

SCHEME & SYLLABUS

CHOICE BASED CREDIT SYSTEM BACHELOR OF BUSINESS ADMINISTRATION



Department of Management
University Institute of Commerce and Management
(UICM)

Sant Baba Bhag Singh University

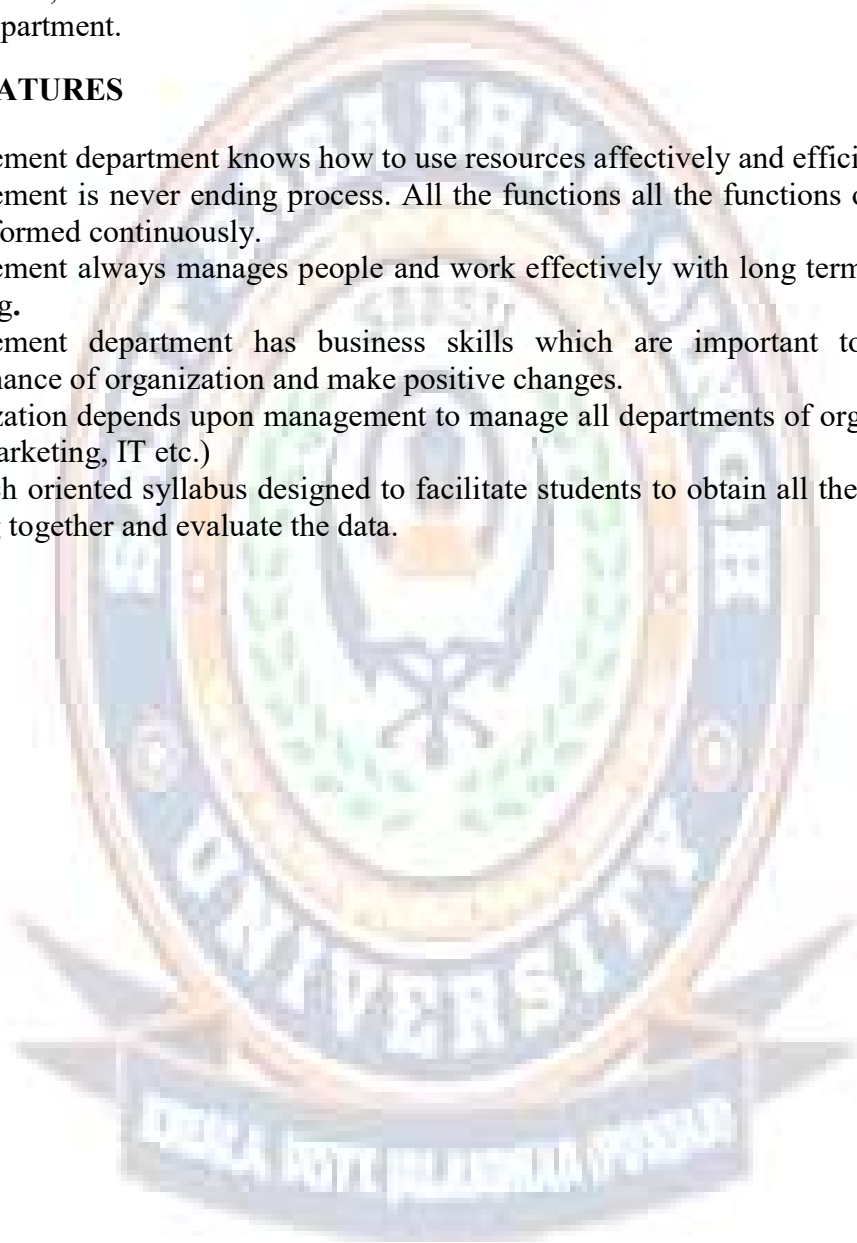
2020

ABOUT THE DEPARTMENT

Being the worldwide pertinent of the term "Management", management department is strength of character for every organization which helps the concerns to get preeminent employees, which in turn becomes the possessions of the organization. It is only the management which inculcate and Integrates whole lot of departments and their wisdom. With efficacious planning and strategic vision, it maintains, handles and controls the activities in such a manner that in turn generates the future of the department.

SALIENT FEATURES

- Management department knows how to use resources affectively and efficient.
- Management is never ending process. All the functions all the functions of management are performed continuously.
- Management always manages people and work effectively with long term strategies and planning.
- Management department has business skills which are important to improve the performance of organization and make positive changes.
- Organization depends upon management to manage all departments of organization (HR, Fin., Marketing, IT etc.)
- Research oriented syllabus designed to facilitate students to obtain all the skills required to bring together and evaluate the data.



BBA (BACHELOR OF BUSINESS ADMINISTRATION)

BBA is the growing path for the Arts Commerce stream students of 10+2 to develop the path of the entrepreneurship and management. This programme is designed to build the abilities of management, account, finance, marketing and human resources in the organization. This is the research oriented programme which allows the student to acquire, analyze and interpret of data for the further process.

VISION

To build a well professional managers, business leaders, research engagements who can contribute their skills in developing better society and entrepreneurial nation.

MISSION

To provide competency driven education with commitment to continues improvement through stakeholders, industry relation learning across all programs to achieve core component of growth and success.

ELIGIBILITY CRITERIA

10+2 or its equivalent examination in any stream conducted by a recognized Board/ University/Council

DURATION

3 Years

CAREER PATHWAYS

The program is designed to meet the growing requirement of qualified professionals in field of Industry and Education. BBA graduates are hired both by Government and private organizations. They can also take up their career as Consultants, business leaders, entrepreneurs etc. They may join Post Graduation Courses further.

Government Jobs

Prepare students for various government jobs such as banking sector, civil services etc.

Corporate Jobs

Multiple pathways considered according to the level of the students to prepare them for different job profiles as per needs of industrial sector.

Higher Studies

This pathway prepares students for Higher Studies and helps in their research also.

Entrepreneurship

To set up new ventures

PROGRAMME EDUCATIONAL OBJECTIVE (PEO)

- PEO1:** To get diverse career in worldwide administration, organization and business visionaries.
- PEO2:** To get Professional Competencies to do higher investigations and examination for constant development and improvement of business.
- PEO3:** To acquaint with Industrial Environment, with industrial visits and preparing reports.
- PEO4:** To get Business Communication abilities through character prepping, Group conversations and Presentations.
- PEO5:** To get business ethics to inspire the general public with moral conduct.

PROGRAMME OUTCOMES (PO)

- PO1:** The Specialization abilities in the field of accounting, advertising, human recourse, banking, international business and operational activities.
- PO2:** The Methodical abilities for problem understanding and critical thinking to determine worldwide business challenges.
- PO3:** The legitimate and moral qualities for the improvement of the general public.
- PO4:** The authority characteristics for collaboration.

PROGRAMME SPECIFIC OUTCOMES (PSO)

- PSO1:** Student will be able to get the capacity to set own undertaking.
- PSO2:** Ability to utilize information as consultant (Advisor).
- PSO3:** Compelling practices as business aide in corporate world in the field of Finance, Marketing, Human Resource and Banking and Operations.
- PSO4:** Student will be able to do further research activities in his/her higher education, business and entrepreneurs.

CHOICE BASED CREDIT SYSTEM (CBCS):

The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill based courses. The courses can be evaluated following the grading system, which is considered to be better than the conventional marks system. Therefore, it is necessary to introduce uniform grading system in the entire higher education in India. This will benefit the students to move across institutions within India to begin With and across countries. The uniform grading system will also enable potential employers in assessing the performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations, the UGC has formulated the guidelines to be followed.

Outline of Choice Based Credit System:

1. **Core Course:** A course, which should compulsorily be studied by a candidate as a core Requirement is termed as a Core course.

2. **Elective Course:** Generally a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.

2.1 **Discipline Specific Elective (DSE) Course:** Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).

2.2 **Dissertation/Project:** An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project.

2.3 **Generic Elective (GE) Course:** An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

3. **Ability Enhancement Courses (AEC):** The Ability Enhancement (AE) Courses may be of two kinds: Ability Enhancement Compulsory Courses (AECC) and Skill Enhancement Courses (SEC). "AECC" courses are the courses based upon the content that leads to Knowledge enhancement; i. Environmental Science and ii. English/MIL Communication. These are mandatory for all disciplines. SEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.

3.1 Ability Enhancement Compulsory Courses (AECC): Environmental Science, English Communication/MIL Communication.

3.2 Skill Enhancement Courses (SEC): These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge.

***Introducing Research Component in Under-Graduate Courses**

Project work/Dissertation is considered as a special course involving application of knowledge in solving / analyzing /exploring a real life situation / difficult problem. A Project/Dissertation work would be of 6 credits. A Project/Dissertation work may be given in lieu of a discipline specific elective paper.



INDEX

Sr No	Subject Type	Subject Code	Subject	Semester	Page No
Scheme					
1	Core	MGT101	Business Studies	1	
2	Core	MGT103	Principles of Economics	1	
3	Core	COM105	Book Keeping and Basic Accounting	1	
4	AECC	ENG121	Communication Skills-I (Theory)	1	
5	AECC	ENG123	Communication Skills-I (Practical)	1	
6	AEEC		Subject will be opted from AEEC Course pool.	1	
7	NC	PT101/PT103/PT105-18	NSO/NCC/NSS	1	
8	Core	MGT102	Essentials of Management	2	
9	Core	MGT104	Basics of Indian Economy	2	
10	Core	COM106	Basics of Corporate Accounting	2	
11	AECC	ENG114	Communication Skills-II (Theory)	2	
12	AECC	ENG116	Communication Skills-II (Practical)	2	
13	AEEC		Subject will be opted from AEEC Course pool.	2	
14	NC	PT102/PT104/PT106-18	NSO NCC/NSS	2	
15	Core	MGT201	Organization Behavior	3	
16	Core	MGT203	Office Organizations and Management	3	
17	Core	MGT205	Human Resource Management	3	
18	Core	COM209	Cost and Management Accounting	3	
19	AECC	EVS101	Environmental Science	3	
20	GE		Subject will be opted from GE Course pool	3	
21	NC	PT201/PT203/PT205-18	NSO NCC/NSS	3	
22	Core	MGT202	Optimization Techniques for Managers	4	
23	Core	MGT204	Industrial and Labor Law	4	
24	Core	MGT206	Macro Economics	4	
25	Core	MGT208	Introduction to Marketing	4	

26	AEEC		Subject will be opted from AEEC-III Course pool	4	
	GE		Subject will be opted from GE-II Course pool.	4	
27	Core	MGT301	Financial Management	5	
28	Core	MGT303	Foreign Trade	5	
29	DSE		DSE (Group-I)	5	
30	Core	MGT329	Research Project cum Viva-Voce	5	
31	Core	MGT302	Strategic Management	6	
32	Core	MGT304	Commercial Law	6	
33	DSE		DSE(Group-II)	6	
34	Core	MGT338	Comprehensive Viva Voce	6	

After 4th semester students will go for 6 weeks Industrial Training and will have to submit a project report of the same along with Power Point Presentation.

AECC: Ability Enhancement Compulsory Course

AEEC: Ability Enhancement Elective Course (will be selected from pool)

NC: Non Credit

GE: Generic Elective (will be selected from pool)

DSE: Discipline Specific Elective (Specializations will be selected from pool)

AEEC: Ability Enhancement Elective Course Pool

Subject Code	Subject Name	Course Type
MGT105	Business Communication	AEEC-I
CSA101	Fundamentals of Computer	AEEC-I
MGT106	Personality Development/Foreign Language	AEEC-II
MGT108	Gender Equity	AEEC-II
MGT210	Virtual Crime Constitutions	AEEC-III
MGT212	Foreign Trade	AEEC-III

GE: Generic Elective Course Pool

Subject Code	Subject Name	Course Type
MGT207	Business Ethics and Human Values	GE-I
MAT211	Business Mathematics	GE-I
MGT214	Entrepreneurship and Small Business	GE-II
MGT216	Tax Planning and Management	GE-II

DSE: Discipline Specific Elective (Specializations 1Major+1Minor) Area)

Marketing

Group I

Subject Code	Subject Name	Course Type
MGT305	Marketing Research	DSE
MGT307	Advertising and Communication	DSE
MGT309	Principles of Retailing	DSE

Finance

Group I

Subject Code	Subject Name	Course Type
MGT311	Cost Control Management	DSE
MGT313	Working Capital Management	DSE
MGT315	Capital Market	DSE

Human Resource Management

Group I

Subject Code	Subject Name	Course Type
MGT317	Psychology for Managers	DSE
MGT319	Compensation Management	DSE
MGT321	Principles of Organisational Development	DSE

Banking and Insurance

Group I

Subject Code	Subject Name	Course Type
MGT323	Banking Law and Practices	DSE
MGT325	Commodity Market –I	DSE
MGT327	Insurance Principles and Practices	DSE

DSE: Discipline Specific Elective (Specializations Compulsory)

Marketing

Group II

Subject Code	Subject Name	Course Type
MGT306	Consumer Buying Behavior	DSE
MGT308	Rural and Agriculture Marketing	DSE
MGT310	Sales and Distribution marketing	DSE
MGT312	Fundamentals of Services Marketing	DSE

Finance

Group II

Subject Code	Subject Name	Course Type
MGT314	Portfolio Management and Investment Analysis	DSE
MGT316	Management of Financial Services	DSE
MGT318	Corporate Tax Management	DSE
MGT320	Principles of Debt Market	DSE

Human Resource Management

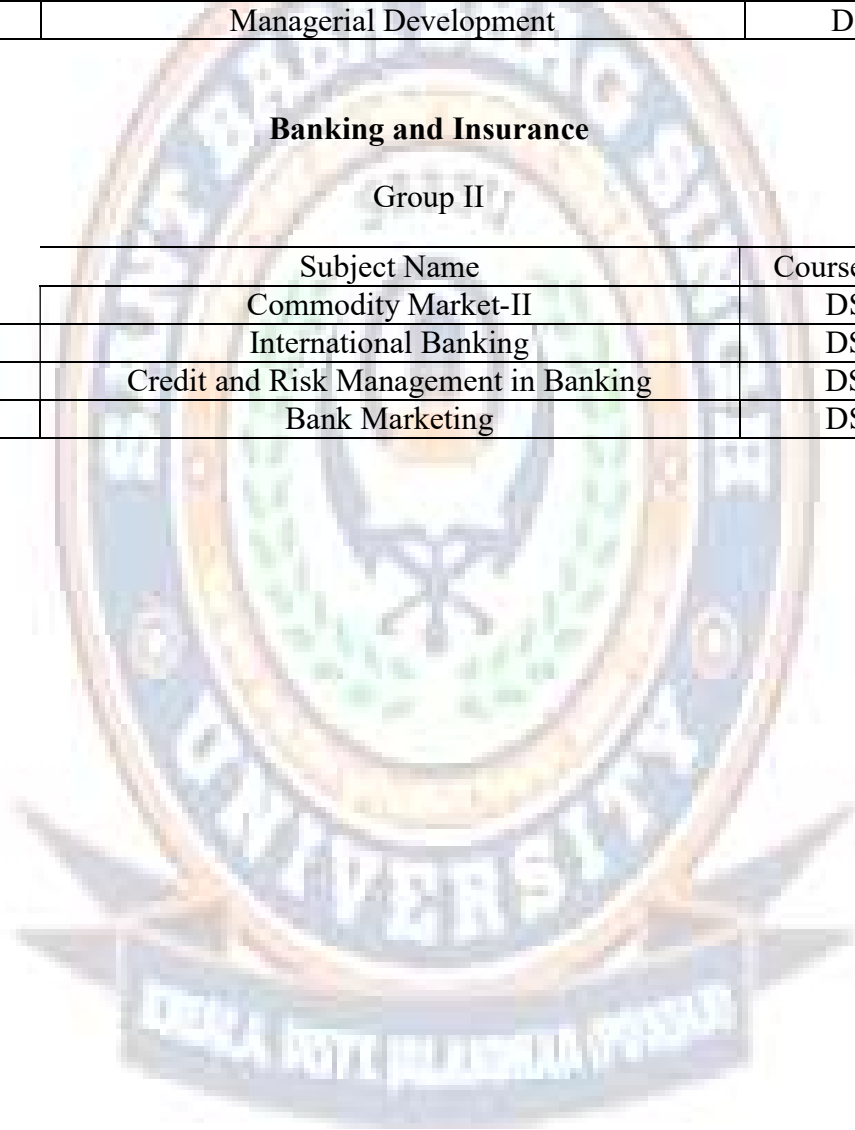
Group II

Subject Code	Subject Name	Course Type
MGT322	Basics of Industrial Psychology	DSE
MGT324	Management of Industrial Relations	DSE
MGT326	Psychology of Interpersonal Relationship	DSE
MGT328	Managerial Development	DSE

