

<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>

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, SatyakamaJabala, 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.

### 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:**

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

**REFERENCES:**

1. L. M Prasad, *Principles And Practices Of Management*
2. Koontz, *Essentials of Management.*
3. Daft, R. L, *Management.*
4. Stephen P. Robins and Marry Coulter, *Management.*

**15BUS111 BUSINESS ORGANISATION AND SYSTEMS 3 0 0 3**

**Objectives:** The purpose of this paper is to impart to the students an understanding of business concepts with a view to prepare them to face emerging challenge of managing business.

**Unit 1**

Meaning, scope and evolution of commerce & industry - Industrial Revolution - its effects - Emergence of Indian MNCs & transnational corporations - Recent trends in business world. Globalization & challenges for Indian Business in new millennium.

**Unit 2**

Business sectors & forms of business organizations - private sector, Cooperative sectors, public sector, joint sector, Services sector, Various forms of business organizations – Sole Proprietorship, Partnership firms, Joint stock companies - their features, relative merits, demerits & suitability.

**Unit 3**

Business combinations: Merges & acquisitions - mergers in India. Networking, Franchising, BPOs & KPOs, E-commerce, On-line trading, patents, trademarks & copyright.

**Unit 4**

Setting up a New Enterprise Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new unit, Relevant Government Policies - SEZ (Special Economic Zone) policy, etc.

**Unit 5**

Domestic & Foreign Trade Organization of wholesale & retail trade - recent trends in wholesale & retailing. Malls and Super Markets – their effect on economy - Organization of finance, transport, insurance Communication & other utilities (services) to trade, import export trade procedure & their organization.

**BOOKS RECOMMENDED:**

1. *Modern Business Organization* by S. A. Sherlekar
2. *Industrial Organization Management: Sherlekar, Patil, Paranjpe, Chitale*
3. *Business Organization and Management* by Jallo, Tata McGraw Hill

**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.

**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 - Uday 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.

**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

**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 3003

**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.

### 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.

**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.

**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:**

- Prepare a list of Transactional and Transformational Leaders.
- Identify persons with leadership qualities and conduct an interview with them
- Discuss any example of change management
- 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

**15BUS215****FINANCIAL ADMINISTRATION****3 1 0 4**

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

**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. Masheshwari, 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

**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.

**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.

### 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:**

Vyaptakesh 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 RESPONSIBILITY 3 0 0 3**

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

**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 - stakeholders 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

**15BUS303 INTRODUCTION TO RETAIL MANAGEMENT 2 1 0 3**

**Objective:** To provide a basic understanding about the different aspects of retail management.

**Unit 1**

Retail Management: Introduction, meaning and Characteristics – Functions of retailing – Structure and nature of retailing channels – changing face of retailing – retailing in India – traditional and modern retail formats in India – challenges in retail business

in India – retail customer – retail consumer behaviour, factors affecting consumer decision making – stages of consumer decision process.

**Unit 2**

Retail market segmentation – meaning and benefits – criteria for effective market segmentation – dimensions for segmentation – retail location – importance of location decision – types of retail location – site selection analysis – retail location theories.

**Unit 3**

Retail merchandising – meaning – brand management and retailing – merchandise management – merchandise budget, projected sales, inventory plan, competition analysis – constraints – criteria for selection of suppliers – store space management – basis of space allocation.

**Unit 4**

Retail pricing – introduction – objectives - pricing strategies – retail promotion strategies – promotion mix – advertising, media selection – sales promotion.

**Unit 5**

Relationship Marketing in Retailing: Management of Relationship, Evaluation of Relationship Marketing, Relationship, Marketing Strategies, Retail Research and Retail Audits.

**TEXTBOOKS:**

1. Chetan Bajaj, Rajnish Tuli, Nishi V Srivastava – Retail Management, Oxford University Press Publication.
2. Gibson G Vedamani – Retail Management, Jaico Publishing House

**REFERENCE BOOKS:**

1. Pradhan – Principles of Retail Management, Tata McGraw Hill
2. V Gopal - Retail Management: An Introduction, ICFAI University Press
3. David Gilbert – Retail Marketing Management, Pearson

**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.

**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 assessee 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.

**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.

#### 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.

### 15BUS315 PROJECT MANAGEMENT 3 0 0 3

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

**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. Vasantha 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.

**15BUS316 SUSTAINABLE BUSINESS ADMINISTRATION 3 0 0 3**

**Objectives:** Green business operations and sustainability are becoming increasingly important in the global economy as companies attempt to grapple with competing pressures in order to deliver goods and services in an environment where scarce natural and energy resources, pollution regulations, population growth and climate change are driving corporate decision-making. Businesses who adapt to this new environment will be better positioned to succeed in the global economy where demand for "green" products is increasing exponentially. This subject is designed as a survey of green business operating principles, sustainability, and social responsibility issues that will impact decision-making of the business leaders of the future.

