



# College of Vocational Studies

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## Supporting documents for 1.3.2

(Additional information on Courses which  
include experiential learning through project  
work / internship/field trips)

# दिल्ली विश्वविद्यालय UNIVERSITY OF DELHI

Bachelor of Arts (VS) Human Resource Management

(Effective from Academic Year 2019-20)



**Revised Syllabus as approved by**

**Academic Council**

Date:

No:

**Executive Council**

Date:

No:

**Applicable for students registered with Regular Colleges, Non-Collegiate  
Women's Education Board and School of Open Learning**

## **Preamble**

The objective of any programme at Higher Education Institute is to prepare their students for the society at large. The University of Delhi envisions all its programme in the best interest of their students and in this endeavor it offers a new vision to all its Under-Graduate courses. It imbibes a Learning Outcome-based Curriculum Framework (LOCF) for all its Under Graduate programmes.

The LOCF approach is envisioned to provide a focused, outcome-based syllabus at the undergraduate level with an agenda to structure the teaching-learning experiences in a more student-centric manner. The LOCF approach has been adopted to strengthen students' experiences as they engage themselves in the programme of their choice. The Under-Graduate Programme will prepare the students for both, academia and employability.

Each programme vividly elaborates its nature and promises the outcomes that are to be accomplished by studying the courses. The programme also state the attributes that it offers to inculcate at the graduation level. The graduate attributes encompass values related to well-being, emotional stability, critical thinking, social justice and also skills for employability. In short, each programme prepares students for sustainability and life-long learning.

The new curriculum of B.A (VS) HRM imparts deep insights into theoretical knowledge, understanding & practical application of the basic functions of human resource management, human motivation, individual & group behaviours to be able to pursue higher education in human resource management or the related field of industrial psychology. The pedagogy includes case studies, real examples from the corporate world, experiential learning through role play, field trips, project work and option for a short internship during the semester break. The student is equipped with knowledge to begin working at an entry level executive position or pursue higher education with a specialization in human resource management, industrial relations or the related discipline of industrial psychology.

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# **1. INTRODUCTION TO THE PROGRAMME**

Human resource is an integral part of any organization, be it business, government or non-government. Human resource management is considered to be a source of competitive advantage that is not easy to replicate unlike other resources used in setting up businesses and other organizations.

Although increasingly becoming a non-core function for many organisations, its need is not diminished. When human resource management functions are hived off to specialist consultant firms, the demand for qualified professionals shifts to these consultancy firms. There is requirement for trained human resource manpower in the specialist fields of recruitment, training, performance appraisal, compensation and compliance of welfare laws and maintenance of industrial relations.

## **2. LEARNING OUTCOME BASED APPROACH TO CURRICULUM PLANNING**

### **2.1 Nature and extent of the B.A (Vocational) HRM**

Human resource is an integral part of any organization, be it business, government or non-government. Human resource management is considered to be a source of competitive advantage that distinguishes a successful organization from an unsuccessful one. It is not easy to the human resource unlike capital, land or machinery used in setting up businesses and other organisations. At a basic level, each person is engaged in human resource management in their lives.

However, as a subject human resource management includes the study of different aspects of people at work. It begins with estimating the requirement for people with different skills and then reaching out for people with these skill sets and qualifications. HRM is based on a body of knowledge that recognizes the uniqueness of each individual and the skill to discern these differences between people. HRM is about the creating the right organization-employee fit that will enable an organization to perform at the optimum best, ensure employee satisfaction and simultaneously contribute to the larger societal good. Once people have been selected, they need to be continuously trained, motivated to perform through financial and non-financial incentives and their performance measured. The role of human resource management continues till after the employee leaves the organization. The extent of human resource management also includes maintaining peaceful industrial relations with employees as a collective body and adherence to labour laws of the country. The B.A ( Vocational studies) degree programme in HRM introduces a student to all the above-mentioned areas of study. The course also imparts a fundamental understanding of other functional areas of business such as finance, marketing and production, law, and economics besides organization behaviour and the latest developments in the field of human resource management.

Further, being a vocational programme, it keeps employability in mind. The pedagogy includes case studies, real examples from the corporate world, experiential learning through role play, field trips, project work and option for a short internship during the semester break. The student is equipped with knowledge to begin working at an entry level executive position

or pursue higher education with a specialization in human resource management, industrial relations or the related discipline of industrial psychology.

## 2.2 Aims of Bachelor Degree Programme in B.A (Vocational) HRM:

The overall aim of the B.A (Vocational Studies) programme in HRM is to:

- i. Help a student develop an interest in the subject and comprehensive understanding of the theoretical underpinnings of human resource management
- ii. Enable a student to smoothly translate the theoretical knowledge and learning into practical application.
- iii. Inculcate deep insight into the essentials of healthy interpersonal relations in organisations as well as life build a sound foundation for current and future choices of employment or higher education

## 3. GRADUATE ATTRIBUTES IN SUBJECT

The students would be able to develop the following abilities and update their subject knowledge and skills for continuous academic and professional growth:

### 3.1 Disciplinary knowledge

To have knowledge of their discipline and will attain professional and technical skills to effectively integrate knowledge with practice.

### 3.2 Communication Skills

To equip them with verbal and written communication skills to be able to communicate with all the stakeholders confidently and with clarity.

### 3.3 Research-related skills

Demonstrate basic research & analytical skills in general and specifically for human resource management related subjects.

### 3.4 Analytical reasoning

Demonstrate basic analytical skills in general and specifically for human resource management related subjects.

### 3.5 Information/digital literacy

Demonstrates basic knowledge of computers and use of software such as word, excel & power point.

### 3.6 Cooperation/Team work

Demonstrate skills for both building teams and being effective team members based on their understanding of individual and group behaviour in organisations, motivation & leadership theories and the role of HR policies and the use of pedagogical tools of case studies & role play

### 3.7 Multicultural competence

Demonstrate inclusiveness in their attitude & behaviour due to the study of concepts & policies that help manage individual differences arising out of regional, religious, gender & multi-cultural identities.

### 3.8 Lifelong learning

Demonstrate subject skills that are relevant for entry level executive jobs in human resource departments of any organisation and make them fit for life-long learning.

### 3.9 Problem solving

To apply relevant skills, methods, techniques and subject knowledge for constructing viable solutions for the theoretical and real-life problems.

### 3.10 Self-directed learning

To take initiatives for some topics and identify resources and study material for additional learning, individually or in groups and to use the strategies to meet learning goals in self - learning environment, under the guidance of the mentor.

## **4. QUALIFICATION DESCRIPTION**

A student with a Bachelor's degree in the Vocational studies programme of Human Resource Management (BA VS HRM) course will demonstrate:

- A fundamental understanding of human resource management, organization behaviour, business, law, economics and proficiency in English and Hindi languages. Skills that effectively integrate knowledge with practical applications and a job orientation.
- Enable students to achieve leadership positions in their profession and value the importance of learning as preparation for their ensuing profession.
- Ability to use the information and communication tools (ICT) in their future career or higher education.
- Acquire life skills to understand and deal with people at work and in personal life.

## **5. PROGRAMME LEARNING OUTCOME IN COURSE**

The key learning objectives of this programme are to demonstrate:

- Theoretical and practical knowledge of human resource functions, employee welfare and maintenance of industrial relations and a basic knowledge of business, law, economics, computer application and languages (English & Hindi) along with human resource management.
- The ability to acquire entry level executive jobs in the human resource department of any organisation or in any HR specialist (Recruitment/Training, etc.) consultancy or an entry level executive job as a generalist in any business or other organisation.
- Theoretical knowledge, understanding & practical application of the basic functions of human resource management, human motivation, individual & group behaviours to be able to pursue higher education in human resource management or the related field of industrial psychology.