Banking and Insurance

Group II

Subject Code	Subject Name	Course Type
MGT330	Commodity Market-II	DSE
MGT332	International Banking	DSE
MGT334	Credit and Risk Management in Banking	DSE
MGT336	Bank Marketing	DSE



BBA 1st Sem

S No.	Subject Code	Subject Name	Course Type	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	MGT101	Business Studies	Core	5.0.0	5.0.0	5	5
2	MGT103	Principles of Economics	Core	5.0.0	5.0.0	5	5
3	COM105	Book Keeping and Basic Accounting	Core	5.0.0	5.0.0	5	5
4	ENG121	Communication Skills-I (Theory)	AECC	2.0.0	2.0.0	2	2
5		Subject will be opted from AECC-I pool.	AECC	4.0.0	4.0.0	4	4
			Total Credit	21	21	21	21

Practical Subjects:

S No.	Subject Code	Subject Name	Course Type	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	ENG123	Communication Skills-I (Practical)	AECC	0.0.2	0.0.1	2	1
2	PT101/PT103/PT105	NSO/NCC/NSS	NC	0:0:2	NC	2	NC
			Total Credit	4	1	4	1

Total Credit Hours: 22

Total Contact Hours: 25

BBA-2nd Sem

S No.	Subject Code	Subject Name	Course Type	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	MGT102	Essentials of Management	Core	5.0.0	5.0.0	5	5
2	MGT104	Basics of Indian Economy	Core	5.0.0	5.0.0	5	5
3	COM106	Basics of Corporate Accounting	Core	5.0.0	5.0.0	5	5
4	ENG114	Communication Skills-II (Theory)	AECC	2.0.0	2.0.0	2	2
5		Subject will be opted from AECC –II pool.	AECC	4.0.0	4.0.0	4	4
			Total Credit	21	21	21	21

Practical Subjects:

S No.	Subject Code	Subject Name	Course Type	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	ENG116	Communication Skills-II (Practical)	AECC	0.0.2	0.0.1	2	1
2	PT101/PT103/PT105	NSO/NCC/NSS	NC	0:0:2	NC	2	NC
			Total Credit	4	1	4	1

Total Credit Hours: 22

Total Contact Hours: 25

BBA-3rd Sem

S No.	Subject Code	Subject Name	Course Type	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	MGT201	Organization Behavior	Core	5.0.0	5.0.0	5	5
2	MGT203	Office Organizations and Management	Core	5.0.0	5.0.0	5	5
3	MGT205	Human Resource Management	Core	5.0.0	5.0.0	5	5
4	COM209	Cost and Management Accounting	Core	5.0.0	5.0.0	5	5
5	EVS101	Environmental Science	AECC	3.0.0	3.0.0	3	3
		Subject will be opted from GE-I pool	GE	4.0.0	4.0.0	4	4
			Total Credit	27	27	27	27

Practical Subjects:

S No.	Sub Code	Subject Name	Course Type	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	PT101/PT103/PT105	NSO/NCC/NSS	NC	0:0:2	NC	2	NC
			Total Credit	2	0	2	0

Total Credit Hours: 27
Total Contact Hours: 29

BBA-4th Sem

S No.	Subject Code	Subject Name	Course Type	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	MGT202	Optimization Techniques for Managers	Core	5.0.0	5.0.0	5	5
2	MGT204	Industrial and Labor Law	Core	5.0.0	5.0.0	5	5
3	MGT206	Macro Economics	Core	5.0.0	5.0.0	5	5
4	MGT208	Introduction to Marketing	Core	5.0.0	5.0.0	5	5
5		Subject will be opted from AEEC-III pool.	AEEC	4.0.0	4.0.0	4	4
6		Subject will be opted from GE-II pool	GE	4.0.0	4.0.0	4	4
			Total Credit	28	28	28	28

Total Credit Hours: 28
Total Contact Hours: 28

After 4th semester the student will go for 6 weeks Industrial Training and will have to submit a Research Project report of the same along with Power Point Presentation and Viva Voce for the same will be taken in 5th semester.

BBA-5th Sem

S No.	Subject Code	Subject Name	Course Type	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	MGT301	Financial Management	Core	5.0.0	5.0.0	5	5
2	MGT303	Foreign Trade	Core	5.0.0	5.0.0	5	5
3		Paper-I(Group-I)	DSE	4.0.0	4.0.0	4	4
4		Paper-II(Group-I)	DSE	4.0.0	4.0.0	4	4
5	MGT329	Research Project cum Viva-Voce	AECC				4
			Total Credit	18	18	18	24

Total Credit Hours: 24
Total Contact Hours: 18



BBA-6th Sem

S No.	Subject Code	Subject Name	Course Type	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	MGT302	Strategic Management	Core	5.0.0	5.0.0	5	5
2	MGT304	Commercial Law	Core	5.0.0	5.0.0	5	5
3		Paper-III(Group-II)	DSE	4.0.0	4.0.0	4	4
4		Paper-IV(Group-II)	DSE	4.0.0	4.0.0	4	4
5	MGT338	Comprehensive Viva Voce	AECC				4
			Total Credit	18	18	18	22

Total Credit Hours: 22
Total Contact Hours: 18



**SCHEME FOR CHOICE BASED CREDIT
SYSTEM IN BBA**

Sem.	CORE COURSE (72)	ABILITY ENHANCEMENT COMPULSORY COURSE(AECC) (19)	SKILL ENHANCEMENT COURSE(SEC) (12)	ELECTIVE: DISCIPLINE SPECIFIC DSE(16)	ELECTIVE: GENERIC(GE) (08)
1st	C1	A1	S1		
	C2				
	C3				
2nd	C1	A1	S1		
	C2				
	C3				
3RD	C1	A1			G1
	C2				
	C3				
	C4				
4th	C1		S1		G1
	C2				
	C3				
	C4				
5th	C1	A1		D1	
	C2			D2	
6th	C1	A1		D1	
	C2			D2	

Course Code	MGT101
Course Title	Business Studies
Type of course	Core
L T P	5 0 0
Credits	5
Course prerequisite	10+2
Course Objectives (CO)	To facilitate the students in appreciating need/ significance and applications of various managerial functions
Course Outcome	Student will able to: <ol style="list-style-type: none"> 1. Understand the process of business management and its functions. 2. Recognize and appraise the complexity of business and its impact on globalization. 3. Build up a structure to support booming decision-making in all applicable functions and actions of any global commerce or international operation.

Syllabus

Unit-I

Introduction to Business: Concept, characteristics and importance of Business, Human activities Business activities around us. Objectives of Business: Economic, Social, Human, National and Global objectives of business Environment - Economic, Social, Political environment.

Unit-II

Structure of business organization: Meaning and its types, Responsibility of Business. Concept of social responsibility, Responsibility towards owners, employees, consumers and society, Social values and business ethics, Environmental protection.

Unit-III

Forms of Business Organization: Sole proprietorship, Partnership, Joint Stock Company Service sector and business: Transport, Rail, Road, Sea and Air transport - features, advantages and limitations, Importance of transport in Business Warehousing: Meaning, Types of warehouses, Characteristics of an ideal warehouse, Advantages of warehousing.

Unit-IV

Selling and Distribution: Channels of distribution. Large-scale Retail Trade: Forms of large-scale retail trade - Departmental Store, Super Bazaar, Multiple shops, Tele-shopping, selling through Internet. Consumer awareness: Consumer- Rights and Responsibilities, Consumer Protection,

Reference Books:

S.No.	Author(S)	Title	Publisher
1	Ghuman & Ashwathapa	Principles of Management	Tata McGraw Hill Publishers
2	Taloo	Business organization and Management	Tata McGraw Hill

Course Code	MGT103
Course Title	Principles of Economics
Type of course	Core
L T P	5 0 0
Credits	5
Course prerequisite	10+2
Course Objective (CO)	To impart understanding of micro economic concepts.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Purpose of economic principles in business management. 2. Equip the students with basic knowledge of the concepts and tools of economic analysis as relevant for business decision making. 3. Understand the term inflation and measures to control inflation.

Syllabus

Unit-I

Introduction to economics, Definition, Scopes & nature of economics. Law of Demand & Supply, Market equilibrium

Unit-II

Elasticity of Demand, types, measurement and importance

Utility Analysis; Indifference curve Analysis, consumer Behavior

Unit-III

Factors of production, various types of FOP, various assumptions of law of FOP, and its Rewards. Rent; interest and profit, Foreign trade policy: meaning, types, need and importance. Barriers to international trade.

Unit-IV

National Income: Conceptual Framework, Measures of National Income, Methods of Measurement, Limitations of National Income. Social responsibilities of businessmen. Monetary Policy and Fiscal Policy

Reference Books:

S.No.	Author(S)	Title	Publisher
1	Samuelson & W.D. Nordhaus	Economics	Tata Mc Graw Hill
2	SK Agarwal	Microeconomics	Excel Books
3	Atmanand	Managerial Economics	Excel Books

Course Code	COM105
Course Title	Book Keeping and Basic Accounting
Type of course	Core
L T P	5 0 0
Credits	5
Course prerequisite	10+2
Course Objectives (CO)	To understand fundamental accounting concepts as well as to be able to read and extract meaningful information from financial statements. Knowing accounting will help you improve your own finances, improve your company's bottom line.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. To impart basic knowledge of accounting. 2. To make students aware about various rules, concepts and conventions of accounting. 3. To instruct the students regarding methods of preparations of financial statements.

Syllabus

Unit-I

Basic Accounting Concepts: Background of Accounting, concepts – matching, Entity Concept, Cost Concept, Basis of Accounting – Objectives and necessity; Accounts – Types and classification; basic terms Capital, Income, Expenditure, Expenses, Assets, Liabilities and application to problems.

Unit-II

Journal and Ledger Double Entry System; Journal and recording of entries in journal with narration; Ledger –Posting from Journal to respective ledger accounts.

Unit-III

Trial Balance: Need and objectives; Application of Trial Balance; different types of errors escaped trial balance preparation; Rectification of errors. Depreciation Accounting: Needs and objectives; concept and application of Fixed and Reducing Installment method.

Unit-IV

Final Accounts Concept of adjustment; Application of Trading Account and Profit and Loss Account to get Gross Profit and Net Profit; Application of Balance Sheet with Marshalling; Application of final accounts problems.

Reference Books:

S.No.	Author(S)	Title	Publisher
1	Jain and Narang	Financial Accounting	Tata McGraw Hill Publishers
2	S.N. Maheshwari	An Introduction to Accountancy	Tata McGraw Hill
3	Mukherjee & Hanif	Fundamentals of Accounting	Vishal Publishing Company

Course Code	ENG121
Course Title	Communication Skills-I
Type of Course	AECC
L T P	2:0:0
Credits	2
Course pre-requisite	10+2
Course Objectives	The objective of this course is to assist the students to acquire proficiency, both in spoken and written language and to develop comprehension, improve writing skills, and enhance skills in spoken English.
Course Outcomes	

Syllabus

Unit-I

Basics of Communication Skills: Communication, Process of Communication, Types of Communication-Verbal and Non-verbal communication, Channels of Communication- Upward, Downward, Horizontal, Barriers to Communication, Role of Communication in society.

Unit-II

Listening Skills: Listening Process, Hearing and Listening, Types of Listening, Effective Listening, Barriers of Effective Listening, Note Taking Reading Skills: Purpose of reading, Process of reading, reading skills Models and strategies, scanning, skimming, SQ3R, Approaches of Reading, Comprehension passages for practice.

Unit III

Writing Skills: Purpose of writing, Effective writing, Types of writing, Business Correspondence, Precise writing, Memo writing, minutes of meeting.

Unit-IV

Speaking Skills: Speech process, Skills of effective speaking, Role of audience, Feedback Skill, Oral Presentation.

Reference Books:

Sr No	Author(s)	Title	Publisher
1.	BhupenderKour	Effectual Communication Skills	S.K. Kataria and Sons
2.	R. Datta Roy and K.K. Dheer	Communications Skills	Vishal Publishing Company
3	Ludlow and Panthon	The Essence of Effective Communication	Prentice Hall of India

Course Code	ENG123
Course Title	Communication Skills-1 (Practical)
Type of Course	AECC
L T P	0:0:2
Credits	1
Coursepre-requisite	10+2
Course Objectives	The objective of this course is to provide the students sufficient practice for speaking and writing English efficiently.
Course Outcome	

Syllabus

Unit-I

Speaking and Discussion Skills: Oral Presentation, Planning and organizing content for presentation, Use of audio /Visual Aids, Making Slides for presentation , Group Discussion ,Debate, Extempore speaking, Interview Skills, Mock interview, Mock Dialogues (Pair Speaking),Cue Card Speaking, Meeting/ Conferences.

Unit-II

Listening Skills: Listening to any recoded material and asking oral/written questions for listening comprehension.

Reading Skills: Active Reading of passages for Reading comprehensions, paraphrase, Summary writing.

Unit III

Writing Skills: Guidelines of effective writing, Paragraph Writing, Email Writing.

Unit-IV

Grammar and Vocabulary: Parts Of Speech, Tenses, GRE words (List of 50 Words).

Reference Books:

Sr No	Author(s)	Title	Publisher
1.	BhupenderKour	Effectual Communication Skills	S.K. Kataria and Sons
2.	R. Datta Roy and K.K. Dheer	Communications Skills	Vishal Publishing Company
3	Ludlow and Panthon	The Essence of Effective Communication	Prentice Hall of India

Course code	MGT105
Course Title	Business Communication
Type Of course	AEEC
LTP	4:0:0
Credits	4
Course Prerequisites	10+2
Course objective	This course aims to familiarize the student with the basic knowledge of BC.
Course Outcomes	Student is able to: <ol style="list-style-type: none"> 1. Read and extract meaningful information from financial statements. 2. Improve writing skills and enhance skills in spoken English. 3. 3. conceptualize a posh issue into a coherent written statement and public speaking

Syllabus

Unit-I

Business Communication–meaning & importance. Defining Communication, Purpose, Process, elements, Barriers to effective communication, basic models & communication, Business Etiquette: Understanding etiquette, Cross-cultural etiquette, Business manners, Business to business etiquette. Effective customer care.

Unit-II

Internal Business Communication: Guidelines for Meetings: Introduction, Types of Meetings, Before the Meeting, During the Meeting, After the Meeting, and Common Mistakes made at Meetings, Employment Communication – Resumes and Cover Letters: Introduction, Writing a Resume, Writing Job Application Letters, and Other Letters about Employment

Unit-III

Electronic Media and Shareholder Communication: Introduction, what is an Intranet? , Communicating through Email, Communication with Shareholders

Unit-IV

Communication: Introduction, Communication with Media through News Releases, Communication about the Organization through Advertising.

Reference Books:

Sr.No.	Name	Authors	Publisher
1	Business Communication	Chaturvedi, P.D.; Chaturvedi, Mukesh	Pearson Education
2	Business Communication	Lori Harvill Moore	M.I.T. Press.