**Unit 1**

Environment Impact on Business: Social, Economic, Political, Cultural, Legal and constitutional sub-systems of environment and their impact on Business.

**Unit 2**

Constitution of India: Fundamental rights and duties, Directive Principles of State Policy, 74th Amendment of the Constitution pertaining to local Governments.

**Unit 3**

Introduction to Environmental Legislation: How the Parliament functions - Bill to Act to Rules. How a Bill is issued in parliament and how it becomes an Act, How a rule is notified/ Gazetted. Difference between Regulation, Law and Notification Bills. Introduction to Environmental Acts, Factory Act, Safety Related rules. Environmental Policy of the Government of India for Industrial Location with respect to ecology. The Command & Control Regime and The Economics Instruments Regime.

**Unit 4**

Public Policy for Industry and Business: Environmental Policy of the Government of India and the working of the Ministry of Environment and Forests, Central Pollution Control Board, State Pollution Control Boards. Annual Report of the Ministry of Environment and Forests (current year).

**Unit 5**

Internet and Environmental Management: Use of internet as a tool, Specific websites related to environmental management, Extracting latest updated information from related sites. 6. Introduction to software packages for GIS and MIS Reference.

**REFERENCE BOOKS:**

1. *Government & Business* – by Amarchand, Tata McGraw Hill.
2. *Government & Business Management* – by Kumar & Ghosh
3. *The Economics of Development and Planning* – by M. L. Jhingan. 6. *Microeconomic Theory & Welfare Economics* – by P. N. Chopra
4. *Economic Development – Problems, Principles & Policies* – by Benjamin Higgins.
5. *Economic Development – Past & Present* – by Gill
6. *Economic Development of Business* – by Dr. M. Adhikari

**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.

**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.

**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.*

**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.

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.

#### **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

**15BUS356 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.

**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.

**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.



**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.*

**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 Word 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 You tube. 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 Rom? 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.*

**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) [www.dgciskol.nic.in](http://www.dgciskol.nic.in)  
[www.rbi.org.in](http://www.rbi.org.in)

### 15BUS355

### TRAVEL AND TOURISM MANAGEMENT

3 0 0 3

**Objectives:** To create a basic knowledge on the genitism, 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.

### 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

**15BUS356****E-COMMERCE AND ERP****3 0 0 3**

**Objective:** To provide the students the basic concepts of e-Commerce and enterprise resource planning

**Unit 1**

Introduction to e-commerce - e-commerce and world wide web - consumer oriented e-commerce - electronic payment system - inter-organizational e-commerce.

**Unit 2**

Anatomy of e-commerce applications – e-commerce consumer applications - e-commerce organization applications - consumer oriented applications.

**Unit 3**

Introduction to ERP, Basic concepts of ERP, Risks and benefits of ERP, ERP related technologies.

**Unit 4**

Functional modules of ERP software, Implementation of ERP, Implementation life cycle, ERP package selection. ERP and Supply Chain Logistics.

**Unit 5**

E - business, ERP, Internet and WWW.

**TEXTBOOKS:**

1. Leonard Jessup, Joseph Valacich, "Information System Today, Managing the Digital World" 3rd edition, PHI
2. Alexis Leon - Enterprise resource Planning, TMH

**15BUS390****LIVE-IN-LAB.****3 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-Lab 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.

**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 a 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

**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,
- Correcting a wrong Balance Sheet.
- Collection of Joint Venture Agreement and brief analysis,
- Preparation of Joint Bank Account with imaginary figures,
- 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

**15COM206****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.

**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 - Dishonor 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 atleast 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. Tanna - 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

**15COM207 COST AND MANAGEMENT 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.

**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.)

Labor: 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 Labor 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. Horngren Foster and Datar - Cost Accounting.
3. S N Maheshwari - Cost Accounting

**15CSA105****BUSINESS AND MIS****3 0 0 3**

**Objectives:** This course makes the students to understand introductory application in IT and its use business management. Organizations are relying on internet and network technology to conduct more of their work to organize and manage. In order to be more productive in emerging digital world, knowledge of IT and its applications are essential. This course helps students to apply technical skills in their professional work. Students will learn the computer software, database technology to get hands-on experience using IT for management tasks.

