



**Program**  
**BBM (Bachelor of Business  
Management)**

**Faculty of Arts, Media &  
Commerce**

*Revised in 2015-2016*

## Table of Contents

<b>Contents</b>	<b>Pg. No.</b>
PROGRAM OUTCOMES	03
PROGRAM SPECIFIC OUTCOMES	03
EVALUATION SCHEME AND GRADING SYSTEM	04-08
CURRICULUM STRUCTURE	09-12
SYLLABUS	13-68
Course objective	
Course outcome	
Course content	

## **Programme outcomes**

### **PO1. Critical Thinking**

Analyse objectively organizational and Managerial issues on the basis of knowledge acquired, applying the principles of management and economics for arriving at decisions. Verify to what extent these decisions are reliable and feasible in the dynamic business and social environment. critically analyse human behavior at workplace

### **PO2. Effective Communication**

Proficiently comprehending & articulating in English & at least one Indian Language. Impactful communication in professional context ensuring effective transaction.

### **PO3. Social Interaction**

Develop a network of people, ideas, accounting records, media and technology, handle disagreements, facilitate discussion in teams, Instill the attitude of cooperation and harmony while working in a team, at the same time not losing sight of individual goals; develop an effective leader

### **PO4: Effective citizenship**

Sensitisation, awareness & motivation are generated through socially involved activities and pedagogy to enable an informed awareness of issues of national and international relevance and matters concerning to well being of a society

### **PO5: Ethics**

Devise ethical frameworks for developing an upright workplace by inculcating ethical business practices and implement these values in decisions taken from the organizational perspective. develop personal and corporate ethics.

### **PO6: Environment & sustainability**

Develop Sustainable business and economic models in order to maintain healthy balance between environmental and developmental needs, suitable in changing societal and environmental contexts

### **PO7: Self directed and lifelong learning**

Acquire the ability to engage independent learning in the context of changing perspectives of organization in a dynamic socio technological environment. Become responsible and disciplined person in both professional and personal domains of life.

## **Programme Specific Outcomes – BBA**

**PSO1:** obtain the basic principles of management, banking & insurance, International business for effective administration of organization leading to successful achievement of predetermined goals.

**PSO2:** Possess skills concerning to human resource, finance, production & operation, Marketing, sales and distribution in order to increase the administrative efficiency level of business operations. Evolve and adapt to the needs of specific occasions of business through

**PSO3:** understand & Develop theoretical concepts concerning to Motivation, leadership, Entrepreneurship to efficiently handle the critical situations arising within an organization. Rise to the occasions and needs of an organization for providing goal-oriented and customized solutions

**PSO4:** Use of accounting, financial and statistical tools for analyzing, finding and implementing the solutions for managerial challenges as well as effectively communicate the financial statements to the stakeholder in a manner accessible to the general public in both textual and graphical modes. apply statistical and accounting tools to analyze and evaluate financial statements to be suitable for corporate usage.

**PSO5:** Effectively communicate the goals and methods to the team members, organization and general public. To convince others about the effectivity of organizational vision and create fruitful partnership. Enable effective productive management of all the financial resources of corporate entity and support its growth

## **EVALUATION SCHEME AND GRADING SYSTEM**

### **R.13 Assessment Procedure**

R.13.1 The academic performance of each student in each course will be assessed on the basis of Internal Assessment (including Continuous Assessment) and an end-semester examination.

Normally, the teachers offering the course will evaluate the; performance of the students at regular intervals and in the end-semester examination.

In theory courses (that are taught primarily in the lecture mode), the weight for the Internal Assessment and End-semester examination will be 50:50. The Internal assessment in theory courses shall consist of at least two periodical tests, weekly quizzes, assignments, tutorials, viva-voce etc. The weight for these components, for theory-based courses shall be 20 marks for the Continuous assessment, comprising of Quizzes, assignments, tutorials, viva-voce, etc. and 15 marks each for both the Periodical Tests.

At the end of the semester, there will be an end-semester examination of three hours duration, with a weight of 50 marks, in each lecture-based course.

R.13.2 In the case of laboratory courses and practical, the relative weight for Internal assessment and End-semester examination will be 80:20. The weight for the components of Internal assessment will be decided by the course committee/class committee at the beginning of the course.

*Evaluation pattern for course having both Theory and Lab. components:*

Courses having only one hour per week for lecture/tutorial, be treated as a Lab. course, for evaluation purposes; and evaluation pattern will be 80 marks for continuous assessment of lab. work and 20 marks for end-semester lab. examination.

Courses having two hours per week for theory and/or tutorials, be given a weight of 60 marks and 40 marks for the Theory and Lab. components, respectively; The Lab. Component evaluation will be based on continuous evaluation, without any end-semester practical evaluation. 10 marks will be for continuous assessment of the theory portion, 10 marks for each of the two periodical tests, 30 marks for the theory end-semester examination and 40 marks for continuous assessment of lab. Work and Courses having three hours per week for theory and/or tutorials, be given a weight of 70 marks and 30 marks for the Theory and Lab. components, respectively; The Lab. component evaluation will be based on continuous evaluation, without any end semester practical evaluation. 15 marks will be for continuous assessment of the theory portion, 10 marks for each of the two periodical tests, 35 marks for the theory end-semester examination and 30 marks for continuous assessment of lab. work.

R.13.3 It is mandatory that the students shall appear for the end-semester examinations in all theory and practical courses, for completion of the requirements of the course. Those who do not appear in the end-semester examinations will be awarded 'F' grade, subject to meeting the attendance requirement.

At the end of a semester, examinations shall be held for all the subjects that were taught during that semester and those subjects of the previous semesters for which the students shall apply for supplementary examination, with a prescribed fee.

R.13.4 PROJECT WORK: The continuous assessment of project work will be carried out as decided by the course committee. At the completion of the project work, the student will submit a bound volume of the project report in the prescribed format. The project work will be evaluated by a team of duly appointed examiners.

The final evaluation will be based on the content of the report, presentation by student and a viva-voce examination on the project.

There will be 40% weight for continuous assessment and the remaining 60% for final evaluation.

If the project work is not satisfactory he/she will be asked to continue the project work and appear for assessment later.

#### **R.14 PUBLICATION / INTERNSHIP**

R.14.1 All students, if they are to be considered for award of Distinction at the time of graduation, are required to have published ONE paper in Scopus-indexed Journal/Conference.

Students with 8.0 and above CGPA from the UG Programme of Visual Media, at the end of the course, producing an output like Video Production / Animation / Portfolio / Graphic Output / Feature / Documentary / Programme etc. and the same to be judged by a panel which consists of at least ONE industry / Academic External Expert identified by the Department can be considered in lieu of mandatory publication.

R.14.2 Additional 10 marks will be awarded for each Publication, subject to a maximum of ONE paper per semester.

The additional marks shall be awarded in the semester in which the paper is published or presented, if applied for, within 10 days of the publication of results of the concerned semester. The additional marks can be awarded to any course(s) where the student has to improve his/her grade.

R.14.3 All publications shall be in Scopus-indexed Journals/Conferences and shall be as per the guidelines prescribed by the University.

R.14.4 Students who have undergone Internship at reputed organisations or National / International Institutions, with the prior approval of the concerned Departmental Chairperson and the Head of the School, may be considered for waiver of the requirement of publication, for the award of Distinction. However, the decision of the Departmental Chairperson and the Head of the concerned School, in this regard, shall be final.

#### **R.14.5 Co-curricular Activities**

The students during their period of study in the University are encouraged to indulge in sports, arts, Social/Community service and Seva activities. Bonus marks (5 to 10 marks) shall be awarded for representing AMRITA University in Sports, Cultural and Seva activities. The procedure for awarding these marks will be published by the University from time to time.

#### **R.15 REMEDIAL PROVISIONS**

##### **R.15.1 Supplementary Examinations:**

Students failed in a non-semester course (i.e. courses not registered by the student during the current semester), shall apply for appearance in the respective examination by paying a prescribed fee and take the examination.

A student who has secured an 'F' grade in a course may take the supplementary examination for a maximum of three additional attempts (excluding the regular end-semester examinations) carrying the previous Internal marks earned by them. Students failing to pass the course after three additional attempts shall henceforth appear for the supplementary examination for the entire 100 marks and the Internal assessment marks earned by them in the regular registration, shall not be considered.

If a student wishes to improve his/her internal marks, he/she can do so, by re-registering for the course by choosing any of the appropriate remedial options. In this case, the internal marks obtained by the student will be valid for the end-semester of the reregistration and three more additional attempts.

### R.15.2 **Other options:**

Certain courses may be offered as run-time-redo or as contact courses, as and when necessary to enable students who have dropped courses or failed in some courses, to register and endeavor to complete them.

a) **Re-registration:** Students who have failed in a course and opt to re-do the course may do so by re-registering for the course, along with a junior batch of students,

b) **Run-time re-do:** Certain courses may be offered specially for the benefit of failed students during the semester, on a regular pattern.

The above two modes, enable possible improvement of the Internal assessment marks.

c) **Contact courses:** Final-semester students and term-out students (students who have completed three-year period) may register for contact mode, to clear the failed courses, if any, subject to the approval of the Head of the School.

A maximum of only two courses, can be taken under contact mode, in the entire programme of study.

R.15.3 Supplementary examinations will be evaluated against the most recent grade rule (whenever the course was offered recently in the regular semester).

### **R.16 Grading**

R.16.1 Based on the performance in each course, a student is awarded at the end of the semester, a letter grade in each of the courses registered.

Letter grades will be awarded by the Class Committee in its final sitting, without the student representatives.

The letter grades, the corresponding grade points and the ratings are as follows:

#### ***Letter Grade Grade Points Ratings***

O	10.00	Outstanding
A+	9.50	Excellent
A	9.00	Very Good
B+	8.00	Good
B	7.00	Above Average
C	6.00	Averages
P	5.00	Pass
F	0.00	Fail
FA	0.00	Failed due to insufficient attendance
I	0.00	Incomplete (awarded only for Lab.courses/ Project / Seminar)
W		Withheld

R.16.2 'FA' grade once awarded stays in the record of the student and is replaced with the appropriate grade when he/she completes the course successfully later.

Students who have secured an 'FA' in a course must re-register for the course or register for the course, if offered, under run-time re-do mode.

R.16.3 A student who has been awarded 'I' Grade in a Lab course, due to reasons of not completing the Lab., shall take up additional Lab. whenever offered next and earn a pass grade, which will be reflected in the next semester's grade sheet.

The 'I' grade, awarded in a Project/Seminar course, will be subsequently changed into appropriate grade, when the student completes the requirement during the subsequent semester. If he/she does not complete it in the next semester, it will be converted to 'F' grade.

R.16.4 A student is considered to have successfully completed the course and earned the credit, if he/she scores a letter grade 'P' or better in that course.

#### **R.17 Declaration of Result**

After finalization of the grades by the Class Committee and subsequent approval of the Head of the School, the result will be announced by the Controller of Examinations.

#### **R.18 Revaluation of answer Papers**

On publication of the results, an aggrieved student can request for revaluation of answers scripts of the end-semester examination, within five working days of publication of the results, along with the prescribed revaluation fees. The request has to be made to the Examination Section, through the Head of the School.

If the revaluation leads to a better grade, the revised grade will be awarded to the student and in such cases, the revaluation fee will be refunded in full. Revaluation is permitted only for lecture-based courses.

#### **R.19 Course completion:**

A student is said to have successfully completed a course and earned the corresponding credits, if he/she has:

- registered for the course :
- put in 75% or more attendance in the course,
- appeared for the end-semester examinations,
- obtained a pass grade 'P' or better in the course,
- no pending disciplinary proceedings against him/her.

#### **R.20 Grade Sheet**

The Grade Sheet issued to the student at the end of a semester will contain the following information:  
Name, Roll No. Grade Sheet No., Semester, Branch, Month and year of the Examination,  
Course Code, Course Title, Credits, Grade obtained and Grade points earned for the courses registered,  
Credits registered and earned during the semester,  
Cumulative credits earned and Grade Points,  
SGPA and  
CGPA.

#### **R.21 Semester Grade Point Average (SGPA)**

On completion of a semester, each student is assigned Semester Grade Point Average (SGPA) which is computed as below for all courses registered by the student during that semester:

$$SGPA = \frac{\sum C_i G_{pi}}{\sum C_i}$$

where  $C_i$  is the credit for  $i$ th course in that semester and  $G_{pi}$  is the grade point for that course.

The summation is over all the courses registered by the student during the semester, including the failed courses. The SGPA is rounded off to two decimals.

#### **R.22 Cumulative Grade Point Average (CGPA)**

The overall performance of a student at any stage of the Degree programme is evaluated by the Cumulative Grade Point Average (CGPA) up to that point of time.

$$CGPA = \frac{\sum C_i G_{pi}}{\sum C_i}$$

where  $C_i$  is the credit for  $i$ th course in that semester and  $G_{pi}$  is the grade point for that course.

The summation is over all the courses registered by the student during all the semesters up to that point of time, including the failed courses. The CGPA is also rounded off to two decimals.

### **R.23 Ranking**

The ranking of the students in a batch at any intermediate or final stage is based on CGPA. Only those students who have passed all courses up to that stage in the first attempt are considered for ranking.

**Students are eligible for final ranking, only if they complete the programme within the normal duration, i.e., within three years from joining the programme.**

### **R.24 Classification of successful candidates:**

R.24.1 A student shall be considered to have successfully completed the programme, if he/she has:

- i) registered and successfully completed all the core courses, electives and projects as mentioned in the curriculum;
- ii) earned the required minimum number of credits as specified in the curriculum corresponding to the programme, within the stipulated time;

R.24.2 Candidates who have successfully completed the programme, within a period of six semesters from entering the programme, shall be classified as follows:

Candidates securing a CGPA of 8.00 and above – **FIRST CLASS WITH DISTINCTION\***

Candidates securing a CGPA between 6.50 and 7.99 – **FIRST CLASS** and the same be mentioned in the Degree certificate;

(\*subject to satisfying the condition mentioned at R.14.1 and having passed all the courses, in the first attempt, in six semesters, from the date of joining for the programme)

If the programme is completed after six semesters of study, the candidates securing even a CGPA of 8.00 and above, shall be classified to have completed the programme, only with FIRST CLASS.

### **R.25 Transcript**

The Controller of Examinations will also issue, on request and payment of a prescribed fee, a detailed transcript with his signature or facsimile to every student after completion of the programme. It shall contain all the information that is contained in the grade sheets.

Additionally, it shall also include the month and year of passing each course. The transcript card shall contain only the final grades secured, but will not indicate the earlier failures, if any. The detailed transcript, will Contain the CGPA and the class, if any obtained.



## Curriculum Structure BBM 2015 onwards

### SEMESTER I

Course Code	Course Title	Cr
15ENG101	Communicative English	3
	Language Paper I	2
15BUS101	Principles of Management	3
15COM103	Financial Accounting	4
15ECO101	Business Economics	3
15ECO102	Business and Social Environment	3
15MAT102	Basic Concepts of Mathematics	3
15CSA186	PC Software Lab.	1
15CUL101	Cultural Education I	2
		<b>24</b>

### SEMESTER II

Course Code	Course Title	Cr
15ENG121	Professional Communication	2
	Language Paper II	2
15COM114	Company Accounts	4
15ENV300	Environmental Science and Sustainability	3
15LAW112	Commercial Laws	4
15MAT112	Business Statistics	4
15CUL111	Cultural Education II	2
		<b>21</b>

### SEMESTER III

Course Code	Course Title	Cr
15BUS201	Principles of Banking and Insurance	3
15BUS202	Organizational Behaviour	3
15BUS203	Introduction to Marketing Management	3
15COM203	Cost Accounting	4
15LAW201	Indian Constitution	2
15MAT228	Quantitative Techniques	3
15SSK201	Life Skills I	2
15AVP201	Amrita Values Programme I	1
		<b>21</b>

**SEMESTER IV**

Course Code	Course Title	Cr
15BUS211	Advanced Marketing Management	3
15BUS212	Basics of Human Resources Management	3
15BUS213	Introduction to Research Methods	3
15BUS214	Leadership Management	3
15BUS216	Production and Operations Management	3
15COM217	Managerial Finance	4
	Open Elective A*	3
15SSK211	Life Skills II	2
15AVP211	Amrita Values Programme II	1
		25

**SEMESTER V**

Course Code	Course Title	Cr
15BUS301	Principles of International Business	3
15BUS302	Business Ethics and Corporate Social Responsibility	3
15BUS304	Investment and Portfolio Management	4
	Elective A	3
	Elective B	3
15BUS390	Live-in-Labs.@ / Open Elective B*	3
15BUS391	Minor Project	3
15SSK301	Life Skills III	2
		<b>24</b>

**SEMESTER VI**

Course Code	Course Title	Cr
15BUS305	Introduction to Income Tax Law and Practice	4
15BUS311	Entrepreneurship Development	3
15BUS313	Introduction to Strategic Management	4
15BUS314	Management Beyond Profit	3
	Elective C	3
15BUS399	Project	6
		<b>23</b>

**LANGUAGE - Paper I**

Course Code	Course Title	Cr
15HIN101	Hindi I	2
15KAN101	Kannada I	2
15MAL101	Malayalam I	2
15SAN101	Sanskrit I	2
15TAM101	Tamil I	2

**LANGUAGE - Paper II**

Course Code	Course Title	Cr
15HIN111	Hindi II	2
15KAN111	Kannada II	2
15MAL111	Malayalam II	2
15SAN111	Sanskrit II	2
15TAM111	Tamil II	2

ELECTIVES		
Course Code	Course Title	Cr
ELECTIVES A and B (any two)		
15BUS315	Project Management	3
15BUS331	Financial Services and Markets	3
15BUS332	Integrated Advertising and Branding	3
15BUS333	Logistics and Supply Chain Management	3
15BUS334	Rural Management	3
15BUS335	Rural Marketing	3
15BUS336	Sales and Distribution Management	3
ELECTIVE C (any one)		
15BUS351	Communication for Managers	3
15BUS352	Customer Relationship Management	3
15BUS353	Web-based Marketing	3
15BUS354	Principles of Export Management	3
15BUS355	Travel and Tourism Management	3

\* Two Open Elective courses are to be taken by each student, one each in the 4th and the 5th semesters, from the list of Open Electives offered by the School.

@ Students undertaking and registering for a Live-in-Labs project, can be exempted from registering for an Open Elective course in the fifth semester

<b>OPEN ELECTIVES (3 0 0 3)</b>	
15OEL231	Advertising
15OEL232	Basic Statistics
15OEL233	Citizen Journalism
15OEL234	Creative Writing for Beginners
15OEL235	Desktop Support and Services
15OEL236	Development Journalism
15OEL237	Digital Photography
15OEL238	Emotional Intelligence
15OEL239	Essence of Spiritual Literature
15OEL240	Film Theory
15OEL241	Fundamentals of Network Administration
15OEL242	Gender Studies
15OEL243	Glimpses of Indian Economy and Polity
15OEL244	Graphics and Web-designing Tools
15OEL245	Green Marketing
15OEL246	Healthcare and Technology
15OEL247	History of English Literature
15OEL248	Indian Writing in English
15OEL249	Industrial Relations and Labour Welfare
15OEL250	Introduction to Ancient Indian Yogic and Vedic Wisdom
15OEL251	Introduction to Computer Hardware
15OEL252	Introduction to Event Management
15OEL253	Introduction to Media
15OEL254	Introduction to Right to Information Act
15OEL255	Introduction to Translation
15OEL256	Linguistic Abilities
15OEL257	Literary Criticism and Theory
15OEL258	Macro Economics
15OEL259	Managing Failure
15OEL260	Media Management
15OEL261	Micro Economics

15OEL262	Micro Finance, Small Group Management and Cooperatives
15OEL263	Negotiation and Counselling
15OEL264	New Literatures
15OEL265	Non-Profit Organisation
15OEL266	Personal Effectiveness
15OEL267	Perspectives in Astrophysics and Cosmology
15OEL268	Principles of Marketing
15OEL269	Principles of Public Relations
15OEL270	Science, Society and Culture
15OEL271	Statistical Analysis
15OEL272	Teamwork and Collaboration
15OEL273	The Message of Bhagwad Gita
15OEL274	Understanding Travel and Tourism
15OEL275	Videography
15OEL276	Vistas of English Literature
15OEL277	Web-Designing Techniques

## SYLLABUS

<b>15AVP201 /</b>	<b>AMRITA VALUES PROGRAMME I /</b>	<b>1 0 0 1</b>
<b>15AVP211</b>	<b>AMRITA VALUES PROGRAMME II</b>	<b>1 0 0 1</b>

Course Objective :

To give an overview and thorough understanding of Culture, its necessity and customs and traditions.