Course Code	CSA101
Course Title	Fundamentals of Computers
Type of Course	AEEC
L T P	4.0.0
Credits	4
Course Prerequisites	10+2
Course Objective (CO)	The objective of the study is to provide insight knowledge of computer organization and techniques
Course Outcome	Student is able to:

Syllabus

Unit-I

Introduction To Computer System: Introduction, Characteristics of Computers, And Evolution of Computers. The computer Generation Basic Computer Organization: Classification Of Computers: Notebook Computers, Personal Computers, Workstation, Mainframe Systems, Supercomputer, Minicomputer, Microcomputer, Clients and servers
 Processor and Memory: The Central Processing Unit. The Main Memory, Memory Buses, I/O Buses. Secondary Storage Devices, Cache Memory, Virtual Memory

Unit-II

Input Output Devices: Input Devices: Keyboard, Point and Draw Devices, Data Scanning Devices, Digitizer, Electronic Card Reader, Voice Recognition Devices, Vision Input Device. Output Devices: Monitors, Printer, Plotter, Screen Image Projector, Voice Response System

Unit-III

Computer Software: Definition of software, Types of software, Compilers, Interpreters, Assemblers, Linkers, Loaders. Software developing Steps.
 Operating Systems: Introduction, Main functions of operating system, Types of operating system

Unit-IV

Data Communication and Computer Networks
 Data Transmission mode, Data transmission media, What is computer Network, Network types
 Network Topologies, Communication Protocol, OSI Model
 The Internet: Definition, Brief history, Basic services, Email, File Transfer Protocol, Telnet, Usenet News, Internet Search Tools, Gopher, Archie, World Wide Web, Web Browser, Internet and its applications.

Reference Books:

Name	AUTHOR(S)	PUBLISHER
Fundamentals Of Computers	V. Rajaraman.	Prentice Hall India Pvt., Limited.
Fundamentals Of Computers	P.K.Sinha	Kalyani Publisher
Microprocessor	B.Ram	DhanpatRai.
Fundamentals of Information Technology	ChetanSrivastava	Kalyani Publishers

Course Code	MGT102
Course Title	Essentials of Management
Type of course	Core
L T P	5 0 0
Credits	5
Course prerequisite	10+2
Course Objectives(CO)	The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management
Course Outcome	Student will able to: <ol style="list-style-type: none"> 1. Understand fundamental concepts and principles of management, 2. Familiar with interactions between the environment, technology, human resources, and organizations in order to achieve high performance. 3. Relate and divergence different sorts, roles and graces of managers crosswise in establishments.

Syllabus

Unit-I

Management: concept, nature, process, importance & functions. overview of functional areas of management, managerial roles. **Management as Art, Science & Profession.** **Evolution of Management Theory:** Work of Fredrick .W. Taylor, Fayol's contribution, behavioral science approach, contingency approach, system approach.

Unit- II

Management Functions: planning, organizing, staffing, directing and controlling.

Planning: meaning, objectives, importance, elements, process and limitations. **Decision Making and Forecasting:** concept, importance, need, process and Techniques. **Decision making:** Types, Process of rational decision making.

Unit-III

Organizing: Concept, nature, significance and types of organization structure. **Authority and responsibility:** authority and responsibility, Relationship between authority and responsibility. Centralization and decentralization. Departmentation, **Staffing:** Meaning, need, importance and functions.

Unit-IV

Directing: meaning and steps in direction. **Control:** Concept, Process, types of controlling, effective control system. **Recent Trends in Management:** social responsibility of management, environment friendly management, management of change, total quality management, international management. **Reference Books:**

S.No.	Author(S)	Title	Publisher
1	Koontz H & W	Essentials of Management	McGraw Hill, New York
2	McGrath, E.H.	Basic Managerial Skills for All	Prentice Hall of India

Course Code	MGT104
Course Title	Basics of Indian Economy
Type of course	Core
L T P	5 0 0
Credits	5
Course prerequisite	10+2
Course Objectives (CO)	Meaning of Economy, Economic growth & development, characteristics of India Economy, Concepts of Human development, Factors affecting economic development.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. This course will provide insight into the various sectoral aspects of Indian economy. 2. Understand basic concepts, theories and policies regarding economic development and growth. 3. Understand background of various polices framed for the up gradation of Indian economy.

Syllabus

Unit-I

Structure of Indian Economy: Features & evaluation of capitalism and socialism. Nature of Indian Economy, occupational distribution of labor force; Poverty and Income distribution in India, Problems of unemployment and Rising prices. Parallel economy in India. Human Resources: Demographic features of Indian population, size and growth of population and economic development. Problem of over population, Population policy in India.

Unit-II

Economic Planning: Importance of planning for Economic development. Salient features of India's five years plans priorities-target achievements, failure, factors affecting successful implementations of plans. Industries: Growth and problems of major industries-Iron and Steel, Cotton Textiles, Cement and Petroleum. Industrial policy. Cottage and small scale industries; Public sector in India. Disinvestment and Divestment of public sector undertakings in India. Current Industrial Policy.

Unit-III

Basic Issues in Agriculture: Role, nature and cropping pattern; Trends in agricultural production and productivity; Factors determining productivity; Agricultural finance and Agricultural price policy. Rural indebtedness. Techniques and Methods of irrigation in India. Role of NABARD in rural development in India. Indian Public Finance: Indian Finance System.

Unit-IV

External Sector: India's foreign trade- features, composition and direction; India's balance of payments problem; Indian trade policy; foreign aid, multinational corporations (MNCs).

Reference Books:

S.No.	Author(S)	Title	Publisher
1	Mishra, S. K. and Puri,	Indian Economy	Himalaya Publishers.
2	Panagariya Arvind	India: The Emerging Giant”	Oxford University Press



Course Code	COM106
Course Title	Basics of Corporate Accounting
Type of course	Core
L T P	5 0 0
Credits	5
Course prerequisite	10+2
Course Objectives (CO)	The aim is to provide basic principles of accounting and their application in business. The syllabus aims at giving expose to financial analysis, computerized accounting, accounting for share capital.
Course Outcomes	Student will able to: 1. To make students aware about various adjustments or accounting methods required in case of mergers, amalgamation and acquisitions. 2. To impart knowledge of accounting treatment of share capital. 3. To instruct students about liquidation concept of companies.

Syllabus

Unit-I

Accounting for Share Capital- Issue of Share at Par, Premium and Discount; Forfeiture and Re-issue of Shares; Buyback of Shares.

Redemption of Preference Shares - Statutory and Legal Requirement, Disclosures in Balance Sheet; Right Issue.

Unit-II

Redemption of Debentures- Accounting treatment and Procedure; Redemption of Debentures; Conversion of Debentures into Shares; Underwriting of Issues.

Valuation of Goodwill and Valuation of Shares

Unit-III

Financial Statement Analysis- Meaning , Objective sand techniques- Common Size Statement Analysis, Comparative Statement Analysis, Trend Analysis, Cash Flow Statement, Fund Flow Statement(Introduction only).

Unit-IV

Computerized Accounting- Accounting Software; Role of computers in Accounting.

References:

S.No.	Author(S)	Title	Publisher
1	S.N. Maheshwari	An Introduction to Accountancy	Vikas Publishers.
2	R. L. Gupta & M. Radhaswamy	Company Accounts	Sultan Chand & Sons
3	T.P Ghosh	Fundamentals Accounting	Tata Mc Graw Hill

Course Code	ENGI14
Course Title	Communication Skills-II
Type of Course	AECC
LTP	2 : 0: 0
Credits	2
Course pre-requisite	10+2
Course Objectives (CO)	After completion of this course students will be able to formulate an effective communication strategy for any message, in any medium, and in any situation.
Course Outcome	Student will able to:

Syllabus

Unit-I

Grammar: Parts of Speech, Use of appropriate tense, Voice , Reported Speech, Sentence Structure; Simple, Compound, Complex, Vocabulary-One word substitution.

Unit-II

Writing Skills: Application for employment , Resume Writing ,Paragraph Writing Construction-Kinds of Paragraphs, Preparing of Matter for meeting : Notice, agenda ,Conference

Unit-III

Speaking Skills: Effective oral Presentation, Slide making, Use of audio Visual aids.

Unit-IV

Oral Communication and its Application:

Group Discussion, Customer Care Relations (PR Skills), Interview Skills (Conducting and appearing for interviews), and Telephone handling manners.

Reference books:

Sr, No	Author(s)	Title	Publisher
1	K. K. Sinha Galgoti	Business Communication	Galgotia Publishing Company,
2	C. S. Rayudu -	Media and Communication Management	Himalaya Publishing House,Bombay.

Course Code	ENG116
Course Title	Communication Skills-II (Practical)
Type of Course	AECC
L T P	0:0:2
Credits	1
Course pre-requisite	10+2
Course Objectives	The objective of this course is to, Provide the students a sufficient practice for speaking and writing English efficiently.Enable students to communicate in particular situations.
Course Outcome	Student will able to:

Syllabus

Unit-I

Grammar: To recognize part of speech of particular word in given sentence, To use appropriate tense, Exercise on- Voice, Reported speech and Sentence Structure, Vocabulary-One word substitution.

Unit-II

Writing Skills: Job Application, Resume Writing, Paragraph Writing, Preparing of Matter for meeting: Notice, agenda, Conference.

Unit-III

Speaking Skills: How to deliver an effective power point Presentation, Slide making, Effective use of audio Visual aids,

Unit-IV

Oral Communication and its Application:

Group Discussion, Mock Interview (Conducting and appearing for interviews), and Role plays. Conducting a successful official meeting.

Reference books:

Sr, No	Author(s)	Title	Publisher
1	K. K. Sinha Galgoti	Business Communication	Galgotia Publishing Company
2	C. S. Rayudu -	Media and Communication Management	Himalaya Publishing House, Bombay.

Course Code	MGT106
Course Title	Personality Development
Type of Course	AEEC
LTP	4.0.0
Credits	4
Course pre-requisite	10+2
Course Objectives (CO)	After completion of this course students will be able to formulate an effective communication strategy for any message, in any medium, and in any situation.
Course Outcomes	Student is able to: <ol style="list-style-type: none"> 1. Understand the concept of personality and how to enhance their personality. 2. Polish the written and verbal communication. 3. Upgraded reasoning and interview skills.

Syllabus

Unit-I

PERSONALITY: - Concept, Theories of Personality, Determinants of Personality.

Self-Awareness: - meaning of self-awareness, components, improving self-awareness, Benefits of understanding self. **Personality Development-** SWOT Analysis, Inner Personality Development, Role of motivation & body language, Filling the GAP- Grooming, Attitude, Personality.

Unit-II

Business English- Organizing thoughts and ideas, How to make your content precise and powerful, Business terminology and vocabulary, Drafting official letters, Proposals, Report Writing. **Reasoning and Aptitude-** Introduction to Reasoning, Analysis Reasoning of different Situations, Analysis of Transactions, Verbal Ability, Numerical Ability.

Unit-III

Presentation Skills- Learning to prepare for a presentation, enhancement the effect of the presentation, Conduct presentations in a smooth and self-assured manner, making optimum use of the time allocated. **Role-Plays:** Real-life Conversation Practice to identify characteristics of different personality styles, passage Reading. **Group Discussion:-** Overcome hindrances (Lack of confidence/hesitation), Difference between hearing & listening, Body Language, Voice Mapping, Conducts during GD.

Unit-IV

Interviewing Skills- Conducting and appearing for interview, Plan an opening and a closing for a selection interview, Construct primary and secondary questions to ask the company representative.

Reference books:

Sr, No	Author(s)	Title	Publisher
1	K. K. Sinha Galgoti	Business Communication	Galgotia Publishing Company,
2	C. S. Rayudu -	Media and Communication Management	Himalaya Publishing House, Bombay.

Course Code	MGT108
Course Title	Gender Equity
Type of course	ID
L T P	4:0:0
Credits	4
Course prerequisite	10+2
Course Objectives (CO)	The students will be able to acquire knowledge and understanding of theory and concepts related to gender and gender relations
Course Outcome	Student will able to: <ol style="list-style-type: none"> 1 The students will analyse the evolution of thinking and approaches around gender and development. 2 The student will get familiar about the various women development activities. 3 This will help to understand the laws relating to gender equity.

Syllabus

Unit-I

Sex and Gender: Concept of sex and gender, Gender attributes and questions of identity.

Unit- II

Empowerment- concept and meaning. Definition of feminism, feminist and women movements in U.S.A, U.K., France and India

Unit- III

Women development: Concept and development organizations, Impact of development on gender.

Unit- IV

Women rights: Policies and current debates on women rights, Role of UN in establishing gender equality. Violence against women and need for reforms. **Issues related to third gender:** Issues of the rights of sexual minorities and transgender - Article 377 and beyond.

Text and Reference Books:

S.No.	Author(S)	Year	Title	Publisher
1	Jayachandran, Seema	2014	The Roots of Gender Inequality in Developing Countries	NBER Working Paper No.20380. Issued in August 2014
2	Duflo, Esther	2012	Women's Empowerment and Economic Development	<i>Journal of Economic Literature</i> , 50(4): 1051-79.

Course Code	MGT201
Course Title	Organization Behaviour
Type of course	Core
L T P	5 0 0
Credits	5
Course prerequisite	10+2
Course Objectives (CO)	The aim is to enable the student to know about the behavior of Individual in the organization.
Course Outcomes	Student is able to: <ol style="list-style-type: none"> 1. This course emphasizes the importance of human capital in the organizations of today. 2. It gives an insight to the students regarding individual and group behaviour in any organization 3. Build the Leadership and Motivational attitude to manage human resource in organisation.

Syllabus

Unit-I

Organization Behavior: its Concepts, Features and Importance, Challenges and Opportunities for OB. Foundations of Individual Behavior. Learning, Concept, Theories and Principles of learning, Reinforcement. Perception, Concept, Perceptual Process, Factors in Interpersonal perception. Attitude, Concept, Components, Attitude formation, Values & Beliefs.

Unit II

Leadership, Concept, Theories and Leadership Styles in Management.

Transactional Analysis: Life positions, Levels of Self Awareness-Johari window Model, Ego States. Motivation: Nature, importance, process, Theories of Motivation, Application of Motivation Perception: Concept, Theories of Personality, Determinants of Personality

Unit-III

Group Dynamics: Concept and nature of group formation, Models of Group formation, Theories of group formation. Group decision making techniques. Difference between group and team, Types of Teams, Power and Politics: Concept, Bases of power, Tactics to gain Power, Techniques of politics. Stress Management: Meaning, Concept, Causes of Organization Stress, Stress Management.

Unit-IV

Organization Change: Concept, Change Agents, Resistance to change, Overcoming resistance to change, Organization Culture: Concept, functions of Organization Culture, Development and implications of Organization Culture, Creating and sustaining Organization Culture.

Organization Development: Concept, Interventions of Organization Development

Reference books:

S. No.	NAME	AUTHOR(S)	PUBLISHER
1	Organizational Behavior	Luthans,F	McGraw –Hill Inc.
3	Understanding Organizational Behaviour	Pareek, U	Oxford University Press, Delhi.

Course Code	MGT203
Course Title	Office Organizations and Management
Type of course	Core
L T P	5 0 0
Credits	5
Course prerequisite	10+2
Course Objective (CO)	To make students aware about the office Management , office systems and routines
Course Outcomes	Student is able to: <ol style="list-style-type: none"> 1. The importance of management in our day to day life. 2. Help student to trace the evolution of Management. 3. Understand Management thought and appreciate the various functions.

Syllabus

Unit-I

Introduction: Meaning & definition of office, nature of office Work, importance, need, scope & Functions of office, meaning & Definition of office management, functions, duties & qualities of office manager. Office Systems & Routines: Meaning & importance of system & routines, system Vs. Routines. Office organisation structure: - Meaning & Definition of organization structure, importance of Organization structure, types of Organization Structure, advantages and disadvantages of Different types of structures.

Unit-II

Office Accommodation & Working Environment: Meaning & importance of office accommodation, Factors influencing choice of office Accommodation. Meaning and definition of working Environment, factors affecting working Environment, Departments of Modern office. Record Management: Meaning, definition & scope of record management, Principles of record keeping, filing:-meaning, definition & different types of filing system. Indexing:-meaning, definition & different types of indexing.

Unit-III

Office Furniture, Equipment and machines: Introduction, Basic principles of selecting furniture, equipments Office furniture & its types Office machines and its merits & demerits. Office stationery: their supplies and control. Communication in Office, Office correspondence and mail. Office automation practices: Office machines & their uses computers, overhead projector, fax, modem, cellular's, latest communication system.

Unit-IV

Office standardization: Standards and work control. Office cost reduction and cost saving, Time keeping system. Office supervision and control.

Reference books:

S.no	Book name & author	Publishers
1	Office organisation and management by S.P.Arora	Vikas Publishers
2	Office organisation and management by M.E.Thukram	Atlantic Publishers
3	Modern Business Organisation by Chhabra T.N.,	New Delhi, Dhanpat Rai & Sons.

