT & EMPLOYEE WELL BEING.

Unit 11- Management Development - Employee counseling and wellness services – Counseling as an HRD Activity, Counseling Programs - Issues in Employee Counseling.

Unit-12-Employee Wellness and Health Promotion Programs - Organizational Strategies Based on Human

Resources.

BLOCK – V WORKFORCE DIVERSITY

Unit 13-Work Force Reduction, Realignment and Retention - HR Performance and Bench Marking.

Unit-14- Impact of Globalization on HRD- Diversity of Work Force.

Unit-15-HRD programs for diverse employees - Expatriate & Repatriate support and development.

References-

1. SrinivasKandula, STRATEGIC HUMAN RESOURCE DEVELOPMNET, PHI Learning, 2001
2. Uday Kumar Haldar, HUMAN RESOURCE DEVELOPMENT, Oxford University Press, 2009
3. Werner &Desimone, HUMAN RESOURCE DEVELOPMENT, Cengage Learning, 2006

Course Code: MGB-2212

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

Unit1: Introduction: Nature and scope of cost accounting;

Unit2: Cost concepts and classification; methods and techniques

Unit3: Installation of costing system; concept of cost audit.

Block II: Cost Ascertainment

Unit4: Costing; job, batch and contract costing.

Unit5: Operating costing; Process costing,

Unit6: Reconciliation of cost and financial accounts.

Block III: Management Accounting

Unit7: Definitions, Scope, Objectives, and Limitations;

Unit8: Difference between Financial Accounting,

Unit9: Management Accounting, Tools of management accounting, Role of Management Accountant.

Block IV: Analysis and Interpretation of Financial Statements

Unit10: Methods of analysis and interpretations,

Unit11: Fund flow analysis and preparation of Fund Flow Statement;

Unit12: Cash Flow Analysis and preparation of Cash Flow Statement

Block V: Budgets & Ratio Analysis

Unit13: Definition, Necessity and kinds of Business Budgets,

Unit14: Types of Budgets; Preparation of Flexible & Cash Budget Zero-base

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

various ratios.

Books Recommended/Suggested Reading:

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-2213

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 behavior	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. Loudon & Bitta, Consumer Behaviour

4. Bennet & Kasarji, Consumer Behaviour

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

References:

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.

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 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: AdvertisingCopy

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 andimportance,

Unit 14: Testingadvertisingeffectivenessmarket,

Unit 15: InternationalAdvertising-importance, internationalVslocaladvertising.

SuggestedReadings:

- Advertising and Promotion George E. Beich &Michael A. Belch.T.M.H.
- Advertising Management, Concept and Cases Manendra Mohan, TMH

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 quality/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-3113

L T P C

Course Title: Income Tax

4 0 0 4

Course Objective:

To provide basic knowledge and equip students with application of principles and provisions in Income- tax Act, 1961.

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

Course Outcome	Cognitive level
CO:1: Learn the basic concepts in the law of income tax and Determine the residential status of different persons.	Understand
CO2: Identify the five heads in which income is categorized and to Compute income under the heads ‘Salaries’ and ‘Income from House Property’.	Apply
CO3: Compute income under the head ‘ Profits and gains of business Or profession’, ‘Capital gains ’and‘ Income from other sources’.	Apply
CO4: Discuss the clubbing provisions, aggregate income after set-off and carry forward of losses, and deductions allowed under the Income TaxAct.	Apply
CO5: Computetax liabilityof individualsand firmsand understand The provisions of filing return of income.	Apply

Course Contents:

Block I: Introduction

Unit1: Basic concepts: Income; agricultural income; person, assessee; assessment year; previous year

Unit2:Gross total income; total income; maximum marginal rate of tax; Permanent Account Number (PAN);

Unit3: Residential status; Scope of total income on the basis of residential status; Exempted income under section 10.

Block II: Computation of IncomeUnderDifferentHeads-1

Unit 4: Income from Salaries-I

Unit5: Income from Salaries-II

Unit6:Income from house property.

Block III: Computation of Income Under Different Heads-2

Unit 7: Profits and gains of business or profession.

Unit8: Incomefrom Capital gains;

Unit9: Income from other sources;

Block IV:Total Incomeand Tax Computation

Unit10:Income of other persons included in assessee's total income; aggregation of income and set-off and carry forward of losses.

Unit11:Deductions from gross total income

Unit 12: Rebates and reliefs

BlockV:ComputationofTotalIndividualsandFirms

Unit13:Tax liability of individual and firm

Unit14: Preparation of return of income; filing of returns: manually, online filing of returns of income & TDS

Unit15:Provisionand proceduresofcompulsoryon-linefilingofreturnsforspecifiedassesses.