**Unit 1**

MS word for communication: Window parts – Menu Bar, Tool Bar, Status Bar, Scroll Bars. Understanding and arranging windows. Creating simple word documents – Saving files, Opening existing files, creating copies of files, Page set up options - Exiting word. Text Editing – Selection, deletion, cut, copy, Find & Replace, Using Undo & Redo. Document Views, Customizing toolbars, Inserting header & Footer, Zoom options. Inserting Page number, date & time, Symbols, Comments, Auto texts, Footnotes, Picture, Files & Objects, Bookmarks, Hyperlink, Cross references. Formatting Texts – Font, Paragraph, Columns, Bullets & Numbering, Borders & shading, Drop Cap, Auto format options, creating styles, Table of contents. Language Utilities – Spelling & Grammar – Mail merge Options - Creating Macros – Inserting tables, applying formula and sorting tables – Arranging windows and splitting windows.

**Unit 2**

MS Excel for data analysis and communication: Familiarizing with workbooks, work sheets and cells – Excel window – working with cells – moving around in excel – Using the Toolbars – Using Formula bar - Entering and editing data – Selecting ranges, copying and moving cells – Paste special options – Fill options – Clearing formats – Move, copy and delete sheets – finding and replacing texts – Inserting header and footer – Inserting cells, rows, columns and work sheet – Chart options- Inserting functions - Giving names to cell ranges – Manipulating hyperlink – Formatting cells, rows, columns and sheet – Practicing auto formatting and conditional formatting – Creating & merging styles – Spelling and Auto correct – Creating macros, protecting sheet - Sorting and filtering list - creating a form – validation - Creating subtotals - Manipulating pivot table - Consolidating data - arranging windows - Freeze panes - Hiding windows.

**Unit 3**

MS Power-point for Communication and Presentation: Inserting slides – new slide, existing slides, duplicate slide, slides from Auto layout. Slide show – start with first slide, current Slide, customized show. Slide views - normal, slide sorter. Slide Layouts, Design Templates. Deleting slides, Paste special. Inserting Header & Footer,

Date & Time, Hyperlink, Picture, Object, Symbols, Text, Table, Chart, Diagram. Paste as hyperlink, Format – Font, Bullets & Numbering. Custom animation, Slide Transitions. Action Buttons.

**Unit 4**

Introduction to Management Information Systems (MIS): Concept, Definition, Role of MIS: A support to management, Management effectiveness and MIS, Basics of MIS, Decision making and MIS: Concepts and process in Decision making

**Unit 5**

Information Concepts: Classification of Information, Methods of data and information collection, general model of human as an information processor; MIS and Information Knowledge.

**TEXTBOOKS:**

1. Alexis Leon & Mathews Leon: *Fundamentals of Information Technology*, Vikas Publishing
2. Jawadekar, *Management Information Systems*, Tata McGraw Hill

**REFERENCES:**

1. Kenneth C Laudon and Jane P Laudon, *Management Information Systems managing the digital firm*, Prentice Hall India.
2. Williams and Sawyer, *Using Information Technology*,
3. *Microsoft Office 2000 Complete*, BPB publications
4. Dennis P.Curtin, Kim Foley, Kunal Sen, Cathleen Morin : *Information Technology The Breaking Wave*, TATA McGraw-Hill Edition

**15CSA185****BUSINESS AND MIS LAB.****0 0 3 1****Unit 1 MS Word Exercises**

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 through out 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 MS Excel for data analysis exercises

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.

### 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 3 MS Power-point for business presentation and Communications

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 4 Multimedia tools for Communication

1. Introduction to Image Editing tools for Communication.
2. Image size and resolution - Acquiring images from cameras and scanners - Creating, opening, and importing images - Placing files - High dynamic range images
3. Adjusting crop, rotation, and canvas - Retouching and repairing images - Correcting image distortion and noise - Adjusting image sharpness and blur - Transforming objects - Liquify filter - Vanishing Point - Create panoramic images
4. Creating type - Editing text - Formatting characters - Fonts - Line and character spacing - Scaling and rotating type - Formatting paragraphs - Creating type effects
5. Saving images - Saving PDF files - Saving and exporting files in other formats - File formats
6. Working with web graphics - Slicing web pages - Modifying slices - Slice output options - Creating web photo galleries - Optimizing images - Web graphics optimization options - Output settings for web graphics
7. Video and animation in Photoshop - Creating images for video - Interpreting video footage -

8. Editing video and animation layers - Creating frame animations - Creating timeline animations - Preview video and animations - Save and export video and animations

### Unit 5 Multimedia tools for business

1. Resizing and editing image for business presentation.
2. Create advertisement, brochure, email newsletter, website, gif advertisements regarding various products offered by a particular company.
3. Create advertisement, brochure, email newsletter, website, gif advertisements regarding various courses offered by any college.