Course code	MGT205
Course Title	Human Resource Management
Type Of course	Core
LTP	5 0 0
Credits	5
Course Prerequisites	10+2
Course objective	To familiarize students with the concepts of Human resources in the organization and their roles in the Business Concerns.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Familiarize the students with the different aspects of managing human resource in the organization. 2. Their interaction in the execution of managerial functions. 3. Facilitating erudition of various concepts and skills vital for deployment of organizational resources.

Syllabus

Unit-1

Human Resource Management (HRM): concept and functions, human resource development, goals and challenges. **The changing environment of HRM:** globalization, cultural environment, technological advances, workforce diversity, corporate downsizing, changing skill requirement, HRM support for improvement programs. Work life balance.

Unit-II

Human Resource Planning: process, forecasting demand and supply, skill inventories, succession planning. human resource information system (HRIS). **Job analysis:** uses, methods, job description and job specifications. **Recruitment:** internal and external sources and methods of recruitment. **Selection:** meaning, tests in selection, concept of reliability and validity in selection and its process. **Orientation:** concept and process. **Training:** concept, training process, methods of training. **Managerial Development:** concept and methods.

Unit-III

Performance Management System: concept, uses of performance appraisal, performance management methods, factors that distort appraisal. **Career planning:** career life stages, career anchors. **Compensation:** steps in determining compensation, job evaluation, components of pay structure, factors influencing compensation levels, trends in compensation.

Unit-IV

Incentives: importance and types, benefits, brief introduction to social security, health, retirement and other benefits. **Human Resource Discipline:** discipline meaning and importance. disciplinary action dismissal and retrenchment. Various workplace safety and health issues and management of these issues.

Reference books:

S. No.	Title	Author(s)	Publisher
1	Human Resource Management	Aswathappa, K	Tata McGraw-Hill.
2	Human Resource Management	Bratton, J. and Gold, J.	Theory and Practice,



Course Code	COM209
Course Title	Cost and Management Accounting
Type of Course	Core
L T P	50 0
Credits	5
Course Prerequisites	10+2
Course Objectives	The syllabus introduces the candidate to the wider framework of cost accounting and the management accounting of the industrial undertaking.
Course Outcomes	<p>Student will able to:</p> <ol style="list-style-type: none"> 1. To impart knowledge about two different branches of accounting i.e. cost and management accounting. 2. To make students aware about the importance of managerial tools for a good decision-making and policy formation in an organization. 3. To instruct students about different methods and techniques of determining product cost along with preparation of cost accounting statements.

Syllabus

Unit-I

Introduction:- Concept of Cost, Costing, Cost Accounting & Cost Accountancy, Origin and Objectives of Cost Accounting, Advantages and Limitations of Cost Accounting, Difference between Financial and Cost Accounting. Cost Unit & Cost Centre, Elements of cost: Material, Labour and other Expenses. Classification of cost and Preparation of Cost Sheet.

Unit-II

Budgetary Control-Definition, Meaning and objectives of Budgetary control, Advantages and disadvantages of Budgetary Control, Types of Budget. CVP Analysis.

Unit-III

Origin, Concept, Nature and Scope of Management Accounting. Need and Importance of Management Accounting, Limitations of Management Accounting, Distinction between Management Accounting & Financial Accounting. Tools & techniques of Management Accounting: Comparative Statements, Common Size, Trend analysis, Ratio Analysis (Liquidity, Activity, Solvency and Profitability ratios), Fund flow and Cash flow analysis (Conceptual Only).

Unit-IV

Working Capital Management:- Meaning, importance, need, advantages and disadvantages, Factors affecting working capital requirements, Principles of working capital management, Financing of working capital, Approaches for determining working capital mix.

Responsibility Accounting: Meaning, Features, Types of responsibility centres.

Transfer price: Meaning, Methods and Selection of transfer pricing method.

Reference books:

S. No.	NAME	AUTHOR(S)	PUBLISHER
1	Management Accounting	Jain, P.K. and Khan, M.Y.	Tata Mc Graw Hill

<u>2</u>	Introduction to Management Accounting	Horngren, Charles, Gary, Sundem, Stratton, William.	Pearson Education
<u>3</u>	Cost Accounting & Management Accounting	Maheshwari, S.N.	Sultan Chand & Sons



Course Code	EVS101
Course Title	Environmental Science
Type of course	AECC
L T P	3 0 0
Credits	3
Course prerequisite	10+2
Course Objective (CO)	To make students aware about environment and need of maintaining it with best possible knowledge.
Course Outcomes	Student will able to: 1.

Syllabus

Unit-I:

Introduction to Disaster : Concepts and definitions: disaster, hazard, vulnerability, risk, capacity, impact, prevention, mitigation, Disasters classification; natural disasters (floods, draught, cyclones, volcanoes, earthquakes, tsunami, landslides, coastal erosion, soil erosion, forest fires etc.); manmade disasters (industrial pollution, artificial flooding in urban areas, nuclear radiation, chemical spills etc); hazard and vulnerability profile of India, mountain and coastal areas, ecological fragility.

Unit-II:

Disaster Impacts: Disaster impacts (environmental, physical, social, ecological, economical, political, etc.); health, psycho-social issues; demographic aspects(gender, age, special needs); hazard locations; global and national disaster trends; climate change and urban disasters.

Unit-III:

Disaster Risk Reduction (DRR):Disaster management cycle – its phases; prevention, mitigation, preparedness, relief and recovery; structural and non structural measures; risk analysis, vulnerability and capacity assessment; early warning systems, Post-disaster environmental response (water, sanitation, food safety, waste management, disease control); Roles and responsibilities of government, community, local institutions, NGOs and other stakeholders; Policies and legislation for disaster risk reduction, DRR programmers in India and the activities of National Disaster Management Authority.

Unit-IV:

Disasters, Environment and Development: Factors affecting vulnerability such as impact of developmental projects and environmental modifications (including of dams, land-use changes, urbanization etc.), sustainable and environmental friendly recovery; reconstruction and development methods, Role of IT in Disaster Management and Case study.

Reference books:

S. No	Name	Author(S)	Publisher
1	Disaster Risk Reduction in South Asia.	L.M.Prasad	B.P.B Publication
2	Handbook of Disaster Management: techniques & Guidelines	V.P.Michael	Himalaya Publishing House

Course Code	MGT207
Course Title	Business Ethics and Human Values
Type of course	GE
L T P	4 0 0
Credits	4
Course prerequisite	10+2
Course Objectives (CO)	Understanding the need, basic guidelines, content and process for Value Education
Course Outcomes	<p>Student will able to:</p> <ol style="list-style-type: none"> 1. Know how corporate ethics discourages businesses from doing wrong. 2. Contributes greatly to attaining organisational performance. 3. Sensitize students regarding the importance of human values and ethics in business.

Syllabus

Unit-I

Ethics, culture and values: concept, objectives, importance of culture in organizations, ethics and value systems, model of management in the Indian socio-political environment, work ethics, Indian heritage in production and consumption. **Business ethics:** relevance of values in management, holistic approach for managers in decision-making. **Ethical Management:** role of organizational culture in ethics, structure of ethics management, ethics committee.

Unit-II

Human Values: need, basic guidelines, content and process for value education, self-exploration, happiness and prosperity, right understanding, relationship and physical facilities, method to fulfill the human aspirations, understanding and living in harmony at various levels.

Unit-III

Understanding Harmony in Human Being, Understanding the needs of Self 'I' and 'Body'
Understanding Harmony in the Family and Society, Harmony in Human- Human relationship.

Unit-IV

Relationship Understanding harmony in the Family, basic unit of human interaction, Understanding values in human-human relationship, Trust (Vishwas) and Respect. Understanding harmony in nature and existence.

Reference Books:

S.No.	Author(S)	Title	Publisher
1	R R Gaur, R Sangal, G P Bagaria	A Foundation Course in Value Education	Excel Books
2	A.N. Tripathy	Human Values	New Age International Publishers.

Course Code	MAT211
Course Title	Business Mathematics
Type of course	GE
L T P	4 0 0
Credits	4
Course prerequisite	10+2
Course Objectives (CO)	The aim to give an idea regarding the appropriate statistical tools used for the analysis of data.
Course Outcomes	Student will able to: 1.

Syllabus

Unit-I

Ratio and proportion: Ratio, Types of Ratios, Operations on proportion, Equation Simple, Linear, Quadratic and Cubic Equation, Sequences, series, progression: A.P, Properties of A.P, sum to nth Terms of an A.P, A.M,G.P, standard form of G.P, Nth Terms of G.P, Sum of nth Terms of G.P

Unit-II

Set Theory and Relations: Sets:-Elements of a set, methods of describing a set, types of sets, Operations on sets--union, intersection and difference of sets, Venn diagrams, statement problems, Associative Laws, Distributive laws, DeMorgan's laws, duality, partitioning of a set. Basic definition of relation and types of relations, graphs of relations, properties of relations, (domain, range, inverse and composite relations), Matrix representation of a relations.

Unit-III

Percentage and Ratios' Applications: Percents, Commissions, Discounts, e.g., bill discounting, mark up and concepts of Ratios .Interest Applications: Simple interest, compound interest including half yearly and quarterly calculation, Installment Purchases (Cost of Installment, Effective rates, amortization of a loan.

Unit-IV

Stock and Share :Computation of the costs and proceeds of stock buy-and-sell; Computation of rates of yield and gains or losses on the purchase and sale of stocks; Computation of gains and losses on convertible and callable bonds, annual interest, accrued interest, and annual yield and computation of a rate of yield to maturity

Reference Books:

S.No.	Author(S)	Title	Publisher
1	T R Jain, S C Aggarwal, N Ranade and S K Khurana	Business Mathematics and Statistics (Quantitative Techniques for Business)"	V K (India) Enterprises, NewDelhi
2	Dr. A. K Arte& R.V. Prabhakar	A textbook of Business Mathematics	V K (India) Enterprises
3	Sanchethi and Kapoor	Business Mathematics	V K (India) Enterprises

Course code	MGT202
Course Title	Optimization Techniques for Managers
Type Of course	Core
LTP	5: 0: 0
Credits	5
Course Prerequisites	10+2
Course objective	The students will be able to learn about the concept of linear programming, know about transportation problems.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Understand the concepts and techniques of Operations Research for business. 2. Acquire required skills to solve various problems with optimization techniques. 3. Formulate decisions in the situations of uncertainty and threat.

Syllabus

Unit-I

Introduction to operational research: features, models, limitation. Introduction to linear programming problem their problem formulations .Graphical solution of linear programming problems .simplex method. Big- M method. Primal dual relationship, formulation of dual problems.

Unit-II

Concepts of PERT & CPM techniques and their applications; Network analysis-scheduling activities, determining critical path, calculation of floats.

Unit-III

Assignment problem: Assignment problem and its mathematical formulation. Hungarian method for solving assignment problem. Transportation problem and its mathematical formulation, North West corner method, least cost method and Vogel approximation method.

Unit-IV

Game theory: features, limitations of game theory, two-person zero sum game maxim in-minimax principle, games without saddle point.

Reference books:

S. No	Name	Author(S)	Publisher
1	Principles of Operations Research	HM Wagner	Prentice Hall
2	Operations Research	PK Gupta and DS Hira	S. Chand & Co.
3	Introduction to Operation Research	Taha	Prentice Hall

Course Code	MGT204
Course Title	Industrial and Labour Law
Type of Course	Core
L T P	5 0 0
Credits	5
Course Prerequisites	10+2
Course Objectives (CO)	The main objective of the course is to provide basics of legislation under human resources.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Become familiar with the laws governing commercial deals. 2. Understand the salient features of welfare and wage legislations. 3. Know the development and the judicial setup of labour laws.

Syllabus

Unit-I

Industrial Relations: concepts, objectives, scope, importance, participants, essentials of effective industrial relations, factors affecting industrial relations, constraints of IR. **Approaches of IR:** systems approach, oxford approach, industrial sociology approach, action theory approach, Marxist approach, pluralist Approach, human relations approach, Gandhian approach, psychological approach, sociological approach, socio-ethical approach.

Unit-II

Industrial Conflicts: nature, form, causes, effects. **Collective bargaining:** nature and functions, types of bargaining, collective bargaining in Indian context, negotiating a collective bargaining agreement. **Grievance administration:** concept, procedure, guidelines, discipline.

Unit-III

Industrial Disputes Act, 1947: introduction, scope, objectives, definitions, modes of settlement of industrial disputes (Conciliation, Adjudication and Arbitration), provisions regarding strikes, lock-outs, layoff and retrenchment.

Unit-IV

Trade Unions Act, 1926: introduction, objectives, provisions regarding registration of trade union, cancellation of trade union, duties, liabilities, rights and privileges of a registered trade union. **Payment of Wages Act, 1936:** introduction, scope, objectives, definitions, rules of payment of wages and deductions from wage.

Minimum Wages Act, 1948: meaning of 'wage' under the Act, procedure for fixing minimum wage and obligation of employer to pay minimum wage, authorities and remedies under the Act.

Recommended Books

S. No.	Author(s)	Title	Publisher
1	Industrial Relations & Labour Laws	Srivastava, S.C	Vikas Publishing House (P) Ltd
2	Simplified Approach to Labour Laws	Sharma, J.P	Bharat Law House (P) Ltd., New Delhi.



Course Code	MGT206
Course Title	Macro Economics
Type of Course	Core
L T P	5 0 0
Credits	5
Course Prerequisites	10+2
Course Objectives (CO)	To familiarize students with the concepts of economics and major influencers of micro and macro economics
Course Outcomes	<p>Student will able to:</p> <ol style="list-style-type: none"> 1. Understand basic concepts of the distribution and modern tools of macro-economic analysis. 2. Deal with concepts, theories and policies regarding industrial structure and growth. 3. Explain basic concepts of economics which help in business decision – making.

Syllabus

Unit-1

Introduction to Managerial Economics: Nature Scope and Importance of Managerial Economics. Relationship of Managerial Economics with Decision Making. Distinction between micro and macroeconomics.

Unit-II

Demand Concepts and Analysis: Individual Demand, Market Demand, Kinds of Demand, Determinants of Demand, Demand Functions, Demand Schedule and Law of Demand.

Elasticity of Demand: Concept, Types, Measurement and importance.

Unit-III

Cost concepts and Analysis: Concept of Cost, Short run and Lung-run Cost Curves, Relationships among various costs, Break-even Analysis.

Pricing in various markets: Meaning Characteristics and price determination in Perfect Competition, Monopoly, Monopolistic Competition.

Unit-IV

National Income: Conceptual Framework, Measures of National Income, Methods of Measurement, Limitations of National Income.

Inflation: Meaning, Types, Theories, Causes, Effects and Control. Monetary and Fiscal Policies.

Reference Books:

S.No	Author(S)	Title	Publisher
1	K. L. Maheshwari	Managerial Economics	Vikas Publishing House (P) Ltd
2	Keat	Economic Tools for Today's Decision Makers	Bharat Law House (P) Ltd., New Delhi.
3	Dr. V.PandurangaRao	Microeconomics	Vikas Publishing House (P)

Course Code	MGT208
Course Title	Introduction to Marketing
Type of Course	Core
L T P	5 0 0
Credits	5
Course Prerequisites	10+2
Course Objectives (CO)	To familiarize students with the Market behavior and customer satisfaction through marketing processes.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Understand the basic concepts, philosophies, process and techniques of marketing. 2. Analyze the relationships between marketing management and the political, economic, legal and social policies and its impact on business. 3. Identify the role and significance of various elements of marketing mix.

Syllabus

Unit-I

Nature and scope of Marketing: Marketing meaning scope and objectives. The marketing environment: environment scanning, Marketing Information System and Marketing Research, Understanding consumer and Industrial markets.

Unit-II

Market Segmentation: Targeting and Positioning. Product decisions – product mix, product life cycle, new product development, Branding and packaging decisions. Pricing methods and strategies.