BooksRecommended/SuggestedReadings:

1. Ahuja,GirishandRaviGupta.SystematicApproachto Income Tax.BharatLawHouse,Delhi.
2. Singhanian,VinodK.andMonicaSinghanian.Students'GuidetoIncomeTax, University Edition. Taxmann Publications Pvt. Ltd., New Delhi.

Course Code: MGB-3114

L T P C

Course Title: Financial Institutions and Market

4 0 0 4

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

Course Code: MGB-3116

Course Title: Marketing of Services

	L	T	P	C
	4	0	0	4

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.	CourseOutcomes	Cognitivelevel
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 services sector

Books Recommended/Suggested Reading

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 Name: Entrepreneurship and small business management 4 0 0 4

Course Objective:

The aim of the course is to develop concept of entrepreneur and entrepreneurship among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about entrepreneurship and small businesses.

Course Outcomes

After completing this course a student will have:

Course Outcome	Cognitive level
CO1: Ability to understand the concept of Entrepreneurship along with the basic laws and practices of Entrepreneurship.	Understand
CO2: Ability to understand Entrepreneurial Development and Institutional Support System.	Understand
CO3: Ability to examine Business Idea and selection of project	Examine
CO4: Ability to understand strategic planning and its steps for small business	Apply
CO5. Ability to identify importance of CSR , NSIC and SMEs in the economy.	Understand

Course Contents:

BLOCK 1: Introduction

Unit 1 Entrepreneurship: Concept, Role & Importance in Indian Economy,

Unit 2 Theories of Entrepreneurship, Entrepreneurs – Evolution of concept,

Unit 3 Women Entrepreneurs, Rural Entrepreneurs

BLOCK 2 :Entrepreneurial Development

Unit 4 Entrepreneurial Development and Institutional Support System

Unit 5 Entrepreneurship development, Concept and Significance, Entrepreneurial Development Programmes (EDP), problems of EDP,

Unit 6 Institutional support to entrepreneurs, Arrangement of finance and support from financial institutions

BLOCK 3 :Identification of projects

Unit 7 Business Idea: Writing a business plan , Environmental analysis, Search for business idea,

Unit 8 Identification of projects, Selection of project, Project formulation

Unit 9 Project report, project appraisal.

BLOCK 4 Small Business and Strategic Planning

Unit 10 Small Business: Definitions, MSMED Act 2006,

Unit 11 Strategic Planning and its steps for small business,

Unit 12 Incentives and subsidies available to small business, forms of ownership, Registration as SSI

BLOCK 5 CSR and NSIC

Unit 13 Corporate social responsibility (CSR),

Unit 14 National Small Industries Corporation (NSIC),

Unit 15 Importance of SMEs in the economy, Sustainable business practices for SMEs

Suggested Readings:

1. Entrepreneurship 10th Ed (Indian Edition) 2016 by Robert Hisrich Michael Peters Dean
Shepherd, McGraw Hill

2. Khanka, S.S.; Entrepreneurial Development; S. Chand and Co.

3. Kumar, Arya; Entrepreneurship; Pearson Education.

4. Desai, Vasant; Dynamics of Entrepreneurial Development and Management; Himalaya Publishing.

Course Code: MGB-3212

L T P C

Course Name: Business Ethics and Governance

4 0 0 4

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: Principles of corporate governance; Implications of corporate scams; Global corporate governance movement.

Block IV: Role Players

Unit 13: Role of Board of Directors: Role of board; 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.

Books Recommended/Suggested Reading:

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-3213

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. Chunnawalla, Sales Management

Course Code: MGB-3214

L T P C
4 0 0 4

Course Name: Goods and Services Tax

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-3215

L T P C

Course Name: Investment Analysis and Portfolio Management

4 0 0 4

Course objectives: To provide insight about the relationship of the risk and return and how risk should be measured to bring about a return according to the expectations of the investors and Portfolio management practices in India. Also to familiarize the students with the fundamental and technical analysis of the diverse investment avenues

Course Learning Outcomes

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

Course Outcome	Cognitive level
CO1: Describe the Investment concept.	Understand
CO2: Discuss the Fixed Income Securities	Analyze
CO3: Describe the fundamental analysis	Understand
CO4: Explain the technical analysis.	Evaluate
CO5: Know the basic concepts of Portfolio Analysis and Selection	Understand

Course Contents:

Block 1: Introduction – Portfolio Management

Unit 1: Meaning and Significance of Savings and Investment – Financial and Economic Meaning of Investment

Unit 2: Investment vs. Speculation and Gambling – Hedging – Arbitrage – meaning of Security – Security Analysis

Unit 3: Portfolio Management Process

Block 2: Introduction - Security Analysis

Unit 4: Characteristics of Investments – Factors affecting Investment Decisions

Unit 5: Various Investment Avenues , Selection of Securities using Life Cycle and Income Approaches