#### TEXTBOOKS:

1. Alexis Leon & Mathews Leon: *Fundamentals of Information Technology*, Vikas Publishing
2. Photoshop® CS3 Layers Bible by Matt Doyle (Author), Simon Meek (Author)

#### 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

#### 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

#### 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

BUSINESSECONOMICS

2 1 0 3

**Objective:** The objective 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.

**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.

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

**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.

**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, Hercourt, 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****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>.*

**15HIN101****HINDI I****1 0 2 2**

**Objectives:** To teach Hindi for effective communication in different spheres of life: Social context, Education, governance, Media, Business, Profession and Mass communication.

**Unit 1**

Introduction to Hindi Language - National Language, Official Language, link Language etc. Introduction to Hindi language, Devanagari script and Hindi alphabet.

Shabda Bhed, Roopanthar ki Drishti se - Bhasha – Paribhasha aur Bhed - Sangya - Paribhasha Aur Bhed - Sangya ke Roopanthar - kriya.

**Unit 2**

Common errors and error corrections in Parts of Speech with emphasis on use of pronouns, Adjective and verb in different tenses – Special usage of adverbs, changing voice and conjunctions in sentences, gender & number - General vocabulary for conversations in given context – understanding proper pronunciation – Conversations, Interviews, Short speeches.

**Unit 3**

Poems – Kabir Ist 8 Dohas, Surdas 1st 1 Pada; Tulsidas 1st 1 Pada; Meera 1st 1 Pada.

**Unit 4**

Letter writing – personal and Formal – Translation from English to Hindi.

**Unit 5**

Kahani – Premchand: Kafan, Abhilasha, Vidroh, Poos ki rath, Julooos.

**TEXTBOOKS:**

1. Prem Chand Ki Srvashrestha Kahaniyam: Prem Chand; Diamond Pub Ltd. New Delhi
2. Vyavaharik Hindi Vyakaran, Anuvad thaha Rachana: Dr. H. Parameswaran, Radhakrishna publishing House, New Delhi
3. Kamtha Prasad Guru: Hindi Vyakaran, Best Book pub House, New Delhi
4. Poetry: Kavya Ras - Ed: T. V. Basker - Pachouri Press; Mathura

**15HIN111****HINDI II****1 0 2 2**

**Objectives:** Appreciation and assimilation of Hindi Literature both drisya & shravya using the best specimens provided as anthology.

**Unit 1**

Kavya Tarang; Dhumi ke Anthim Kavitha [Poet - Dhumi], Dhabba [Poet - Kedarnath

Singh], Proxy [Poet - Venugopal] Vakh [Poet - Arun Kamal], Maachis [Poet - Suneeta Jain].

**Unit 2**

Communicative Hindi - Moukhik Abhivyakthi.

**Unit 3**

Audio-Visual – Media in Hindi – Movies like Tare Zameen par, Paa, Black etc., appreciation and evaluation. News reading and presentations in Radio and TV channels in Hindi.

**Unit 4**

Gadya Manjusha – Budhapa, Kheesa, Sadachar ka Thavis.

**Unit 5**

Translation: Theory and Practice - Letter writing: Formal and Personal – Introduction to Hindi Software.

**TEXTBOOKS:**

Kavya Tarang: Dr. Niranjana, Jawahar Pusthakalay, Mathura.

Gadya Manjusha: Editor: Govind, Jawahar Pusthakalay, Mathura

**15KAN101****KANNADA I****1 0 2 2**

**Objectives:** To enable the students to acquire basic skills in functional language; to develop independent reading skills and reading for appreciating literary works; to analyse language in context to gain an understanding of vocabulary, spelling, punctuation and speech.

**Unit 1**

Adalitha Kannada: bhashe, swaropaa, belavanigeya kiru parichaya  
Paaribhaashika padagalu  
Vocabulary Building

**Unit 2**

Prabhandha – Vyaaghra Geethe - A. N. Murthy Rao  
Prabhandha – Baredidi...baredidi, Baduku mugiyuvudilla allige... - Nemi Chandra  
Paragraph writing – Development: comparison, definition, cause & effect  
Essay – Descriptive & Narrative

**Unit 3**

Mochi – Bharateepriya  
Mosarina Mangamma – Maasti Venkatesh Iyengar

Kamalaapurada Hotelnalli – Panje Mangesh Rao  
Kaanike – B. M. Shree  
Geleyanobbanige bareda Kaagada – Dr. G. S. Shivarudrappa  
Moodala Mane – Da. Ra. Bendre  
Swathantryada Hanate – K. S. Nissaar Ahmed