Unit-III

Promotion decisions – promotion mix, advertising, sales promotion, publicity and personal selling. Distribution Decisions: Patterns of channels and types of intermediaries, channel design decisions, Channel conflict, types and functions of wholesalers and retailers, Emerging trends in retailing

Unit-IV

Direct Marketing: Meaning, Benefits and growth of direct marketing, Forms of direct marketing, Multi level marketing, Meaning, need and importance of multilevel marketing, Advantages, Criticism of multilevel marketing, Ethical issues in direct & multilevel marketing.

Organizing and implementing marketing: Evaluation and control of marketing efforts new issues in marketing – Globalization, Consumerism, Green marketing, Legal issues.

Management of Sales: Sales organization and its relationship with marketing department.

Reference Books:

S. No.	Title	Author(s)	Publisher
1	Marketing Management	Kotlar, Philip	Prentice Hall, NewDelhi.
2	Fundamentals of Marketing	Stanton, Etzel, Walker	Tata-McGraw Hill, New Delhi.

Course Code	MGT210
Course Title	Virtual Crimes and Constitutions
Type of Course	AEEC
L T P	4.0.0
Credits	4
Course Prerequisites	10+2
Course Objectives (CO)	The objective of this course is to develop a basic understanding about cyber-crimes and law legislation related to these crimes.
Course Outcomes	<p>Student will able to:</p> <ol style="list-style-type: none"> 1. Explain the history, origin, scope and definition of crime, its relevance in the present scenario and its relation to other social sciences. 2. Compare and contrast the differences between digital evidence and traditional evidence. 3. Discuss the ways in which digital evidence is authenticated.

Syllabus

Unit-I

Cyber Crimes: Meaning Nature & Classification, kinds of Cyber Crimes. Jurisdictional Issues: Definition: Jurisdiction to prescribe/Legislative Jurisdiction; Jurisdiction to adjudicate to enforce; Cyber Jurisdiction in Civil, Criminal & International Cases.

Unit-II

Laws & Acts: Unicitral Model Law, Information Technology Act, 2000, Relevant Rules Notifications, Information Technology (Amendment) Act, 2008.

Unit-III

Cyber Slacker: Ethics and Etiquette in Cyber World Potential Liability of Intermediaries, Service Providers and Network Users, Cyber Stalking.

Unit-IV

Intellectual Property: Piracy, Insider Threat, Corporate Espionage, Monitoring– Eavesdropping, Traffic Analysis, Surveillance. Defensive Information Warfare Telecommunication Security; Computer Network Security, Computer Break-Ins, Cryptographic Techniques, Steganography;

Reference Books:

S. No.	Author(s)	Title	Publisher
1	Mark Johnson	Cyber Crime and Security	Grover
2	Taxman	Fraud Management	Mc Millan Education

Course Code	MGT212
Course Title	Applied Statistics in Business
Type of course	AEEC
L T P	4 0 0
Credits	4
Course prerequisite	10+2
Course Objectives (CO)	The aim to give an idea regarding the appropriate statistical tools used for the analysis of data.
Course Outcomes	Student will able to: 1. Do calculation of arithmetic mean, median and mode and partition values. 2. Understand statistical testing and their applications. 3. Acquaint various quantitative techniques and methods used in managerial decisions.

Syllabus

Unit-I

Statistics: Introduction, Definitions, Functions, Scopes and Limitations of statistics. Meaning of central value, Need for measuring central value. Characteristics of an ideal measure of central value. Types of averages - mean, median, mode. Merits, Limitations. Measures of Dispersion: Meaning and Significance. Absolute and Relative measures of dispersion - Range, Quartile, Deviation, Mean Deviation, Standard deviation

Unit-II

Probability Distribution Meaning, characteristics and calculation of Binomial, Poisson, Normal distribution. Moments, skewness, kurtosis.

Unit-III

Correlation Analysis: Meaning and significance. Correlation and Causation. Types of correlation. Methods of studying simple correlation - Scatter diagram, Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient, Regression Analysis: Meaning and significance. Regression vs. Correlation. Regression lines (X on Y, Y on X)

Unit-IV

Index Numbers: Meaning and significance. Problems in construction of index numbers Methods of constructing index numbers.

Recommended books:-

S.No.	Author(S)	Title	Publisher
1	S.P. Gupta	Statistical Methods	Sultan Chand & Sons
2	Richar Levin & David Rubin	Statistics for management	Prentice Hall

Course Code	MGT214
Course Title	Entrepreneurship and Small Business
Type of course	GE
L T P	4 0 0
Credits	4
Course prerequisite	10+2
Course Objectives (CO)	Foundations of Entrepreneurship Concept, Innovation management- definition and process of innovation management methods of management innovation Women entrepreneurs & Entrepreneurship Development.
Course Outcomes	<p>Student will able to:</p> <ol style="list-style-type: none"> 1. Understand various issues involved in setting up a private enterprise and develop required entrepreneurial skills in economic development. 2. Recognize conceptual and theoretical understanding about the development of entrepreneurship and its significance in Indian economy. 3. Acquaint them with the challenges faced by the entrepreneur.

Syllabus

Unit-I

Foundations of Entrepreneurship: concept, need, definition and role of entrepreneurship characteristics and scope of entrepreneur, roles and responsibilities of entrepreneurs in Indian economy, invention, creativity, opportunities, manager.

Unit-II

Women entrepreneurs and entrepreneurship: meaning, role, problems and reasons for less women entrepreneurs. Various institutes & Government schemes to help and uplift women entrepreneurs.

Unit-III

Small and Medium Enterprises: concept, role and importance of SME in India economy.

Small and Medium Industry: meaning and importance, steps for starting small industry: decisions and steps to be taken to become entrepreneur, search for a business idea, source of ideas, idea processing, selection idea, input requirements.

Unit-IV

Innovation management: definition and process of innovation management, methods of management innovation. **Entrepreneurship as a career:** sustaining competitiveness maintaining competitive advantage.

Reference Books:

S.No.	Author(S)	Title	Publisher
1	Renuarora S.K sood	Fundamentals Of Entrepreneurship	Kalyani Publishers
2	Richard Branson	Entrepreneurship and Business	Pearsons



CourseCode	MGT216
Course Name	Tax Planning & Management
Type Of Course	GE
L T P	4.0.0
Credit	4
Course Prerequisites	10+2
Course Objectives (CO)	The objective of this course is to acquaint the students with the tax structure for individuals and corporate and also its implications for planning.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Interpret and analyze legitimate way of tax planning under different provisions of various tax laws. 2. Make management decisions to facilitate constructive planning of tax liability. 3. Develop the ability to evaluate the difference between tax planning and tax avoidance provisions.

Syllabus

Unit-I

Income tax concepts: Previous Year. Assessment Year, Person, Assesses, Income °minding agricultural income). Residential Status and their incidence of tax. Gross Total Income, Total Income; Income which do not form part of total income, Tax Evasion, Tax Avoidance.

Unit-II

Tax Planning under the head Salary, Goods And Services Tax in India: Concept, framework and implication. Future of GST in India.

Unit-III

Computation of income under the Head: House Property and Profits and gains from Business or Profession. Computation of Income under the Head: Capital gains and Income from other sources.

Unit-IV

Clubbing of Income, Set-off and carry-forward of losses • Deductions Born gross tow) income as applicable to an individual and Business Units; Computation of total income and tax liability of an individual and Business Units.

Reference Books:

Sr No	Name	AUTHOR(S)	PUBLISHER
1.	Student Guide to Income Tax	I. Singhanian, V.K	Taxmann Publications Pvt. Ltd.
2.	Simplified Approach to Corporate Tax	Ahuja& Gupta	Flair Publications Pvt. Ltd
3.	Mahesh Chandra & Shukla	Income Tax Law & Practice	Pragati Publications
4.	T. Planning and Management	Goyal, S.P	SahityaBhawan Publications

Course Code	MGT301
Course Title	Financial Management
Type of Course	Core
L T P	5 0 0
Credits	5
Course Prerequisites	10+2
Course Objectives (CO)	The focus of this course is in the area of financial management. We will show managers how to interface with accounting and finance departments
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Familiarize the students with Principles and Practices of Financial Management. 2. Demonstrate an understanding of the overall role of the finance function. 3. Communicate effectively using standard business terminology.

Syllabus

Unit-I

Financial-management: Meaning, scope, objectives and financial goals of financial management, Finance function.

Source of Long Term funds: Equity shares, Preference share, Debentures, public deposits, factors affecting long term funds requirements. Cost of Capital: Concept, objectives, Calculation of cost of capital.

Unit-II

Capital Budgeting: Capital Budgeting process, Project Selection. Capital Budgeting Techniques: Payback Period Methods, Average rate of return, Net Present Value methods, IRR, Benefit-Cost ratio, Capital rationing. Lease Financing: Concepts, types of leases

Unit-III

Capital Structure: Determinants of Capital Structure, Capital structure theories.

Leverage: Operating and Financial Leverage.

Management of Retained Earnings: Retained earnings & Dividend policy, Consideration in dividend policy, Forms of Dividends theories.

Unit-IV

Working Capital: Concept, factors affecting working capital requirements, operating cycle of working capital, Sources of working capital.

Inventory Management: Concept, Objectives, Inventory control techniques EOQ

Text- Books

S. No.	Title	Author(s)	Publisher
1	Financial Management	Khan & Jain	Tata McGraw Hill
2	Financial Management	I.M. Pandey	Vikas publishers
3	Financial Management (Theory& Practice)	Prasanna Chandra	Tata McGraw Hill



Course Code	MGT303
Course Title	Foreign Trade
Type of course	Core
L T P	5 0 0
Credits	5
Course prerequisite	10+2
Course Objectives (CO)	The main objective of the course is to provide basic knowledge of foreign trade and its procedure.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Interrelate the trade theory with the economic development. 2. Follow the liberalisation of the world trade. 3. Understand systematic approach to handling foreign trade transactions and the paper work thereto.

Syllabus

Unit-I

Essential elements of foreign trade, Traditional and Modern theory of International Trade (Ricardo & Ohlin's theory), Difference between International and Domestic Trade, Advantage and Disadvantage of International Trade.

Unit-II

Types and cause of disequilibrium Balance of Trade and Balance of Payment, Kind of Balance of Trade, Measures taken to correct the disequilibrium of Balance of Payment And Trade.

Unit-III

Free Trade Policy- Merits and Demerits, Tariff types of tariff and Non Tariff Barriers (Quota), Exchange Control-objectives, Procedure, Direct and Indirect Method of Exchange Control, Exchange Rate Determination of Exchange Rate.

Unit-IV

Objective, Role and Functions of GAD, WTO, UNCTAD, IMF, WORLD BANK. Trade Blocs- Objectives of European Union, Indo- Ell, NAFTA, ASEAN, and SAARC.

Recommended Books

S. No.	Author(s)	Title	Publisher
1	P T Ellsworth	Foreign Trade	Vikas Publishing House (P) Ltd
2	C P Kindelberger	International Economics	Bharat Law House (P) Ltd., New Delhi.

Course code	MGT305
Course Title	Marketing Research
Type Of course	DSE
LTP	4:0:0
Credits	4
Course Prerequisites	10+2
Course objective	The objective of this paper is to understand the various aspects of marketing research, identify the various tools available to a marketing researcher. Marketing research can help the marketing manager in decision making.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Define the basic concepts related to marketing research. 2. Explain relationship and differences between marketing research and marketing information systems. 3. List the marketing research process.

Syllabus

Unit-I

Introduction of Marketing Research: Define marketing, research, aims and objectives of marketing research. Applications of marketing research, marketing information system, evaluation and control of marketing research, value of information in decision making, steps in marketing research. Research Design: Formulating the research problem, choice of research design, types of research design, sources of experimental errors.

Unit-II

Sample and Sampling Design: Some basic terms, advantages and limitation of sampling, sampling process, types of sampling, types of sample designs, testing of hypothesis, determining the sample size, sampling distribution of the mean. Scaling Techniques: The concept of attitude, difficulty of attitude measurement, types of scales, criteria for good test, use of scaling in marketing research.

Unit-III

Data Collection: Methods of data collection: secondary data, sources of secondary data, primary data, collection of primary data observation, questionnaire, designing of questionnaire, interviewing. Data Processing and Tabulation: Editing coding, problems in editing, tabulation.

Unit-IV

Data Analysis: Measurement of central tendency, dispersion, univariate analysis, bivariate analysis, multidimensional analysis I, Multivariate analysis II, (Factor analysis, cluster analysis, multidimensional analysis, conjoint analysis). Interpretation and Report Writing: Interpretation, types of research reports, guidelines for writing a report, writing a report format, evaluation of research report.

Recommended Books

Sr.No.	Name	Authors	Publisher
1	Marketing Research	Beri, G.C	Tata McGraw Hill, 2003
2	Marketing Research	Gupta, S.L	Excel Books, 2004.



Course code	MGT307
Course Title	Advertising and Communication
Type Of course	DSE
LTP	4:0:0
Credits	4
Course Prerequisites	10+2
Course objective	This course aims to familiarize the student with the basic principles of advertising and introduction to media involved.
Course Outcomes	<p>Student will able to:</p> <ol style="list-style-type: none"> 1. Identify functions of advertising and marketing communications through the study of advertising theories in marketing. 2. Understand the advertising and promotional techniques through the analysis of market situations. 3. Understand how the role of the manager impacts the success of an advertising industry.

Syllabus

Unit-I

Definition, Nature and evolution of advertising, its functions and role, criticism, social, economic and legal aspects of advertising. Place of advertising in Marketing Mix, Indian advertising industry.

Unit-II

Advertising Copy-meaning components types of advertising copy, copy writing: different elements of a copy and layout, Advertising research – importance, testing advertising effectiveness market testing for ads;

Unit-III

International Advertising-importance, international Vs local advertising. Promotional objectives – importance determination of promotional objectives, setting objective DAGMAR; Advertising budget: Objectives, preparation and methods of advertising budget; advertising agency: function, selection and compensation.

Unit-IV

Communication meaning, communication marketing definition, role of communication in advertisement, Integrated Communication Mix (IMC)-meaning, importance; Communication meaning, importance, process, communication mix-components, role in marketing, Branding-meaning, importance in advertising.

Recommended Books

Sr.No.	Name	Authors	Publisher
1	Advertising	D.OGILVY	Chunawala
2	Advertising and Sales Management,	Kazmi and Batra	Excel

Course code	MGT309
Course Title	Principles of Retailing
Type Of course	DSE
LTP	4:0:0
Credits	4
Course Prerequisites	10+2
Course objective	This course aims to familiarize the student with the basic principles to understand the concept, process and management of retail business and to develop an understanding of the retail strategy and planning process.
Course Outcomes	<p>Student will able to:</p> <ol style="list-style-type: none"> 1. Apply a broad theoretical and technical knowledge of retail management to understand opportunities and challenges for creating excellent retailing experience. 2. Learn how to procure, display and maintain merchandise to meet daily business requirements. 3. Apply reasoned judgements to solve problems in a variety of retail environments with reference to regulatory and global perspectives.

Syllabus

Unit-I

Introduction to Retailing: Nature and Scope of Retailing, Types of Retail Formats, Retail Franchising: Concept, Types, Advantages and Disadvantages. Retail Locations: Types of Retail Locations; Steps involved in choosing a Retail Location, Types of stores - Product Retailing vs. Service Retailing - Non store Retailing, Trends in the Indian Retailing Industry.

Unit-II

Servicing the Retail Customer: Concept of Customer Service; Importance of Service in Retail; Customer Service as a part of Retail Strategy , Retail store location and layout - Country/Region analysis - Trade area analysis - Site evaluation and selection - Store design and layout - Comprehensive store planning - Exterior design and layout - Interior store design and layout - Interior design elements.

Unit-III

Planning merchandise needs and merchandise budgets - Methods for determining inventory evaluation - Supply Chain Management: Concept of Supply Chain Management with reference to Retailing; Supply Chain Integration , Merchandise pricing - Price strategies - Psychological pricing - Mark-up and markdown strategies.

Unit-IV

Communicating with the retail customer - Retail promotion mix- Advertising - Sales promotion - Publicity - Retail selling process - Retail database- In-store customer service. FDI in Retailing, Motivating retail employees. Globalization and changing retail formats – Online retailing - International Retailing – Opportunities and Challenges - Market entry formulas - New customized formats

Recommended Books

Sr.No.	Name	Authors	Publisher
1	The Art of Retailing	A. J. Lamba	TMH, 2003.
2	Retail Management; A Strategic Approach	Barry Berman, Joel R Evans	Pearson Education.