Course outcomes :

Students will be able to

1. Understand Various Attributes Which Make A Person Complete
2. Pay Obedience To Elders
3. Respect Women
4. Valuing Good Even In Enemies.

Amrita University's Amrita Values Programme (AVP) is a new initiative to give exposure to students about richness and beauty of Indian way of life. India is a country where history, culture, art, aesthetics, cuisine and nature exhibit more diversity than nearly anywhere else in the world.

Amrita Values Programmes emphasize on making students familiar with the rich tapestry of Indian life, culture, arts, science and heritage which has historically drawn people from all over the world.

Students shall have to register for any two of the following courses, one each in the third and the fourth semesters, which may be offered by the respective school during the concerned semester.

### ***Courses offered under the framework of Amrita Values Programmes I and II***

#### **Message from Amma's Life for the Modern World**

Amma's messages can be put to action in our life through pragmatism and attuning of our thought process in a positive and creative manner. Every single word Amma speaks and the guidance received in on matters which we consider as trivial are rich in content and touches the very inner being of our personality. Life gets enriched by Amma's guidance and She teaches us the art of exemplary life skills where we become witness to all the happenings around us still keeping the balance of the mind.

#### **Lessons from the Ramayana**

Introduction to Ramayana, the first Epic in the world – Influence of Ramayana on Indian values and culture – Storyline of Ramayana – Study of leading characters in Ramayana – Influence of Ramayana outside India – Relevance of Ramayana for modern times.

#### **Lessons from the Mahabharata**

Introduction to Mahabharata, the largest Epic in the world – Influence of Mahabharata on Indian values and culture – Storyline of Mahabharata – Study of leading characters in Mahabharata – Kurukshetra War and its significance - Relevance of Mahabharata for modern times.

#### **Lessons from the Upanishads**

Introduction to the Upanishads: Sruti versus Smrti - Overview of the four Vedas and the ten

Principal Upanishads - The central problems of the Upanishads – The Upanishads and Indian Culture – Relevance of Upanishads for modern times – A few Upanishad Personalities: Nachiketas, Satyakama Jabala, Aruni, Shvetaketu.

### **Message of the Bhagavad Gita**

Introduction to Bhagavad Gita – Brief storyline of Mahabharata - Context of Kurukshetra War – The anguish of Arjuna – Counsel by Sri. Krishna – Key teachings of the Bhagavad Gita – Karma Yoga, Jnana Yoga and Bhakti Yoga - Theory of Karma and Reincarnation – Concept of Dharma – Concept of Avatar - Relevance of Mahabharata for modern times.

### **Life and Message of Swami Vivekananda**

Brief Sketch of Swami Vivekananda's Life – Meeting with Guru – Disciplining of Narendra - Travel across India - Inspiring Life incidents – Address at the Parliament of Religions – Travel in United States and Europe – Return and reception India – Message from Swamiji's life.

### **Life and Teachings of Spiritual Masters India**

Sri Rama, Sri Krishna, Sri Buddha, Adi Shankaracharya, Sri Ramakrishna Paramahansa, Swami Vivekananda, Sri Ramana Maharshi, Mata Amritanandamayi Devi.

### **Insights into Indian Arts and Literature**

The aim of this course is to present the rich literature and culture of Ancient India and help students appreciate their deep influence on Indian Life - Vedic culture, primary source of Indian Culture – Brief introduction and appreciation of a few of the art forms of India - Arts, Music, Dance, Theatre.

### **Yoga and Meditation**

The objective of the course is to provide practical training in YOGA ASANAS with a sound theoretical base and theory classes on selected verses of Patanjali's Yoga Sutra and Ashtanga Yoga. The coverage also includes the effect of yoga on integrated personality development.

### **Kerala Mural Art and Painting**

Mural painting is an offshoot of the devotional tradition of Kerala. A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. In the contemporary scenario Mural painting is not restricted to the permanent structures and are being done even on canvas. Kerala mural paintings are the frescos depicting mythology and legends, which are drawn on the walls of temples and churches in South India, principally in Kerala. Ancient temples, churches and places in Kerala, South India, display an abounding tradition of mural paintings mostly dating back between the 9th to 12th centuries when this form of art enjoyed Royal patronage. Learning Mural painting through the theory and practice workshop is the objective of this course.

### **Course on Organic Farming and Sustainability**

Organic farming is emerging as an important segment of human sustainability and healthy life. 'Haritamritam' is an attempt to empower the youth with basic skills in tradition of organic farming and to revive the culture of growing vegetables that one consumes, without using chemicals and pesticides. Growth of Agriculture through such positive initiatives will go a long way in nation development. In Amma's words "it is a big step in restoring the lost harmony of nature".

### **Benefits of Indian Medicinal Systems**

Indian medicinal systems are one of the most ancient in the world. Even today society continues to derive enormous benefits from the wealth of knowledge in Ayurveda of which is

recognised as a viable and sustainable medicinal tradition. This course will expose students to the fundamental principles and philosophy of Ayurveda and other Indian medicinal traditions.

### **Traditional Fine Arts of India**

India is home to one of the most diverse Art forms world over. The underlying philosophy of Indian life is 'Unity in Diversity' and it has led to the most diverse expressions of culture in India. Most art forms of India are an expression of devotion by the devotee towards the Lord and its influence in Indian life is very pervasive. This course will introduce students to the deeper philosophical basis of Indian Art forms and attempt to provide a practical demonstration of the continuing relevance of the Art.

### **Science of Worship in India**

Indian mode of worship is unique among the world civilisations. Nowhere in the world has the philosophical idea of reverence and worshipfulness for everything in this universe found universal acceptance as it in India. Indian religious life even today is a practical demonstration of the potential for realisation of this profound truth. To see the all-pervading consciousness in everything, including animate and inanimate, and constituting society to realise this truth can be seen as the epitome of civilizational excellence. This course will discuss the principles and rationale behind different modes of worship prevalent in India.

## **15BUS101                      PRINCIPLES OF MANAGEMENT                      3 0 0 3**

**Objectives:** *To acquaint the students with the challenges and opportunities they will face when managing their lives, the time and skills of other people, and the resources of an organization; to help the students understand management theory from functional perspectives; to provide students with opportunities to develop the basic managerial skills of planning, organizing, leading & controlling; to gain experience in working as part of a team and to develop skills necessary for effective work team performance.*

### *Course Outcome*

Students will be able to

- CO1. Get An Understanding Of The Concepts And Its Implementation Of Management Principles.
- CO2. Assess Global Situation, Including Opportunities, Threats Impacts Management Of An Organisation
- CO3. Integrate Management Principles Into The Management Practices.

### **Unit 1 Management Concepts**

Management: Meaning – Process - Science or Art - a Profession - Administration vs Management – Significance - Functions of Management - Levels of Management - Managerial Skills - Roles of Managers.

Classical Theory - Scientific Management - Administrative Management - Bureaucracy Modern Theory - System approach - Contingency Theory - Z quality management, Behavioural Theory - Hawthorne Studies - Maslow's need theory - Theory X, Y and Z.

### **Unit 2 Planning**

Definition – Need – Benefits – Steps - Nature and Importance – Objectives - Concepts of Management by Objective – Steps - Difficulties in MBO.

### **Unit 3 Organising**

Nature – Purpose – Steps - Types of Organization: Formal & Informal – Power - Authority and Responsibility - Centralisation vs Decentralisation - Span of control – Departmentalization - Project organization - matrix organization.

## Unit 4 Staffing and Directing

Nature – Significance - Recruitment & Selection Meaning - Training and Placement  
– Meaning - Difference between Recruitment and Selection - Difference between Training and development.  
Directing - Meaning – Definition - Key elements.

## Unit 5 Managerial Control

Definition, Characteristics - Significance – Limitations – Process - Requirement of an effective control system  
- Feedback mechanisms resistance to control - Overcoming resistance to control.

### **Skill Development Activities:**

- *Collect the photograph and Bio-data of any three contributors to Management thought*
- *Draft organizational chart and discuss the authority relationship.*
- *Identify the feedback control system of an organization.*
- *List out your strengths and weaknesses considering yourself as a manager*
- *Visit any recruitment firm and write down their process of recruitment*

### **TEXTBOOKS:**

- \* *T. N Chhabra, Principles of Management*
- \* *Samuel C Certo And S. Trevis Certo, Modern Management*

### **REFERENCES:**

@ *L. M Prasad, Principles And Practices Of Management*

@ *Koontz, Essentials of Management.*

@ *Daft, R. L, Management.*

@ *Stephen P. Robins and Marry Coulter, Management.*

**15BUS201            PRINCIPLES OF BANKING AND INSURANCE            3 0 0 3**

**Objective:** *The objective is to provide basic knowledge about bank operations, basics of negotiable instruments and the importance of insurance.*

*Course Outcome*

*Students will be able to*

*CO1. Describe The Context Of Banking: The Financial System.*

*CO 2. Understand The Principles Of Banking.*

*CO 3. Understand The Broad Functions Of Banks.*

*CO 4. Analyse And Explain The Basic Raison D'etre For Banks.*

*CO 5. Acquire Knowledge Of Insurance Contracts And Provisions, And The Features Of Property-Liability Insurance, Life And Health Insurance, And Employee Benefit Plans.*

*CO 6. Knowledge Of The Operation And Management Of Insurance Entities, And The Economic Implications Of Organizational Design And Structure.*

## Unit 1 Introduction

Banking: Meaning - Definition – History – Types – Systems - Commercial Banks and its



functions - Central Banking Functions - Reserve Bank of India (RBI) – Functions – Role - International Monetary Fund - World Bank.

## **Unit 2 Banking Operations**

Banker Customer Relationship

Meaning - Definition - Debtor and Creditor relationship - Banker's Obligations to honour Cheques - Cheques honoured and dishonoured – Secrecy – Garnishee order - Rights of a banker - Protection to Paying Bankers - Protection to Collecting Bankers - General Relationships - Particular Relationship - Lien - Crossing – Endorsement.

Bank Accounts and Customers

Types of Bank Accounts: Savings Bank Account, Current Account, Fixed Deposit Account – Non-Resident Indian Account - Opening procedure - Know Your Customer (KYC) norms.

Types of customers: Minor - Joint Account - Partnership Firm - Company Accounts

- Non-Trading Association - Brief explanation of legal effect and precautions to taken by bankers while opening an account.

## **Unit 3 Negotiable Instrument Act 1881**

Nature and characteristics of Negotiable Instruments - Types of Negotiable Instruments - promissory Notes - Bills of Exchange - Cheques - Parties to Negotiable Instruments - Negotiation - Presentment - Discharge - Dishonour of Negotiable Instruments.

## **Unit 4 New Age Clearing System**

Electronic Banking: Meaning - Automated Teller Machine (ATM) - Internet Banking - Electronic Clearing Service (ECS) - MICR clearing - Electronic Funds Transfer (EFT) - Electronic Cheques Credit Card - Debit Card - Smart Card - Risk in E-banking - Core Banking Solutions.

## **Unit 5 Risk Management and Introduction to Insurance**

Meaning - Concept of Risk - Nature of Risk - Importance - Causes - Types of Business Risks - Methods of Handling Risks - Prevention of Risk.

Introduction to Insurance

Insurance: Purpose - Benefits – Functions – Principles - Nature, Classification of

Insurance: Life and Non-Life - Marine, Fire, Motor, Miscellaneous Insurance.

### ***Skill Development Activities:***

- *Collect and fill account opening form for any SB A/c*
- *Draw specimen of Demand Draft.*
- *Draw different types of endorsement of cheques.*
- *Paste specimen of Travellers Cheques/ Gift Cheques/ Credit Cheques.*
- *List out customer services offered by at least 2 banks of your choice.*
- *Collect brochures of different insurances and insurance companies (minimum of two)*

### **TEXTBOOK:**

*Jyotsna Sethi, Nishwan Bhatia - Elements of Banking and Insurance - Prentice Hall India, New Delhi.*

## **REFERENCES:**

1. Tannan - *Banking: Law and Practice in India*.
2. S. N. Maheshwari and R. R. Paul - *Banking: Theory, Law and Practice* - Kalyani Publishers, New Delhi.
3. K. C. Shekhar and Lekshmy Sekhar - *Banking Theory and practice* - Vikas Publishing House, New Delhi

**15BUS202**

**ORGANISATIONAL BEHAVIOUR**

**3 0 0 3**

**Objectives:** *To understand the foundations of individual behaviour, to understand the main components of attitudes, job satisfaction parameters, personality and values, interpersonal skills, and leadership skills to understand the role, demands of the role, leadership skills required, and motivational/development efforts needed to increase role efficacy and the effectiveness of the individual.*

Course outcome

Students will be able to

CO1. Develop A Better Understanding Of The Self,

Co2. Become Leaders With Better Understanding Of Team And Team Members

Co3. To Reach Organisational Goals With Proper Understanding Of The Behaviours

### **Unit 1 Introduction to Organizational Behaviour**

Meaning – Definition – Importance of Organizational Behaviour – Scope - Process - Importance of process.

#### **Unit 2 The Individual**

Perception - Factors influencing perception, person perception - making judgment about others, attribution theory. Frequently used shortcuts in judging others, specific applications of shortcuts in organizations, Link between perception and individual decision making, Improving creativity in decision making, bounded rationality, common bases and errors; Intuition, individual difference, organizational constraints, cultural differences, Ethics in decision making, three ethical decision criteria, ethics and national culture, definition of learning, learning cycle, learning process, process of receiving stimuli, selecting stimuli, interpreting, checking, reacting and organizing.

#### **Unit 3 Motivational Process**

Definition of motivation, Need based theories of motivation, Resource based theories, goal theories: Managing work motivation: Motivating through work: Managing Motivation.

Personality and personal effectiveness: Psychometric theories: life style approach:

personal effectiveness.

Attribution process: Internality vs Externality, costs of internality and externality; benefits of internality, developing internality, hope and optimism and their benefits.

#### **Unit 4 Interpersonal Styles**

Transactional analysis, life position analysis, Games analysis, Transactional style

– A, B, C and D styles.

## Unit 5 The Role

The role and the individual; role systems; role set; role efficacy; increasing role efficacy, Theories of leadership: Trait theories, Development of Attitudes and Values: defining attitude, work attitudes, job satisfaction organizational commitment; roles of the source, the message and destination in bringing about attitude change, Defining values: a brief overview of major theories, pertaining to social values; developing values through clarification.

### **Skill Development Activities:**

- *Characteristics of attitude as a component of successful organization – A brief discussion and prepare a report of it*
- *List the determinants of personality*
- *Factors influencing perceptions – Group discussion and preparation of a report on it*
- *List the characteristics of various leadership styles.*

### **TEXTBOOKS:**

*Organizational Behavior - Robbins and Judge, Prentice Hall, India.*

*Understanding Organizational Behavior - Udai Pareek, Oxford University Press.*

### **REFERENCE TEXTS:**

*Organizational Behavior - Human Behavior at Work, John W. Newstrom, McGraw Hill Companies.*

*Organizational Behavior - Uma Sekaran*

**15BUS203**

**INTRODUCTION TO MARKETING MANAGEMENT**

**3 0 0 3**

**Objectives:** *The course of marketing will be appreciated through the fundamentals of marketing. Primarily the concept of formulating STP strategies being the one of the major elements of the marketing mix with emphasis to product gives the basis to marketing.*

Students will be able to

CO1. Get An Understanding Of Segmentation , Target And Positions Of Different Products.

CO2. Describe Key Marketing Concepts, Theories And Techniques For Analysing A Variety Of Marketing Situations.

CO3. Identify Core Concepts Of Marketing And The Role Of Marketing In The Business And Society.

## **Unit 1 Fundamental concept of marketing**

Marketing: Meaning – Role – Scope – Importance - Market and its classification - Organisational Philosophies - Types of entities - types of marketing - marketing vs. selling - marketing mix - marketing environment - the marketing process - marketing strategy - marketing plan.

## **Unit 2 Marketing Segmentation, target and positioning**

Factors – patterns – benefits - and levels of market segmentation - segmenting consumer markets - target marketing strategies - differentiation and positioning

## **Unit 3 Consumer and business buyer behaviour**

Factors influencing consumer behaviour - types of buying behaviour - customer decision making process - influence of social class on buying - Indian consumer - consumer protection in India - business markets vs.

consumer market - business buyer vs. household buyer - organizational buying - types of buying situations - B2b - B2C - C2C.

#### **Unit 4 Marketing Research**

Meaning – objectives – uses - MR process - sources of data and collection methods - product specification marketing research techniques - MR in India.

#### **Unit 5 Product Management**

Product concept types of products - product hierarchy - product life cycle – stages - importance to the marketer - strategies in different phases - product decisions - product systems and mixes - product-line – analysis - branding packaging – labeling - new product - meaning – process - factors in the development process.

#### **Skill Development Activities:**

- *Identify the product of your choice and list out all details of the product in terms of the manufacturer, expiry date etc.*
- *Describe the above product and its stages of Product Life Cycle*
- *Suggest strategies for development of a product of your choice*
  
- *Study the Purchase Behaviour for a product of your choice in a Super Market*
- *Develop an Advertisement copy for a product.*
- *Prepare a chart for distribution network for a manufactured product*

#### **TEXTBOOKS:**

1. *Principles of Marketing - Armstrong/ Philip Kotlar*
2. *Marketing Management - Philip Kotlar*

#### **REFERENCES:**

1. *Marketing Management - Sherlaker*
2. *Marketing Management - Kotler, Keller, Koshy*

**15BUS211**

**ADVANCED MARKETING MANAGEMENT**

**3 0 0 3**

**Objectives:** *To learn the applications of Brand Management, Pricing decisions, Distribution management and Marketing communications; to learn about the emerging trends in marketing.*

#### *Course Outcome*

*Students will be able to*

- CO1. *Understand Analysis And Procedures Of Marketing*
- CO2. *Develop A Marketing Startegy Using An Understanding Of Customer Behaviour*
- CO3. *Understand Range Of Contemporary Marketing Issues, Theories, Practices And Morals.*
- CO4. *Understand The Best Methods Of Marketing Practices*
- CO5. *Implementmarketing Principles To Maximise Business Performance*

#### **Unit 1 Brand Management and Pricing Decisions**

Brand – Meaning – Definition - Role of Brands in Marketing – Scope of Branding – Brand Building Process – Co-Branding – Ingredient Branding. Price: Meaning – Five Cs – Objectives - Techniques of Pricing – Price Sensitivity – Meaning and Applications – Break Even Analysis – Decision Making – Pricing Methods – Strategies of Pricing.