**Unit 4**

Letter Writing - Personal: Congratulation, thanks giving, invitation, condolence

**Unit 5**

Reading Comprehension; nudigattu, gaadegalu

Speaking Skills: Prepared speech, pick and speak

**REFERENCES:**

1. H. S. Krishna Swami Iyengar – Adalitha Kannada – Chetana Publication, Mysuru
2. A. N. Murthy Rao – Aleyuva Mana – Kuvempu Kannada Adyayana Samste
3. Nemi Chandra – Badhuku Badalisabahudu – Navakarnataka Publication
4. Sanna Kathegalu - Prasaraanga, Mysuru University , Mysuru
5. B. M. Shree – Kannadada Bavuta – Kannada Sahitya Parishattu
6. K. S. Nissar Ahmed – 75 Bhaavageetegalu – Sapna Book House (P) Ltd.
7. Dr. G. S. Shivarudrappa – Samagra Kavya – Kamadhenu Pustaka Bhavana

**15KAN111****KANNADA II****1 0 2 2**

**Objectives:** To enable the students to acquire basic skills in functional language; to develop independent reading skills and reading for appreciating literary works; to develop functional and creative skills in language; to enable the students to plan, draft, edit & present a piece of writing.

**Unit 1**

Official Correspondence: Adhikrutha patra, prakatane, manavi patra, vanija patra

**Unit 2**

Nanna Hanate - Dr. G. S. Shivarudrappa  
Mankuthimmana Kaggada Ayda bhagagalu – D. V. Gundappa (Padya Sankhye 5, 20, 22, 23, 25, 44, 344, 345, 346, 601)  
Ella Marethiruvaga - K. S. Nissaar Ahmed  
Saviraru Nadigalu – S Siddalingayya

**Unit 3**

Sayo Aata – Da. Ra. Bendre

**Unit 4**

Sarva Sollegala turtu Maha Samelana - Beechi  
Swarthakkaagi Tyaga - Beechi

**Unit 5**

Essay writing: Argumentative & Analytical  
Précis writing

**REFERENCES:**

1. H. S. Krishnaswami Iyengar – Adalitha Kannada – Chetan Publication, Mysuru
2. Dr. G. S. Shivarudrappa – Samagra Kavya. - Kamadhenu Pustaka Bhavana
3. Shrikanth - Mankuthimmana Kaggada – Taatparya – Sri Ranga Printers & Binders
4. K. S. Nissar Ahmed – 75 Bhaavageetegalu – Sapna book house
5. Dr. Da. Ra. Bendre – Saayo Aata – Shri Maata Publication
6. Beechi – Sahukara Subbamma – Sahitya Prakashana

**15LAW111****BUSINESS 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.

**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 Bailor and Bailee - Pawnee 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 - Saravanel 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.

**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. Durga das Basu, 19th edition Reprint 2007

**15MAL101****MALAYALAM I****1 0 2 2**

**Objectives:** To appreciate the aesthetics & cultural implications; to enhance creative thinking in mother-tongue; to learn our culture & values; to equip students read & write correct Malayalam; to correct the mistakes in pronunciation; to create awareness that good language is the sign of complete personality.

**Unit 1**

Ancient poet trio: Adhyatmaramayanam, Lakshmana Swanthanam (valsa soumitre... mungikidakayal), Ezhuthachan - Medieval period classics – Jnanappana (kalaminnu... vilasangalingane), Poonthanam.

**Unit 2**

Modern Poet trio: Ente Gurunathan, Vallathol Narayana Menon - Critical analysis of the poem.

**Unit 3**

Short stories from period 1/2/3, Poovanpazham - Vaikaom Muhammed Basheer - Literary & Cultural figures of Kerala and about their literary contributions.

**Unit 4**

Literary Criticism: Ithihasa studies - Bharatha Paryadanam - Vyasante Chiri - Kuttikrishna Mararu - Outline of literary Criticism in Malayalam Literature - Introduction to Kutti Krishna Mararu & his outlook towards literature & life.

**Unit 5**

Error-free Malayalam: 1. Language; 2. Clarity of expression; 3. Punctuation.

Thettillatha Malayalam – Writing - a. Expansion of ideas; b. Precis Writing; c. Essay Writing; d. Letter writing; e. Radio Speech; f. Script/ Feature/ Script Writing; g. News Editing; h. Advertising; i. Editing; j. Editorial Writing; k. Critical appreciation of literary works (Any one or two as an assignment).

**REFERENCES:**

1. P. K. Balakrishnanan, *Thunjan padhanangal*, D. C. Books, 2007.
2. G. Balakrishnan Nair, *Jnanappanayam Harinama Keerthanavum*, N.B.S., 2005.
3. M. N. Karasseri, *Basheerinte Poonkavanam*, D. C. Books, 2008.
4. M. N. Vijayan, *Marubhoomikal Pookkumbol*, D. C. Books, 2010.
5. M. Thomas Mathew, *Lavanyanubhavathinte Yukthisasthram*, National Book Stall, 2009.
6. M. Leelavathy, *Kavitha Sahityacharitam*, National Book Stall, 1998.
7. Thayattu Sankaran, *Vallathol Kavithapadhamam*, D. C. Books, 2004.