- The ability to create or work in a team because of the theoretical & experiential understanding of how teams work.
- Basic research & data analytical skills by undertaking projects on HR related topics as a part of compulsory assessment and other class projects that are a part of internal assessment in various semesters.
- Managerial & interpersonal skills that are useful throughout life in any sphere of future endeavour.

## 6. STRUCTURE OF B.A (VOCATIONAL) HRM

<b><u>B.A. (VS) Human Resource Management</u></b>			
<b><u>Three year (6- semester)</u></b>			
<b><u>Course Structure under LOCF</u></b>			
<b><u>Semester – I</u></b>			<b>Credits</b>
<b>1.1</b>	Environmental Studies/ Language: English/ Hindi/ Modern Indian Language	Ability Enhancement Compulsory Course (AECC)	<b>4</b>
<b>1.2</b>	English/MIL I	Core Discipline	<b>6</b>
<b>1.3</b>	Business Organization and Environment – I	Core Discipline	<b>6</b>
<b>1.4</b>	Principles of Microeconomics	Core Discipline	<b>6</b>
<b><u>Semester – II</u></b>			
<b>2.1</b>	Language: English/ Hindi/Modern Indian Language/Environmental Studies	Ability Enhancement Compulsory Course (AECC)	<b>4</b>
<b>2.2</b>	MIL/English I	Core Discipline	<b>6</b>
<b>2.3</b>	Business Organization and Environment – II	Core Discipline	<b>6</b>
<b>2.4</b>	Macroeconomics	Core Discipline	<b>6</b>
<b><u>Semester – III</u></b>			
<b>3.1</b>	MIL/English II	Core Discipline	<b>6</b>
<b>3.2</b>	Organizational Behaviour-I	Core Discipline	<b>6</b>
<b>3.3</b>	Indian Economy – Sectoral Issues	Core Discipline	<b>6</b>
<b>3.4</b>	Computer Concepts and Software Packages	Skill Enhancement Course (SEC)	<b>4</b>
<b><u>Semester – IV</u></b>			
<b>4.1</b>	MIL/English II	Core Discipline	<b>6</b>
<b>4.2</b>	Organizational Behaviour-II	Core Discipline	<b>6</b>
<b>4.3</b>	Labour and Development in India	Core Discipline	<b>6</b>
<b>4.4</b>	Business Communications and personality Development	Skill Enhancement Course (SEC)	<b>4</b>
<b><u>Semester – V</u></b>			
<b>5.1</b>	Management of Human Resource-I	Elective Core – Discipline Based	<b>6</b>
<b>5.2</b>	Internship Project / Project	Elective Core – Generic	<b>6</b>
<b>5.3</b>	Financial Accounting	Elective Core – Generic	<b>6</b>

	Corporate Laws		<b>6</b>
<b>5.4</b>	Labour Welfare and Legislative Framework	Skill Enhancement Course (SEC)	<b>4</b>
<b><u>Semester – VI</u></b>			
<b>6.1</b>	Industrial Relations	Elective Core – Discipline Based	<b>6</b>
<b>6.2</b>	Globalization	Elective Core – Discipline Based	<b>6</b>
	OR Management of Human Resource-II		<b>6</b>
<b>6.3</b>	Business Law	Elective Core – Generic	<b>6</b>
	OR		
	Financial management		<b>6</b>
<b>6.4</b>	Human Resource Information System	Skill Enhancement Course (SEC)	<b>4</b>

**B.A. (VS) Human Resource Management**  
**Semester I**  
**Paper: HRM 1.1**  
**Environmental Studies/ Language: English/Hindi/Modern Indian Language**  
**Ability Enhancement Compulsory Course - (AECC) Credit:4**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Human Resource Management**  
**Semester I**  
**Paper: HRM 1.2**  
**English/ MIL I**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**



**B. A. (VS) Human Resource Management**  
**Semester I**  
**Paper: HRM 1.3**  
**Business Organization and Environment -I**  
**Core Discipline –(CD) Credit: 6**

**Duration: 3 hours**

**Marks:100**

**Lectures:60**

**Course Objective (2-3)**

The objective of the course is to give a general orientation to the student about the different forms of organizations (business and non-business) and business environment, which will enable better appreciation and understanding of the human resource function.

**Course Learning Outcomes**

**After completing the course, the student should be able to acquire a basic understanding of**

CO1: The role of the socio-political-economic environments in the success of any business venture and the declining role of government in the running of public enterprises

CO2: The debates on corporate social responsibility of business towards society

CO3: The relevance and challenges of adopting ethical standards in business

CO4: The concept of entrepreneurship and the different forms of organization in which business can be conducted

CO5: The contemporary forms of doing business

**Contents**

Unit 1 15  
Definition of business (economic, organizational, human, social, relevance of profit) concept of mission statements and vision. Business system and its environment (systems approach-characteristics of a business system, interaction between sub systems and integration) interface between business and environment (economic systems, ecological, sociological, technological, cultural, international, government) response of business (exchange of info, influence, competition), role of government & impact of disinvestment

Unit 2 15  
Corporate social responsibility of business (growing concern, arguments for and against, stakeholders and reconciliation of interests, degree of social responsibility and enforcement, examples from the Indian context)

### Unit 3

10

Business ethics (concept, need, benefits, sources of ethical behaviour, problems and dilemmas in following, responses of customers, corporations, legislation). Corporate Governance: Concept, Codes & Standards, Initiative in India, Reforms. Values in Business and their role in decision making, good corporate governance.

### Unit 4

10

Entrepreneurship: Concept and nature. Organization: definition, need, an overview of organization theories (classical, human relations, systems, contingency). Forms of organization: sole proprietorship, joint Hindu family, partnership firm, Limited partnership firm, company: types, public v/s private, and formation, co-operative society, nongovernment organization. Public enterprises: meaning, forms, role of government in business, problems of public sector, issues in disinvestments.

### Unit 5

10

Virtual organization, Business Process Outsourcing (BPO), e-commerce, Learning organization. KPO, LPO, LLP

### **References**

1. Bhatia R.C, (2011), Business Organization and Management, Ane Books Pvt. Ltd., new Delhi India.
2. Chhabra, T N (2009), Business Organization and Management, Sun India Publications, New Delhi, India.
3. Gupta C B (2014), Business Organization and Management, Mayur Paperbacks, Noida, India.
4. Kaul, Vijay Kumar (2011) Business Organisation and Management, Text and Cases, Pearson Education.
5. Rao, V.S.P, (2012), Business Organization and Management, Himalaya Publishing House, New Delhi India.

### **Teaching Learning Process, Assessment Method and Teaching Plan**

<b>Weekl y Schedu le</b>	<b>Unit No.</b>	<b>Hr s</b>	<b>Learning outcome</b>	<b>Teaching and learning Process</b>	<b>Assessment Method</b>
1to 3	1	15	The student should be able to acquire an in-depth understanding of business and the role of the socio-political-economic environments in the success of any business venture and the declining role of government in the running of public enterprises.	Lectures on business environment and its relationship with business supplemented with case studies	Student presentations using information from business newspapers and magazines.