### **Unit 2 Distribution Management**

Meaning of Distribution – Factors in Designing Distribution System – Distribution Channels – Meaning – Types – Functions – Channel Members – Whole Selling – Meaning – Important Factors – Wholeselling System in India – Retailing – Meaning – Managing Retailing.

### **Unit 3 Marketing Communications**

Marketing Communications - Role – Process – Objectives. Personal Selling: Nature – Process – Skills. Sales Promotion – Types. Public Relations. Advertising – Role – Structure – Factors to Consider in Designing an Advertisement – Ethical Issues in Advertising.

### **Unit 4 Global Marketing**

Global Marketing - Meaning – Scope – Reasons for Companies to go Global – Factors to be considered while Entering Global Marketing – Ways of Entering Global Marketing – Importance of Global Marketing to a Company, the National Economy.

### **Unit 5 Trends in Marketing**

Meaning – Objectives – Scope and Emerging Trends in marketing practices of the following: Consumerism - Rural Marketing – Agricultural Marketing – Social Marketing – Green Marketing – Direct Marketing – Online Marketing.

#### ***Skill Development Activities:***

- *Identify a Brand of your choice and compare few of its factors with its competitor*
- *Suggest strategies for development of any consumer product into a brand*
- *Study any Government Distribution System of your choice and present the advantages and disadvantages of that system.*
- *Collect the information on promotional mix any two products of different companies*

#### **TEXTBOOKS:**

*Principles of Marketing - Armstrong/ Philip Kotlar*

*Marketing Management - Philip Kotlar*

#### **REFERENCES:**

*Marketing Management - Sherlaker*

*Marketing Management - Kotler, Keller, Koshy*

### **15BUS212 BASICS OF HUMAN RESOURCES MANAGEMENT 3 0 0 3**

**Objectives:** *To familiarize the student with modern trends in the management of an organisation's key resource i.e people; to give the student the give a working knowledge of key elements and functions of human resource management; to enable the student to understand the links between best practice in*

*human resource management and the overall achievement of the firms strategic objectives.*

*Students will be able to*

*CO1. Contribute To The Development, Implementation And Evaluation Of Employer Recruitment, Selection And Retention Plan And Processes*

*CO2. Develop, Implement And Evaluate Employee Orientation, Training And Development Programmes.*

*CO3. Acquire The Analytical Skills To Utilise Human Resources And Technological Applications.*

*CO4. Hone The Knowledge And Skills Needed To Effectively Manage Human Resources.*

*CO5. Describe The Trends In The Labour Force And How They Effect Human Resource Management.*

### **Unit 1 Introduction to HRM**

Meaning – definition – nature – function – importance - challenges. Trends in HR: globalization – technology – demographics - workplace culture - meaning and its effects - strategic dimensions - role of HRM in strategy formulation and execution.

### **Unit 2 Introduction to Labour and Industrial Laws**

Meaning, objectives of - Employees PF Act 1952 - ESI Act 1948 - Factories Act 1948

- Industrial Disputes Act 1947 - Maternity Benefits Act 1961 - Minimum Wages Act 1948 - Payment of Bonus Act 1965 - Trade Union Act 1926 - Payment of Gratuity Act 1972 - Payment of Wages Act 1936 - Workmen's Compensation Act 1923.

**Unit 3** Recruitment & Selection, Training & development, Performance management and appraisal, Job analysis Job analysis - forecasting personnel requirements. Recruitment function - Internal and external sources of recruitment - selection process. Training – Meaning – Definition - process and methods. Performance appraisal: need – steps - performance management – meaning – need - defining - work standard and goals - realistic appraisal - supervisor's role - common appraisal problems and how to avoid them.

**Unit 4** Compensation management & employee relations and security Establishing strategic pay plans - pricing managerial and professional jobs - competency based pay: reasons - pros & cons and results - pay for performance - financial incentives - benefits & services. Employee relations and security – ethics - justice and fair treatment - disciplinary action - labour relations - collective bargaining - employee safety and health.

### **Unit 5** Managing careers

Career developments: role of employee and employer - career management and employee commitment - planning and handling promotion – transfer – retirement.

#### ***Skill Development Activities:***

- *Prepare a Chart showing the objectives of HRM and a briefly explain the need for each function*
- *Prepare an advertisement for recruitment / selection of candidates for any organization of your choice.*
- *Give observation report of industrial safety practices followed by any organization of your choice*
- *Develop a format for performance appraisal of an employee.*
- *Choose any MNC and present your observations on training programme*

#### **TEXTBOOKS:**

1. Gary Dessler, - Human Resource Management

2. V S P Rao – Human resource Management

**REFERENCES:**

1. A Framework For Human Resource Management - ISBN-8177587803

2. Human Resource Management – B Subrao

**15BUS213**

**INTRODUCTION TO RESEARCH METHODS**

**3 0 0**

**3**

**Objectives:** To equip the students with the required knowledge about the ethical issues related to research, to conduct a simple research, to analyze the data with the help of statistical tools and to derive conclusions.

**Course Outcome**

Students will be able to

CO1. conduct an individual research project under supervision

CO2. adhere to responsible laboratory or field practice regarding data collection and recording, and laboratory/field safety

CO3. understand time and project management in the successful identification of a research project, development of an experimental design, collection of accurate and precise data, critical analysis and interpretation of results, retrieval of information, and critical reading of scientific literature.

CO4. prepare a minor thesis (draft, edit, format, check for errors), and understand confidentiality issues regarding business

CO5. present a seminar on the results of a research project.

**Unit 1**

Research – Meaning – Objectives – Types of Research – Fundamental, Applied, Descriptive, Analytical, Conceptual, Empirical, Qualitative and Quantitative – Significance of Research.

**Unit 2**

Research Process – Formulating the Research Problem - Literature survey – Hypotheses - Research Design – Sample Design – Collection of data – Execution of the project - Analysis of Data – Testing of Hypothesis – Interpretation and preparation of reports.

**Unit 3**

Defining the Research problem – Meaning Necessity of defining the problem – Literature review – Reviewing concepts and theories – Review of previous research findings – process of formulating the research problem.

**Unit 4**

Hypotheses – Meaning – Need – types – sources functions of Hypothesis – Character of Good Hypothesis. Simple Problems on Testing of Hypotheses - Sampling design – methods of sampling - Research Design – Essentials of Research Design – Need for Research Designing – Classification of Research Design – Factors affecting Research Design.

**Unit 5**

Preparation of Research Report – Meaning of Research Report – Types of Report – Steps in Preparing Research Report – Format of the Report.

**Skill Development Activities:**

- To do a survey on any relevant topic using questionnaire and present the research

- *Pretest the questionnaire with any sample data in your college*
- *Prepare a chart showing the application of statistical analysis in a corporate*
- *Analyze the chronological order of a good report prepared in your college*

**TEXTBOOKS:**

1. *R Panneerselvam – Research Methodology – Prentice Hall India.*
2. *M C Kothari - Research Methodology*

**REFERENCE:**

*O R Krishanswami and M Ranganathan - Research Methodology for Social Sciences – Himalaya Publishing House*

**15BUS214                      LEADERSHIP MANAGEMENT                      3 0 0 3**

**Objectives:** *To enable the students to understand the dynamics involved in effective decision*

*making: to familiarize the student with the managerial roles/ functions/ styles, the importance of effective interpersonal communication, and the group dynamics at work: to enable the student to understand the importance of power and politics, to minimize and manage conflict, and to participate in and achieve organizational development.*

*Students will be able to*

*CO1. Develop Critical Thinking Skills.*

*CO2. Develop An Understanding Of Change Processes And Be Able To Think Critically About Obstacles To Change.*

*CO3. Become Good Leaders And Be Able To Use A Process For Decision Making.*

*CO4. To Determine Which Research Method/S Best Answer/S Their Research Question*

**Unit 1** Managerial Roles, Functions and Styles

Leadership – Definition – Concept - Characteristics of Leadership - Factors governing good leadership – Leadership Approaches - Foundations of leadership  
 - Economic foundations, Psychological foundations and Sociological foundations. Developing Leadership Vision - Leadership in Managerial roles, Activities, Functions  
 - Styles - Skills and Managerial effectiveness - Types of Leadership styles – Theories of Leadership - Leadership and Creativity – Leadership and Motivation – Attributes of a Good Leader.

**Unit 2** Leadership in Organization

Charismatic Leadership, Transactional Leadership, Transformational Leadership - Authentic Leadership – Trust and Ethics in leadership - Contemporary leadership roles – Mentoring, Self leadership, Effective Leadership Communication - Online leadership; Finding and creating effective leaders.

**Unit 3** Leadership and Power

Leadership and Power - Power – definition - The distinction between power, authority and influence, The classifications of power, Contingency approaches to power, Political implications of power, Leadership vs Power - Bases of power - Tactics - Organizational Politics. Conflict Management - Sources of conflict in organization – Prevention of Conflicts.



#### **Unit 4 Leadership and Organization**

Organizational Structure - Organizational designs – organizational development - Employees behaviour – Global implications - Organizational culture – Types – Ethics in organizational culture.

**Unit 5 Change Management and Stress Management vis-a-vis Leadership** Change management Concept – Managing Change - Approaches to managing change, Contemporary Issues - Stress management – types – Work life balance – Work stress – Stress Management strategies – Relaxation techniques.

#### *Skill Development Activities:*

1. Prepare a list of Transactional and Transformational Leaders.
2. Identify persons with leadership qualities and conduct an interview with them
3. Discuss any example of change management
4. Prepare a chart of the factors which made them successful leaders

#### **TEXTBOOKS:**

1. *Understanding Organisational Behaviour*, Udai Pareek, Oxford University Press.
2. *Organisational Behaviour*, Robbins and Judge, Prentice Hall, India.

#### **REFERENCES:**

1. *Organisational Behaviour: Human Behaviour at work*, John W Newstrom, McGraw Hill Companies
2. *Organisational Behaviour*, Uma Sekaran

#### **15BUS216 PRODUCTION AND OPERATIONS MANAGEMENT 3 0 0 3**

**Objectives:** To appreciate and understand the fundamentals of production management, to introduce basic issues connected to decision making, design, planning, and operations control in the context of achieving a firms overall goals and strategies: to provide the students with the practice relevance of the various topics of production and operations management.

#### *Course Outcome*

*Students will be able to*

*CO1. understand 'operations' and 'operations management'*

*CO2. identify the roles and responsibilities of operations managers in different organisational contexts.*

*CO3. apply the 'transformation model' to identify the inputs, transformation processes and outputs of an organisation.*

*CO4. identify operational and administrative processes.*

#### **Unit 1 Introduction to Production and Operations Management**

Introduction to production and operations management – need - functions and trends in business - operational strategies - Operation as a system - Operational technologies - innovation management.

**Unit 2 Facilities Locations and Plant Layout Factors** - influencing location decisions - market related - cost related - regulatory and policy issues and other issues - location planning methods - location factor rating - centre of gravity method - load distance method - transportation model (simple problems).

Layout: meaning – importance – types – product - production line - assembly line - U-shaped process - fixed position - assignment model.

### **Unit 3** Aggregate Planning, Capacity Planning and Scheduling

Aggregate production planning: meaning – need - basic strategies – methods - models used - master production scheduling - material requirement planning (MRP) meaning – concept - multiple levels in products - bill of material - determining lot size.

Definition: measures of capacity – determinants - steps in the process - determining capacity requirements - developing capacity alternatives – challenges - evaluating alternatives.

Scheduling: meaning – need - basis for scheduling – routing - scheduling rules - performance criterion - simple problems in scheduling by using Johnson’s rule - Gantt charts.

### **Unit 4** Materials Management, Inventory Control and its Maintenance

Importance of inventory management - meaning of make or buy decision - inventory control system - continuous review system, periodic review system – selective control of inventories - issues in inventory planning - simple problems in inventory control - quality control - equipment life cycle - cost of maintenance and alternatives.

### **Unit 5** Project Management

Project management: meaning, phases – framework - work breakdown structure organizational breakdown structure and cost of breakdown structure - network representation of a project - constructing the network - PERT/CPM - simple problems.

#### **Skill Development Activities:**

- Prepare a chart on the production flow of any assembly line and understand the plant layout
- Study the inventory system of any factory and present it
- Discuss any project and its different phases

#### **TEXTBOOKS:**

1. *Production and operations management - S N Chary*
2. *Production Management - K. Ashwathappa*

#### **REFERENCES:**

1. *Operations Management - Theory and Practice - B. Mahadevan*
2. *Production and operations Management - Kanishka Bedi*

**15BUS301**

**PRINCIPLES OF INTERNATIONAL BUSINESS**

**3 0 0 3**

*Objectives: To introduce students to the contemporary issues in International Business that illustrates the unique challenges faced by managers in the international business environment; understand the conceptual underpinnings of Multinational Enterprises (MNE's), the environment to which they operate, and the management challenges posed by the environment; to understand the laws and institutions, and the regulatory environment governing international trade, to learn the basics of international financial management, in particular foreign exchange exposure, management to learn about the effect of cultural differences on the environment of international business; to understand the ethical and social responsibilities of MNE's.*

*Course Outcome*

*Students will be able to*

*CO1. analyze and solve problems related to strategy and international business issues for companies.*

*CO2. develop knowledge and ability to read, understand and use existing research in a framework of strategy development and international business activity.*

*CO3. discuss and present theory related to strategy in international business development and understand the publication processes.*

### **Unit 1** Conceptual Underpinnings, Environment and Challenges

International business: Meaning, Significance, Process of evolution of international business and its development (brief only), Globalization and international business the ways they affect each other. Difference between international business and domestic business, Factors for growth in international business, Reasons for growth in International business. Types of international organizations. Collaborative arrangements – licensing, franchising, management contracts, turnkey operations, joint ventures, equality alliance, strategic alliance, multinational enterprise: impact of each type on domestic firms.

### **Unit 2** Modes of Operations in International Business and the Economic Environments facing businesses.

Factors influencing the choice of a particular mode of International business. Various forms of contractual entry mode and challenges in choosing a particular mode. Importance of economic environments, Elements of the economic environment and its impact: Inflation, Unemployment, Income distribution, Gross Domestic Product, Gross National Income, Balance of Payments and Balance of Trade.

### **Unit 3** Laws, Regulation and Institutional Framework

Brief only: Global trading environment, Trade In commodities, Commodity agreements OPEC, Trade blocs, Bilateral and Multilateral Trade laws, GATT and WTO, UNCTAD, Regional Trading Agreements and NAFTA, ASEAN, TRIPS, TRIMS, National Regulation of International Business: Free Trade versus Trade protection, Forms of trade regulation, Regulation of FDI in India, Problems and prospects for Indian business.

### **Unit 4** Foreign Exchange Exposure and Foreign Trade

Meaning and an elementary understanding only. Foreign exchange, Foreign exchange market, Exchange rate, Traditional Foreign exchange Instruments: Spot transactions, Forward transactions; Derivatives Options, Currency swaps, Futures contracts. Export and Import: Meaning, Merits and demerits, characteristics, types, strategic advantages to an economy. Export Documentation: Objectives, Letter of Credit, Draft, Bill of Lading, Additional Documents

### **Unit 5** Cultural Environments facing business, Ethical and social Responsibilities of MNEs

Nature of assumptions, Major causes of cultural difference and change, Behavioural factors influencing countries' business practices, Process of Cross-cultural adjustment, Impact of cultural differences on Communication, Negotiation & Decision Making, Management of Cultural Diversity and General cultural guidelines for companies that operate internationally. Concepts, Principles, Ethical issues: Sustainability, Global warming and Kyoto Protocol, Labour Issues

#### **Skill Development Activities:**

- List out any 10 Joint Ventures of India
- Conduct a group discussion on impact of unemployment on GDP and prepare a report on it
- Organize a debate on Regulation of FDI in India
- List out traditional foreign exchange instruments
- Prepare a report on Social Responsibility of a MNE

#### **TEXTBOOK:**

Vyuptakesh Sharan, *International Business Concept, Environment and Strategy*, Pearson Education

#### **REFERENCES:**

1. Francis Cherunilam, *International Business, Text and Cases, and Air International Business Environment*,

- Himalaya Publishing Company*  
 2. *Rathod, Export Management*  
 3. *O S Srivastava – International Business, Kalyani Publishers*

15BUS302

BUSINESS ETHICS AND CORPORATE SOCIAL

3 0 0

3

## RESPONSIBILITY

**Objectives:** *The primary objective is to help students understand the relevance of ethics in their personal as well as professional life.*

### *Course Outcome*

*Students will be able to*

- CO1. Lay The Foundations For The Major Ethical Schools Of Thought*  
*CO2. Understand The Ethical Implications Of Business Policies And Decisions*  
*CO3. Understand The Importance Of Different Perspectives Of Csr In The Business World*  
*CO4. Understand The Importance Of Making Informed, Practical Judgments Based Upon Knowledge Of Sound Ethical Principles And Motivations*  
*CO5. Devise The Frameworks For Analysing Different Stakeholders In And Around Companies At National And Global Level*

### **Unit 1** Business ethics - An overview

Ethics: nature – objective - business ethics: nature – need – relationship between ethics and business - stages of ethical consciousness.

### **Unit 2** Ethics in business in Indian perspective

Importance of ethical behaviour in personal and professional life - law of karma – meaning - how it operates.

### **Unit 3** The ethical organization and its corporate code

The ethical organization - an overview – characteristics - corporate moral excellence - take holders corporate governance. Definition of corporate code - development of corporate code – implementation.

### **Unit 4** Corporate Social responsibility & Environment ethics

Environmental issues in India – greening - greening initiatives - India in 21st century. An overview stakeholders - Internal stakeholders – employee – shareholders – management - External stakeholders – consumers – suppliers – creditors – competitors - community.

### **Unit 5** Ethical Dilemmas - workplace, functional areas & ethical issues in global business

Dilemmas at work - ethical dilemmas: power - authority and trust – secrecy - confidentiality and loyalty - resolving dilemmas manager - employee.

Ethical issues in: marketing – operations – purchase - human resource – finance - accounting and other functions.

Multinational organization - reasons Company go global - ethical issues – political sales & marketing – advertising – technology - economics activities - regulatory actions in acquisitions of global business & social obligation.

### **Skill Development Activities:**

- *Make a survey of local political influence on Business.*
- *Make report on the recent ethical issues.*
- *Make an environment impact assessment for an upcoming project in your local area.*
- *Prepare a report based on CSR activities of one of the companies near your locality.*
- *Presentation on preparing Corporate Code of different companies*

**TEXTBOOK:**

*Hartman & Chatterjee, Perspectives in Business Ethics*

**REFERENCES:**

- 1 *John R Boatright, Ethics and the conduct of business*
- 2 *Illustrations and supporting articles from business journals*

**15BUS304 INVESTMENT AND PORTFOLIO MANAGEMENT 4004**

**Objective:** *To provide an insight in to the process and concept of security analysis and managing the portfolio of investments.*

Course outcome

Students will be able to

CO1 will acquire knowledge of various kinds of risk

CO2 will be able to construct portfolios on the basis of analysis

CO3 to understand securities market and indicators of securities in the market

CO4 will be able to evaluate portfolios and create portfolio revision strategies

**Unit 1 Investment**

Meaning – Definition - Nature and Scope of Investment - Avenues of Investment – Financial Assets – Non-Financial Assets - Characteristics of an Investment - Sources of Investment Information.

**Unit 2 Concept of Return and Risk**

Meaning of Return and Risk - Types of Risk - Systematic and Unsystematic Risk – Elements of Systematic and Unsystematic Risk - Measuring Return and Risk - Expected Return - Standard Deviation – Beta – Alpha.