**15MAL111****MALAYALAM II****1 0 2 2**

**Objectives:** To appreciate the aesthetics & cultural implications; to enhance creative thinking in mother-tongue; to learn our culture & values; to equip students read & write correct Malayalam; to correct the mistakes in pronunciation; to create awareness that good language is the sign of complete personality.

**Unit 1**

Ancient poet trio: Kalayanasougandhikam, (kallum marangalun... namukkennarika vrikodara) Kunjan Nambiar - Critical analysis of his poetry - Ancient Drama: Kerala Sakunthalam (Act 1), Kalidasa (Translated by Attor Krishna Pisharody).

**Unit 2**

Modern/ romantic/ contemporary poetry: Manaswini, Changampuzha Krishna Pillai – Romanticism – modernism.

**Unit 3**

Anthology of short stories from period 3/4/5: Ninte Ormmayku, M. T. Vasudevan Nair - literary contributions of his time.

**Unit 4**

Part of an autobiography/ travelogue: Kannerum Kinavum, V. T. Bhattathirippadu - Socio-cultural literature - historical importance.

**Unit 5**

Error-free Malayalam: 1. Language; 2. Clarity of expression; 3. Punctuation.

Thettillatha Malayalam – Writing - a. Expansion of ideas; b. Precis Writing; c. Essay Writing; d. Letter writing; e. Radio Speech; f. Script/ Feature/ Script Writing; g. News Editing; h. Advertising; i. Editing; j. Editorial Writing; k. Critical appreciation of literary works (Any one or two as an assignment).

**REFERENCES:**

1. Narayana Pillai. P. K, *Sahitya Panchanan. Vimarsanathrayam*, Kerala Sahitya Academy, 2000
2. Sankunni Nair. M. P, *Chathravum Chamaravum*, D. C. Books, 2010.
3. Gupthan Nair. S, *Asthiyude Pookkal*, D. C Books.2005
4. Panmana Ramachandran Nair, *Thettillatha Malayalam*, Sariyum thettum etc., D. C. Book, 2006.
5. M. Achuthan, *Cherukatha-Innale*, innu, National Book Stall, 1998.
6. N. Krishna Pillai, *Kairaliyude Katha*, National Book Stall, 2001.

**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

**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.

**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****2 1 0 3**

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

**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 co-efficient 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

**15OEL231 - 2xx**

**OPEN ELECTIVES**

**3 0 0 3**

Open electives syllabi - see at the end of the booklet.

**15SAN101**

**SANSKRIT I**

**1 0 2 2**

**Objectives:** To familiarize students with Sanskrit language and literature; to enable them to read and understand Sanskrit verses and sentences; to help them acquire expertise for self-study of Sanskrit texts and communication in Sanskrit; to help the students imbibe values of life and Indian culture as propounded in scriptures.

**Unit 1**

Introduction to Sanskrit language, Devanagari script - Vowels and consonants, pronunciation, classification of consonants, conjunct consonants, words – nouns and verbs, cases – introduction, numbers, Pronouns, communicating time in Sanskrit. Practical classes in spoken Sanskrit.

**Unit 2**

Verbs - Singular, Dual and plural – First person, Second person, Third person. Tenses – Past, Present and Future – Atmanepadi and Parasmaipadi - karthariprayoga.

**Unit 3**

Words for communication, slokas, moral stories, subhashithas, riddles (from the books prescribed).

**Unit 4**

Selected slokas from Valmiki Ramayana, Kalidasa's works and Bhagavad Gita. Ramayana – chapter VIII - verse 5; Mahabharata - chapter 174, verse 16; Bhagavad Gita – chapter IV - verse 8; Kalidasa's Sakuntalam - Act IV – verse 4.

**Unit 5**

Translation of simple sentences from Sanskrit to English and vice-versa.

**ESSENTIAL READINGS:**

1. Praveshaha; Publisher: Samskrita bharti, Aksharam, 8th cross, 2nd phase, girinagar, Bangalore-560 085
2. Sanskrit Reader I, II and III, R. S. Vadhyar and Sons, Kalpathi, Palakkad
3. Prakriya Bhashyam written and published by Fr. John Kunnappally
4. Sanskrit Primer by Edward Delavan Perry, published by Ginn and Company Boston
5. Sabdamanjari, R. S. Vadyar and Sons, Kalpathi, Palakkad
6. Namalinganusasanam by Amarasimha published by Travancore Sanskrit series
7. Subhashita Ratna Bhandakara by Kashinath Sharma, published by Nirnayasagar press.