4 & 5	2	15	The student should be able to acquire a basic understanding of the corporate social responsibility of business towards society and debates on effectiveness of CSR	Teaching through PPTs and internet, along with discussion on examples from the Indian context.	Class test and presentations on the topic
6 & 7	3	10	The student should be able to acquire knowledge of the relevance and challenges of doing ethical business	Lectures are supplemented with case studies and examples of companies	MCQ on the topic, case studies and group discussions.
8 to 10 (mid sem break)	4	15	The student should be able to understand of the concept of entrepreneurship and the different forms of organization in which business can be conducted.	Lectures, PPTs, case studies are used to explain Entrepreneurship, Forms of organization and the role of government in business.	Home assignment/project
11& 12	5	10	The student should be able to acquire a basic understanding of the various Emerging trends in business	Teaching is interactive and discussion is based on lectures and case studies from the world of business as reported in newspapers and the internet.	Class test and presentations on the topic

\* The assessment methods are indicative and may vary

### **Keywords**

Business environment, Business system, Corporate social responsibility of business, Business ethics, Corporate Governance, Values in Business, Entrepreneurship, Forms of organization, role of government in business, Emerging trends in business, e resources, power point presentation, descriptive assignments, case studies.

**B.A. (VS) Human Resource Management**  
**Semester I**  
**Paper: HRM 1.4**  
**Principles of Microeconomics**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Human Resource Management**  
**Semester II**  
**Paper: HRM 2.1**  
**Language: English/ Hindi/ Modern Indian Language/ Environmental Studies**  
**Ability Enhancement Compulsory Course - (AECC) Credit:04**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Human Resource Management**  
**Semester II**  
**Paper: HRM 2.2**  
**MIL/ English I**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B. A. (VS) Human Resource Management**  
**Semester II**  
**Paper: HRM 2.3**  
**Business Organization and Environment -II**  
**Core Discipline –(CD) Credit: 6**

**Duration: 3 hours**

**Marks:100**

**Lectures:60**

**Course Objective (2-3)**

The objective of the course is to give a general orientation to the student about the different forms of organizations (business and non-business) and business environment, which will enable better appreciation and understanding of the human resource function.

**Course Learning Outcomes**

**After completing the course, the student should be able to acquire a basic understanding of**

CO1: The functional area of finance, objectives of financial management, and the four important decisions of financial management

CO2: The functioning of money and capital markets, instruments, and the role of institutions.

CO3: an overview of the marketing function and consumer behaviour

CO4: The nature, scope and growth of human resource function and production process

CO5: The internal and external growth strategies of a business.

**Contents**

Unit 1 15  
An overview of the finance function: nature, scope, significance of financial management, financial management decisions – working capital, sources of funds (including contemporary sources of funding such as venture funding, private equity), trading on equity, investments of funds, & disposal of profits.

Unit 2 15  
Introduction to the concept of capital and money markets, including the different instruments (including contemporary innovations such as ADRs &GDRs), and major participants and their role and functions (RBI, SEBI and stock exchanges NSE & BSE).

Unit 3 10  
An overview of the marketing function: concept, difference between marketing and selling, marketing mix (Seven P's) for goods and services, functions of marketing, STP (Segmentation, Targeting, Positioning), Product Life cycle, Consumer behaviour

Unit 4

10

An introduction to the human resource management function: significance, nature, spectrum and functions (HRM and strategic HRM), production function: Production, planning and control (objectives, importance, limitations, steps, process)

Unit 5

10

Growth of business: concept & strategies (Internal: Ansoff matrix, advantages & disadvantages, types; External: advantages, disadvantages, types; Joint venture, mergers and acquisitions, integration & diversification as strategies for both internal and external growth

**References**

1. Armstrong G. (2017) Marketing an Introduction, Pearson Education Asia, India.
2. Gupta, C.B. (2018) Business Organization and Management, sultan chand & sons, India.
3. Gupta, C.B., and Srinivasan, N.P. (2013) Entrepreneurial Development Sultan Chand & Sons, India
4. V. S. P. Rao (2016), Business organisation and management, Taxmann's publications.
5. Kaul, Vijay Kumar (2011) Business Organisation and Management, Text and Cases.

**Teaching Learning Process, Assessment Methods and Teaching Plan**

<b>Weekly Schedule</b>	<b>Unit No.</b>	<b>Hours</b>	<b>Learning outcome</b>	<b>Teaching and Learning Methods</b>	<b>Assessment Methods</b>
1 to 3	1	15	The student should be able to acquire a basic understanding of the functional area of finance and the four important decisions of financial management that are necessary for running a successful business.	A discussion on overview of the finance function; objectives of financial management, 4 financial management decisions.	Student presentations using news from business newspapers; written Assignment on objectives.
4 to 6	2	15	The student should be able to acquire a basic understanding of the finance function with focus on the functioning of money and capital markets, including instruments and the role of institutions.	Teaching through PPTs and internet about the concept of capital and money markets and the role and functions of financial institutions and stock exchanges.	Group discussion & Class test



7 & 8	3	10	The student should be able to acquire a basic understanding of the functional area of marketing and consumer behaviour that are important for any successful business.	Lectures are supplemented with case studies and real examples of companies on the basics of the marketing function and Consumer behaviour	MCQ on the topic & case study analysis
9&10 (mid sem break)	4	10	The student should be able to acquire a basic understanding of functional areas of human resource management & production function that is required for running a successful business.	Lectures, PPTs, case studies are used to give an introduction to the human resource management function and production function	Home assignment/project
11& 12	5	10	The student should be able to acquire a basic understanding of the concept of internal and external growth strategies of a business.	Discussion is based on lectures on growth strategies of business and also supported by real examples from the world of business as reported in newspapers and the internet.	Class test

\* The assessment methods are indicative and may vary

### **Keywords**

Financial management decisions, capital market, money market, 4 Ps, STP, Product life cycle, strategic human resource management, diversification, integration, Ansoff matrix, mergers and acquisitions, e-resources, power point presentation, descriptive assignments, case studies.

**B.A. (VS) Human Resource Management  
Semester II  
Paper: HRM 2.4  
Macroeconomics  
Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Human Resource Management**  
**Semester III**  
**Paper: HRM 3.1**  
**English II/ MIL II**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B. A. (VS) Human Resource Management**  
**Semester III**  
**Paper: HRM 3.2**  
**Organizational Behaviour-I**  
**Core Discipline –(CD) Credit: 6**

**Duration: 3 hours**

**Marks:100**

**Lectures:60**

**Course Objective (2-3)**

The objective of the course is to provide a foundation for understanding individual, group and organizational behaviour, which is essential for better management of human resources in an organization.

**Course Learning Outcomes**

The student shall be able to explain

CO1: The concept and nature of organisational behaviour and its evolution through various approaches

CO2: Understanding the role of individual behaviour through the dimensions of personality and perception

CO3: The shaping of individual behaviour through changed attitude and learning

CO4: The relevance of motivation in improving employee behaviour based on various theories of motivation and the role of groups and development of groups into teams for increasing effectiveness

CO5: The role of communication in improving organisational behaviour

**Content**

Unit 1 10  
Organisational Theories: Classical, Neo-classical and Contemporary, an overview of the concept and relevance of organizational behaviour: meaning, features, approaches, models, challenges and opportunities.

Unit 2 10  
Foundation of individual behaviour: Biography, ability, personality (determinants and models), perception (definition, components, factors affecting, perception in decision making), Perceptual errors and distortions, Attribution theory of perception, perceptual process. Emotional Intelligence.

Unit 3 15  
Individual behaviour, Attitude: types - Job satisfaction, involvement, commitment, effects of employee attitude, changing attitudes. Job related attitudes, measurement of attitudes, concept and types of values. Learning: Nature, theories of classical conditioning, operant conditioning,

cognitive learning, social learning, Factors affecting learning, reinforcement theory of learning, OB modifications.