**Unit 3 Overview of Security Analysis**

Meaning - Fundamental Analysis - Economic Analysis - Economic Forecasting - Industry Analysis - Industry Life Cycle - Company Analysis (Financial and Non-Financial Parameters) - Dow Theory - Technical Analysis – Trends and Trend Reversal – Price Charts – Chart Patterns - Mathematical Indicators - Market Indicators - Technical vs Fundamental Analysis.

**Unit 4 Portfolio Construction**

Meaning - Approaches to Portfolio Construction - Markowitz Model - Markowitz Efficient Front Theory – Sharpe Index Model - Problems - Capital Asset Pricing Theory - Assumptions of CAPM Theory - Capital Market Line - Security Market Line – Problems.

**Unit 5 Portfolio Revision and Portfolio Evaluation** Meaning - Need - Constraints in Portfolio Revision - Portfolio Revision Strategies -

Formula Plans - Portfolio Evaluation - Meaning - Need - Sharpe's Performance Index - Treynor's performance Index - Jenson's Performance Index – Problems.

**Skill Development Activities:**

- *Analysis the present market condition for a fundamental analysis for investing in shares*

- Consider the prevailing best industry on the basis of economic analysis for investing
- Compute the best company to invest now in the light of Beta and Alpha studies, BSE and NSE.
- Collect price variation of 5 scripts over a period of one month and analyze the trend

**TEXTBOOKS:**

1. Kevin-Security Analysis and Portfolio Management, PHI Publishers
2. Security Analysis and Portfolio Management – P Pandian - Vikas Publishing House

**REFERENCES**

1. Bhalla - Investment Management, Security Analysis and Portfolio Management - S. Chand
2. Preethi Singh - Investment Management, Security Analysis and Portfolio Management - Himalaya Publishing House.

**15BUS305 INTRODUCTION TO INCOME TAX LAW AND PRACTICE 3 1 0 4**

**Objective:** To familiarize the students with the basic principles and practices of Income Tax.

Course outcome

Students will be able to

- CO1. describe how the provisions in the corporate tax laws can be used for tax Planning  
 CO2. explain different types of incomes and their taxability and expenses and their deductibility.  
 CO3. learn various direct and indirect taxes and their implication in practical situations  
 CO4. state the use of various deductions to reduce the taxable income.

**Unit 1**

Income Tax Act – History – Important Definitions – Assessee - Assessment year - Previous year - Person – Income - Agricultural Income – Gross Total Income – Total Income - Casual income.

**Unit 2**

Residential Status of Individual – HUF – Firm – Company - Scope of Total Income based on the residential status of Individuals.

**Unit 3**

Exemptions from Total Income.

**Unit 4**

Deductions from Gross total income - 80C - 80CCC - 80CCD - 80CCF - 80D - 80DD - 80DDB - 80E - 80G - 80GG - 80GGA - 80GGC - 80QQB - 80RRB - 80TTA - 80U.

**Unit 5**

Computation of Total Income and Calculation of Tax Liability of Individual assesses only.

**TEXTBOOKS:**

- Dr. H C Mehrotra, Dr S P Goyal - Income Tax Law and Practice, Sahitya Bhawan Publications.  
 T N Manoharan - Income Tax, VAT & Service Tax: Snow White Publication.

**REFERENCES:**

- Dr Bhagavathi Prasad - Direct Taxes Law & Practice – Wishwa Prakashan, New Delhi.  
 Dr Vinod K Singhnia – Students Guide to Income Tax, Taxmann Publications Pvt Ltd, New Delhi.

**15BUS311 ENTREPRENEURSHIP DEVELOPMENT 2 1 0 3**

**Objectives:** To provide the students an opportunity to relate the concepts to real life business and acquire the knowledge to become successful entrepreneur.

## Course Outcome

Students will be able to

CO1. Discern distinct entrepreneurial traits

CO2. Know the parameters to assess opportunities and constraints for new business ideas

CO3. Understand the systematic process to select and screen a business idea

CO4. Design strategies for successful implementation of ideas

CO5. Write a business plan

### Unit 1

Entrepreneurship – Definition – Characteristics - Reasons for Growth of Entrepreneurship in a Country – Functions of An Entrepreneur - Types of Entrepreneurs - Entrepreneurship Success and Failure (with reference to India and the World) - Need to Train Entrepreneurs - Phases For Entrepreneurial Development - Role of Entrepreneurs In The Economic Development of a Country.

### Unit 2

New Business Idea - Meaning and Applicability - Sources of Business Idea - Business Idea Evaluation – Preference of Location - Geographical and Community Preferences and others - Business Plan - Uses - Kinds - Process of Writing a Business Plan - New Product Development and Business Incubation.

### Unit 3

Need For Women Empowerment In our Country - Prospects and Problems of Women Entrepreneurs – Solutions - Some Success. Stories of Women Entrepreneurs - Indian Women Entrepreneurs – Self-Help Group - Meaning and Usefulness - Rural Entrepreneurship: Meaning and Need - Opportunities In Various Sectors – Problems and Prospects.

### Unit 4

Starting up of a Business – Project Identification and formulation – Assessment of feasibility – Legal considerations – Basic Start up Problems - Challenges of Buying a Business - Process of Buying – Institutional Assistance to an Entrepreneur – Policy Support to an Entrepreneur.

### Unit 5

Financing of Business – Characteristics of Business Finance – Sources of Business Finance – Debt – Equity Considerations – Profit Planning and Budgeting (Theoretical aspects only).

#### ***Skill Development Activities:***

- *Collect information on the factors that have helped to start an enterprise by any two successful personality*
- *Prepare the flow chart with the determinants that have helped to establish an organization in your locality.*
- *Prepare a Report on the survey of any business unit in the region located near your college.*
- *Success stories of Entrepreneurs in the region to be discussed*

#### **TEXTBOOKS:**

1. *Entrepreneurship: Rajeev Roy, Oxford University Press*
2. *Entrepreneurial Development: Vasant Desai*

#### **REFERENCES:**

- 1 *Entrepreneurial Development: Bhanucholi*
- 2 *Entrepreneurship Development: Dr. K. G. C. Nair*

#### **15BUS313 INTRODUCTION TO STRATEGIC MANAGEMENT 3 1 0 4**

**Objectives:** *To appreciate the complexities of managing a formal organisation; to help develop analytical skills for identifying key strategic issues and formulating appropriate strategies given a firms situation.*

## Course Outcome

Students will be able to

CO1. know, understand, and apply the strategic management process to analyze and improve organizational performance.

CO2. conduct and draw conclusions from external analyzes of an organization's environment;

CO3. conduct and draw conclusions from internal analyzes of an organization's capabilities;

CO4. formulate realistic strategies;

CO5. develop implementation plans to execute those strategies.

### Unit 1 Strategic Concepts

Meaning, definition – role – scope – importance – stages - key terms - strategic model – benefits - need for strategic planning - pitfalls of strategic planning - guidelines for effective strategic management - vision and mission – meaning – need – importance – process – characteristics – components - vision vs mission - writing and evaluating good vision and mission statements.

### Unit 2 Internal Assessment and External Assessment

Key internal forces - management audit - basic functions or activities that make up the different functional areas of business.

Key external forces - sources of external information - Porters five forces model of competition - cooperative vs competitive strategies.

### Unit 3 Strategies for Managing Business

Types of strategies – integration – intensive – defensive - diversification.

Strategies for competing in turbulent - high velocity market - means for achieving strategies – joint venture - merger/ acquisition - first mover advantages - outsourcing.

### Unit 4 Strategy Analysis

Three stage strategy formulation - SWOT matrix - SPACE matrix - BCG matrix - value chain analysis.

**Unit 5** Implementation Strategies, Strategies Review and Evaluation Meaning - Strategy formulation vs strategy implementation - matching structure with strategy - creating strategy supportive culture - challenges in strategy implementation.

### **Skill Development Activities:**

- *Present a chart showing Strategic Management Process.*
- *Select any organization and undertake SWOT analysis, SPACE matrix and BCG matrix*
- *Present strategy followed by an FMCG company in Indian Market.*
- *Select any sector and make competitive analysis using Porter's five forces model.*
- *List social responsibility action initiated by any one company.*
- *Select any organization and identify the Key Result Areas*

### **TEXTBOOK:**

*Fred R David, Strategic Management Concepts and Cases*

### **REFERENCES:**

- 1 *V S P Rao And V Hari Krishna, Strategic Management Text And Cases*
- 2 *Amita Mital, Cases in Strategic Management*
- 3 *John A Pearce II and Richard B Robinson Jr., Strategic Management: Formulation, Implementation and Control.*
- 4 *Upendra Kachru, Strategic Management Concepts and Cases.*



**Objectives:** To have the knowledge and skills to improve the effectiveness of a non-profit organisations; know basic legal requirements affecting non-profit organisations; formulate strategies for improving a non-profit organisations internal and external capacity

#### **Course Outcome**

**CO1. Understand the concept of fund raising and various social beneficial undertaking projects.**

**CO2. Will be able to understand establishment and working of NGO's**

**CO3. Conceptualisation of CSR activities**

**CO4. Involving in nation development activities and understanding the challenges of NGO's.**

**Unit 1** Introduction Role and significance of Non-Profit Organisations (NPOs) Understanding Non-Profit Organisations. Some fallacies about Non-Profit Organisations. Trends and challenges of Non-Profit Organisations. Formation and management of a society. Non-Government Organisations (NPOs). Non-Government Organisations (NPOs) and Government Policy. Emerging role of Non-Government Organisations (NPOs).

#### **Unit 2** Managing NPOs

Management and organisation of NPO. Strategic management in NPOs. Leadership in NPOs. Critical attributes of leadership for NPOs. Marketing Social Change.

Application of marketing approaches for welfare organisations. Understanding client's needs through social research methodology. Managing Perceived Costs. Formulating Communication Strategies. Concepts in staffing. Managing concerns in human resources in NPO. Organisation excellence through HRM. Working with new generation employees and retaining them.

#### **Unit 3** Founding a NPO

Finance functions in NPOs. The World of Microfinance Deferred donations. Financial systems in NPOs Management control and process. Management Accounting in NPOs Effective and reliable controls. Techniques of managerial control. Accountability and financial transparency for NPOs. Project Planning and Evaluation. Community Participation. Working with beneficiary groups. Scalability and Replication of Non-Profit Success, the Board of Trustee as Guardian of the Social Mission.

#### **Unit 4** Evaluation of performance

Evaluation of NPOs performance process. A model for performance assessment of Mutual expectations - society and organisations. Scalability and Replication of Non-Profit Success. Social Entrepreneurship. Role of a Social Entrepreneur. Qualities of Social Entrepreneurs. Rural Poverty and Rural Research.

#### **Unit 5** Environmental Context

Corporate social responsibility and leadership. Managing cultural diversity in NPOs operations. Counselling for re-assurance to face problem. Ethical concerns. Trends in NPOs. Legal Framework of NPOs in India Government involvement in the non-profit sector, Government – non-profit relationships, Tax exemption: requirements for exemption, nature of exemptions. Charitable solicitations, Political activity.

#### **Skill Development Activities:**

- *Collect details of NGOs in the country*
- *Visit any NGOs and prepare report, based on their role and functions*
- *Discuss the means of promotion of an NGO*
- *Comment on community participation of an NGO of your choice*

#### **TEXTBOOK:**

*Management of Non-Governmental Organizations towards a developed civil society J M Ovasdi, ISBN 1403 92868 1 Macmillan India Ltd, 2006.*

#### **REFERENCES:**

1. *Managing the Non-Profit Organization Principles and Practices*, Peter F Drucker, ISBN 13 9780060851149 Harpercollins, publishers May 2006
2. *Non-profit Management – Principles and Practices*, Michael J Worth, The George Washington University ISBN 9781412937788, Sage Publications September 2000.

**15BUS315**

**PROJECT MANAGEMENT**

**3 0 0 3**

**Objective:** *To make the students understand the procedure of selecting a project and preparation of project report.*

Course outcome

Students will be able to

1. Learn to address specific management needs at the individual, team, division and/or organizational level
2. Apply practical applications of project management to formulate strategies allowing organizations to achieve strategic goals
3. Develop a perspective of leadership effectiveness in organizations
4. Acquire team-building skills required to support successful performance

**Unit 1**

Project – Meaning - definition – objectives - Characteristics of projects – importance – Classification – Project life Cycle – project management, Stages of Project Management.

**Unit 2**

Project identification – sources of project ideas – project formulation – steps in project formulation – Project planning – steps in business planning - feasibility analysis and feasibility reports.

**Unit 3**

Project design – network analysis – PERT and CPM – Financial analysis – significance – financial tools like trend analysis, ratio analysis, fund flow analysis, break even analysis.

**Unit 4**

Sources of finance – internal and external – institutional finance – project appraisal, steps and implementation.

**Unit 5**

Project report – objectives, importance and contents of a project report - project report preparation (practical) Skill Development - Preparation of a Project report (practical) Preparing a letter to the concerned authority - seeking license to the SS Unit, you propose to start. Format of a business plan. A report on the survey of SSI units in the region where college is located. Chart showing financial assistance available to SSI along with rates of interest. Chart showing tax concessions to SSI both direct and indirect. Success stories of Entrepreneurs in the region

**Skill Development Activities:**

- *Preparation of a Project report (practical)*
- *Preparing a letter to the concerned authority-seeking license to the Small Scale Unit, you propose to start.*
- *Format of a business plan*
- *A Report on the survey of SSI units in the region where college is located.*
- *Chart showing financial assistance available to SSI along with rates of interest.*

**TEXTBOOKS:**

1. M. C. Dileep Kumar, Ajith Kumar – Project Management, Kalyani Publishers
2. Vasanth Desai – Project Management, Himalaya Publishing

**REFERENCE BOOKS:**

1. S. Choudhuri – Project Management, Tata McGraw Hill
2. B. M. Patel – Project Management, Vikas Publishing House
3. Rajeev M Gupta – Project Management, PHI 4.
4. Prasanna Chandra: Project Planning, Analysis, Selection, Implementation and Review, Tata McGraw Hill.
5. Vasantha Desai: Dynamics of Entrepreneurial Development, Himalaya.

**15BUS331 FINANCIAL SERVICES AND MARKETS 3 0 0 3**

**Objectives:** Financial markets have been increasingly influenced in recent times by financial innovations in terms of products and instruments, adoption of modern technologies, opening up of the market to the global economy, stream lining of regulatory frame works and so on. Keep this in mind, the aim of this course is to make the students aware of the ever changing scenario of financial markets and services.

Course outcome

Students will be able to

- CO1. Define, explain and illustrate some of the frameworks and approaches that are helpful in marketing financial services;
- CO2. Describe how financial markets operate :
- CO3. Discuss how financial services will affect.:
- CO4. To position value propositions, products and brands in customers' minds

**Unit 1**

An overview of the Financial Services and Markets - Financial Services - Financial Markets - Financial Sector in the pre- and Post- Liberalization Periods.

**Unit 2**

Factoring and forfeiting: The concept of Factoring and Forfeiting - Export Factoring - Forfeiting - RBI and Forfeiting.

**Unit 3**

Securitization and Credit Rating: The concept of Securitization - Credit Enhancement  
Securitization in India - Legal Framework. The concept of Credit Rating - Rating Framework - Credit Rating Agencies in India - CRISIL, CIBIL etc. Credit Rating Agencies and SEBI.

**Unit 4**

Mutual Fund: The concept of Mutual Fund - Mutual Fund in India - The Structure of a Mutual Fund Types of Mutual Fund - Analyzing the Mutual Fund - Regulations Regarding Mutual Funds.

**Unit 5**

Money Market and Capital Market

Money Market - Evolution of Money Market in India - Post-Liberalization Period - Treasury Bill. Call Money Market – Inter Bank Call Market in India – collateralized

Borrowing and Lending Obligation – Repurchase option (Repos) Market: The Concept – The Types of Repo Arrangements – Reforms in the Repo Market.

Capital Market – Commercial Papers – Developments in Commercial Papers Market – Certificate of deposits (CD) – IPO, FPO.

**Skill Development Activities:**

- Collection of Share certificate/ debenture certificate.
- Collect any specimen of new Financial Instruments and record the same.
- Select any Mutual Fund and examine the various closed and open-ended schemes offered.

- Visit any Housing Finance Companies and analyze the features of various financing schemes offered
- Visit a Stock Broking Office and collect new issue application form and fill it,
- Ask the students to prepare a diagram showing the working of a Stock Exchange,
- Collect an advertising copy of the mutual fund scheme and paste it,
- List the various types of Credit Cards issued by financial service sector, and
- Prepare a list of various Mutual Fund Schemes and classify them under Open-ended and Close-ended Scheme

#### **TEXTBOOKS:**

1. Shashi. K. Gupta – Financial Services, Kalyani Publishers.
2. Machiraju. H. R – Indian Financial System, Vikas Publication.

#### **REFERENCES:**

1. Rajesh Kothari – Financial Services in India, Sage Publications
2. Tripathy – Financial Services, Prentice Hall of India.

### **15BUS332 INTEGRATED ADVERTISING AND BRANDING 3 0 0 3**

**Objective:** The students are expected to gain comprehensive understanding of the concepts of professional practices in Advertising and Branding for Integrated Marketing Communication (IMC). Content of the course gives an exposure to the foundation of design and implementation techniques for all the presentable marketing formats like print, broadcast and new digital media, through discussions of case studies from advertisement industry from a perspective of IMC.

Course outcome

Student will be able to

- CO1. Perform a market segmentation analysis, identify the organization's target market/audience and define the consumer behaviour of each segment.
- CO2. Develop an advertising plan and present and defend it persuasively.
- CO3. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.
- CO4. Collaborate in the development of advertising and marketing communications material, in compliance with current Canadian legislation, industry standards and business practices.

#### **Unit 1**

Evolution of Advertising as a Communication and Business Process - What is IMC? Audience Categories and Geographical Factors - Positioning, Environment - Segmentation, Positioning Differences, Market Place, Promotions, Measuring Response, Press Release, Product Review and Classified Advertisements. Conventional Advertising, New Advertising Agencies, Freelance and Consulting Domains - Creativity - How does a modern Advertising Agency function?

#### **Unit 2**

Integration for Marketing Communication - Persuasion, Argument and Emotions - Marketing and Consumer Behaviour - Integrating Advertising with other Elements - Effective Advertising - Market and Economic Effects and Intensity of Advertising.

#### **Unit 3**

Creative Process in Advertising - Copy Writing and Craft of Copy Writing - Writing for Print, Visual and Radio - Art Direction - Production - Using the Media: Print, Visual and Radio - Media Planning and Internet: Effective Use of New Digital Media Tools - How to market - Do's and Don'ts of Advertising Techniques.

#### **Unit 4**

Advertising Strategies - Marketing for Clients - Advertising Management - Basic Elements of

Branding - Brand Identity - Brand Image - Brand communication - Power Branding - Principles of Integrated Brand Promotion (IBP) - Planning Advertising and IBP - Basics of Brand Management and Relationship with Contemporary Advertising - Planning and Organising - Executing the Advertising Process.

#### **Unit 5**

How the Brand Transforms the Business Goals and Vision? Strategic Brand Promotion and Management - FOUR Steps in Brand building - Direct Marketing, Public Relations (PR) and Corporate Advertising for Brand Building - Sustaining and Growing the Brand - Basics of Corporate Image and Brand Management - Transition from IMC to Brand Equity - Media Selection - Trade Promotion and Selling, CRM, Personal Selling and Web Marketing. Discussion of Case Studies from Business and Industry. Social, Ethical and Regulatory Aspects - Research for Advertising and Promotion - Future of IMC.