Course Code	MGT311
Course Title	Cost Control Management
Type of Course	DSE
L T P	4 0 0
Credits	4
Course Prerequisites	10+2
Course Objectives (CO)	Orienting students with the various concepts in Finance, Financial Tools & Techniques so as to make them aware of Managerial Control System.
Course Outcomes	Student will able to: 1. Understand the basic concept and processes used to determine product costs. 2. Interpret cost accounting statements. 3. Analyse and evaluate information for cost ascertainment, planning, control and decision making.

Syllabus

Unit-I

Characteristics of Management Control System – Evolution of control systems in an organization – Relating the system to organizational objectives - Strategic Planning, Management Control and Operational Control

Unit-II

Concept of Transfer Pricing (Market based and Cost Based) – Return on Investment, Economic Value Added as a tool to management performance measurement – Introduction to Activity Based Costing

Unit-III

Budgeting: Budget preparation, Types of budgets, Behavioral aspects of budgets. Variance analysis and reporting

Unit-IV

Performance analysis and measurement, Impact on management compensation. Modern control methods: JIT, TQM and DSS.

ReferenceBooks:

S. No.	Title	Authors	Publisher
1	Management Control Systems	Anthony and Govindarajan	Tata McGraw-Hill Education
2	Management Control Systems	P. K. Sinha	Excel Books India

Course Code	MGT313
Course Title	Working Capital Management
Type of course	DSE
L T P	4 0 0
Credits	4
Course prerequisite	10+2
Course Objectives (CO)	The objective of the course is to acquaint the students with various theoretical and practical concepts relating to Management of Working capital.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Define and understand the importance of working capital. 2. Identify the sources of working capital. 3. Explain the importance of managing cash flow.

Syllabus

Unit-I

Meaning of Working Capital: overview of working capital management, working capital strategies, factors affecting working capital requirements and types of working capital, concept of operating cycle, calculation of working capital.

Unit-II

Receivable management: introduction, objectives of trade credit, credit policies, dimensions of receivable management, collections from receivables, role of factoring in receivables management. **Cash Management:** aspects of cash management, motives for holding cash and marketable securities. factors determining the optimum cash balance, **Cash Models:** Models-Baumol, Miller Orr.

Unit-III

Inventory Management: introduction, tools & techniques of inventory management. inventory control models, inventory management and cash flow time line. Integration of working capital and capital investment process. working capital management practices in India.

Unit-IV

Working Capital Finance: trade credit, bank finance and commercial papers. **Bank Credit:** basic principles and practices of bank credit, methods of assessment and appraisal. other sources of short term finance.

Reference Books:

S.No.	Author(S)	Title	Publisher
1	P Gopalakrishnan	Inventory and Working Capital Management	Macmillan Publishers India
2	N.K. Jain	Working Capital Management	A.P.H. Publishing Corporations

Course Code	MGT315
Course Title	Capital Market
Type of Course	DSE
L T P	4 0 0
Credits	4
Course Prerequisites	10+2
Course Objectives (CO)	This course is designed to help the students in understanding the capital market trading, clearing, settlement and risk management processes of NSE.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Understanding of essential concepts of capital markets. 2. Explain monetary instruments in different markets and important financial services. 3. Understand the role of lending risk management decision of banks and financial intermediaries in financial markets.

Syllabus

Unit-I

Indian Securities Market—An Overview Introduction, Market segments, Primary market, Secondary market, products and participants, Derivatives market, reforms, research, corporate and government securities market; NSE membership-stock brokers, sub - brokers, broker-clients relationship, trading mechanism, code of ethics etc

Unit-II

Trading - Introduction, NEAT system, Market types, Corporate hierarchy, local databases, market phases, order management, trade management, auction, limited physical market, RETDEBT market (RDM), trading, information downloaded to trading members and internet broking.

Unit-III

Clearing and Settlement Introduction, key terminologies, Transaction cycle, Settlement process, Settlement agencies, Risks in settlement, Securities settlement, Funds settlement, Shortages handling, Risk containment measures, International securities, identification number, De-mat and Electronic transfer of securities, Investor protection fund, Clearing software – data and reports download, file transfer protocol.

Unit-IV

Legal Framework and Fundamental Valuation Concept Introduction to various Acts governing securities Market-Securities Contracts (Regulation) Act, 1956, Securities Contracts (Regulation) Rules, 1957, Securities and Exchange Board of India Act, 1992, SEBI (Stock Brokers & Sub-Brokers) Regulations, 1992, SEBI (Prohibition of Insider Trading) Regulations, 1992,

Reference Books :

S. No.	Author(s)	Title	Publisher
1	Chandra, Prasanna	Investment Analysis	Tata McGraw Hill.
2	Choudhry, Moorad	Capital Market Instruments	Prentice Hall
3.	Gurusamy	Capital Markets	Tata McGraw Hill



Course Code	MGT 317
Course Title	Psychology for Managers
Type of course	DSE
L T P	4 0 0
Credits	4
Course prerequisite	+2
Course Objectives (CO)	The objective of the course is to provide broad understanding of basic concepts and techniques related to the study of human Behaviors in work-environment and to manage Behavioral aspects of organization.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Understand an incorporated approach to the improvement of HR strategies that facilitate the organization to achieve its goals. 2. Demonstrate critical thinking skills in analysing theoretical and applied perspectives of AHRM. 3. Analyse problems and develop managerial solutions to employment related problems at both international and workplace level.

Syllabus

Unit-I

The Concept of Behavior in Organizations: need and objectives, significance of organizational behavior. **Emerging Trends:** changing workforce, employment relationship, informational technology and organizational behavior. **Individual Behavior and Interpersonal Behavior:** factors affecting individual behavior, models of individual behavior, transactional analysis in interpersonal behavior.

Unit-II

Personality in Organization: determinants of personality, theories of personality, Myers Briggs Types Indicator (MBTI). **Workforce Emotions:** attitude and organizational commitment, types of emotions, managing emotions, the five dimensions of emotional intelligence, components of attitude, cognitive dissonance theory of attitude, building organizational commitment.

Unit-III

Work Team and Conflict: stages of team development, team norms. team cohesiveness, social loafing. **Conflict:** types, sources of conflict, resolving conflict. **Leadership:** concept of transformational, transactional and charismatic leadership, behavioral theory of leadership, managerial grid style, gender issues in leadership.

Unit-IV

Organizational Culture and Stress: components of culture, strategies to merge different culture, strengthening organizational culture. **Stress:** causes of stress, consequences, stress management strategies. **Organizational Change:** forces for change, resistance to change, overcoming resistance to change.

Reference Books:

S.No.	Author(S)	Title	Publisher
1	Gary Dessler and Biju Varkkey	Human Resource Management	Pearson Prentice Hall 12 th Edition
2	Tanuja Agarwala	Strategic Human Resource Management	Oxford University Press 2007 Edition
3	S. S. Khanka	Human Resource Management	S. Chand and Company Limited Reprint 2007



Course Code	MGT 319
Course Title	Compensation Management
Type of course	DSE
L T P	4 0 0
Credits	4
Course prerequisite	10+2
Course Objectives (CO)	The course is designed to promote understanding of issues related to the compensation or rewarding Human Resources in the Corporate Sector.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Learn basic compensation concepts and the context of compensation practices. 2. Illustrate different ways to strengthen the pay- for- performance link. 3. Learn the concepts of payment and employee benefits for the issues for contingent workers.

Syllabus

Unit-I

Introduction to Compensation: Compensation Defined, Goals of Compensation System, Compensation Strategy Monetary & Non-Monetary Rewards, Intrinsic Rewards Cafeteria Style Compensation, Fringe Benefits and Supplementary Compensation

Unit-II

Compensation for Workers: Wage Theories, Evolution of Modern Day Labor Force, Incentive Plans, ESOP's, EVA Reward Management in TNC's, Discrimination in Labor Market, Quality in Labor Market.

Unit-III

Compensation for Chief Executives and Other Employees: Guidelines of Companies Act Relating to CEO Compensation. Different Components of Compensation Package.

Unit-IV

“Job Evaluation” Job Description and Job Specification: Job Analysis & Its Process, Methods of Job Evaluation, Internal and External Equity in Reward Management, Role of Wage Board & Pay Commissions, International Compensation, Knowledge Based Compensation, Team Compensation, Competency Based Compensation

Reference Books:

S.No.	Author(S)	Title	Publisher
1	Henderson, Richard I.	Compensation Management: Rewarding Performance.	Prentice Hall of India Pvt. Ltd.
2	Micton, R.	Handbook of Wage and Salary Administration. London.	Handbook of Wage and Salary Administration. London.
3	Venkatratnam, C.S.	Rethinking Rewards and Incentive Management	Excel Books

Course Code	MGT321
Course Title	Principles of Organizational Development
Type of course	DSE
L T P	4 0 0
Credits	4
Course prerequisite	10+2
Course Objectives (CO)	To help students develop the skills at organizational level and enhance their competencies skills.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Understand the nature and concept of organisational transformation and transition. 2. Gain an insight into the organisational development programmes and techniques, emerging OD approaches and techniques and its application in organisations. 3. Provide conceptual and practice based approach on the implications of change tailoring the specific needs of the organisation through OD techniques.

Syllabus

Unit-I

Defining Organization Development, Nature and Scope of Organization Development, Features of Organization Development, Characteristics of Organization Development, Objectives of Organization Development, Assumptions, Values and Belief in Organization Development.

Unit-II

Meaning of Change, Stimulating Forces for Change, External Forces, Internal Forces, Change Programmes, Individual Level Change, Group Level Change, Organizational Level Change, Team Building, Team Interventions, Broad Team Building Interventions, Varieties of Team Building Interventions in a Formal Group. Inter Group Interventions, Third Party Peacemaking Interventions, Personal Interventions.

Unit-III

Characteristics of Effective Change Programmes, Models of Change Systems Model of Change, Lewin's Force Field Analysis Model, The Continuous Change Process Model, Change and Transition Management Model, Organizational Growth Model

Unit-IV

The Evolution of Organization Development, Why is change needed in organization? Meaning of Change Agents, Types of Change Agents, Characteristics of Successful Change Agents, Advantages and Disadvantages of Internal and External Change Agents. Future Trends In OD.

Reference Books:

S. No.	Author(s)	Title	Publisher
1	Kondalkar	Organization Effectiveness and Change Management	PHI Learning, New Delhi, 2009
2	Dipak Bhattacharyya	Organizational Development	Oxford University Press, New Delhi, 2011.
3	Sinha, Dharni P.	Team Building & OD	New Delhi, India: ISABS.

Course code	MGT323
Course Title	Banking Law and Practices
Type Of course	DSE
LTP	4:0:0
Credits	4
Course Prerequisites	10+2
Course objective	This course aims to familiarize the student with the basic principles of Banking Law and its Practice.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Have knowledge of banking, insurance and capital market law besides fundamental legal knowledge. 2. Carry out financial analysis of banks and insurance companies. 3. Analyse risks and financial problems.

Syllabus

Unit-I

Origin of banks – Banking Regulation Act, 1949 (Definition of Banking, Licensing, Opening of branches, Functions of Banks, Inspection) – Roll of Banks and Economic Development – Central Banking and Role of RBI and their functions.

Unit-II

Commercial Banks–Functions –E–Banking–ATM Cards, Debit cards, Personal Identification Number–Online enquiry and update facility–Electronic Fund Transfer – Electronic Clearing System –Credit Creation and Credit Control.

Unit-III

Opening of an Account – Types of Deposit Account – Types of customers (Individuals, firms, Trusts, and Companies) – Importance of customer relations – Customer grievances and redressal Ombudsman.

Unit-IV

Principles of lending – Types of Loans – Precautions to be taken by a banker while lending against various securities Negotiable instruments – Promissory Note – Bills of Exchange, Cheque, Draft – Definitions, Features – Crossing – Endorsement – Material Alteration – Paying Banker

Reference Books:

S no	Name	Authors	Publisher
1	Banking and Financial Systems	B. Santhanam	(Margham Publishers)
2	Banking Law Theory and Practice	S.N. Maheswari	Kalyani Publications

Course code	MGT325
Course Title	Commodity Market - I
Type Of course	DSE
LTP	4:0:0
Credits	4
Course Prerequisites	10+2
Course objective	This course aims to familiarize the student with the basic principles to provide an open platform for the interaction of free play of the forces of demand and supply.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Understanding the articulation of commodities with the financial markets. 2. Concept of hedging and speculation. 3. Have an understanding of how to analyse simple market models theoretically in both static and dynamic forms.

Syllabus

Unit-I

Introduction to Commodities Market Meaning, History and Origin, Types of Commodities Traded, Structures of Commodities Market in India, Participants in Commodities Market, Trading in Commodities in India, Commodity Exchange in India and Abroad. Introduction to Derivatives Market Meaning, History and Origin, Elements of a Derivative Contract, Factors Driving Growth of Derivatives Market, Types of Derivatives, Participants in Derivatives Market, Advantages and Disadvantages of Trading in Derivatives Market,

Unit-II

Futures: Futures Contract Specification, Terminologies Concept of Convergence Relationship between Futures Price and Expected Spot Price, Basis and Basis Risk, Pricing of Futures Contract. Hedging: Speculation and Arbitrage using Futures, Long Hedge – Short Hedge, Cash and Carry Arbitrage, Reverse Cash and Carry Arbitrage, Perfect and Imperfect Hedge.

Unit-III

Options: Options Contract Specifications, Terminologies, Call Option, Put Option, Difference between Futures and Options, Trading of Options, Valuation of Options Contract, Factors Affecting Option Premium, Basic Understanding of Option Strategies. Options Pricing Models: Binomial Option Pricing Model, Black–Scholes Option Pricing Model.

Unit-IV

Meaning and Concept, SEBI Guidelines, Trading Mechanism – Types of Orders, Clearing Mechanism – NSCCL – its Objectives and Functions, Settlement Mechanism – Types of Settlement. Value at Risk, Risk Management Measures, Types of Margins, SPAN Margin.

Reference Books:

Sr.No.	Name	Authors	Publisher
1	Guide to Indian Commodity market	Ankit Gala and Jitendra Gala	Himalaya Publishing House
2	Commodity Markets	Dr.Preeti Singh	Kalyani Publisher



Course code	MGT327
Course Title	Insurance Principles and Practices
Type Of course	DSE
LTP	4:0:0
Credits	4
Course Prerequisites	10+2
Course objective	The purpose of this paper is to acquaint the student with the concepts which are helpful to know about the Insurance Principles and its applicability.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Acquaint the students with Indian Insurance industry. 2. Familiarize the students with the Basic Principles, functions and Importance of insurance management. 3. Compare various kinds of insurance plans as well as the contract selection criteria from a cost-benefit point of view.

Syllabus

Unit-I

The Concept of Insurance and its Evolution The basics and nature of insurance ,evolution and nature of insurance , how insurance operates today, different classes of insurance , importance of insurance ,how insurance takes care of unexpected eventualities. The Business of Insurance: Management of risk by individuals ,management of risk by insurers ,fixing of premiums ,reinsurance and its importance for insurers ,role of insurance in economic development and social security ,contribution of insurance to the society

Unit-II

Insurance Customers Understanding insurance customers, different customer needs,importance of customers ,customer mindsets ,customer satisfaction customer behavior at purchase point, customer behavior when claim occurs ,importance of ethical behavior.

Unit-III

The Insurance Contract: Terms of an insurance contract ,principles which form the foundation of insurance ,significance of the principle of insurable interest , the principle of indemnity , the principle of subrogation ,the principle of contribution ,disclosure of all relevant information ,principle of utmost good faith ,the relevance of proximate cause ,the insurance contract.

Unit-IV

Insurance Terminology: Common terms used in insurance,terms common to both life and non –life insurance ,terms are specific to life and non –life insurance ,how insurance terms are used. Concept of Unit-linked policies: LIP premium and its break-up ,Types of funds in ULIPS , Traditional plans Vs ULIPS ,How ULIPS work, Top Up & NAV , Features of ULIPS , Revival of ULIPS , IRDA guidelines on ULIPS.