Unit 4

15

Motivation: Concept and theories (Maslow, Mc-Gregor, Herzberg, ERG, Vroom Valence-Expectancy Theory). Motivation and organizational effectiveness, application of motivation, measurement of motivation. Group dynamics: Nature, theories, types of groups. Team work: Nature, effectiveness, potential problems. Group cohesiveness & Managing group dynamics. Evolution of groups into teams, difference between groups and teams.

Unit 5

10

Communication & Feedback: Definition, interpersonal communication, process of communication, networks, formal & informal communication, rumour & grapevine, barriers to effective communication, building effective communication, recent trends in communication. Transactional Analysis, Johari Window, Transactional analysis, Ego states, Emotional intelligence.

**References**

1. Andre, R. (2009) Organizational Behaviour, Pearson, India.
2. Aswathappa, K (2016), Organizational Behaviour, Himalaya Publishing House, New Delhi, India.
3. Dagar Inderjeet, Solanki Suman (2017), Organizational Behaviour, Taxmann publications Pvt. Ltd., New Delhi, India.
4. Luthans, Fred (2002) Organization Behaviour (9thed), McGraw Hill, India.
5. Rao, V.S.P. (2009) Organizational Behaviour, Excel Books, India.
6. Robbins, Stephen P (2018), Organizational Behaviour, pearson Publisher, New Delhi, India.
7. Robbins Stephen P., Judge Timothy A., Vohra Neharika (2014), organizational behaviour, Pearson, India

**Teaching Learning Process, Assessment Methods and Teaching Plan**

<b>Weekly schedule (12 weeks)</b>	<b>Unit No.</b>	<b>Hours</b>	<b>Learning Outcome</b>	<b>Teaching Learning Process</b>	<b>Assessment Methods</b>
1 & 2	1	10	The student should be able to understand basics of organisational behaviour and evolution of OB	Lectures on overview of organisational behaviour, OB Theories and various organisational structures.	Student presentations and written Assignment.
3 & 4	2	10	The student should be able to acquire a basic understanding of the foundation of	Teaching with the help of PPTs and film clippings on internet about personality and	Group discussion & open book test

			individual behaviour with focus on the personality and perception of individuals.	the role of perception in understanding behaviour.	
5 to 7	3	15	The student should be able to acquire a basic understanding of the attitude and learning.	Lectures on the attitudes and learning which is helpful in modifying organizational behaviour	MCQ on the topic & case study analysis
8 to10 (mid-sem break)	4	15	The student should be able to acquire a basic understanding of motivation and group dynamics	Lectures, PPTs, case studies are used to give an introduction to the motivation, group dynamics, and teams	Home assignment/project
11& 12	5	10	The student should be able to acquire a basic understanding of communication, transactional analysis and emotional intelligence	Lectures, and Discussion based on characters of films and role play	Class test and group discussion.

\*The assessment methods are indicative and may vary.

### Keywords

Organizational Theories, concept and relevance of organizational behaviour, Foundation of individual behaviour, personality, perception, Emotional Intelligence, Attitude, values, Learning, OB modifications, Motivation, Group dynamics, Team work, Communication & Feedback, recent trends in communication. Transactional Analysis, Johari Window, e resources, power point presentation, descriptive assignments, case studies.

**B.A. (VS) Human Resource Management**  
**Semester III**  
**Paper: HRM 3.3**  
**Indian Economy – Sectoral Issues**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**lectures: 60**

**Course Objective (2-3)**

The objective of the course is to provide the students a basic understanding of evolution of different sectors of Indian economy in the course of its development after independence. It would help them meaningfully reflect on the issues that the individual sectors are currently embroiled.

**Course Learning Outcomes**

After completing this course, the students would be able to:

CO1: understand the process of development of the Indian agricultural economy, its institutional framework facilitating use of inputs and technology.

CO2: critically evaluate different policy instruments used and their impacts in the context of Indian agriculture.

CO3: understand evolving structure, policy instruments and dynamics of Indian industries, including public sector and MSMEs.

CO4: understand financing pattern of Indian industries.

CO5: understand the nuances of the service sector-led growth in India.

**Contents**

Unit 1:

**Agriculture: Institutional Framework and Inputs** 12

Agriculture and Economic Development.

Institutional framework of Indian agriculture: Land tenure system and land Reforms.

Agricultural inputs: Seeds, fertilizers, agro-chemicals, machinery with special reference to green revolution;

Agricultural labour and issues related to wage and employment.

Unit 2:

**Policy Instruments for Agriculture and Agricultural Growth** 13

Agricultural price policy, Food management & food security in India

Agricultural marketing in India: issues, challenges & recent developments

Role of institutional and technological factors in agricultural growth: new technology – Green revolution and post reform developments.

Agricultural investment - Public and Private

Unit 3:  
**Industrial** 15  
Phases of growth and evolving structure of industry  
Industrial and Licensing Policies in the Pre-and Post-reform periods: Role of large, medium, small and micro industries  
Reforms and changing role of public sector

Unit 4:  
**Industrial Finance and Foreign Investment** 11  
Changes in the pattern of industrial financing - SFCs, PIs, corporate debt market, bank finance, microfinance  
Foreign Direct investment  
Foreign Institutional Investment

Unit 5:  
**Service Sector** 09  
Importance of service sector in Indian economy  
Growth and changes in the structure of service sector - the role of reforms  
Major components of service sector  
The issue of service sector led growth in India.

### References

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2. MP - Chapters 18, 20, 21, 22, 23.  
<https://epgp.inflibnet.ac.in/ahl.php?csrno=11>, EPG Pathshala, Sectoral Growth of Indian Economy (P 10) Module Nos 6, 7, 8.
3. MP - Chapters 26, 28, 29, 30 and 31.  
<https://epgp.inflibnet.ac.in/ahl.php?csrno=11>, EPG Pathshala, Sectoral Growth of Indian Economy (P 10) Module Nos 11, 13, 14, 15
4. MP- Chapters 39, 48 and 49, and Chapter 22, PP. 285-89
5. MP- Chapter 35  
<https://epgp.inflibnet.ac.in/ahl.php?csrno=11>, EPG Pathshala, Sectoral Growth of Indian Economy (P 10) Module No 18
1. S.K. Mishra and V. K. Puri, Indian Economy: Its Development Experience, 67th edition.
2. Uma Kapila, Indian Economy: Performance and Policy, latest edition
3. Gaurav Datt and Ashwani Mahajan, Datt and Sundharam Indian Economy, latest edition
4. <https://epgp.inflibnet.ac.in/ahl.php?csrno=11>, EPG Pathshala, Sectoral Growth of Indian Economy (P 10) Module Nos 1, 2, 3, 4,5, 6,7,8, 9, 10, 11,13,

### Additional References:

1. Kaushik Basu and Annemie Maertens (eds.) The New Oxford Companion to Economics in India (2 Volumes): 2 Volumes, 2011.
2. Pradip Kumar Biswas and Panchanan Das (eds.) Indian Economy: Reforms and Development, Springer, Singapore, (forthcoming) ISBN: 978-981-13-8268-0, 2019.