#### **Skill Development Activities:**

- *By selecting an appropriate theme & appeal, create & enact an advertisement for a range of any established products. For this purpose, the class should be divided into groups and formal presentations have to be evaluated.*
- *List out a few celebrity brand endorsements and the appropriateness of using them.*
- *Draw a chart showing the brand environment*
- *List out a few recent news and trends about brands*
- *List out some of the methods of brand valuation*
- *List out a few brands and the adjectives attached to them.*

#### **TEXTBOOKS:**

1. *Contemporary Advertising, William Arens, Tata McGraw-Hill Pub Co. Ltd., New Delhi, 10 e, 2008.*
2. *Principles of Advertising and IMC, Tom Duncan, Tata McGraw-Hill Pub Co. Ltd. 2e, 2005*

#### **REFERENCES:**

1. *Advertising Basics - a resource guide for beginners, J V Vilanilam, A K Varghese, Response Books (a division of Sage Publications), New Delhi, 6th printing, 2009.*
2. *Advertising Management, Rajeev Batra, John. G. Myers and David. A. Aaker, Pub: Pearson – Dorling Kindersley (India) Pvt. Ltd., 5e, 2006*

**15BUS333**

**LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**3 0 0 3**

**Objectives:** *To understand the general concept of logistics and supply chain management; to better analyze the distribution channel, starting from raw material supply to the finished good delivery to the end user; to learn the re-engineering of existing logistics network; to apply the global trends in supply chain management such as the IT application etc.*

Course outcome

Students will be able to

CO1. Conceptualization of logistics and supply chain management

CO2. Frame strategies and making designs on network design

CO3. Appreciate growth of supply chain management as a quality assurance tool.

#### **Unit 1** Introduction to Logistics and Supply Chain Management

What is a Supply chain? - Nature and Scope of Supply chain management. What is logistics? Mission of logistics Management - Competitive advantage through logistics - The change in logistics environment/ evolution of logistics towards supply chain management - Difference between Logistics Management and Supply chain management.

#### **Unit 2**

Supply Chain planning, Strategy formulation and design of Supply Chain network. Supply chain strategy

framework - Supply chain relationship fit between competitive strategy and Functional strategies. Integrated Supply chain planning - Factors influencing Network design decisions logistics/ Supply chain network design process - logistics/supply chain network planning - Modelling approaches to logistics/ supply chain network design.

### **Unit 3**

Logistics and supply chain relationships, and managing inventory and transportation in a supply chain. Distribution logistics - Channel structure - Function and design of channel of distribution - Types of distribution channels - Proper Channel Design

- Physical distribution management - Economics of distribution - Logistics service alliances. Basics of Inventory management - Basic inventory control systems - Modern approaches to inventory management. Role of transportation in a supply chain - Transportation Infrastructure - Its Economics and Pricing - Transportation Management System (TMS) - Transportation Services - Transportation Costs.

### **Unit 4**

Purchasing Decisions and Pricing Decisions in a supply chain. Role of procurement/ purchasing in a supply chain - Its Objectives - Supply Scheduling - Sourcing Strategies - Procurement Strategies - Manager-Supplier relationship. Pricing Fundamentals - Logistics Pricing - Issues in pricing - Revenue Management in a supply chain.

### **Unit 5**

Information technology in Supply chain and Managing Global Logistics Need for Supply chain Coordination - Bullwhip Effect - Role information technology in a supply chain - Customer Relationship Management (CRM) - Internal Supply chain management - Managing supplier relationships/ Supplier relationship Management (SRM). Computer based information systems - New Information Technologies - Enterprise Resources Planning - Supply chain IT in practice. Global Business Strategy - Global logistics - Global supply chain management - Guidelines for developing a global logistics strategy. The global economy and supply chain - Global sourcing, costs associated with sourcing, Global purchasing and global supplier relations.

#### ***Skill Development Activities:***

- *By selecting an appropriate companies find out how their logistics and supply chain management is implemented and how effective it is and mention their advantages and disadvantages. Formal presentations have to be evaluated.*
- *Case studies or hands-on experience by visiting a logistics firm*
- *An orientation about the career prospects in this domain will be an encouraging aspect for the students*
- *The students may propose a better option for some of the logistics application, they are using daily, such as the transportation facility of food/ students to the campus etc,*

#### **TEXTBOOKS:**

1. *Satish C Aliwadi, Rakesh P Singh-Logistics Management, PHI*
2. *Sunil Chopra, D V Kalra, Peter Meindi - Supply Chain Management: Planning and Operations, Pearson*

#### **REFERENCES:**

1. *Donal Bowersox, David Closs, M Bixby Cooper - Supply Chain Management, TMH*
2. *Sunil Sharma - Supply Chain Management: Concepts, Practices and Implementation, Oxford University press*
3. *S K Bhattacharya - Logistics Management S Chand.*

**15BUS334**

**RURAL MANAGEMENT**

**3 0 0 3**

**Objectives:** *To enlighten the students the significance of rural industrialization and the management of rural industries.*

Course outcome

Student will be able to

CO1 will be able to understand concepts rural industrialisation

CO2 will be able to apply policies and programmes for small scale and cottage industries of rural area

CO3 will be able to understand schemes available for industrialisation in rural areas

### **Unit 1**

Concept of Rural Industrialization - Importance of Rural Industrialization for rural development - Gandhian approach to rural industrialization - appropriate technology for rural industries.

### **Unit 2**

Policies and programmes for the development of rural industries - Industrial Policy resolutions - five year plans - khadi and village commission - objectives - K.V.I.C. during five year plan periods.

### **Unit 3**

Rural industrial sectors - small scale - handloom - agro based industries - rural artisans - handicrafts and sericulture - problems of marketing - marketing strategy and information system for rural industries - consortium approach – exhibitions.

### **Unit 4**

Field level organizations - District Industries Centre (DIC) - National Institute for Small Industries Extension and Training (NISIET) - Small Industry Development Organization (SIDO) - small industries service Institutions - consultancy organizations.

### **Unit 5**

Financial organizations - regional rural banks and state finance corporations.

### **TEXTBOOKS:**

1. Katar Singh – *Rural Development: Principles, Policies and Management*, Sage Publications
2. Gupta, Siddiqui, Alam – *Rural Management*, CBS Publishers

### **REFERENCE TEXTS:**

1. S B Verma – *Rural Management*, Deep and Deep Publications
2. Vasant Desai – *Rural Development in India*, Himalaya Publishing

**15BUS335**

**RURAL MARKETING**

**3 0 0 3**

**Objectives:** *The objective of the course is to provide conceptual understanding on the Rural Marketing with special reference to Indian context and develop skills required for planning of Rural Products; to create awareness about the applicability of the concepts, techniques and processes of marketing in rural context; to familiarize with the special problems related to sales in rural markets.*

Course outcome

Students will be able to

CO1 will get concept of rural marketing

CO2 various products and distribution channels in rural marketing

CO3 will be able to apply marketing strategies for marketing rural products

### **Unit 1 Overview of Rural Marketing**

Introduction of Rural marketing - Evolution of Rural Marketing in Indian and Global Context – Definition - Nature - Scope - Characteristics and potential of Rural Marketing - Importance of Rural Marketing - Socio-Cultural economic & other environmental factors affecting in Rural Marketing - A comparative Analysis of Rural vs Urban Marketing - Size & Structure of Rural Marketing - Emerging challenges & Opportunities in Rural Marketing.

### **Unit 2 Rural Markets & Decision**

Profile of Rural Marketing Dimensions & Consumer Profile - Rural Market Equilibrium Classification of Rural Marketing - Regulated – Non-Regulated - Marketing Mix – Segmentation – Targeting – Position - Rural Marketing Strategies - Role of Central, State Government and other Institutions in Rural Marketing Integrated Marketing Communication in Rural Marketing.



### **Unit 3 Product & Distribution**

Product/ Service Classification in Rural Marketing - New Product Development in Rural Marketing - Brand Management in Rural Marketing - Rural Distribution in channel management - Managing Physical distribution in Rural Marketing - Fostering Creativity & Innovation in Rural Marketing - Sales force Management in Rural Marketing.

### **Unit 4 Rural Consumer Behaviour in Marketing Research**

Consumer Buyer Behaviour Model in Rural Marketing - Rural Marketing Research - Retail & IT models in Rural Marketing - CSR and Marketing Ethics in Rural Marketing Source of Financing and credit agencies - Consumer Education & Consumer Methods in Promotion of Rural Marketing - Advertisement & Media Role in Rural Marketing Promotion Methods.

### **Unit 5 Trends in Rural Marketing**

e-Rural Marketing - CRM & e-CRM in Rural Marketing - Advanced Practices in Rural Marketing - Social Marketing - Network Marketing - Green Marketing in Indian and Global Context - Co-operative Marketing – Micro-Credit Marketing - Public Private Partnership Model in Rural Marketing - Advancement of Technology in Rural Marketing - Structure of Competition in Rural India.

#### **TEXTBOOKS:**

1. *Rural Marketing - C G Krishnamacharyulu, Lalitha Ramakrishnan - Pearson Education*
2. *Rural Marketing: Indian Perspective by Awadhesh Kumar Singh Satyaprakash pandey, New age publishers.*

#### **REFERENCES**

1. *New Perspectives on Rural Marketing: Includes Agricultural Marketing By Ramkishen Y.*
2. *Rural Marketing, Pradeep Kashyap & Siddhartha Raut, Biztantra*
3. *Rural Marketing - U. C. Mathur, excel books, 1/e*
4. *Indian Rural Marketing Rajagopal Rawat Publishers*

**15BUS336**

**SALES AND DISTRIBUTION MANAGEMENT**

**3 0 0 3**

**Objectives:** To introduce course participants to the issues, problems and choices facing a sales manager; to expose course participants to the tools and strategies necessary for designing, motivating and evaluating sales and distribution management systems: to introduce course participants to national and international sales and distribution practices.

Course outcome

- CO1. recognise and demonstrate the significant responsibilities of sales person as a KEY individual.
- CO2. describe and Formulate strategies to effectively manage company's sales operations.
- CO3. evaluate the role of Sales manager and his/ her responsibilities in recruiting, motivating, managing and leading sales team.
- CO4. illustrate the fundamentals of Distribution channels, Logistics and Supply Chain Management.

### **Unit 1 Introduction to Sales Management**

Evolution, nature and role of sales management - importance of sales management - personal selling - difference between selling and marketing - selling skills - marketing management process - sales management process - emerging trends in sales management - selling process - stages in selling process - sales promotion.

**Unit 2 Sales Organisation and sales quota** Introduction - organizational principles - organizational design - sales territory - size and allocation of sales territories - allocation of sales territories - designing a sales territory - sales quota - procedure for setting quota - types of sales quota - methods and problems in setting sales quota.

**Unit 3** Recruitment of sales force

Recruitment of sales force - selection of sales person - sales training – motivation factors influencing motivation of sales person - compensation plan - steps in designing a compensation plan.

**Unit 4** Distribution Management

Distribution system - selection of distribution channels - role and functions of channels of distribution - logistics for customer satisfaction - physical distribution management - transportation and warehousing.

**Unit 5** Techniques of managing distribution

Retail management - retail industry - characteristics of retailer - strategic retail planning - distribution of services - location and accessibility - major intermediaries for service delivery - introduction to ERP and SAP.

**TEXTBOOKS:**

1. Tapan K Panda, Sun, ' Sahadev - Sales and Distribution Management , Oxford University Press
2. Dr. S. L. Gupta - Sales and Distribution Management Text and Cases, Excel Books

**REFERENCES:**

1. Pingali Venugopal - Sales and Distribution Management An Indian Perspective, Response Books
2. U. C. Mathur - Sales and Distribution Management — New Age International Publishers

**15BUS351****COMMUNICATION FOR MANAGERS****3 0 0 3**

**Objectives:** To familiarize learners with the mechanics of writing; to enable learners to write in English precisely and effectively.

Course outcome

Students will be able to

CO1. recognize their ethical responsibilities to their community, society, discipline, and profession based on various perspectives and associated standards of ethical communication.

CO2. communicate critical financial data to stakeholders in an understandable manner

CO3.to develop intercultural sensitivity.

**Unit 1** Personal Communication

Journal writing, mails/emails, SMS, greeting cards, situation based - accepting/ declining invitations, congratulating, consoling, conveying information.

**Unit 2** Social Communication

Blogs, Reviews (films, books), posting comments, tweets, cross-cultural communication, gender sensitivity in communication.

**Unit 3** Work place communication

e-mails, minutes, reports of different kinds - annual report, status report, survey report, proposals, memorandums, presentations, interviews, profile of institutions, speeches, responding to enquiries, complaints, resumes, applications, summarizing, strategies for writing.

**Unit 4** Research writing

Articles for publication (Journals), developing questionnaire, writing abstract, dissertation, qualities of research writing, data (charts, tables) analysis, documentation.

**Unit 5** Writing for media and creative writing

Features for publication (Newspapers, magazines, newsletters, notice-board), case studies, short stories, travelogues, writing for children, translation, techniques of writing.

**TEXTBOOKS;**

1. Raymond V Lesikar, John D Pettit, and Mary E Flatly. 2009. *Lesikar's Basic Business Communication*. 11th ed. Tata McGraw-Hill, New Delhi.
2. J Gerson, and Steven M Gerson. 2008. *Technical Writing: Process and Product*. Pearson Education, New Delhi.

**REFERENCE:**

E. H. McGrath, S.J. 2012. *Basic Managerial Skills for All*. 9th ed. Prentice-Hall of India, New Delhi

**15BUS352 CUSTOMER RELATIONSHIP MANAGEMENT 3 0 0 3**

**Objectives:** On successful completion of the course the students should have: Understood Relationship Marketing Learnt Sales Force Automation Learnt Database Marketing.

*Course outcome*

*Students will be able to*

*CO1. explain and characterize the major concepts and framework of customer relationship management.*

*CO2. analyze the key drivers using data from observations, experiences and systematic research methods for successful customer relationship management programs.*

*CO3. apply the concepts and tools with other related or unrelated fields to design innovative customer relationship management program for a real company.*

**Unit 1**

Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle.

**Unit 2**

CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM.

**Unit 3**

Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India.

**Unit 4**

Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection.

**Unit 5**

Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.

**REFERENCE BOOKS:**

*S. Shajahan – Relationship Marketing – Mc Graw Hill, 1997*

*Paul Green Berg – CRM – Tata Mc Graw Hill, 2002*

*Philip Kotler, Marketing Management, Prentice Hall, 2005*

*Barry Berman and Joel R Evans – Retail Management – A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006.*

**15BUS353 WEB-BASED MARKETING 3 0 0 3**

**Objectives:** The digital marketing landscape has changed more rapidly by the adoption of mobile and social media to engage customers in dynamic, multiparty conversations. It has revolutionized how marketers operate, and the skills they need to be successful. The course is designed to introduce students to the world

*of multi-channel marketing, and provide them with the advanced technical skills and marketing savvy they need to identify, engage, and develop relationships with customers in a digital environment.*

*Course outcome*

*Students will be able to*

CO1. learn that online-campaigns must be based on existing marketing strategies.

CO2. communicate how strategies defined by the corporation can be realized into actions, in such a way, that they remain strategy-compliant.

CO3. understand the role of web based marketing in current scenario

### **Unit 1**

Search Engine Optimization (SEO) - Introduction to Online Search. Understanding How Search Engines Work. Understanding Google Page Rank. Introduction to Search Engine Optimization. How to Build an Accessible Site. Keyword Search and Optimization. Link Building Strategies. Useful Tools for SEO. The Past, Present and Future of SEO.

### **Unit 2**

Search Engine Marketing (SEM) - Introduction to Internet and Search Engine Marketing. Getting Started with Google Adwords. Adwords Account Structure. Navigating in Google Adwords. Working with Keywords. Creating Ads in Google Adwords. Creating and Managing Your First Ad Campaign. Adwords Reporting and Account Performance Reports.

### **Unit 3**

Social Media Marketing (SMM) - Beginners Guide to the World of SMM. Why Social Media? Getting Started with Social Media. Building Relationship with Social Media. Building Relationship via Facebook. Building Relationship via Twitter. Building Relationship via LinkedIn. Marketing through YouTube. Handling Positive and Negative Comments. Social Media Content base Creation. Who is Doing it Right?

### **Unit 4**

Web Analytics - Analytics 101. Web Analytics and Intelligence Tools. Basic Metrics Demystified. Introduction to Google Analytics. Goals and Actionable Insight. Data Management. Social Media Analytics. Social Media Analytics. Social Media Goals and KPI's. Tools for Social Media Analytics.

### **Unit 5**

Online Reputation Management - What is ORM? Need and benefits of ORM. Case Studies. Getting Started with ORM. Building it Right and Tools Required.

### **TEXTBOOKS:**

*Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation  
Mar 2012 by Calvin Jones, Damian Ryan*

### **REFERENCES:**

- 1. Digital Marketing for Everyone: Connect With Your Customers, Grow Your Business & Demystify Social Media – Import, 19 Dec 2012 by Eric Morrow, Shannon Chirone*
- 2. The Best Digital Marketing Campaigns in the World: Mastering The Art of Customer Engagement Paperback – 3 Jun 2011 by Calvin Jones, Damian Ryan*

**15BUS354      PRINCIPLES OF EXPORT MANAGEMENT      3 0 0 3**

**Objective:** *The objective of this course is to familiarize the students with the essentials of export management to equip them to be independent export entrepreneurs or employed in export houses of the country. The emphasis obviously is the Indian context.*

*Course outcome*

Students will be able to

CO1. conduct a search for export opportunities and be able to link the findings to an export and marketing strategy.

CO2. access and evaluate relevant export information from a wide range of sources, and integrate the information in terms of an export strategy, cognisant of marketing, designed for a specific company.

CO3. explain and apply the typical methods and procedures involved in export management and marketing from an export perspective.

#### **Unit 1 Introduction**

Concept of foreign trade – Trade and development: Foreign trade as an engine of growth. Exporting: Meaning and importance to a growing economy – Growth of world trade. Trends in India's export trade since independence: Value, Composition and direction of India's export trade - Direction of India's export trade, India's share in world trade, Reasons for India's poor share in world trade - Export of services. Export promotion measures. Functions of an export manager.

#### **Unit 2 Starting an Export Business**

Steps involved: Organising, Naming the concern, Trade name and Logo – Form of organisation: Proprietorship, Partnership or Joint stock company – Categories of exporters – Location – Letterhead – Business card – Recruitment of personnel – Opening bank account - Getting permanent income tax number – Effective business correspondence – Export decisions: Product/s, Market/ countries/ regions - Identifying prospective foreign buyers – Channels of distribution – Negotiating with prospective buyers – Processing an export order – Entering into export contract – Export pricing and contract. Importer – Exporter Code Number (IEC number). Registration with Export Promotion Councils (EPCs) – Sales tax and central excise registration.

#### **Unit 3 Export Strategy and Export Marketing**

Marketing strategies: Issues involved – Steps in exporting – Export marketing plan: Need, steps involved: setting of marketing objectives, market segmentation, market research, product characteristics, export pricing, distribution channels, promotion and budget and time schedule. Analysing the company's strengths and weaknesses: Assessing the past performance, assessing its competitors, find export opportunities, deciding on exports marketing objectives, and preparing action plans to achieve the objectives.

#### **Unit 4 Export Finance**

Export finance needs – Terms of payment: Payment by documentary credit, Advance payment, Cash against documents (CAD), Documents on Acceptance (DA) Consignment bills – Packing credit/ pre-shipment credit and its formalities – Post-shipment finance: Short, medium and long term.