**15SAN111**

**SANSKRIT II**

**1 0 2 2**

**Objectives:** To familiarize students with Sanskrit language and literature; to enable them to read and understand Sanskrit verses and sentences; to help them acquire expertise for self-study of Sanskrit texts and communication in Sanskrit; to help the students imbibe values of life and Indian culture as propounded in scriptures.

**Unit 1**

Seven cases, indeclinables, sentence making with indeclinables, Saptha karakas.

**Unit 2**

Ktavatu Pratyaya, Upasargas, Ktvanta, Tumunnanta, Lyabanta.

Three Lakaras – brief introduction, Lot lakara.

**Unit 3**

Words and sentences for advanced communication. Slokas, moral stories (Panchatantra) Subhashithas, riddles.



**Unit 4**

Introduction to classical literature, classification of Kavyas, classification of Dramas - The five Mahakavyas, selected slokas from devotional kavyas - Bhagavad Gita – chapter II verse 47, chapter IV verse 7, chapter VI verse 5, chapter VIII verse 6, chapter XVI verse 21, Kalidasa's Sakuntala act IV verse 4, Isavasyopanishat 1st Mantra, Mahabharata chapter 149 verses 14 - 120, Neetisara chapter – III.

**Unit 5**

Translation of paragraphs from Sanskrit to English and vice-versa.

**ESSENTIAL READINGS:**

1. *Praveshaha*; Publisher: Samskrita bharti, Aksharam, 8th cross, 2nd phase, girinagar, Bangalore-560 085
2. *Sanskrit Reader I, II and III*, R. S. Vadyar and Sons, Kalpathi, Palakkad
3. *Prakriya Bhashyam* written and published by Fr. John Kunnappally
4. *Sanskrit Primer* by Edward Delavan Perry, published by Ginn and Company Boston
5. *Sabdamanjari*, R. S. Vadyar and Sons, Kalpathi, Palakkad
6. *Namalinganusasanam* by Amarasimha published by Travancore Sanskrit series
7. *Subhashita Ratna Bhandakara* by Kashinath Sharma, published by Nirayasagar Press.

**15SSK201****LIFE SKILLS I****1 0 2 2**

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 online teaching resources*
10. *www.englishpage.com online teaching resources and other useful websites.*

**15SSK211****LIFE SKILLS II****1 0 2 2**

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.grammarbook.com online teaching resources*
8. *www.englishpage.com online teaching resources and other useful websites.*

## 15SSK301

## LIFE SKILLS III

1 0 2 2

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.;*

4. *How to Ace the Brainteaser Interview*, by John Kador, Mc Graw Hill Publishers.
5. *Quick Arithmetics*, by Ashish Agarwal, S Chand Publ.;
6. *Quicker Maths*, by M tyra & K Kundan, BSC Publishing Co. Pvt. Ltd., Delhi;
7. *More Games Teams Play*, by Leslie Bendaly, McGraw-Hill Ryerson.
8. *The BBC and British Council online resources*
9. *Owl Purdue University online teaching resources*
10. [www.thegrammarbook.com](http://www.thegrammarbook.com) online teaching resources
11. [www.englishpage.com](http://www.englishpage.com) online teaching resources and other useful websites.

**15TAM101****TAMIL I****1 0 2 2**

**Objectives:** To introduce the students to different literature - Sangam literature, Epics, Bhakthi literature and modern literature; to improve their ability to communicate with creative concepts, and also to introduce them to the usefulness of basic grammatical components in Tamil.

**Unit 1**

Sangam literature: Kuruntokai; (2, 6, 8, 40 pāṭalkal) – puṛaṇāṇūru (74, 112, 184, 192 pāṭalkal) – tirukkuraḷ (iṛaimāṭci, amaiccu).

**Unit 2**

Epic literature: cilappatikāram maturaik kāṇṭam (vaḷakkuraikkātai 50-55).

Spiritual Literature: tiruppāvai (3,4) – tēvāram (mācivīṇaiyum)

Medieval Literature: bāratiyar kaṇṇaṇ pāṭṭu (eṇ viḷaiyāṭṭu piḷḷai) – bāratitacaṇ kuṭumpaviḷakku (tāyiṇ tālāṭṭu).

**Unit 3**

Novel: Jeyakāntaṇ “kuru pīṭam”

Essay: Aṇṇā “ē tāḷnta tamiḷakamē”

**Unit 4**

Tiruñāṇa campantar – tiruṇāvukkaracar – cuntarar – māṇikka vācakar – āṇṭāḷ – tirumūlar – kulacēkara āḷvār – cīttalaic cāttanār toṭarpāṇa ceytikal, mērkōḷkal marrum ciṛappup peyarkaḷ.

**Unit 5**

Tamil Grammar: Col vakaikal - vēṛṛumai urupukaḷ - vallinam mikumiṭam mikāyiṭam - canti(puṇarcci) - ilakkaṇakkurippu.