<https://www.springer.com/gp/book/9789811382680>



## Teaching Learning Process, Assessment Methods and Teaching Plan

<b>Weekly schedule</b>	<b>Unit no.</b>	<b>Hours</b>	<b>Course learning Outcomes</b>	<b>Teaching Learning Process*</b>	<b>Assessment Methods</b>
1 to 3	1	12	Students will be able to understand the process of development of the Indian agricultural economy, its institutional framework facilitating use of inputs and technology.	Lectures in the classes on institutional framework facilitating usage of inputs and technology in agriculture followed by discussion with smaller group of students for further clarification on each of the points taught in the class as well as clarifying any query by the students.	Class test, oral presentation, group discussion and assignment on this topic.
4 to 6	2	13	Students would be able to critically evaluate different policy instruments used and their impacts in the context of Indian agriculture.	There would be lectures in the classes on different policy instruments used in Indian agriculture and their effects. These lectures would be followed by interaction with smaller group of students for further clarification of each of the points taught.	Class tests, oral presentation, group discussion and assignments on this topic.
7 to 9	3	15	Students will understand evolving structure, policy instruments and dynamics of Indian industries, including public sector and MSMEs.	There would be lectures in the classes on the evolving structure of industries, different policies used, as well as on MSMEs and public sector. Lectures would be complemented by tutorials involving close interaction with small group of students.	Class tests, oral presentation, group discussion and assignments on this topic.
10& 11	4	11	Students will understand financing pattern of Indian industries.	There would be lectures in the classes on industrial financing through SFCs, PIs, corporate debt market, bank finance, microfinance, FDI and FII. Lectures would be complemented by tutorials involving close	Class tests, oral presentation, group discussion and assignments on this topic.

				interaction with small group of students.	
11 & 12	5	9	Students will understand the nuances of the service sector-led growth in India.	There would be detailed discussion on the growth and changes in the structure of service sector, including the role of reforms in it. Lectures would be complemented by tutorials involving close interaction with small group of students.	Class tests, oral presentation, group discussion and assignments on this topic.

\*Assessment tasks listed here are indicative and may vary.

### **Keywords**

Agriculture, manufacturing, trade, services, finance, SME, productivity, green revolution, FDI.

**B. A. (VS) Human Resource Management**  
**Semester III**  
**Paper: HRM 3.4**  
**Computer Concepts and Software Packages**  
**Skill Enhancement Course - (SEC) Credit:4**

**Duration: 3 hours**

**Marks:100**

**Lectures:40**

**Course Objective (2-3)**

By the end of the semester each student will be able to:

- understand and appreciate the application of computers including their evolution and characteristics
- grasp and perform number system conversions
- understand the fundamental hardware components, memory storage devices and software aspect
- understand the importance of operating system and demonstrate the use of different services provided by an OS
- fully grasp the networking concepts including architecture and topology, Internet terminology and working efficiently on a web browser
- comprehend the need and used of MS-Office and demonstrate the use of software for word processing, spreadsheet related tasks and presentations
- outline the latest development in the field of computers such as artificial intelligence, virtual reality and Information Systems

**Course Learning Outcomes**

CO1: The student will be able to convert number system into any other number system with ease

CO2: Identify components of a computer system and use them appropriately to achieve a task

CO3: The student will be able to fully understand the importance of operating system and grasp its functioning

CO4: Grasp the significance and terminology of computer networking and Internet. The students can apply their comprehensive knowledge to real life situations

CO5: The students will be able to identify the required MS-Office component and apply the comprehensive knowledge to deliver the task

CO6: The student will be able to relate with the latest development in the field of computer and technology

## Contents

### Unit 1:

#### **Basic Concepts** 5

Meaning, characteristics and applications of a computer, advantages and limitations of a computer, classification of computers based on technology, application and size, generation of computers, meaning of Data, Information and Knowledge, Data types, data storage, data representation such as ASCII, number system conversion.

### Unit 2:

#### **Components of Computers** 5

Hardware components: input devices, output devices, system unit, Software components: Application software: general purpose packaged software and tailor – made software, System software: operating system, interpreter, compiler, linker, loader, Memory Storage devices, Types of programming languages.

### Unit 3:

#### **Operating System** 5

Need and functions of an operating system, graphic user interface and character user interface, types of operating system- (Batch Operating system, Real-time operating system, Time sharing operating system, Distributed operating system and Multiprogramming operating system )

Windows environment: application and document, Windows interface such as icons, lists, menus, dialog box, etc., Desktop, control panel, system tools, utilities such as calculator, calendar, etc., Explorer: file types, attributes, names, folders, drives, devices, File functions: create, open, close, delete, rename, move, cut, copy, paste, etc.

### Unit 4:

#### **Introduction to Networks and Internet** 7

Meaning and types of networks - LAN, MAN and WAN, network topologies, network architecture, Internet, difference between internet and intranet, Basics: functions, growth, anatomy, uses, wireless and wifi, Internet services: ISP, types of accounts, World Wide Web: websites file transfer, browsing, searching, network and Internet terminology

### Unit 5:

#### **Office Applications** 13

Meaning and applications of word processing, spreadsheets and presentation,

MS word: formatting text, writing basic document using word, Header and Footer, page formatting, paragraph formatting, saving a document, printing a document. Mail Merge

MS excel: creating a workbook, saving a workbook, editing a workbook, creating a series, use of basic formulae in Excel, sorting data, creating simple charts, use of functions in Excel: Mathematical, Logical- IF, AND, OR, NOT, Statistical. Application of Excel: Payroll, Basic Lease statement, Loan statement.

MS PowerPoint: create animation of text, creating simple presentation including slide transitions, bullets etc.

### Unit 6:

#### **Latest developments** 5

Internet of things, Artificial Intelligence and virtual Reality, Meaning of Information systems, Types of IS-MIS, DSS, TPS

## Practical

**Time: 60 Minutes**

**Maximum Marks: 25**

Description of Question	Marks	Time Allowed
Lab questions testing various concepts MS-Word, MS-PowerPoint and MS-Excel as mentioned in Unit V (Office Applications) <b>ONLY</b>	25	60 minutes

- There is no Internal Assessment in the practical component of this paper.

## **References**

1. Computer Applications in Business by Dr. Sushila Madan, Scholar Tech Press
2. Computer Fundamentals and essential by H N Tiwari and Hem Chand Jain

## **Additional Resources**

1. Computer Fundamentals by Dr. Anita Goel, Pearson Publication.
2. Microsoft Office 2010 by Bittu Kumar, V&S Publishers

## **Teaching Learning Process, Assessment Methods and Teaching Plan**

Weekly Schedule	Unit No.	Hours	Unit Name	Learning Outcome	Teaching Learning Process	Assessment Methods
1.25	1	5	Basic Concepts	The student will be able to convert number system into any other number system with ease	A general overview is undertaken on the basic concepts of computer	The assessment methods such as tests, assignments must identify the academic and professional skills in the students
1.25	2	5	Components of Computers	Identify components of a computer system and use them appropriately to achieve a task	A thorough discussion is undertaken to demonstrate the functioning of a computer system. The student can	A combination of MCQs and assignments can be used to assess the students' understanding

					understand the functioning of a computer system	
1.25	3	5	Operating System	The student will be able to fully understand the importance of operating system and grasp its functioning	Discussion is encouraged amongst the students so as to recognize the importance of an operating system in a computing environment.	Open-book and closed book tests along with viva voce
1.75	4	7	Introduction to Networks and Internet	Grasp the significance and terminology of computer networking and Internet. The students can apply their comprehensive knowledge to real life situations	An overview is given into the vast world of networking and Internet. Examples are discussed and demonstrated through PPTs so that the student can understand the importance of networking	Case study analysis and reports
3.25	5	13	Office Applications	The students will be able to identify the required MS-Office component and apply the comprehensive knowledge to deliver the task	Practical application of MS-Office is demonstrated in a lab environment and the student is encouraged to implement case studies	Practical assignments, observation and evaluation of practical skills
1.25	6	5	Latest Developments	The student will be able to relate with the latest development in the field of	A Discussion is undertaken to discuss the latest developments and examples	MCQs and viva voce

				computer and technology	are discussed through PPTs, case studies, etc	
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\*Assessment methods listed here are indicative and may vary

**Keywords**

Data, Information, Knowledge, number conversion, hardware, system software, application software, operating system, network, Internet, artificial intelligence, Information Systems

**B.A. (VS) Human Resource Management**  
**Semester IV**  
**Paper: HRM 4.1**  
**MIL II/ English II**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**



**B. A. (VS) Human Resource Management**  
**Semester IV**  
**Paper: HRM 4.2**  
**Organizational Behaviour-II**  
**Core Discipline –(CD) Credit: 6**

**Duration: 3 hours**

**Marks:100**

**Lectures:60**

**Course Objectives (2-3)**

The objective of the course is to equip the student of human resource management with an improved understanding of how people in organisations behave. It provides an insight into the role of leadership in negotiating and managing power, politics, conflict, and change within organizations.