#### **Unit 5 Institutional Agencies in India**

EXIM policy of Government of India - Export-Import Bank of India (EXIM Bank), ECGC – FIEO – Export Promotion Councils and Boards – Directorate General of Commercial Intelligence and Statistics, Kolkata - RBI and export financing.

#### **TEXTBOOKS:**

1. T. A. S. Balagopal: *Export Management*, Himalaya Publishing House
2. D. C. Kapoor: *Export Management*, Vikas Publishing House Pvt Ltd

#### **REFERENCES:**

1. Dominick Salvatore: *International Economics*, John Wiley & Sons.
2. Todaro, Michael P and Smith Stephen C: *Economic Development*, Pearson Education Asia.

#### **Websites:**

[www.eximbankindia.in](http://www.eximbankindia.in)  
[www.ecgcindia.in](http://www.ecgcindia.in)  
[www.fieo.org](http://www.fieo.org)

**Objectives:** To create a basic knowledge on the genesis, growth and development of tourism; to have an understanding of various national and international tourism organizations; to define the term "tourist" and measurement of tourism phenomenon.

Course outcome

Students will be able to

CO1. Use knowledge and skills associated with problem solving, creative and critical thinking, reflection and decision making to function effectively in the classroom, community and industry.

CO2. Apply the concepts and skills necessary to achieve guest satisfaction.

CO3. Develop leadership and teamwork to achieve common goals.

CO4. Conduct him/herself in a professional and ethical manner, and practice industry-defined work ethics.

**Unit 1** Growth and Development of Tourism

Tourism as an ancient phenomenon - pleasure travel - religion as a motivator - industrial Revolution and development of tourism - effects of Great World Wars on transport system - advent of jet and high speed trains - causes of rapid growth - meaning, nature and components of tourism - basic travel motivations.

**Unit 2** Organisation of Tourism

Need for organization - factors influencing types of organization - the national tourist organization - tourist organisation in India - International organization of tourism - International Union on Official Travel Organisation (IUOTO) - World Tourism Organisation (WTO) - Pacific Area Travel Association (PATA) - International Air Transport Association (IATA) - American Society of Travel Agents (ASTA).

**Unit 3** Measurement of Tourism

Need for measuring tourism phenomenon - methods of measurement - importance of tourist statistics - types of tourist statistics - definition of the terms tourist, domestic tourism and international tourism - tourism planning and development - planning for tourism - assessment of tourist demand and supply - basic infrastructure financial planning - human resources planning - tourism marketing - environmental and regional planning.

**Unit 4** Tourism and Economic Development

Economic and social significance of tourism - economic benefits - multiplier effect - infrastructure development - regional development - employment opportunities - cultural tourism - international understanding.

**Unit 5** Role of travel agencies in tourism

Thomas Cook and organisation of travel - introduction of railway and air travel - travel agency - tour operator - need for legislation - travel agencies in kca - Travel Agents' Association of India (TAAI).

**Skill Development Activities:**

- List any five natural tourist spots and identify the special features,
- History and scope for making them revenue generating sources.
- Prepare a tour plan to organize a tour for your family/ students' tour.
- List the travel agencies and tour operators in your area/ taluk/ district.
- List the package tours organized by travel agencies.
- Prepare a chart showing the organization structure of a travel agency

**TEXTBOOKS:**

1. Vara V V Prasad - *Travel and Tourism Management*. Excel Books
2. Ghosh, Biswanath - *Tourism and Travel Management*, Vikas Publishing House

**REFERENCES:**

1. Douglas Foster - *Travel and Tourism Management*, Pa/grave Macmillan
2. B. S. Badan, Harish Bhatt - *Travel Agencies and Tourism Management*, Commonwealth Publishers

**15BUS390** **LIVE-IN-LABS.** **2 cr**

This initiative is to provide opportunities for students to get involved in coming up with solutions for societal problems. The students shall visit villages or rural sites during the vacations (after second semester or fourth semester) and if they identify a worthwhile project, they shall register for a 3-credit Live-in-Labs project, in the fifth semester. The objectives and projected outcome of the project should be reviewed and approved by the Dept. Chairperson and a faculty assigned as the project guide. On completion of the project, the student shall submit a detailed project report. The report shall be evaluated and the students shall appear for a viva-voce test on the project.

**Course outcome**

Students will be able to learn

- CO1. The selection of a particular project based on certain decisional criteria
- CO2. Use of data collection methods
- CO3. Analyse the collected data using statistical tools

**15BUS391** **MINOR PROJECT** **3 cr**

Minor project is basically meant to understand the practical aspects of concepts learned during all the semesters in the real life scenario. The project would impart practical exposure to all the students in the Industry. The students will be doing projects relating to the different business practices as chosen by them. They have to publish the outcome of the minor project in reputed national/ international journals.

**15BUS399** **PROJECT** **6 cr**

It is oriented towards developing the skills, knowledge and attitudes needed to make an effective start as a member of the Management profession. Every student will have to do an assigned project work on a particular topic relevant to the area of their study. The final project evaluation will be done at the end of the semester on the basis of the dissertation submitted by the student duly signed by the project supervisor.

**15COM103** **FINANCIAL ACCOUNTING** **3 1 0 4**

**Objectives:** *To provide basic knowledge of the framework of financial accounting to the extent it is useful for managers.*

**Course outcome**

**Students will be able to**

- CO1. To articulate fundamental accounting knowledge relating to financial statement preparation and analysis
- CO2. Solve basic accounting problems independently.
- CO3. Get an understanding of preparation of Trial balance
- CO4. Prepare financial statements

**Unit 1** Meaning of Book-Keeping – Definition of Accounting - Difference between Book-Keeping and Accounting – Accounting cycle – Objectives of Accounting – Merits of Accounting – Uses of Accounting information – Functions of Accounting – Limitations of Accounting – Branches of Accounting – Management Accounting - Cost Accounting – Basic Concepts and Conventions of Accounting.

**Unit 2** Basics principles of Double Entry System – Meaning of an Account – Types of Account – Rules of Debit and Credit – Journalizing – Subsidiary Books – Purchases Book – Purchases Returns Book – Sales Book – Sales Returns Book – Cash Book – Petty Cash Book – Bills Receivable Book – Bills Payable Book – Journal Proper – Ledger Posting.

**Unit 3** Trial Balance – Meaning – Preparation of Trial Balance – Adjustments – Objects of Adjusting Entries – Important Adjustments – Depreciation – Outstanding Expenses – Prepaid Expenses – Provision for Bad and Doubtful Debts – Closing Stock – Drawing both in cash and goods – Earned income – Unearned Income – Goods sent on Sale or Return basis – Goods lost by fire – Interest on Capital and Drawings - Preparation of Final Accounts (Sole Trader only),

**Unit 4** Depreciation – Meaning – Definition – Accounting Treatment of Depreciation with Accumulated Depreciation Account and without Accumulated Depreciation Account – Methods of Depreciation – Fixed Instalment Method – Diminishing Balance Method - Annuity Method – Depreciation Fund Method.

**Unit 5** Consignment Account – Meaning of Consignment – Parties in Consignment – Types of Commission - Valuation of Closing Stock – Normal and Abnormal Loss – Cost Price and Invoice Price Method - Accounting Entries in the Books of Consigner and Consignee.

**Skill Development Activities:**

- *Accounting Concept - Illustration on Dual Aspect Concept,*
- *Correcting a wrong trial balance,*
- *Correcting a wrong Trading, and Profit and Loss Account, and*
- *Correcting a wrong Balance Sheet.*
- *Collection of Joint Venture Agreement and brief analysis,*
- *Preparation of Joint Bank Account with imaginary figures, and*
- *Preparation of Proforma Invoice and Account Sales*
- *Preparing a Bank Reconciliation Statement with imaginary figures*

**TEXTBOOKS:**

1. *Financial Accounting – S P Jain Vol. I - Kalyani Publishers*
2. *Advanced Accounting – K L Narang - Vol. I - Kalyani Publishers*
3. *Advanced Accounting – S N Maheshwari Vol. I - Vikas Publishers*

**REFERENCES:**

1. *Advanced Accounting – Shukla and Grewal Vol. I - Sultan Chand and sons*
2. *Advanced Accounting – R L Gupta and Radhaswamy Vol. I - Sultan Chand and sons*

**15COM114**

**COMPANY ACCOUNTS**

**3 1 0 4**

**Objective:** *The objective is to provide accounting aspects of corporate organizations.*

Course outcome

Students will be able to

- CO1. Understand operations of Joint stock company
- CO2. Know the types of sources of finance for a company
- CO3. Prepare accounts for issue and forfeiture of shares
- CO4. Understand various adjustment in corporate account

**Unit 1** Accounts of Joint Stock Companies – Meaning of a Joint Stock Company – Features – Share capital of a company – Shares – Types – Issue of Shares and Debentures – Calls in Advance – Calls in Arrears – Issue of Shares at Par, Premium and Discount – Accounting Entries – Preparation of Ledger Accounts and Balance Sheet.



**Unit 2** Company Final Accounts – Income Statement – Financial Statement – Preparation of Balance Sheet in Vertical Form. Funds Flow Statement and Cash Flow Statement as per AS 3.

**Unit 3** Valuation of Goodwill – Meaning of Goodwill – Factors affecting goodwill – Valuation of Goodwill - Circumstances for valuation of Goodwill – Methods of Valuation of Goodwill – Average profit Method – Super Profit Method - Capitalization of Profit Method – Annuity Method.

**Unit 4** Valuation of Shares – Necessity of Valuation of Shares – Types of Value of Shares – Factors affecting value of shares – Methods of Valuation of shares – Assets Valuation Method – Yield Method – Fair Value Method – Earning per share Method.

**Unit 5** Liquidation of Companies – Meaning – Types of Liquidation – Liquidators Final Statement of Account – Payment of Various Liabilities – Distribution of Surplus.

**Skill Development Activities:**

- *Draft Liquidator's Final Statement of Account*
- *Preparing an Income Statement of a company with imaginary figures*
- *Collect Annual Report of a company and prepare Schedule of changes in Working Capital*
- *Listing of companies which went Bankruptcy in the past years*
- *Compute value of Goodwill of a company with imaginary figures*

**TEXTBOOKS:**

1. *Financial Accounting – S P Jain Vol. I - Kalyani Publishers*
2. *Advanced Accounting – K L Narang – Vol. I - Kalyani Publishers*
3. *Advanced Accounting – S N Maheshwari Vol. I - Vikas Publishers*

**REFERENCES:**

1. *Advanced Accounting – Shukla and Grewal Vol. I - Sultan Chand and sons*
2. *Advanced Accounting – R L Gupta and Radhaswamy Vol. I - Sultan Chand and sons*

**15COM203**

**COST ACCOUNTING**

**3 1 0 4**

**Objectives:** *To understand the basic concepts and processes used to determine product cost; to gain knowledge of preparation of budgets, standard costs and variance statements; to gain the skills required for cost ascertainment and decision making.*

Course Outcome

Students will be able to

1. apply cost accounting methods to evaluate and project business performance.
2. apply appropriate judgment derived from knowledge of accounting theory, to financial analysis and decision making.
3. explain the increase in the accuracy of determining the cost of objects resulting from allocation of support departments to operating departments; and from identifying common costs and revenues.
4. solve problems on cost accounting

**Unit 1**

Cost, Costing - Cost Accounting - Cost Accountancy - Objectives - Advantages and Disadvantages - Distinction between Cost Accounting, Financial Accounting and Management Accounting - Methods of Costing, Cost Classification - Cost Center and Cost Unit - Preparation of Cost Sheet - Estimated Cost Sheet - Reconciliation between Cost Profit and Financial Profit.

## **Unit 2**

Materials: Meaning - Direct and Indirect - Purchase Procedure - Centralized and Decentralized Purchasing - Stock Levels (Problems on Stock Levels) - Issue of Materials - Pricing of Issues (LIFO, FIFO)

Labour: Meaning – Types - Time-Keeping and Time Booking - Methods of Wage Payment (Piece Rate and Time Rate), Incentive Systems (Problems on Halsey and Rowan) – Overtime - Idle Time - Labour Turnover - Meaning – Causes

Overheads: Meaning – Classification - Allocation, Apportionment and Absorption of Overheads - Primary Distribution of Overheads and Secondary Distribution Summary - Calculation of Machine Hour Rate.

## **Unit 3**

Operating Costing: Transport costing - Calculation of Cost Per Km. - Cost Per Passenger Km. - Cost Per Tonne Km.

Contract Costing: Recording of Cost-Profit on Incomplete Contracts- Notional Profit and Calculation of profit on the basis of Estimated Profit.

Process Costing: Preparation of Process Accounts - Normal Loss - Abnormal Loss - Abnormal Gain.

## **Unit 4**

Budgeting and Budgetary Control: Meaning – Importance - Types of Budgets - Problems On Flexible Budget And Sales Budget.

## **Unit 5**

Standard Costing: Meaning – Importance - Difference between Standard Costing and Budgetary Control Variance – Meaning - Importance –Problems on Material and Labour Variances.

Marginal Costing: Meaning - Importance – Assumptions - Problems on - Break Even Point – Profit /Volume ratio - Margin of Safety.

### ***Skill Development Activities:***

- *Classification of costs incurred in the making of a product.*
- *Identification of elements of cost in services sector*
- *Cost estimation for the making of a proposed product with imaginary figures*
- *Collect a draft documents relative to Labour*
- *Collection and Classification of overheads in an organization*
- *Prepare a stores ledger with imaginary figures of transaction under FIFO and LIFO method*
- *Prepare a flexible budget with imaginary figures*
- *Prepare a sales budget with imaginary figures*

### **TEXTBOOKS:**

1. *S. P. Jain and K. L. Narang - Cost Accounting, Principles and Practice, Kalyani Publishers.*
2. *Khanna Pandye and Ahuja – Cost Accounting*

### **REFERENCES:**

1. *B. M. Lall Nigam and I. C. Jain - Cost Accounting Principles & Practice.*
2. *Hornngren Foster and Datar, - Cost Accounting.*
3. *S N Maheshwari - Cost Accounting*

**15COM217**

**MANAGERIAL FINANCE**

**3 1 0 4**

**Objective:** *To understand financial management concepts and its important functions taking into account other relevant financial issues.*

**Course outcome****Students will be able to**

CO1. Understand the financial services component industries (insurance, banking, securities, real estate and financial planning) interactions.

CO2. Acquire financial decision making skills

CO3. A through understanding of financial decisions taken by a corporate .

CO4. Evaluate the project on the basis of return on investment

**Unit 1 Introduction**

Meaning of Finance - Financial Activities - Real and Financial assets - Finance

Functions - Equity and Borrowed Funds - Raising and Allocating Funds - Organization of Finance

Functions - Functions of a Finance Manager.

**Unit 2 Financial Decisions**

Capital Structure Decisions: Capitalization - Over Capitalization - Under Capitalization – causes - Effects and Remedies - Theories of Capital Structure - Features of appropriate Capital Structure - Cost of Capital - Meaning, Weighted Average Cost of Capital - Leverage - Financial and Operating Leverage – Meaning – Measurement - Effects of Leverage on Profit.

**Unit 3 Capital Budgeting**

Introduction to Capital Budgeting: Techniques - Discounting and Non-Discounting Techniques - Pay Back Period – ARR - NPV – IRR - Benefit Cost Ratio - Cash Flow estimation for Capital Budgeting,

**Unit 4 Working Capital Management**

Working Capital – Meaning - Objectives of Working Capital Management - Determinants of working capital - Sources of Working Capital Finance - Estimation of working capital requirement – Cash Budget – Problems.

**Unit 5 Dividend Decisions**

Dividend: Meaning – Types - Theories: Walter Model - Gordon Model - Determinants of Dividend Policy - Types of Dividend Decisions.

**Skill Development Activities:**

- *List out the sources of funds for a manufacturing company*
- *As a finance manager of a company state your function*
- *Consider a project of your choice and compute Pay-Back-Period under discount and technique with imaginary figures*
- *Compute requirement of working capital with imaginary figures*

**TEXTBOOKS:**

1. *Dr. S. N. Maheshwari, Elements of Financial Management, S. Chand and sons*
2. *I. M. Pandey, Essential of Financial Management, Vikas Publishing House, New Delhi*

**REFERENCES:**

1. *Financial Management and Policy, James C. Van Horne, Prentice Hall, India*
2. *Prasanna Chandra, Fundamentals of Financial Management, Tata McGraw Hill*
3. *Financial Management – Text, Problems and Cases, PK Jain, MY Khan, McGraw Hill Education (India) Private Limited*

**Course outcome**

Students will be able to

- CO1. describe the usage of computers and understand why computers are essential components in business and society
- CO2. utilize the Web resources and evaluate on-line e-business system.
- CO3. solve common business problems using appropriate Information Technology applications and systems.
- CO4. identify categories of programs, system software and applications.
- CO5. organize and work with files and folders.
- CO6. describe various types of networks, network standards and communication software.

**Unit 1****Word Processing Application – MS Word**

1. Open a new document and set page size to A4, margins to left (2 cm), right (2cm), top (2.5m), bottom (2.5cm)
  - a. Type the following text:

Through Her extra ordinary acts of love and self sacrifice, Amma has endeared Herself to millions. Tenderly caressing everyone who comes to Her, holding them close to Her heart in a loving embrace, Amma shares Her boundless love with all. Be they young or old, sick or poor everyone who comes to Her receives the same unconditional love.

Amma’s compassion has given rise to a vast network of charitable and spiritual activities, which is drawing attention throughout the world. At the root of these services lies Amma’s teaching that the divine exists in everything-in every person, plant and animal. Perceiving this unity is the essence of spirituality and the means by which to end all suffering. It is through this simple, yet powerful message that Amma is transforming our world, one embrace at a time.
  - b. Make the document error free using Spelling and Grammar
  - c. Replace the word ‘compassion’ using Thesaurus utility.
  - d. Practice Cut, Copy and Paste.
  - e. Apply Page Borders, Paragraph Borders and shade the paragraphs.
  - f. Give appropriate heading in the Header and Page number, date in the Footer.
  - g. Apply paragraph settings to the document.
  - h. Format the text and apply bullets and numbering using menu.
  - i. Insert a picture in the document (use OLE feature)
  - j. Change one paragraph of the document into newspaper layout.
  - k. Practice tab settings.
2. Insert a table containing 6 rows and 7 columns: Headings – Student No, name, Mark1, Mark2, Mark3, Total, and Average.
  - a. Enter the details of 5 students.
  - b. Calculate Total & Average using ‘Formula’ option.
  - c. Sort the details of students in the order of Average.
3. Generate 10 copies of interview letters to candidates from different states informing the place and time of interview. (Mail Merge)

## Unit 2

### Spread Sheet Application – MS Excel

1. Open a new work book and enter the details:

Employee No	Name	Basic Pay	DA	HRA	PF	Net Pay
E001	Anu	6000				
E002	Anju	8000				
E003	Pavan	4500				
E004	Jyothy	7600				
E005	Manu	6500				

Calculate DA as 7.5% of Basic Pay, HRA as 5% of Basic Pay PF as 6% of Basic Pay  
And Net Pay = Basic Pay + DA + HRA - PF .

2. Create a series using AutoFill handle.
3. Save the workbook & give suitable title in the Header and date in the Footer, Preview the file.
4. Create a name for a range of cells in the work sheet.
5. Practice Rows, columns, Cells and work sheet format options.
6. Clear the formats of 5 the row.
7. Delete the last sheet of the workbook
8. Make a copy of the first sheet and rename it.
9. Practice paste special options.