Reference Books:

S no	Name	Authors	Publisher
1	Insurance and Risk Management,	Gupta. P.K.	Himalaya Publishing House
2	Principles and Practices of Insurance	Panda. G.S.	Kalyani Publications



Course Code	MGT302
Course Title	Strategic Management
Type of Course	Core
L T P	5 0 0
Credits	5
Course Prerequisites	10+2
Course Objectives (CO)	To help the students to learn the process of strategic decision making, implementation and evaluation of corporate policies.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Understand growing importance of strategies in uncertain business environment. 2. Understand applicability of various strategies in varied situations. 3. Develop skills to deal with ever changing business situations.

Syllabus

Unit-I

Understanding Strategy and Strategic Management: Strategic Management Process. Strategic Decision Making. Levels of Strategy. The Secret of Success of Successful Companies (Mckinsey's 7 model) Defining Strategic Intent: Vision, Mission Goals and Objectives.

Unit-II

External Environment Analysis: Strategically Relevant Components of External Environment. Industry Analysis – Porter's Five Forces Model; Strategic Group Mapping; Industry Driving Forces; Key Success Factors. External Factor Evaluation Matrix. Internal Environment Analysis - Resource Based View of an Organization: VRIO Framework; Value Chain Analysis;

Unit-III

Environmental Scanning Techniques – ETOP and SWOT Analysis Business Level Strategies – Porter's Framework of Competitive Strategies: Cost Leadership, Differentiation and Focused Strategies. Corporate Level Strategies – Growth Strategies – Horizontal and Vertical Integration;

Unit-IV

Portfolio Strategies – BCG Model, G E Business Planning Matrix, Shell's Directional Policy Matrix, Product Life Cycle Matrix. Strategy Implementation– Strategy- Structure Fit: Developing and Modifying Organizational Structure. Leadership and Organization Culture.

Recommended Books

S. No.	Title	Author(s)	Publisher
1	Concepts in Strategic Management and Business Policy	Wheelen, Thomas L., Hunger david J. and Rangarajan Krish	Pearson Education, India
2	Strategic Management- Concepts and Cases	David, R Fred	Pearson Education



Course Code	MGT304
Course Title	Commercial Law
Type of Course	Core
L T P	5 0 0
Credits	5
Course Prerequisites	10+2
Course Objectives (CO)	The objective of the course is to familiarize the students with the nature of legal regulatory environment of corporate enterprises in India.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Define basic terms, values and laws in the area of Commercial law. 2. Describe methods of applying principles and provisions of commercial law. 3. Compose simple contracts.

Syllabus

Unit-I

Law of Contract: definition and nature of contract, offer and acceptance, consideration, capacity of parties, free consent, legality of object, contingent contracts.

Unit-II

Performance and Discharge of Contract: quasi contract, remedies for breach of contract.

Introduction to the concept of agent and different types of mercantile agents, Bailment and Pledge, Indemnity and Guarantee.

Unit-III

Negotiable Instruments: bills of exchange, promissory note, cheque, and parties to negotiable instruments, dishonor of negotiable instrument, liability of banker and drawer.

Unit-IV

Company Law: definition and nature of a company, kind of companies, incorporation of companies, memorandum of association and articles of association, membership of a company, winding up and dissolution of companies.

Recommended Books:

S. No.	Author(s)	Title	Publisher
1.	Varinder Kumar and Bodh Raj	Business Communication	Kalyani Publishers
2.	R.Datta Roy and KKD heer	Communications Skills	Vishal Publishing

Course Code	MGT306
Course Title	Consumer Buying Behavior
Type of Course	DSE
L T P	4.0.0
Credits	4
Course Prerequisites	10+2
Course Objectives (CO)	The objective of this course is to help students understanding the various factors effecting consumer behavior and to understand the process of consumer buying.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Provide an understanding of how consumers make decisions. 2. Analyze personal and environmental factors that influence consumer decisions. 3. Understand the processes used when individuals, group or organizations make buying decisions.

Syllabus

Unit-I

Introduction to Consumer Behavior: Nature, Scope and Importance. Consumer Motivation: Nature of Motivation; Types of Consumer Needs and Motives; Dynamics of Motivation; Need Conflict; Need Hierarchy Theory of Motivation and its Applications; Measurement of Motives.

Unit-II

External Influences on Consumer Behaviour: Group behaviour: Meaning and types of group, Influence of Reference Groups, group appeals, Family: Functions of family, Family decision making, Family Life Cycle, Culture: Values and Norms, Characteristics and Affect on Consumer Behaviour, Types of sub culture, Cross cultural consumer, Social Class: Categories, Measurement and Applications of Social Class, Consumer behavior in adapting new products, participants in buying decisions

Unit-III

Personality and Consumer Behavior: Definition of Personality; Theories of Personality; Personality and Consumer Diversity; Self Concept and Self Image; Life Style and Psychographics. Consumer Perception: Elements of Perception; Dynamics of Perception, Perceptual Process; Perception and Marketing Strategy; Perceived Risk.

Unit-IV

Consumer Buying behavior, Buying process, Types of consumer decisions, strategies to change consumer behavior, Types of consumer decisions- making models. Post purchase behavior, diffusion process

Reference Books

S. No.	Title	Author(s)	Publisher
1.	Consumer Behaviour	Schiffman, I. G. and Kanuk, L. L	Pearson Eductaion
2.	Consumer Behaviour	Blackwell, Roger D., Miniard, Paul W, and Engel James F.	Cengage

Course code	MGT308
Course Title	Rural and Agriculture Marketing
Type Of course	DSE
LTP	4:0:0
Credits	4
Course Prerequisites	10+2
Course objective	The objective of this course is to explore the students to the Agriculture and Rural Marketing environment
Course Outcomes	<p>Student will able to:</p> <ol style="list-style-type: none"> 1. Gain knowledge on agricultural marketing, challenges and prospectus for improving agricultural marketing system. 2. Gain skills to analyse marketing functions, marketing information and intelligence. 3. Understand the needs and buying behaviour of rural consumers and satisfying rural demand.

Syllabus

Unit-I

Rural Markets: concept and scope of rural market, rural markets' characteristics, rural environmental factors, rural consumer behavior, rural consumer Vs urban consumers, relevance of marketing mix for rural market/Consumers, rural development as a core area, problems in rural marketing. Indian Rural Market Environment, **Population and its locations:** occupation pattern, expenditure pattern, infrastructure facilities. Efforts put for Rural development in Five years plans.

Unit-II

Segmentation, Targeting & Positioning: segmentation, targeting and positioning for rural market, market forces, promotional strategies and distribution strategies for rural consumers.

Rural Marketing Strategies: rural market segmentation, strategies on product, price, promotion and distribution.

Unit-III

Agricultural marketing: understanding agricultural markets, nature & scope, objectives of agriculture marketing, challenges in agriculture marketing, agriculture marketing & its economic importance. **Agricultural Products and their market:** marketing of agricultural Product, formation of cooperative marketing and processing societies, marketing of rural / cottage industry / artisan products.

Unit-IV

Export of Agri-Products: export potential for agri-products, role of Government and Non-Govt. agencies in the development of rural and agricultural sector, marketing strategies for seeds, fertilizers, pesticides.

Reference Books

Sr.No.	Name	Authors	Publisher
1	Rural Marketing	Badi &Badi :	Vikas
2	Agriculture problems in India	Mamoria, C.B. & Badri Vishal	Pearsons



Course code	MGT310
Course Title	Sales and Distribution Marketing
Type Of course	DSE
LTP	4:0:0
Credits	4
Course Prerequisites	10+2
Course objective	The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Understand functions of sales man within the range organization. 2. Understand the selling concepts and theories within various sales situations. 3. Understand the various sales functions like Budgeting, sales quota, sales territories and sales forecasting.

Syllabus

Unit-I

Introduction to Sales Management: nature, role and importance, functions of sales manager. sales organization, formal, informal, horizontal, vertical, centralized, decentralized, geographic, customer. **Planning and Recruitment of Sales Force:** job analysis specification, job description, sources of recruitment, selection of sales person.

Unit-II

Sales Training: objective, designing training programme. **Sales Force Motivation:** nature, importance, factors influencing the motivation of sales force. **Compensations:** types, compensations plan. **Evaluation of Sales Forces Performance:** qualitative and quantitative basis to evaluate sales force, setting sales quotas, sales budget.

Unit-III

Marketing Channels: structure, channel intermediaries-role and types, wholesaling and retailing, logistics of distribution, channel planning. **Organizational Patterns in Marketing Channels:** assessing performance of marketing channels, international marketing channels.

Unit-IV

Physical Distribution: meaning, organization & management. **Channels of Distribution:** functions, selection & motivation of intermediaries. **Transport System Elements and Management:** features, types & role of different modes of transport, transportation rates of pricing, distribution control and performance evaluation.

Reference Books

Sr.No.	Name	Authors	Publisher
1	Advertising Management	.Rajeev Batra, John G.Myers, David A. Aaker	Pearson Education
2	Advertising-Planning and Implementation	Raghuvir Singh	Prentice Hall India

Course Code	MGT312
Course Title	Fundamentals of Services Marketing
Type of Course	DSE
L T P	4.0.0
Credits	4
Course Prerequisites	10+2
Course Objectives (CO)	This course aims at creating understanding among the students to apply service marketing concepts and strategies to the create customer value in today's highly competitive environment.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Understand the fundamental concepts of service marketing and its functions. 2. Identify the role and significance of various elements of service marketing mix. 3. Analyze customer requirement, measure service quality and design and deliver better service.

Syllabus

Unit-I

Introduction to Services, Growth of service sector economy, Service characteristics, Service classification, Servicemarketing mix, service blue print

Unit-II

Service consumer behavior, Decision making perspective, Element of risk in services buying, Service decision process, Service strategy; Anatomy of a service exchange - encounter types, customer and staff, customer and system, customer and environment, customer and customer

Unit-III

Consumer behavior in services: customer expectation of service, customer perceptions of service. Customer Satisfaction and Service Quality, e-Service Quality Dimensions for Influencing Customer Perceptions.

Unit-IV

Managing productivity and differentiation in services organizations, Demand supply management, Advertising, Branding and packaging of services, Service Recovery management, application of services marketing and case studies

ReferenceBooks

S. No.	Title	Author(s)	Publisher
1.	The Essence of Services Marketing	Adrian Paye	Prentice Hall India
2.	Services Marketing	Sanjay P. Palankar	Himalaya Publishing House

Course Code	MGT314
Course Title	Portfolio Management and Investment Analysis
Type of Course	DSE
L T P	4 0 0
Credits	4
Course Prerequisites	10+2
Course Objectives (CO)	This course aims at providing the students a comprehensive introduction to the areas of security analysis and portfolio management.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Understand the nature of investments in corporate securities. 2. Develop the relationship between interests and prices of bonds. 3. Use duration and convexity in the analysis of the price sensitivity of bonds to interest rate changes.

Syllabus

Unit-I

Meaning of investment – speculation and Gambling –Investment avenues - Types of investors – Investment objectives – The investment process – Security Analysis – Meaning of security – Types of securities – Meaning of security analysis, Risk and Return – Computation of return – Meaning and definition of risk – Types: Systematic risk- Market risk, Purchasing power risk, Interest rate risk, Unsystematic risk- Business risk, Minimizing risk exposure, Risk measurement

Unit-II

Stock Exchanges; Mechanism of Trading, Evaluation of Securities: Bonds, Debentures, Preference Shares and Equity Shares.Fundamental Analysis : Concept & significance of economic analysis, industry analysis : introduction, need for industry analysis : alternative classification of industry, industrylife cycle analysis, economic factors & industry analysis, SWOT analysis for industries,Technical Analysis: Different techniques of analysis, DOW theory, volume indicators, market sentiment indicators, confidence indicators, points & figure charting, bar charting.

Unit-III

Capital Market Theory – CAPM theory: Assumptions –CAPM Model – Capital Market Line (CML) – Security Market Line (SML) – Evaluation of securities – Present validity of CAPM – Arbitrage Pricing Theory (APT) –Assumptions – APT model – AP equation – Factors affecting return – APT and CAPM

Unit-IV

Financial management of multinational firms: foreign direct investment and cross-border acquisitions, international capital structure and the cost of capital; international capital budgeting; multinational working capital policy and cash management; exports and imports; International tax environment; corporate governance around the world.

ReferenceBooks:

S. No.	Title	Author(s)	Publisher
1	Security Analysis and Portfolio Management	Fischer & Jordan	Prentice Hall India
2	Security Analysis and Portfolio Management	Punithavathy Pandian	Vikas Publishing House Pvt. Ltd



Course code	MGT316
Course Title	Management of Financial Services
Type Of course	DSE
LTP	4:0:0
Credits	4
Course Prerequisites	10+2
Course objective	The objective of this paper is to acquaint the students with emerging trends in financial services.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Describe operational, business, financial and traditional risk. 2. Distinguish among various financial intermediaries and markets. 3. Developing their skills to manage financial services.

Syllabus

Unit-I

Financial Services -Meaning, types and their importance. Depository - Introduction, Concept, depository participants, functioning of depository systems, process of switching over to depository systems, benefits, depository systems in India, Dematerialization and Re-materialization. Role, objectives and functions of SEBI and its guidelines relating to depository system.

Unit-II

Mutual funds and AMCs -Concept, origin and growth of mutual funds, Constitution & management of MFs -Sponsors, Trustees, AMCs, and custodians. Classification of mutual fund schemes, advantages and disadvantages in mutual fund schemes, NAV and pricing of mutual fund units. Recent trends in mutual funds in India. Credit rating - the concept and objective of credit rating, various credit rating agencies in India and International credit rating agencies, factors affecting credit rating & procedural aspects.

Unit-III

Leasing -concept and development of leasing, business, difference between leasing & hire purchase, types of leasing business, advantages to lessor and lessee. Tax aspect of leasing. Merchant Banking -Origin and development of merchant banking in India scope, organizational aspects and importance of merchant bankers. Latest guidelines of SEBI w.r.t. Merchant bankers. Venture capital -concepts and characteristics of venture capital, venture capital in India, guidelines for venture capital.

Unit-IV

Debt Securitisation: Meaning, Features, Scope and process of securitisation. Factoring - Development of factoring types & importance, procedural aspects in factoring, financial aspects, prospects of factoring in India. Plastic Money -Concept and different forms of plastic money -credit and debit cards, pros and cons. Credit process followed by credit card organisations. Factors affecting utilisation of plastic money in India.

ReferenceBooks:

Sr.No	Name	Authors	Publisher
1	Financial Institutions & Markets' -	L M Bhole ‘	Tata McGraw
2	Financial Services	M.Y Khan	Tata McGraw



Course Code	MGT318
Course Title	Corporate Tax Management
Type of course	DSE
L T P	4 0 0
Credits	4
Course prerequisite	10+2
Course Objectives (CO)	The objective of this course is to provide basic essential knowledge of various concepts of Direct Taxation, Indirect Taxation and Tax planning to the Students
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Helps in taking different financial/managerial decisions after evaluating and reviewing the impact of direct and indirect tax laws. 2. Develop the ability to evaluate the difference between tax planning and tax avoidance provisions. 3. Familiarize the students with relevant provisions of taxation laws (both direct and indirect taxes).

Syllabus

Unit-I

Definitions of Basic Terms: concept, types, objectives, Indian taxation system, residential status

Heads of Income: Salaries, Income from House Property, Income from Business and Profession.

Unit-II

Income from Capital Gain: Income from Other Sources. Exempted Incomes, Clubbing of Income, Set-off and Carry Forward of Business Loss, Deductions under section 80, Tax Code and its main features

Unit-III

Concept of Tax Planning: meaning, importance, scope, basic concepts, tax planning vs. tax avoidance and tax evasion, methods of tax planning.

Unit-IV

Management of Indirect tax: basic concepts of central excise, classification of excisable goods, central excise procedures. basic concepts of customs duty, classification of customs duty. VAT and GST.

Reference Books

S.No.	Author(S)	Title	Publisher
1	Dr V K Singhania/Dr Monica Singhania	Corporate Tax Planning & Business Tax Procedures,,	Taxman, Publication
2	E.A. Srinivas	Corporate Tax Planning	Tata McGraw Hill Publishing Co.