**Course Learning Outcomes**

**The student shall be able to explain:**

CO1: the trait, behavioural, and contingency theories of leadership; the existence and use of organisational power and politics in the organisation; negotiation in organisations

CO2: the concept of change and the causes of employee stress, its impact & methods of handling stress

CO3: the process of changing and maintaining culture and climate in organisations for better functioning

**Contents**

Unit 1 30  
Leadership: Meaning, skills needed, basic leadership styles, theories of leadership – Trait theory, behavioural, contingency, select recent theories. Leadership and effectiveness, substitutes and neutralizers for leadership.  
Power and politics: Concepts, bases of power, power and leadership, causes and consequences of politics. Empowerment, controlling political behaviour in an organization. Conflict: Meaning, process, types. process of conflict, managing conflict.  
Negotiation: Concept, process, approaches - traditional, modern

Unit 2 15  
Change: Forces stimulating change, resistance to change, managing change.  
Stress management: Nature, potential sources, consequences. Stress management and prevention.

Unit 3 15  
Organizational culture: Definition, types, maintaining and changing cultures, organizational climate - features, dimensions, significance.

## References

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2. Aswathappa, K (2016), Organizational Behaviour, Himalaya Publishing House, New Delhi, India.
3. Dagar Inderjeet, Solanki Suman (2017), Organizational Behaviour, Taxmann publications Pvt. Ltd., New Delhi, India.
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5. Rao, V.S.P. (2009) Organizational Behaviour, Excel Books, India.
6. Robbins, Stephen P (2018), Organizational Behaviour, Pearson Publisher, New Delhi, India.
7. Robbins Stephen P., Judge Timothy A., Vohra Neharika (2014), organizational behaviour, pearson, India

### Teaching Learning Process, Assessment Method and Teaching Plan

Unit No.	Hours	Learning Outcome	Teaching learning Process	Assessment Methods
1	30	The student should be able to acquire in depth understanding of leadership, power and politics, conflict, negotiations & their role in the effective functioning of an organization	Lectures on overview of the concept of leadership and its effectiveness, managing power and politics, conflict in organizations.	Student presentations, case studies, MCQs, Assignment on objectives.
2	15	The student should be able to acquire a basic understanding of change and stress management	Teaching through PPTs and internet about the concept of change and stress	Group discussion & Class test
3	15	The student should be able to acquire knowledge of organizational systems, culture and climate	Lectures are supplemented with case studies and examples from companies	case study analysis, Home assignment/project

\*The assessment tasks listed here are indicative and may vary

## Keywords

Leadership, theories of leadership, Power and politics, Empowerment, Conflict, Negotiation, organizational Change, Stress management, Organizational culture, organizational climate, e resources, descriptive assignment, case studies, power presentations.

**B. A. (VS) Human Resource Management**  
**Semester IV**  
**Paper: HRM 4.3**  
**Labour and Development in India**  
**Core Discipline –(CD) Credit: 6**

**Duration: 3 hours**

**Marks:100**

**Lectures:60**

**Course Objective (2-3)**

The course is designed to equip the students with conceptual, empirical and legal issues with special reference to India. The focus of the course would be on the changing profile and position of labour in modern India and the specific problems in the post reform period. The role of state, nation and international labour organisations will be emphasized.

**Course Learning Outcomes**

CO1: The course will help students to understand basic theories of Labour market and Identify features and challenges of India's labour market

CO2: The course will inculcate a deep understanding regarding evolution of labour market and it will enable students to identify different forms of labour and also this unit provide knowledge about various labour laws associated with these forms of labour

CO3: The course will provide knowledge about the evolution of trade union movement in India and learners will be able to analyse the role of trade unions in the changing economic environment of the country

CO4: The course enables students to Identify the state intervention in labour market in the form of administration machinery, national commission on labour, Dispute settlement mechanism and Labour regulation.

CO5: This unit intends the learner to gain knowledge in the role of international agencies in setting labour standards in India

**Contents**

Unit 1:

**Economics of labour market**

12

1.1 Wage rate determination in labour market: Labour Demand, Labour Supply, Determination of wages, Minimum wage laws, Minimum wage legislation

1.2 India's labour market

a) *Employment and unemployment*: Concepts, measurement, trends and types of unemployment

b) *Dynamics of economic and occupational structure*: Growing importance of tertiary sector

## Unit 2:

### **Forms of labour**

18

- 2.1 Evolution of Labour market in India:
  - a) *Pre- colonial pattern of Industrial Development*
  - b) *Post-colonial Pattern of Development: Industrialisation, Planning and achievements*
- 2.2 Types of labour and associated labour legislation
  - a) Organised and unorganised labour
  - b) Rural Labour
  - c) Migrant Labour
  - d) Bonded labour
  - e) Women and child labour

## Unit 3:

### **Labour protest and Trade union movement**

12

- 3.1 *Evolution and growth of trade union movement in India- Pre and post-independence period*
- 3.2 *Forms of Industrial action and Labour Protests*  
(Forms of Industrial action, Types of Disputes, Causes of Industrial disputes, Industrial Dispute act 1947, Modes of Protest)

## Unit 4:

### **State and Labour**

12

- 4.1
  - a) *Labour Administration* – Union government and state government Machinery
  - b) *Mechanism of Dispute settlement: Arbitration, Adjudication and other methods of dispute settlements*
- 4.2 Regulation of Labour  
(Factories act, Employees state Insurance act, Worker's compensation act etc.)
- 4.3 *Role of the state in skill formation*

## Unit 5:

### **International Labour Organisation**

06

- a) Structure and role of ILO
- b) ILO programmes in India

## **References**

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6. Majnu, Women in Unorganised sector: problems and issues in India, International Journal of Applied Research 2017
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11. Shervick, Women's labour force participation in India: Why is it low? - ILO

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15. Uma Kapila, Indian economy since independence, Academic Foundation, Latest edition
16. UNICEF Report, Overview of Internal Migration in India

### **Teaching Learning Process, Assessment Methods and Teaching Plan**

<b>Weekly Schedule</b>	<b>Unit no.</b>	<b>Hours</b>	<b>Course learning Outcomes</b>	<b>Teaching Learning Process</b>	<b>Assessment Methods</b>
1-3 week	1.	12	The course will help students to understand basic theories of Labour market and identify features and challenges of India's labour market	Delivery of lectures. Providing theoretical understanding of Labour market, creating an understanding regarding the concepts of employment and unemployment, its measurement by looking in to secondary Labour Data. This will be followed with interactive discussion with students to improve their understanding of the topics.	Asking students oral questions in the class, preparation of assignments and class test.
4-6	2.	18	The course will inculcate a deep understanding regarding evolution of labour market and enable students to identify different forms of labour and provide knowledge	Delivery of lectures explaining evolution of labour market, types of labour market and relevant labour market	Asking students oral questions in the class, classroom presentation .class tests.