Practical skills: Listening, speaking, writing and reading.

**TEXTBOOKS:**

Aṇṇā “ē tāḷnta tamiḷakamē” nakkīraṇ papḷikēṣaṇs.

Cakḷitācaṇ cupraṇaiyaṇ “nalla kuruntokai mūlamum uraiyum” mullai palippakam, 2008.

<http://www.Tamilvu.Org/libirary/libindex.Htm>.

jeyakāntaṇ “kuru pīṭam” mīṇāṭci puttaka nilaiyam, 1971.

Nā. Pārttacāraṭi “puṛaṇāṇūruc ciṛukataikal” tamiḷp puttakālayam, 1978, 2001

Poṇ maṇimāraṇ “aṭōṇ tamiḷ ilakkaṇam “aṭōṇ papḷiṣiṇ kurūp, vañciyūr, tiruvaṇantapuram, 2007.

puliyūrḷ kēcikaṇ “kuruntokai mūlamum uraiyum” cārāta patippakam, 2010.

Puliyūrḷ kēcikaṇ “puṛaṇāṇūru” sīreṇpakā patippakam, 2010

**15TAM111****TAMIL II****1 0 2 2**

**Objectives:** To learn the history of Tamil literature; to analyze different styles, language training, to strengthen the creativity in communication, Tamil basic grammar, Computer and its use in Tamil language.

**Unit 1**

The history of Tamil literature: Nāṭṭupuraṇ pāṭalkal, kataikkal, paḷamoḷikal -

ciṛukataikal tōṛramum vaḷarcciyum, ciṛrilakkiyaṅkal: Kaliṅkattup paraṇi (pōrpāṭiyatu)

- mukkūṭar paḷḷu 35.

Kāppiyaṅkal: Cilappatikāram – maṇimēkalai naṭaiyiyal āyvu marrum aimperum – aiñciṛuṇ kāppiyaṅkal toṭarpāṇa ceytikal.

**Unit 2**

tiṇai ilakkiyamum nīyilakkiyamum - paṭiṇēṅkiḷkkaṅakku nūlkal toṭarpāṇa piṇa ceytikal

- tirukkuraḷ (aṇṇu, paṇṇu, kalvi, oḷukkam, naṭṭu, vāymai, kēḷvi, ceynaṇṇi, periyāraituṇakkōṭal, viḷippuṇarvu pēṇṇa atikāratil uḷḷa ceytikal.

Āraṇūkal: Ulakanīti (1-5) – ēlāti (1,3,6) - Cittarkaḷ: Kaṭuveḷi cittar pāṭalkal (āṇantak

kaḷippu – 1,4,6,7,8), marrum akappēy cittar pāṭalkal (1-5).

**Unit 3**

tamiḷ ilakkaṇam: Vākkiya vakaikal – taṇṇiṇai piṇaviṇai – nērkūrū ayarkūrū.

**Unit 4**

tamiḷaka aṇiṇarkaḷiṇ tamiḷ toṇṭum camutāya toṇṭum: Pāratiyār, pāratitācaṇ,

paṭṭukkōṭṭai kalyāṇacuntaram, curatā, cujātā, ciṛpi, mēttā, aptul rakumāṇ,

na.Piccaimūrtti, akilaṇ, kalki, jī.Yū.Pōp, vīramāmuṇivar, aṇṇā, paritīmāṇ kalaiṇar,

maraimalaiyaṭikal.

**Unit 5**

tamiḷ moḷi āyvil kaṇiḻi payaṇpāṭu - Karuttu parimārram - viḷampara moḷiyamaippu -  
pēccu - nāṭakam paṭaiḷpu - ciṟukatai, katai, putiṇam paṭaiḷpu.

**TEXTBOOKS:**

<http://www.tamilvu.org/libirary/libindex.htm>.

[http://www.tunathamizh.com/2013/07/blog0post\\_24.html](http://www.tunathamizh.com/2013/07/blog0post_24.html)

Mu. Varatarācaṇ “tamiḷ ilakkiya varalāru” cāhitya akāṭemi paḷiḷkēṣaṇs, 2012

nā. Vāṇamāmalai “paḷaṅkataikaḷum, paḷamoḷikaḷum” niyū ceṅcuri puttaka veliyiṭṭakam, 1980, 2008

nā. Vāṇamāmalai. “tamiḷar nāṭṭuppāṭalkal” niyū ceṅcuri puttaka veliyiṭṭakam 1964, 2006

poṇ maṇimāraṇ “aṭṭōṇ tamiḷ ilakkaṇam” aṭṭōṇ paḷiḷṣiṅ kurūp, vaṅciyūr, tiruvaṇantapuram, 2007.