Course Code	MGT320
Course Title	Principles of Debt Market
Type of Course	DSE
L T P	4 0 0
Credits	4
Course Prerequisites	10+2
Course Objectives (CO)	The objective of this course is to provide basic essential knowledge of various concepts of Direct Taxation, Indirect Taxation and Tax planning to the Student.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Understanding of fundamental concepts of debt markets. 2. Financial instruments in various markets and important financial services. 3. Understand basic features of debt security. Debt securities include securities offered by corporate or government.

Syllabus

Unit-I

Introduction to Debt Market, Debt instruments: fundamental features, Indian debt markets: profile, central government securities: bonds, t- bills, state government bonds, bond market indices and benchmarks.

Unit-II

Trading in Wholesale Debt Market (WDM) Call money markets, corporate debt: bonds, commercial paper & certificate of deposits, repos, trading mechanism in the NSE- WDM.

Unit-III

Regulatory Framework G- Sec Act 2006; SEBI (Issue and Listing of Debt Securities) Regulations 2008 and Market Practices and Procedures.

Unit-IV

Valuation of Bonds Valuation of bonds, yield curve and term structure of interest rates–bootstrapping, alternative methodologies to estimate the yield curve, NSE ZCYC (Nelson Seigel Model), duration, fixed income derivatives–interest rate futures, swaps and guidelines.

Reference Books :

S. No.	Author(s)	Title	Publisher
1	Bhardwaj, Gautam	The Future of India's Debt Market	Tata McGraw Hill
2	Suryanarayan	Debt Market	ICFAI Publication Press
3	Fabozzi, Frank	Fixed Income Analysis Workbook	John Wiley & Sons

Course Code	MGT322
Course Title	Basics of Industrial Psychology
Type of Course	DSE
L T P	4-0-0
Credits	4
Course Prerequisites	Basic knowledge of HRM
Course Objectives (CO)	To understand the student to understand the basics industrial behavior, work force diversity.
Course Outcomes	<p>Student will able to:</p> <ol style="list-style-type: none"> 1. Describe major topics and sub-specialities including critical theory and research finding that have defined the field of industrial psychology. 2. Describe the complicated systems of individual and group psychological processes involved in the world of work. 3. Connect the basic principles of industrial psychology to personnel and human resources management within the organisation.

Syllabus

Unit-I

Introduction to Industrial Psychology: Definitions & Scope. Brief history of industrial and organizational psychology. Individual differences and their evaluation, Types of individual differences. Major influences on Industrial Psychology-Scientific management and human relations schools Hawthorne Experiments.

Unit-II

Psychological testing: Utility, Reliability, and Validity. Attitudes: Meaning, Characteristics, Work Environment Psychology: Job and Job Analysis, Human factors in Job Design, Working Conditions, Accidents and Safety Fatigue, Boredom, Time and Motion studies, Workspace design. Methods of measuring attitudes. Counterproductive Work Behavior.

Unit-III

Training, learning and performance: Training need analysis, Learning process in training, Contents and methods of training, evaluating training programs, specialized training programs, cross-cultural training.

Unit-IV

Stress and worker Well-Being: Work place Stress, Consequences of stress, Theories of Stress, Reducing and managing stress, Violence at work, Work Motivation theories, Quality of work life, Equal Employment Opportunity, Positive psychology in the workplace; Approaches: Demand control model, Job Demands- Resources, Job characteristics models

Reference Books:

S. No.	Title	Author(s)	Publisher
1	Human Resource Management (5th edition)	Aswathappa, K.	New Delhi: Tata McGraw Hill.
2	Industrial Psychology'	Ghosh, P. K. &Ghorpade, M.B	Himalaya Publications
3	Miner, J.B	Industrial- Organisation Psychology	Tata McGraw Hill.



Course Code	MGT324
Course Title	Management of Industrial Relations
Type of course	DSE
L T P	4 0 0
Credits	4
Course prerequisite	10+2
Course Objectives(CO)	The course aims at providing basic knowledge of relationship among various levels of management and employees.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Understand establishing & maintaining a sound relationship between the worker & the employer. 2. Clarify the use & importance of various Acts & their uses in Industrial Relations. 3. Keep away from strikes & lockouts so as to enhance the economic status of the employee.

Syllabus

Unit-I

Concept of industrial relations: introduction, meaning, objectives, scope, aspects of industrial relations, conflict and cooperation, parties in industrial relations, workers employers and government, trade unions, objectives of collective bargaining.

Unit-II

Concept of WPM: workers participation in management, levels of participation, mode of participation, works committee, joint management councils, grievance procedure, quality circles.

Trade Union Act 1926: Trade Union Act 1926, immunity granted to registered trade unions, recognition of trade unions. **The Industrial Employment Act 1946:** scope, coverage, certification process, modification, interpretation, and enforcement.

Unit-III

The Industrial Disputes Act 1947: objective of the act, forum for settlement of disputes, strikes, lockouts and closure, salient features, coverage of employees and employers, rules and benefits. The Payment of Wages Act 1936.

Unit-IV

Other labor welfare acts: The Factories Act 1948, definition, approval, licensing and registration, health and welfare measures, employment of women and young persons, leave with wages and weekly holidays standing. The Payment of Gratuity Act 1972, The Minimum Wages Act 1948, and The Payment of Bonus Act 1965

Reference Books:

S.No.	Author(S)	Title	Publisher
1	S C Srivastava.	Industrial Relations and Labour Laws.	Vikas Publishing House.
2	T N Chhabra.	Industrial Relations and Labour Laws.	Dhanpat Rai Publishing House



Course Code	MGT326
Course Title	Psychology of Interpersonal Relationship
Type of course	DSE
L T P	4 0 0
Credits	4
Course prerequisite	10+2
Course Objectives (CO)	To understand the student to understand the basics industrial behavior, work force diversity.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Understand the competencies associated with communicating with those from other cultures. 2. Send and interpret verbal and nonverbal messages accurately and effectively. 3. Portray how great correspondence with other can impact our working connections.

Syllabus

Unit-I

Concept and Types of Interpersonal Relationship: interaction, the essence of a relationship, theories of social interaction, types of relationship, interpersonal attraction, and transactional analysis.

Unit-II

Interpersonal attraction: factors determining attraction. **Sociometry:** social motives, types, social influences, conformity, compliance, obedience, pro social behavior, situational factors, individual characteristics, empathy, altruism, prejudice. **Discrimination in Action:** origin, methods to reduce it. **Aggression:** theories of aggression, types of aggression, determinants of aggression, environmental causes, prevention and control of aggression.

Unit-III

Relationship at Work: nature, purpose and importance of human relations at work, influencing behavior at work, development of human relations movement, team work and team building, formal and informal relationship at work. **Interpersonal Communication:** basic nature and forms of communication, verbal and nonverbal communication, communication channels, process and barriers, communication through body language, improving personal communication.

Unit-IV

Conflicts in Relationship and Strategies for Improving Human Relationship: self disclosure, JOHARI window, SWOT analysis, barriers to self-disclosure, improving self-perception, positive strokes and relationship building. **Prosocial behavior:** factors involved in co-operation. **Conflict:** nature and major causes of conflict in relationships, individual level conflict, group conflict, conflict management techniques.

Reference Books:

S.No.	Author(S)	Title	Publisher
1	Berscheid, E., & Regan Cliffs,	The Psychology of Interpersonal Relationships.	Prentice Publication Hall
2	Duck P.	Human Relationships. Edition. Thousand Oaks,	Sage Publication



Course Code	MGT328
Course Title	Managerial Development
Type of course	DSE
L T P	4 0 0
Credits	4
Course prerequisite	10+2
Course Objectives (CO)	To help students develop the skills of conflict avoidance, resolution and negotiation.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Regulate and add to the plan and assessment of the presentation the board program. 2. Regulate and add to the structure and assessment of the exhibition the board program. 3. Encourage and convey the HR segment of the association's strategy.

Syllabus

Unit-I

Human Resource Development – Evolution of HRD - Relationship with HRM - Human Resource Development Functions - Roles and Competencies of HRD Professionals - Challenges to Organization and HRD professionals – Employee Behaviour – External and Internal Influence – Motivation as Internal Influence – Learning and HRD – Learning Strategies and Styles

Unit-II

Frame work of Human Resource Development - HRD Processes - Assessing HRD Needs - HRD Model, Implementing HRD programs, Training Methods - Self Paced/Computer Based/ Company Sponsored Training - On-the-Job and Off-the-Job - Brain Storming.

Unit-III

Evaluating HRD programs - Models and Frame Work of Evaluation- Assessing the Impact of HRD Programs, Management Development - Employee counseling and wellness services – Counseling as an HRD Activity - Counseling Programs.

Unit-IV

Work Force Reduction, Realignment and Retention - HR Performance and Bench Marking - Impact of Globalization on HRD- Diversity of Work Force - HRD programs for diverse employees - Expatriate & Repatriate support and development.

Reference Books:

S. No.	Author(s)	Title	Publisher
1	Uday Kumar Haldar	Human Resource Development	Oxford University Press, 2009
2	Dr. S. Riasudeen	Human Resource Development	PHI Learning, 2001
3	Srinivas Kandula	Strategic HRD	PHI Learning, 2001



Course code	MGT330
Course Title	Commodity Market - II
Type Of course	DSE
LTP	4:0:0
Credits	4
Course Prerequisites	10+2
Course objective	The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy.
Course Outcomes	Student will able to: 1. Increase the capacity to comprehend the connections between the calculated plan and working of product exchanging. 2. Procured information to the test in recreations. 3. Comprehend the capacity and structure of Indian ware advertise.

Syllabus

Unit-I

Understanding of Commodity Markets & Trading, Introduction to course and Multi Commodity Exchange. Introduction to commodities markets, Historical perspective and growth of global and domestic development of commodity markets, Regional and National level commodity exchanges, types of commodities traded

Unit-II

General introduction to MCX, its set up, trading operations in MCX, membership issues and fees structure, registration procedure, etc. Regulatory issues, Regulation of Indian commodity exchanges, FMC and its role. Role of Government in promoting commodity trading; recent policy and regulatory measures and changes.

Unit-III.

Important Indian & Global Commodity Exchanges, contracts traded on them, special features of these exchanges if any. Role of Banks and Warehousing in Commodity Markets. Foreign Exchange & Commodity Markets, FDI, possible role of FIIs in Commodity Markets, potential impact of FII's role in Indian Commodity Markets, Trading in commodity futures Markets, market mechanism, role of brokers/members, trading strategies.

Unit-IV

Trading practices, Opportunities and Simulation Fundamental analysis on selected commodities, Case studies of four selected commodities, Hands on trading experience / mock trading / simulated games in commodity futures on four selected commodities

Reference Books:

Sr.No.	Name	Authors	Publisher
1	Commodity Markets	Dr.Preeti Singh	Himalaya Publishing House
2	Commodity Markets	NitiChatnani	Mcgraw Higher Ed



Course code	MGT332
Course Title	International Banking
Type Of course	DSE
LTP	4:0:0
Credits	4
Course Prerequisites	10+2
Course objective	This course aims to familiarize the student with the basic principles of Banking Law and its Practice operating at international level.
Course Outcome	Student will able to: <ol style="list-style-type: none"> 1. Increase the capacity to comprehend the connections between the calculated plan and working of product exchanging. 2. Procured information to the test in recreations. 3. comprehend the capacity and structure of Indian ware advertise.

Syllabus

Unit-I

International and multinational banking; Global trends and developments in International Banking; Operations of foreign branches of Indian banks.

Unit-II

International inter-bank business; Profitability of International Banking Operations; Investment Banking

Unit-III

Euro Currency Market; Offshore financial centres; International Financial Institutions; IMF, IBRD, BIS, IFC, ADB, WTO.

Unit-IV

Investment and Merchant Banking; Correspondent Banking –NOSTRO, VOSTRO, Mirror Accounts Etc.; International private banking; Wholesale banking & retail banking

Reference Books:

S.No.	Author(S)	Title	Publisher
1	R.K. Uppal	Indian Banking in the Globalized World,	New Century Publications
2	S.B. Verma, S.K. Gupta, M.K. Sharma	E-banking and Development of Banks	Deep & Deep Publications

Course code	MGT334
Course Title	Credit and Risk Management in Banking
Type Of course	DSE
LTP	4:0:0
Credits	4
Course Prerequisites	10+2
Course objective	The purpose of this paper is to acquaint the student with the concepts which are helpful to know about the Insurance Principles and its applicability.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. Gauge, execute and assess credit chance evaluation techniques for singular advances to corporate and retail borrowers. 2. Comprehend and fundamentally talk about strategies for observing and following model execution. 3. Comprehend and fundamentally talk about techniques for estimating and evaluating the credit danger of arrangement of advances

Syllabus

Unit-I

Bank credit Basic Principles and Approach –Three C’s – Purpose of lending –Security aspects – business experience/Management –Market –Purpose Trading –Manufacturing Service, Agriculture, Personal –Security: Primary –Collateral –Stock, Machinery, Land and Building – Guarantee –Different types of Mortgages.

Unit-II

Lending to Different Customers –Individuals –Partnership –Limited companies –Trust – Association –Legal aspects –Documents to be called for. Regulatory Aspect –Legal Documents Loan Documents – RBI Directives –Various Committees –Tandon –Chore, Nayak and such other committees.

Unit-III

Loan Processing –Sanctioning –Monitoring –Recovering Commercial Loans(Activity Based) – Government Sponsored Loans (mostly agricultural, Rural and Weaver section) –Trading: small –Retail – Wholesale Chain/Supermarket

Unit-IV

Corporate Finance –Project Finance –Appraisal –Assessment – Documentation –Disbursement –Monitoring –Follow Up –Review – Creation of Charge –Analysis of Balance sheet –Profit and Loss account –Cash flow and Fund flow working –Project approach
NPA –Causes and Remedial Measures –Management of NPA’s – Debt Recovery Tribunals –Asset Reconstruction Fund

Reference Books:

Sr.No.	Name	Authors	Publisher
1	Risk Management	M.Y. Khan	Kalyani Publisher
2	Credit Management and Risk Analysis	L M Bhole	Pearson Education



Course code	MGT336
Course Title	Bank Marketing
Type Of course	DSE
LTP	4:0:0
Credits	4
Course Prerequisites	10+2
Course objective	This course aims to familiarize the student to identify the core responsibilities typically assigned to marketing and to clarify the role of marketing in bank performance management.
Course Outcomes	Student will able to: <ol style="list-style-type: none"> 1. See how advertising hypothesis supports the promoting of banking administrations. 2. Acknowledge how late deduction in promoting and administrations showcasing applies to money related administrations. 3. Have the option to distinguish key issues for advertisers of money related administrations.

Syllabus

Unit-I

Introduction of Marketing and Key Concepts-Definition Marketing and Market, Four elements in Marketing Mix and their inter relationship. Marketing Planning-Micro and Macro factors influencing the market for an organisation, Bank Marketing and Marketing Mix, Bank Distribution. The art of Customer Service as applied to banking.

Unit-II

Customer Behaviour in Banking, Banking Consumer and Market Segmentation-Mass Marketing, Multiple Marketing, Steps in strategy formulation, Marketing Research in Banking- types of data-primary and secondary, uses of Marketing Research. Relationship Marketing in Banking, Competitive Analysis in Banking.

Unit-III

Bank's product strategy-Core, Value Added, Fundamental and Augmented Products, Product Item and Product Line , Difference between product and service , The concept of Product/Service Delivery in Banking, Pricing Strategies and its applications in banking-Elasticity of demand, Break Even Analysis, Different types of products and key variables.

Unit-IV

Banking Promotion Strategy-The Communication process,Goals of Communication,Steps in developing effective communication, Selling and Organising for sales and Selling to corporate clients-Meaning of corporate clients, relationship and transaction banking, bank organisation for large corporate clients

Reference Books:

S no	Name	Authors	Publisher
1	Marketing of Banking Services	Chacko, Oommen and Grewal, Rajendra	MacMillan India Ltd
2	Effective bank marketing	Reidenbach, R. Eric and Pitts, Robert E	Bank Administration Institute