			about various labour laws associated with these forms of labour	legislation. Interactive discussion with students to improve their understanding of the topics.	
7-8	3.	12	Provide knowledge about the evolution of trade union movement in India and learn to analyse the role of trade unions in the changing economic environment of the country	Delivery of lectures explaining evolution and growth of Trade union movement, different forms of Industrial action, and Labour protests. a group Discussion may follow the lectures	Asking students oral questions in the class, preparation of assignments.
9-11	4.	12	The course enables students to Identify the state intervention in labour market in the form of administration machinery, national commission on labour and Dispute settlement mechanism	Delivery of lectures explaining the state intervention in labour market in the form of labour administration machinery, mechanism of settling labour disputes and labour regulation measures. The lectures may be conducted through power point presentation	Asking students oral questions in the class, conducting class test on the topics.
12	5.	6	This unit intends the learner to gain knowledge in the role of international agencies in setting	Delivery of lectures explaining the role of international Labour organisation in	Asking students oral questions in the class. Conducting class test on the topic

			labour standards in India	setting labour standards. A discussion on the organisational structure and influence of ILO on Indian labour legislation	
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\*Assessment methods listed here are indicative and may vary

**Keywords**

Unit 1. Labour markets, equilibrium wage, labour demand, labour supply, wage floor, minimum wage, Employment, unemployment, occupational structure, service sector, participation rate

Unit2. Economic Development, Industrial development, Economic planning, Organised workers Unorganised workers, Bonded labour, migration, Rural labour,

Unit 3. labour protest, Trade Unions, labour disputes, arbitration, adjudication, industrial action.

Unit4. labour administration, labour regulation

Unit 5. Labour policy, International labour organisation, Globalisation.

**B. A. (VS) Human Resource Management**  
**Semester IV**  
**Paper: HRM 4.4**  
**Business Communications and Personality Development**  
**Skill Enhancement Course - (SEC) Credit:4**

**Duration: 3 hours**

**Marks:100**

**Lectures:48**

**Course Objective (2-3)**

To equip students of the B.A(VS) course to effectively acquire skills in reading, writing, comprehension of business communication, as also to use electronic media for business communication.

**Course Learning Outcomes**

The course on Business Communication and Personality Development will help the learner to exhibit the following competencies and skills:

CO1: Enhanced knowledge of the Theory of Communication leading to a more adequate understanding of the nature and process of communication.

CO2: Demonstrate enhanced skills in reading, writing, comprehension, communication and speech. Deeper familiarity with different types of business correspondence, better writing skills and knowledge of various types of formal and informal communication including emails and social media generally employed in work spaces.

CO3: Familiarity with different types of reports and the process of planning and writing.

CO4: Suitable use of language and communication skills specifically within professional spaces. Enhanced verbal skills, improved vocabulary and grammar enhancing error free usage.

**Contents**

Unit 1 04  
Nature of Communication, Process of Communication, Types of Communication (verbal & Non-Verbal), Importance of Communication, Different forms of Communication, Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.

Unit 2 08  
Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter -office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

Unit 3 04  
Report Writing Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports. Vocabulary Words often confused, Words often misspelt, common errors in English.



#### Unit 4

12

Business Etiquettes, Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone, Handling business meetings, Role play on selected topics with case analysis and real-life experiences. Aids to correct Business writing, Practical Grammar (basic Fundamentals), Sentence Errors-Punctuation, Vocabulary building.

#### Unit 5

20

Oral Presentation, Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. How to make a presentation, the various presentation tools, along with guidelines of effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, art of effective listening. Leadership – quality of a leader, leadership quiz with case study, knowing your skills and abilities. Introduction to group discussion techniques with debate and extempore, increase your professionalism. Audio Video recording and dialogue sessions on current topics, economy, education system, environment, politics.

#### **References**

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- 15.. Stephen R. Covey; *The seven habits of highly effective people*

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit no.	Hours	Course Learning Outcome	Teaching Learning Process	Assessment Methods
1	1.	04	Students would be able to demonstrate basic understanding of what is communication. They would also be able to identify and analyse various forms of communication and barriers to communication.	Interactive lectures aim at introducing students to theory of communication which involves a study of nature, processes, and importance of communication. Thorough discussions provide an in-depth study of different kinds of communication (for example, formal and informal, verbal and non-verbal) and how to express oneself most efficiently depending on the context. Detailed discussion upon possible barriers to communication and how to overcome them. The lectures make ample use to power point presentations, medias, and libraries to make classroom interactions more engaging for the students.	Quiz Class tests Presentations Assignments
2	2.	08	Demonstrate enhanced skills in reading, writing, comprehension, communication and speech.  Deeper familiarity with different types of business correspondence, better writing skills and knowledge of various types of formal and informal communication	Introducing students to the theory aspect and enable them to learn and understand the various structures and formats of business correspondences such as letters, presentation, quotation, sales letters, claim and adjustment letters, memos, agenda, minutes, resume, etc. Enable them to understand their applications and	Exercises Class tests Presentations Assignments

			including emails and social media generally employed in work spaces.	facilitate the students in drafting various business correspondences through classroom exercises and assignments. The lectures will include use of power point presentations, reference books, real time examples.	
1	3.	04	Familiarity with different types of reports and the process of planning and writing.	Introducing students to fundamentals of report writing, types of reports, their importance and applications. The lectures will include use of power point presentations, reference books, real time examples, classroom exercises.	Exercises Class tests Presentation Assignments
3	4.	12	Students would learn appropriate non-verbal communication and would be equipped with skills and practical training on how to hold conversations on telephone, in person, or through emails. They would also be able to establish an understanding of fundamentals of practical grammar and develop a sufficiently strong vocabulary. Enhanced verbal skills, improved vocabulary and grammar enhancing error free usage.	Lectures are more practical and aim to acquaint students to non-verbal communication which involves development of appropriate body language and etiquettes. Role play on selected topics with case analysis of real-life experiences aids students to learn etiquettes of the written word, of the telephone, and how to hold business meetings. Theoretical discussion on fundamentals of grammar, challenges with syntax, sentence formation, and punctuation is followed by interactive exercises and language games to train students in usage of practical grammar and to build a	Quiz Presentations Role plays Class tests containing multiple choice questions and grammatical exercises Assignments

				strong vocabulary. Learning activities include word games like cups and letters, make a connection, two-word charade, etc.	
5	5.	20	Greater acquaintance with soft skills including social and professional etiquette leading to personality development and increased confidence. Recognition of and need for leadership qualities in a globalized work space and the necessity of developing these for success in the professional field. Improve speaking abilities through participation in group discussions and oral presentations.	<p>Lecture on the fundamentals and structure of presentation, presentation skills, usage of presentation tools, multimedia and usage of vocabulary and grammar while preparing and presenting presentation. Classroom exercises on oral presentation and group discussion will be facilitated for students to participate.</p> <p>Lecture on leadership, qualities of a leader will be conducted with case studies of current and renowned leaders.</p> <p>Lecture resource will compose of reference books, power point presentation and classroom exercises.</p>	<p>Quiz</p> <p>Class tests</p> <p>Presentations</p> <p>Assignments</p>

\*Assessment methods listed here are indicative and may vary

### Keywords

Communication, Process, Types, Verbal-Non-Verbal, Barriers, Business Correspondence, Tenders, Memos, Resumes, Report Writing, Business Etiquette, Personality development, Basic grammar, Vocabulary, Effective Presentation, Visual aids, Presentation tools, Leadership skills

**B. A. (VS) Human Resource Management**  
**Semester V**  
**Paper: HRM 5.1**  
**Management of Human Resource-I**  
**Elective Core-Discipline Based - (CD) Credit:6**

**Duration: 3 hours**

**Marks:100**

**Lectures:60**

**Course Objective (2-3)**

The objective of the course is to acquaint the student with the growth in human resource management as a subject and some of the basic functions that are considered as the building blocks of human resource management in any organization.