Unit 6: Construction of Portfolio of Securities, Analysis of Systematic and Unsystematic Risks

Block 3: Fundamental Analysis and Security Valuation

Unit 7: Fundamental Analysis

Unit 8: Return and Risk analysis using Mean, Standard Deviation, Coefficient of Variation and Beta

Unit 9: Factors influencing Valuation of Securities – Pricing of Stock

Block 4: Technical Analysis and Related Theories

Unit 10: Technical Analysis

Unit 11: Dow Theory, Elliot Wave Theory – Technical Indicators

Unit 12: Efficient Market Hypothesis – Random Walk Theory

Block 5: Portfolio Construction, Portfolio Evaluation & Revision

Unit 13: Portfolio Construction –CAPM, APT

Unit 14: Portfolio Evaluation

Unit 15: Portfolio Revision

Books Recommended/Suggested Reading:

1. Amling: Fundamentals of Investment Analysis, Prentice Hall

2. Bhalla: Investment Analysis, S. Chand & Co
3. Chandratre, K.R. Capital Issue, SEBI & Listing, Bharat Publishing House
4. Fabozzi, Frank J: Investment Management, Prentice Hall, International Edition
5. MachiRaju, H.R.: Merchant Banking; Wiley Eastern Ltd
6. MachiRaju, H.R.: Working of Stock Exchanges in India; Wiley Eastern Ltd

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 IntraIndustry 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.

References: -

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

Unit-4-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. SanjivMarwah- (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

Course Title: Strategic Management

4 0 0 4

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 INTRODUCTION, 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 toCompetitive Strategies; VRIO Model, External environmentalanalysis – 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; CompetitiveStrategies - Porter's 5 Forces Model; The Experience Curve, GrandStrategy, BCG Matrix;

Unit-9-Functional Strategies, Global entry strategies.

BLOCK-4 STRATEGIC ORGANISATION STRUCTURE

Unit-10- Organization Structure; Resource Allocation; Projects and Proceduralissues.

Unit 11-Integration of Functional Plans. Leadership and corporateculture;

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, PearsonEducation
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: MGB-4115

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 EMarketplaces, 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. NidhiDhawan Introduction To E-Commerce International Book House Private Limited
3. Agarwal KamleshAndAnd 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-HillNewDelhi
5. Pandey- Concept Of E-Commerce, S.K. Kataria And Sons(Hindi and English)

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 digital marketing.	Understand
CO2-Describe how marketers think, conceptualize, test Continuously to optimize their product search on digital platforms.	Understand
CO3- Illustrate how the effectiveness of a digital marketing campaign can be measured	Understand
CO4-Demonstrate their skills in digital marketing tools such as SEO, 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 Indian market. 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 engine optimization: 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 and strategies.

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.

Unit15:Contemporary Discussion inclassroom.

Books Recommended/Suggested Readings

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

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

Course Name: Supply Chain Management

4 0 0 4

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

Books Recommended/Suggested Readings:

1. Rushton, A., Croucher,P.and Peter Baker): Handbook of Logistics and Distribution Management, Kogan

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.

Books Recommended/Suggested Readings:

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: MGB-4215

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 of 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.

Books Recommended/Suggested Readings:

- Kumar, Vinod and Nangia, Raj Sethi, *Investing in Stock Markets*, Anebooks

- Singh JK , Singh AmitKumar, *Investing in Stock Markets*, AK 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. The course material prepared by the 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	Qualification	Subject
1	Dr. Saifullah Khalid	Associate Professor	Full-Time	Ph.D	Management
2	Dr. Nyarik Geyi	Assistant Professor	Full-Time	Ph.D	Management
3	Mr. Rana Taku	Assistant Professor	Full-Time	Ph.D	Management

Delivery Mechanism

The MTSOU 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 MTSU 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

University's Study Centres 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 online and offline modes for easy and smooth services to the students.

The University is not promoting any study centres outside the State of Tripura. All student support services will be provided to the student through the University Headquarters and the study centres.

E. Procedure for Admissions, Curriculum, Transaction and Evaluation

Admission Process

Admission to the MBA 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 MTSOU, 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 six 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 6 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
B BA(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

MTSOU, 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
4Yrs.	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 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.mtsou.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 the moral 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 50% marks.

G. Laboratory Support and Library Resources

The library of Mata Tripura Sundari Open University 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.

Mata Tripura Sundari Open University has a dedicated Library for ODL programme and acquiring printed books and e-books for this purpose. The required International and National subject journals are also provided. 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 Video facilities, 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 the programmes are operational, fee receipt from the programmes' budget will 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 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 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 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 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 B.B.A. Programme of Mata Tripura Sundari Open University, the student will exhibit leadership skill and ability to work effectively in teams. After completion of B.B.A Programme, student will participate in business decision making and bring synergy to their ventures.