## Unit 3

### Spread Sheet Application – MS Excel

1. Find the Sum of Net Pay using function.
2. Write a function to find the count of employees in G20 cell.
3. Insert comments in different cells and practice hyperlinks.
4. Create your own style for worksheets.
5. Create a database having the headings Roll No, Name, Mark1, Mark2, Mark3 and Total.  
Before entering data give validation rules:
  - a. For roll no – Enter numbers between 1 and 50
  - b. For name – Enter names that have text length between 3 and 15.
  - c. For marks – Enter marks between 0 and 99
6. Insert records and Sort the records.
7. Create a chart for the above details.
8. Create a pie chart for the student with highest mark.
9. Practice Auto Filter and advanced Filter.

## Unit 4

### Presentations using PowerPoint - 2000

1. Open a new Presentation and insert a new slide.
2. Apply appropriate slide transition to it.
3. Insert a number 4 more slides and set up the show for all.
4. Text and Word art into slides and apply custom animations.
5. Format the text and word art in the slides and apply design templates to slides.
6. Hyper link the slides (use text for link).
7. Use action buttons for hyperlink.
8. Create a PowerPoint presentation that contains News Headlines for a TV channel.
9. Create a presentation with minimum 5 slides regarding the programmes on Annual Day celebrations.
10. Create a presentation with minimum 5 slides regarding various products offered by a particular company.

## Unit 5

Simple business case studies using the software tools.

**TEXTBOOK:**

*Alexis Leon & Mathews Leon: Fundamentals of Information Technology, Vikas Publishing* **REFERENCE BOOKS:**

1. *Microsoft Office 2000 Complete, BPB publications*
2. *Dennis P. Curtin, Kim Foley, Kunal Sen, Cathleen Morin: Information Technology The Breaking Wave, TATA McGraw-Hill Edition*

**15CUL101                      CULTURAL EDUCATION I                      2 0 0 2**

Course outcome

Students will be able to

CO1. Get an awareness of culture

CO2. Get a knowledge of universal peace

CO3. Get an idea on fulfilling the purpose of life

CO4. To get an unbiased understanding of traditional social structure

CO5. Develop respect for traditions, customs & rituals

CO6. Protect nature's sanctity.

**Unit 1**

Introduction to Indian Culture - Introduction to Amma's life and Teachings - Symbols of Indian Culture.

**Unit 2**

Science and Technology in Ancient India - Education in Ancient India - Goals of Life – Purusharthas - Introduction to Vedanta and Bhagavad Gita.

**Unit 3**

Introduction to Yoga - Nature and Indian Culture - Values from Indian History - Life and work of Great Seers of India.

**TEXTBOOKS:**

1. *The Glory of India (in-house publication)*
2. *The Mother of Sweet Bliss, (Amma's Life & Teachings)*

**15CUL111                      CULTURAL EDUCATION II                      2 0 0 2**

Course outcome

Students will be able to

CO1. Get an awareness of culture

CO2. Get a knowledge of universal peace

CO3. Get an idea on fulfilling the purpose of life

CO4. To get an unbiased understanding of traditional social structure

CO5. Develop respect for traditions, customs & rituals

CO6. Protect nature's sanctity.

**Unit 1**

1. Relevance of Sri Rama and Sri Krishna in this Scientific Age
2. Lessons from the Epics of India
3. Ramayana & Mahabharata

**Unit 2**

4. Who is a Wise Man?

5. A Ruler's Dharma

6. The Story of King Shibi

### **Unit 3**

7. Introduction to the Bhagavad Gita
8. Bhagavad Gita – Action without Desire

### **Unit 4**

9. Role and Position of Women in India
10. The Awakening of Universal Motherhood

### **Unit 5**

11. Patanjali's Astanga - Yoga System for Personality Refinement
12. Examples of Heroism and Patriotism in Modern India

### **TEXTBOOKS:**

*Common Resource Material II (in-house publication)*

*Sanatana Dharma - The Eternal Truth (A compilation of Amma's teachings on Indian Culture)*

**15ECO101**

**BUSINESS ECONOMICS**

**3 0 0 3**

**Objective:** *The objective of this course is to help the student to understand the various economic parameters that interact with each other so that an economy may function effectively and efficiently. The main focus is on making the various theoretical concepts clear and intelligible to a student.*

Course outcome

Students will be able to

- CO1. Understand the significance of economics for managing the firms
- CO2. Understand various theories of economics that can be applied in the internal and external decisions to be made by managers
- CO3. Analyze the demand and supply conditions and assess the position of a company
- CO4. Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.
- CO5. Analyze real-world business problems with a systematic theoretical framework.

**Unit 1** Introduction to Economics: The problems of wants, scarcity and choice - Difference between microeconomics and macroeconomics. Importance and limitations of Microeconomics and Macroeconomics. Production possibilities curve. Basic problems of Economics: What to Produce, How to Produce, For Whom to Produce, Level of Resource Use and Flexibility. Economic systems – Capitalism – Command Economy – Mixed Economy – Emerging Economy. Economics and business.

**Unit 2** Demand and Supply Analysis: Concept of demand - Demand schedule and demand curve – Change in demand and change in quantity demanded – Law of demand: Basis for its operation and factors influencing demand. Elasticity of demand: Types and measurement. Supply: Concept, Supply schedule and supply curve – Change in supply and change in quantity supplied – Law of supply. Factors influencing supply. Equilibrium.

**Unit 3** Production, Cost and Revenue Analysis: Meaning of production – Production function – The Law of Variable Proportions or the Law of Diminishing Marginal Returns – Returns to scale – Cost and production: Various concepts of cost - Revenue function: Total, Average and Marginal revenue – Profit maximisation: TR-TC and MR-MC approaches. Economies of scale.

**Unit 4** Theory of Markets: Meaning and types of markets – Main features of Competitive, Monopoly, Monopolistic and Oligopoly markets. Price discrimination: Meaning and Types.

**Unit 5** Macroeconomics: National income analysis: Meaning, Concepts and Measurement, Problems in measurement - Concept of full employment – Types of unemployment. Inflation: Meaning, Types and

control of inflation: Monetary and Fiscal policies. Business cycles: Meaning and Phases.

**Skill Development Activities:**

- *An illustration on calculation of Incremental Cost and Incremental Revenue, Determination of Fixed and Variable Cost, Determination of Average Cost, Marginal Cost and Total Cost.*
- *Diagrammatic presentation of Price and Output Determination in different Market situations.*
- *Construction of Average Revenue and Marginal Revenue under Imperfect Market, and Fixation of Price under Target Pricing based on Rate of Return Method.*

**TEXTBOOKS:**

*John B. Taylor and Rithika Gugnani - Principles of Economics*

*Samuelson and Nordhaus - Micro Economics*

*Samuelson and Nordhaus - Economics*

**REFERENCES BOOKS:**

*Macro-Economics - Theory and application, G. S. Gupta.*

*Craig Petersen, W. Chris, Managerial Economics.*

**15ECO102 BUSINESS AND SOCIAL ENVIRONMENT 3 0 0 3**

**Objectives:** *To understand the creation, purpose and operation of different types of business organization entities; to identify the elements of the internal and external environment in which a business operates; to understand the fundamental legal processes of institutions and their relationship to business within the Indian and global environment; to distinguish the numerous stakeholders and recognize the issues represented in each type of business environment relative to impact by operations of the business and impact upon the operations of the business;*

Course outcome

Students will be able to:

1. Outline how an entity operates in a business environment.
2. Describe how financial information is utilized in business.
3. Understand various components of business environment and their impact on business
4. Explain the legal framework that regulates the business
5. Understand social environment influencing the business

**Unit 1** Dynamics of Business and its Environment

Business: Meaning – Definition – Features - Scope, Changing Concepts and Objectives of Business. Types of Business Organizations - Sole Proprietor – Partnership - Joint Stock Company and Cooperative Society - Legal Distinctions - Formation of Types of Business Organizations - The Business and Society Relationships - Business Environment Influences and Impacts - The Stakeholder Concept.

**Unit 2** Elements of Business Environment

Meaning, Definition – Importance - Factors of Business Environment – Micro- and Macro- Internal and External Environment of Business, Merits and Demerits of Study of Environment and its Impact on Business.



### **Unit 3 Macro-Environments**

Social and Cultural environment: Its impact on Business Environment, Social Responsibility of Business, Responsibility towards Stakeholders (Customers, Share Holders, Employees, Government).

### **Unit 4 Economic Environments**

Meaning - Nature - Economic factors - New Economic Policy - Impact of Liberalization, Privatization and Globalization.

Technological Environment Features – Impact - Technology and Society - Technology and Economy - Status of Technology in India.

Political and Legal Environment Political Institution – legislature - Executive, Judiciary - Political Influence on Business.

### **Unit 5 Global Environments**

Globalization and Competition – Meaning and Nature of Globalization - The Concept of MNC – Benefits of MNCs – Problems of MNCs - Impact of Globalization on Business Environment.

#### ***Skill Development Activities:***

- *Draw a Business Tree*
- *Preparation of a Partnership deed*
- *Discuss the Impact of Globalization on Indian Business and Industry and prepare a report*
- *State the impact of Technology on Indian Business – conduct a group activity on it*

#### ***TEXTBOOK:***

*K Ashwathappa, Essentials of Business environment*

#### ***REFERENCES:***

*Justin Paul - Business Environment*

*Salim Shaikh, Business Environment, Pearson*

*Raj Agarwal, Business Environment 2/e, Exel Books*

**15ENG101**

**COMMUNICATIVE ENGLISH**

**2 0 2 3**

***Objectives:*** *To help the student to obtain ability to communicate in English; to impart an aesthetic sense and enhance creativity*

Course outcome

Students will be able to :

CO1. Acquire working knowledge of grammar and syntax;

CO2. Competence in writing descriptive prose

CO3. Attain upper intermediate level vocabulary

CO4. Develop ability to read and comprehend

CO5. Know current affairs and news awareness

CO6. Appreciate and understand poetry

CO7. Develop ability to speak clearly and fluently on a given topic

CO8. Develop familiarity with and ability to write in the informal communicative mode

CO9. Develop familiarity with and ability to write in the formal, official communicative mode

### Unit 1

Parts of Speech, Tenses, Prepositions, Determiners - Agreement (Subject – Verb, Pronoun - Antecedent), Phrasal Verbs, Modifiers, Linkers/ Discourse Markers, Question Tags.

### Unit 2

Paragraph writing – Cohesion - Development: definition, comparison, classification, contrast, cause and effect - Essay writing: Descriptive and Narrative.

### Unit 3

Letter Writing - Personal (congratulation, invitation, felicitation, gratitude, condolence etc.) Official (Principal/ Head of the department/ College authorities, Bank Manager, Editors of newspapers and magazines).

### Unit 4

Reading Comprehension – Skimming and scanning - inference and deduction – Reading different kinds of material – Graphical Representation – Speaking: Narration of incidents/ stories/ anecdotes - Current News Awareness.

### Unit 5

**Prose:** R. K. Narayan's Fifteen Years - A.P.J. Abdul Kalam's Wings of Fire (Part I - 3)

**Short Stories:** Katherine Mansfield's A Cup of Tea – Kishori Charan Das's Death of an Indian,

**Poems:** Maya Angelou's I Know Why the Caged Bird Sings - Sri Aurobindo's The Tiger and the Deer

### REFERENCES:

1. A P J Abdul Kalam, *Wings of Fire*, Universities Press (India) Ltd., Hyderabad, 2004.
2. Khushwant Singh & Neelam Kumar, *Our Favourite Indian Short Stories*, Seventh Imp., Jaico Publishers, 2007.
3. Jatin Mohanty (Ed.), *Ten Short Stories*, Universities Press (India) Ltd., Hyderabad, 1983.
4. Martinet, Thomson, *A Practical English Grammar*, IV Ed. OUP, 1986.
5. Murphy, Raymond, *Murphy's English Grammar*, CUP, 2004
6. R. K. Narayan, *A Writer's Nightmare: Selected Essays 1958-1988*, Penguin Books India Pvt. Ltd., New Delhi, 1988.
7. Seely, John, *Writing and Speaking*, OUP, 1998
8. Sri Aurobindo, *Collected Poems*, Sri Aurobindo Ashram, Pondicherry.
9. Syamala, V. *Speak English in Four Easy Steps*, Improve English Foundation Trivandrum: 2006

15ENG121

PROFESSIONAL COMMUNICATION

1 0 2 2

**Objectives:** To convey and document information in a formal environment; to acquire the skill of self projection in professional circles; to inculcate critical thinking and to improve aesthetic sense.

Course outcome

Students will be able to

CO1. Develop Speaking skills

CO2. Develop pattern of communication as required for different professional context

CO3. Use language with lots nuances and paying attention to tone and diction

CO4. Develop analytical & argumentative writing

CO5. Acquire upper Intermediate level vocabulary

CO6. Acquire critical and analytical thinking ability

CO7. Acquire reading and listening comprehension

### Unit 1

Vocabulary Building: Prefixes and Suffixes; One word substitutes, Modal auxiliaries, Error Analysis: Position of Adverbs, Redundancy, Dangling modifiers – Reported Speech.

## **Unit 2**

Instruction, Suggestion & Recommendation - Graphical Interpretation: Extracting data from charts and graphs - Essay writing: Analytical and Argumentative.

## **Unit 3**

Circulars, Memos – Business Letters - e-mails.

## **Unit 4**

Reports: Trip report, incident report, event report - Sounds of English – Stress, Intonation - Situational Dialogue - Group discussion.

## **Unit 5**

Listening and Reading Practice - Book Review.

### **REFERENCES:**

1. *Felixa Eskey Tech Talk, University of Michigan. 2005*
2. *Michael Swan. Practical English Usage, Oxford University Press. 2005*
3. *Anderson, Paul. Technical Communication: A Reader Centered Approach, V Edition, Hecourt, 2003.*
4. *Raymond V. Lesikar and Marie E. Flatley. Basic Business Communication, Tata McGraw Hill Pub. Co. New Delhi 2005. Tenth Edition.*

## **15ENV300 ENVIRONMENTAL SCIENCE AND SUSTAINABILITY 3 0 0 3**

### **Course outcome**

#### **Students will be able to**

- CO1. Articulate the interdisciplinary context of environmental studies and sustainability
- CO2. Do research on human interactions with the environment
- CO3. Recognise the Physical, Chemical & Biological components of the earth's systems and how they function
- CO4. Develop an attitude of preserving and conserving strategies of bio-diversity
- CO5. Identify the reasons and consequences behind this values
- CO6. Suggest the ways for hygiene, health, managing waste, disasters, saving resources and shows sensitivity for the disadvantaged
- CO7. Critically examine all sides of environmental issues and apply understanding from Science, Law, history and policy
- CO8. List various traditional techniques used in the past
- CO9. Outline the benefits of eco-friendly products
- CO10. Investigate energy saving technologies used in green buildings

### **Unit 1**

State of Environment and Unsustainability, Need for Sustainable Development, Traditional conservation systems in India, People in Environment, Need for an attitudinal change and ethics, Need for Environmental Education, Overview of International Treaties and Conventions, Overview of Legal and Regulatory Frameworks.

Environment: Abiotic and biotic factors, Segments of the Environment, Biogeochemical Cycles, Ecosystems (associations, community adaptations, ecological succession, Food webs, Food chain, ecological pyramids), Types of Ecosystems – Terrestrial ecosystems, Ecosystem Services, Economic value of ecosystem services, Threats to ecosystems and conservation strategies.

Biodiversity: Species, Genetic & Ecosystem Diversity, Origin of life and significance of biodiversity, Value of Biodiversity, Biodiversity at Global, National and Local Levels, India as a Mega-Diversity Nation (Hotspots) & Protected Area Network, Community Biodiversity Registers. Threats to Biodiversity, Red Data book, Rare, Endangered and Endemic Species of India. Conservation of Biodiversity. People's action.

Impacts, causes, effects, control measures, international, legal and regulatory frameworks of: Climate Change, Ozone depletion, Air pollution, Water pollution, Noise pollution, Soil/ land degradation/ pollution.

### Unit 2

Linear vs. cyclical resource management systems, need for systems thinking and design of cyclical systems, circular economy, industrial ecology, green technology. Specifically apply these concepts to: Water Resources, Energy Resources, Food Resources, Land & Forests, Waste management.

Discuss the interrelation of environmental issues with social issues such as: Population, Illiteracy, Poverty, Gender equality, Class discrimination, Social impacts of development on the poor and tribal communities, Conservation movements: people's movements and activism, Indigenous knowledge systems and traditions of conservation.

### Unit 3

Common goods and public goods, natural capital/ tragedy of commons, Cost benefit analysis of development projects, Environment Impact Assessment (EIA), Environment Management Plan (EMP), Green business, Eco-labeling, Problems and solutions with case studies.

Global and national state of housing and shelter, Urbanization, Effects of unplanned development case studies, Impacts of the building and road construction industry on the environment, Eco-homes/ Green buildings, Sustainable communities, Sustainable Cities.

Ethical issues related to resource consumption, Intergenerational ethics, Need for investigation and resolution of the root cause of unsustainability, Traditional value systems of India, Significance of holistic value-based education for true sustainability.

#### TEXTBOOKS/ REFERENCES:

1. R. Rajagopalan, *Environmental Studies: From Crisis to Cure*. Oxford University Press, 2011, 358 pages. ISBN: 9780198072089.
2. Daniel D. Chiras, *Environmental Science*. Jones & Bartlett Publishers, 01-Feb-2012, 669 pages. ISBN: 9781449645311.
3. Andy Jones, Michel Pimbert and Janice Jiggins, 2011. *Virtuous Circles: Values, Systems, Sustainability*. IIED and IUCN CEESP, London. URL:<http://pubs.iied.org/pdfs/G03177.pdf>
4. Annenberg Learner, *The Habitable Planet*, Annenberg Foundation 2015. URL: <http://www.learner.org/courses/envsci/unit/pdfs/textbook.pdf>.

15LAW112

COMMERCIAL LAWS

3 1 0 4

**Objective:** The objective is to provide basic principles of general contracts and other special contracts like Bailment/ Pledge/ Indemnity and Guarantee/ and Agency.

Course outcome

Students will be able to

CO1. Understand various legal aspects connecting to law of contract.

CO2. Acquire knowledge of various laws relating to bailment and pledge, agency, partnership act etc.,

CO3. Obtain knowledge about mercantile and trade law and about selected problems of the state, administrative, labour and civil law.

CO4. Identify the system of authorities applying the law

### Unit 1

Introduction to Business Law – Definition – Meaning - Scope of Business Law - Need to study law - Introduction to legal systems - Sources of law - The Civil and the Criminal law.

### Unit 2

The Indian Contract Act 1872 - Essentials of a valid Contract - Classification of contracts – Offer - Meaning – Definition - Types - Acceptance – Meaning – Definition – Consideration - Meaning - Definition and Essentials - Exceptions to the rule 'No Consideration No Contract'. Doctrine of privity of contract,

### **Unit 3**

Capacity of parties - Contract with a Minor – Effect - Free Consent – Coercion - Undue influence – Fraud – Misrepresentation – Mistake - Quasi contract - Legality of Object - Performance of contract - Termination of contract - Breach of a contract and Remedies.

### **Unit 4**

Indemnity - Meaning – Definition - Rights of Indemnifier – Rights of Indemnified. Guarantee – Meaning - Definition – Parties to Contract of Guarantee and their Rights and Duties. Distinction between Indemnity and Guarantee- Kinds of Guarantee - Discharge of Surety. Bailment and Pledge – Definition - Essential elements - difference between Pledge and Bailment - Rights and Duties of Bailer and Bailee - Pawner and Pawnee.

### **Unit 5**

The Contract of Agency - Definition of Agent and Principal – Essentials - Kinds of agents - Rights and Duties of an agent and Principal - Creation of agency and Termination of agency.

#### ***Skill Development Activities:***

- *Prepare a chart showing sources of business law*
- *Draft an agreement on behalf of an MNC to purchase raw materials indicating therein terms and conditions and all the essentials of a valid contract.*
- *Draft an Indemnity Bond with imaginary contents*
- *Presentations of real case studies*
- *Prepare a chart showing different kinds of Agencies*

#### ***TEXTBOOKS:***

1. *Legal aspects of Business - Akileswar Pathak*
2. *Business Law for Management - Saravanavel and Sumitha*
3. *Company Law & Secretarial Practice G.K. Kapoor*
4. *Labour Law - Ajay Garg*

#### ***REFERENCE:***

*Business Laws – Bhagavathi and Pillai*

**15LAW201**

**INDIAN CONSTITUTION**

**2 0 0 2**

***Objective:*** *The preliminary objective is to ensure that every student has some knowledge about Indian Constitution.*

Course outcome

Students will be able to

- CO1. Develop awareness on fundamental rights and duties
- CO2. Functions and powers of Lokha Sabha and Rajya Sabha
- CO3. Understand the working of civic bodies
- CO4. Distinguish legally right and wrong things

### **Unit 1**

Meaning and Importance of Constitution, Preamble and Salient Features of the Constitution.

### **Unit 2**

Fundamental Rights, Right to Equality, Right to Freedom, Right against exploitation, Right to freedom of religion, Cultural and Educational Rights, Right to Constitutional Remedies and Duties, Directive Principles of State Policy.

### Unit 3

Union Government – Lok Sabha and Rajya Sabha Composition, Powers and functions: The President, The Prime Minister and Supreme Court: Role Position and Powers/ functions.

### Unit 4

State Government - Legislative Assembly and Legislative Council: Composition, Powers and functions: The Governor, Chief Minister and High Court: Role, Position and Powers/functions.

### Unit 5

Local self Government, Panchayat Raj System in India with special reference to State Election Commission; Public Service Commissions.

#### **Skill Development Activities:**

- Court Visit & Report Presentation
- Group discussion (Fundamental rights and duties)

#### **REFERENCES:**

1. Introduction to The constitution of India – M V Pylee, Vikas publishing house Pvt LTD
2. Introduction to The constitution of India – Dr. Durgadas Basu, 19th edition Reprint 2007

**15MAT102            BASIC CONCEPTS OF MATHEMATICS            2 1 0 3**

**Objectives:** To provide basic understanding of mathematical concepts and fundamentals to enable the student to familiarize himself with the use of mathematics that would be useful in business and financial analysis

Course outcome

Students will be able to

CO1. Solve mathematical problems.

CO2. Solve exponential growth and decay problems.

CO3. Solve basic problems in probability and statistics.

#### **Unit 1 Fundamentals**

Concepts of - Variables – Constants – Equations – Types of Equations - LCM – HCF - Sets – Set Operations – Venn Diagram – Relations and their Properties – Functions – Definition – One-To-One Function – Onto Functions – Into Functions – Many to One Functions – Composition of Functions – Quadratic Functions.

#### **Unit 2 Matrices and Determinants**

Basic Concepts – Scalar – Definition of a Matrix – Types of Matrices – Algebra of Matrices - Matrix Addition – Scalar Multiplication – Matrix Multiplication – Rank of a Matrix – Determinants – Properties of Determinants – Calculation of the Values of Determinants up to Third Order – Ad Joint of a Matrix – Finding the Inverse of a Matrix through Ad Joint – Business Applications of Matrix Algebra.

#### **Unit 3 Basic Algebra**

Ratio – Definition – Continued Ratio – Inverse Ratio – Proportion – Continued Proportion – Direct Proportion – Inverse Proportion – Variation – Inverse Variation – Progression – Arithmetic Progression – Geometric Progression – Harmonic Progression.

#### **Unit 4 Basic Calculus**

Variables – Constants – Limits of Algebraic Functions – Simple Differentiation of Algebraic Functions – Meaning of Derivatives – Evaluation of First and Second Order Derivatives – Maxima and Minima – Application to Business Problems.

### **Unit 5** Permutations and Combinations

Permutation - Definition - Meaning of Permutation – Applicability – Problems on Permutations – Combination - Definition - Meaning of Combination – Applicability – Problems on Combination – Solving Business Problems using Permutations and Combinations.

#### **Skill Development Activities:**

- Construct a probability problem with imaginary data and draw a Venn Diagram
- List out the properties of determinants
- Collect financial derivatives and analyze the data
- Select tender data of any organization and compare the data using permutations and combinations

#### **TEXTBOOKS:**

*P. R. Vittal, Business Mathematics and Statistics, Margham Publications V. K Kapoor, Business Mathematics, Sultan Chand and Sons*

#### **REFERENCE:**

*Steven J Wilson Johnson, County Community College, Course Business Math: Using Percents,*

**15MAT112**

**BUSINESS STATISTICS**

**3 1 0 4**

**Objectives:** To understand the fundamental concepts of statistics and its application in business.

Course outcome

Students will be able to

1. Apply the knowledge and skills obtained to investigate and solve a variety of combinatorial optimisation problems
2. Address unfamiliar problems and propose, analyse and apply one or several relevant models to generate a solution.
3. Compare different models for a single problem, discriminate the most relevant depending on the objective and identify its limitations.
4. Select and use relevant software to launch and interpret experiments.

### **Unit 1** Data Representations and Analysis

Meaning and Scope of Business Statistics – Real Life Applications of Business Statistics – What are Data and Information – Primary and Secondary Data – Methods of Collection of Data (Both Primary and Secondary) – Classification of Data – Purpose and Advantages of Classifications - Tabulation of Data – Presentation of Data by Diagrams – Bar Diagrams (Simple Bar Diagram – Grouped Bar Diagram - Component Bar Diagram – Percentage Sub-Divided Bar Diagram) – Pie Diagrams.

### **Unit 2** Measures of Central Tendency and Dispersion

Meaning of Central Tendency – Types – Calculation of Arithmetic Mean for Grouped and Ungrouped Data – Calculation of Median for Grouped and Ungrouped Data – Calculation of Mode for Grouped and Ungrouped Data – Applications of Mean, Median and Mode in Business – Measures of Dispersion – Calculation of Range – Calculation of Quartile Deviation - Calculation of Standard Deviation and Co-Efficient of Variation.

### **Unit 3** Time Series

Time Series – Meaning and Application of Time Series - Components of Time Series - Secular Trend - Seasonal Variation - Cyclical Variation - Irregular Variation  
- Measurement of Trend - Graphic Method - Semi-Average Method (when the Series is Odd and Even) - Moving Average Method (when the Series is Odd and Even).

### **Unit 4** Financial Mathematics

Interest Calculation – Simple and Compound Interest – Reducing Balance and Flat Rate of Interest – Fixed and Floating Rates of Interest – Equated Monthly Installment (EMI).

### Unit 5 Profit and Loss

Problems Involving Cost Price, Selling Price, Trade Discounts and Cash Discounts – Introduction To Commission and Brokerage – Problems on Commission and Brokerage.

#### **Skill Development Activities:**

- Draft a questionnaire to collect a data of your choice
- Analyze the data collected from the above questionnaire using measures of Central Tendency
- Compute median for Grouped and Ungrouped data with imaginary figures
- Collect 10 years data of any commodity and analyze the variation using time series

#### **TEXTBOOKS:**

J K Sharma, *Quantitative Techniques for Managers*

G C Beri, *Business Statistics*

#### **REFERENCE BOOK:**

P N Arora, Sumeeth Arora, S Arora, *Comprehensive Statistical Methods*

15MAT228

QUANTITATIVE TECHNIQUES

2103

**Objectives:** To develop an understanding of the concepts of statistics and operations research and to apply the results to real life business problems.

#### **Course outcome**

##### **Students will be able to**

CO1 : understand the concepts of correlation and regression

CO2 : apply parametric and non parametric tests

CO3 : apply statistical knowledge for solving LPP

**Unit 1** Correlation - Definition and Meaning – Applications - Scatter Diagrams - Karl Pearson's Correlation Co-Efficient - Computation and Interpretation - Rank Correlation - Computation and Interpretation - Regression - Meaning and Applications - The Two Regression Equations and Regression Co-Efficient.

**Unit 2** Introduction - Applications - Basic Terminology in Probability – Addition Theorem - Multiplication Theorem - Conditional Probability - Applicability and Problems - Baye's Theorem - Applicability and Problems.

**Unit 3** Introduction – History - Application of LPP - Mathematical Formulation of The Problem - Graphical Solution - Standard Form of LPP - Solution of LPP by Simplex Method - Application of Graphical Solution and Simplex Method in Solving Business Problems.

**Unit 4** Population and Sample – Meaning and Definition – Parameter and Statistic – Definition – Sampling Theory – (Statistical Estimation – Tests of Significance – Statistical Inference) – Meaning and Scope – Methods of Sampling – Random Sampling – Non Random Sampling Methods – Sampling Distributions – (Problems on Z- test – t – test – F – test – Chi – square test).

**Unit 5** Meaning and Applications of Index Numbers - Two Methods of Construction of Index Numbers - Price Index Numbers - Weighted and Un-Weighted Arithmetic Mean Relative Index Numbers - Chain Base Index Number - Cost of Living Index Number.

#### **Skill Development Activities:**



- Collect information of advertising expenses and sales of any organization and compute coefficient of correlation
- Construct a probability problem on any real life example and solve it
- Construct an LPP with the data of any real life problem and solve it by graphical method
- Construct index figures with imaginary figures

**TEXTBOOKS:**

*P N Arora, Sumeeth Arora, S Arora - Comprehensive Statistical Methods P R Vittal - Business Mathematics*

**REFERENCE:**

*C B Gupta, Vijay Gupta – An Introduction to Statistical Methods 23rd Revised Edition*

**15SSK20 1**

**LIFE SKILLS I**

**1 0 2**

**2**

Course outcome

Students will be able to

CO1. Smooth transition from an academic environment to work environment;

CO2. Adapt to their new workplace

CO3. Learn to cope with fear, stress and competition in professional world

CO4. Develop positive attitude, self-motivating ability and willingness for continuous knowledge upgradation

Soft skills and its importance: Pleasure and pains of transition from an academic environment to work-environment. Need for change. Fears, stress and competition in the professional world. Importance of positive attitude, self motivation and continuous knowledge upgradation.

Self Confidence: Characteristics of the person perceived, characteristics of the situation, Characteristics of the Perceiver. Attitude, Values, Motivation, Emotion Management, Steps to like yourself, Positive Mental Attitude, Assertiveness.

Presentations: Preparations, Outlining, Hints for efficient practice, Last minute tasks, means of effective presentation, language, Gestures, Posture, Facial expressions, Professional attire.

Vocabulary building: A brief introduction into the methods and practices of learning vocabulary. Learning how to face questions on antonyms, synonyms, spelling error, analogy etc. Faulty comparison, wrong form of words and confused words like understanding the nuances of spelling changes and wrong use of words.

Listening Skills: The importance of listening in communication and how to listen actively.

Prepositions and Articles: A experiential method of learning the uses of articles and prepositions in sentences is provided.

Problem solving; Number System; LCM & HCF; Divisibility Test; Surds and Indices; Logarithms; Ratio, Proportions and Variations; Partnership; Time speed and distance; work time problems;

Data Interpretation: Numerical Data Tables; Line Graphs; Bar Charts and Pie charts; Caselet Forms; Mix Diagrams; Geometrical Diagrams and other forms of Data Representation.

Logical Reasoning: Family Tree; Linear Arrangements; Circular and Complex Arrangement; Conditionalities and Grouping; Sequencing and Scheduling; Selections; Networks; Codes; Cubes; Venn Diagram in Logical Reasoning.

**TEXTBOOKS:**

1. *A Communicative Grammar of English: Geoffrey Leech and Jan Svartvik. Longman, London.*
2. *Adair J (1986) - "Effective Team Building: How to make a winning team", London, U.K: Pan Books.*

3. Gulati S (2006) - "Corporate Soft Skills", New Delhi, India: Rupa & Co.
4. The Hard Truth about Soft Skills, by Amazone Publication.

**REFERENCES:**

1. Quantitative Aptitude, by R S Aggarwal, S Chand Publ.
2. Verbal and Non-verbal Reasoning, R S Aggarwal, S Chand Publ.
3. Data Interpretation, R S Aggarwal, S Chand Publ.
4. Nova GRE, KAPAL GRE, Barrons GRE books;
5. Quantitative Aptitude, The Institute of Chartered Accountants of India.
6. More Games Teams Play, by Leslie Bendaly, McGraw-Hill Ryerson.
7. The BBC and British Council online resources
8. Owl Purdue University online teaching resources
9. [www.thegrammarbook.com](http://www.thegrammarbook.com) online teaching resources
10. [www.englishpage.com](http://www.englishpage.com) online teaching resources and other useful websites.

**15SSK211**

**LIFE SKILLS II**

**1 0 2 2**

Course outcome

Students will be able to

- CO1. Knowledge of socially acceptable ways of behaviour
- CO2. Knowledge of personal hygiene and attire
- CO3. Development of cultural adaptability
- CO4. Corporate etiquette
- CO5. Development of proper body language
- CO6. Learning to deal with people and adapting to change
- CO7. Convert Passive vocabulary into active vocabulary
- CO8. Understand the nuances of select words
- CO9. Learn the etymology of words
- CO10. Solve problems in QA & logical reasoning
- CO11. Interpret and analyse the data

Professional Grooming and Practices: Basics of Corporate culture, Key pillars of Business Etiquette. Basics of Etiquette: Etiquette – Socially acceptable ways of behaviour, Personal hygiene, Professional attire, Cultural Adaptability. Introductions and Greetings: Rules of the handshake, Earning respect, Business manners. Telephone Etiquette: activities during the conversation, Conclude the call, To take a message. Body Language: Components, Undesirable body language, Desirable body language. Adapting to Corporate life: Dealing with people.

Group Discussions: Advantages of Group Discussions, Structured GD – Roles, Negative roles to be avoided, Personality traits to do well in a GD, Initiation techniques, How to perform in a group discussion, Summarization techniques.

Listening Comprehension advanced: Exercise on improving listening skills, Grammar basics: Topics like clauses, punctuation, capitalization, number agreement, pronouns, tenses etc.

Reading Comprehension advanced: A course on how to approach middle level reading comprehension passages.

Problem solving – Money Related problems; Mixtures; Symbol Based problems; Clocks and Calendars; Simple, Linear, Quadratic and Polynomial Equations; Special Equations; Inequalities; Functions and Graphs; Sequence and Series; Set Theory; Permutations and Combinations; Probability; Statistics.

Data Sufficiency: Concepts and Problem Solving.

Non-Verbal Reasoning and Simple Engineering Aptitude: Mirror Image; Water Image; Paper Folding; Paper Cutting; Grouping Of Figures; Figure Formation and Analysis; Completion of Incomplete Pattern; Figure

Matrix; Miscellaneous.

Special Aptitude: Cloth, Leather, 2D and 3D Objects, Coin, Match Sticks, Stubs, Chalk, Chess Board, Land and geodesic problems etc., Related Problems

**TEXTBOOKS:**

1. *A Communicative Grammar of English: Geoffrey Leech and Jan Svartvik. Longman, London.*
2. *Adair J (1986) - "Effective Team Building: How to make a winning team", London, U.K: Pan Books.*
3. *Gulati S (2006) - "Corporate Soft Skills", New Delhi, India: Rupa & Co.*
4. *The Hard Truth about Soft Skills, by Amazone Publication.*

**REFERENCES:**

1. *Quantitative Aptitude, by R S Aggarwal, S Chand Publ.*
2. *Verbal and Non-verbal Reasoning, R S Aggarwal, S Chand Publ.*
3. *Quantitative Aptitude by Abjith Guha, Tata McGraw hill Publ.*
4. *More Games Teams Play, by Leslie Bendaly, McGraw-Hill Ryerson.*
5. *The BBC and British Council online resources*
6. *Owl Purdue University online teaching resources*
7. *www.thegrammarbook.com online teaching resources*
8. *www.englishpage.com online teaching resources and other useful websites.*

**15SSK301**

**LIFE SKILLS III**

**1 0 2 2**

Course outcome

Students will be able to

- CO1. Knowledge of team, teamwork, team building and leadership
- CO2. Develop leadership quality and problem solving ability
- CO3. Knowledge of group development activities: growth, productivity, evaluation and control
- CO4. Learn how to communicate ideas within and to a group
- CO5. Learn how to face an interview
- CO6. Learn the skills of Lateral thinking for problem solving
- CO7. Learn strategies of test taking

Team Work: Value of Team work in organisations, Definition of a Team, Why Team, Elements of leadership, Disadvantages of a team, Stages of Team formation. Group Development Activities: Orientation, Internal Problem Solving, Growth and Productivity, Evaluation and Control. Effective Team Building: Basics of Team Building, Teamwork Parameters, Roles, Empowerment, Communication, Effective Team working, Team Effectiveness Criteria, Common characteristics of Effective Teams, Factors affecting Team Effectiveness, Personal characteristics of members, Team Structure, Team Process, Team Outcomes.

Facing an Interview: Foundation in core subject, Industry Orientation/ Knowledge about the company, Professional Personality, Communication Skills, activities before interview, upon entering interview room, during the interview and at the end. Mock interviews.

Advanced Grammar: Topics like parallel construction, dangling modifiers, active and passive voices, etc.

Syllogisms, Critical reasoning: A course on verbal reasoning. Listening Comprehension

advanced: An exercise on improving listening skills.

Reading Comprehension advanced: A course on how to approach advanced level of reading, comprehension passages. Exercises on competitive exam questions. Specific Training: Solving campus recruitment papers, National level and state level competitive examination papers; Speed mathematics; Tackling aptitude problems asked in interview; Techniques to remember (In Mathematics). Lateral Thinking problems. Quick checking of answers techniques; Techniques on elimination of options, Estimating and predicting correct answer; Time management in aptitude tests; Test taking strategies.

**TEXTBOOKS:**

1. *A Communicative Grammar of English: Geoffrey Leech and Jan Svartvik. Longman, London.*
2. Adair J (1986) - "*Effective Team Building: How to make a winning team*", London, U.K: Pan Books.
3. Gulati S (2006) - "*Corporate Soft Skills*", New Delhi, India: Rupa & Co.
4. *The Hard Truth about Soft Skills*, by Amazon Publication.

**REFERENCES:**

1. *Speed Mathematics, Secrets of Lightning Mental Calculations*, by Bill Handley, Master Mind books;
2. *The Trachtenberg Speed System of Basic Mathematics*, Rupa & Co., Publishers;
3. *Vedic Mathematics*, by Jagadguru Swami Sri Bharati Krsna Tirthayi Maharaja, Motilal Banarsidass Publ.;*How to Ace the Brainteaser Interview*, by John Kador, Mc Graw Hill Publishers.
4. *Quick Arithmetics*, by Ashish Agarwal, S Chand Publ.;
5. *Quicker Maths*, by M tyra & K Kundan, BSC Publishing Co. Pvt. Ltd., Delhi;
6. *More Games Teams Play*, by Leslie Bendaly, McGraw-Hill Ryerson.
7. *The BBC and British Council online resources*
8. *Owl Purdue University online teaching resources*
9. *www.thesgrammarbook.com online teaching resources*
10. *www.englishpage.com online teaching resources and other useful websites.*