**Course Learning Outcomes**

CO1: The student should be able to acquire a perspective on the emergence of human resource management function over a period of time and explore the role of HR in any organisation.

CO2: The student should be able to acquire a basic understanding of the circumstances affecting employment decisions such as downsizing, workforce diversity, empowerment and VRS.

CO3: The student should be able to acquire an understanding of HRM as a profession, line-staff conflicts, and the changing role of the HR manager.

CO4: The student should be able to acquire fundamental understanding of the factors affecting the demand and supply of human resources and computation of the worth of any job.

CO5: The student should be able to acquire understanding of the procurement process.

**Contents**

Unit 1 15  
Evolution and growth of human resource management (with special reference to Scientific management and Human relations approaches). Nature, objectives, scope, spectrum of HRM, influence of rational and social approaches on functions & policies of HR management.

Unit 2 10  
Challenges of HR: Globalization, technological advances, the changing profile of the workforce (knowledge workers, BPOs, IT and service industries, Flexi options), empowerment, downsizing, Voluntary retirement scheme, work life balance, Workforce diversity (causes, paradox, resolution of diversity by management).

Unit 3 10  
HRD; Human resource management as a profession. Concepts of line-staff in the structure of human resource department and the Role and competencies of human resource manager,

## Unit 4

15

Job design - (simplification, rotation, enlargement, enrichment and approaches}. Job analysis. Job evaluation.

## Unit 5

10

Manpower planning -objectives, quantitative and qualitative dimensions, elements, advantages, process. Recruitment (factors affecting, sources, policy, evaluation). Selection (procedure, tests, interviews). Placement and Induction, socialization, retention.

## **References**

1. Aswathappa K. (2002) Human Resource and Personnel Management, TataMcGraw-Hill, New Delhi.
2. Bhattacharyya Kumar Deepak (2006) Human Resource Managing, Excel Books, New Delhi.
3. Cascio F.W. (2003) Managing Human Resources, Productivity, Quality of Life, Profits, Tata Mc-Graw-Hill, New York.
4. Chadha, N.K. Human Resource Management-issues, case studies, experiential exercises, Sri Sai Printographers, New Delhi.
5. Chadha, N.K. (2004) Recruitment and Selection-A Practical Approach, Galgotia, New Delhi.
6. Chhabra T.N. (2002) Human Resource Management, Dhanpat Rai and Co. Delhi.
7. Dessler Gary (1997) Human Resources Management, Prentice Hall, USA.
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9. Flippo, E. (2000) Personnel Management, Tata McGraw-Hill, New Delhi.
10. Gupta, C.B. (2007) Personnel Management, Sultan Chand & Sons, New Delhi.
11. Monappa A. Saiyadain M. (1996) Personnel Management, Tata McGraw-Hill, India.
12. Rao V.P.S. (2004) Human Resource Management, Excel Books, India.
13. Saiyadain S. Mirza (2003) Human Resource Management, Tata Mc-GrawHill, India.
14. Tripathi, P.C., (2006) Human Resource Development, Sultan Chand & Sons, New Delhi.

## **Teaching Learning Process, Assessment Methods and Teaching Plan**

<b>Weekly Schedule</b>	<b>Unit No.</b>	<b>Hours</b>	<b>Learning outcome</b>	<b>Teaching and Learning activities</b>	<b>Assessment tasks</b>
1 to 3	1	15	The student should be able to acquire a perspective on the emergence of human resource management function over a period of time and explore the role of HR in any organisation	Lectures on the evolution of human resource management and the role of HR in strategic management, followed by discussion based on case studies.	Student presentations, group discussions
4 to 5	2	10	The student should be able to acquire a	Teaching through use of PPTs and	MCQ on the topic, role plays

			basic understanding of the circumstances affecting employment decisions such as downsizing, workforce diversity, empowerment and VRS.	internet about the challenges of HR, Workforce diversity, Empowerment, downsizing, VRS, and work life balance.	
6 to 7	3	10	The student should be able to acquire an understanding of HRM as a profession, line-staff conflicts, and the changing role of the HR manager.	Lectures along with case studies	Class test
8 to 10 (mid sem break)	4	15	The student should be able to acquire fundamental understanding of the factors affecting the demand and supply of human resources and computation of the worth of any job	Lectures are supplemented with PPTs & simple practical cases to facilitate the understanding of technical aspects of job analysis, and evaluation	Home assignment/project
11 & 12	5	10	The student should be able to acquire understanding of the procurement process	Discussion is based on lectures and student interaction	Class test & presentations by students

\*The assessment tasks listed here are indicative and may vary

### Keywords

Evolution of HR, policies, HR planning, recruitment, selection, placement, VRS, empowerment, work life balance, work force diversity, job design, job analysis,

**B. A. (VS) Human Resource Management**  
**Semester V**  
**Paper: HRM 5.2 Internship Project / Project**  
**Elective Core – Generic (GE) Credit:6**

**(2 Lectures+2 Tutorials per week per group+ 2 hours of field/library work per week)**

**Course Objective (2-3)**

The objective of the course is to provide basic and hands on understanding of the issues facing business and industry. The course acquaints the student with the practical aspects of the vocational specialisation. This is an opportunity for the student to become familiar with industry practices related to the vocation that supplement classroom teaching. Also, working on a project enables the student to focus on the contemporary problems and challenges facing the industry.

Each student of a vocational course shall undergo practical internship of four weeks during the vacation in any approved business/ industrial/ government/ service organisation. The objective of this training is to get acquainted with the industrial/ business working environment. After completion of the training the student is required to submit a training report at the end of the semester. The student is also required to submit a performance certificate from the company/ organisation where she/he undertook the training.

The whole course is divided into two parts: -

**Part A**

**Part A** will provide the theoretical knowledge about research methods, data analysis, interpretation of data, report writing etc. This component of the course carries 50 marks (38 theory + 12 Internal Assessment).

**Part B**

It will comprise the internship/ project report and also carries 50 marks. It will be evaluated by two examiners one internal and one external. The exact date of submission of the Report will be notified by the college. Alternatively, if it is not possible to do industrial internship, the students will prepare a project report on a topic assigned to her/ him by the college. The project report will be evaluated as above.

**Course Learning Outcomes**

**Part A**

CO1: Imparting knowledge about the basics of research-objectives, types, approaches, process and problems encountered in research

CO2: Develop the learning to define a research problem, facilitate understanding of sampling, data collection, construction of questionnaire

CO3: Develop an understanding of the basic tools of data analysis- Parametric & non parametric tests, interpretation of results & presentation.



CO4: Imparting learning of different aspects of report writing, process, contents of a report and referencing

## Part B

CO5: Prepare a project report relating to a well-defined area of research problem identified by the student

### Part A: Theory-Business Research Methodology

Max. Marks: 50

Time Duration: 2 Hours

Total Lectures: 24

<u>Unit 1</u>	4
Introduction: Research: meaning, objectives, types, approaches, significance, methods, process, criteria of good research, problems encountered	
<u>Unit 2</u>	6
Selecting and defining the research problem; literature Review; Research & Sampling design; Measurement & Data collection (primary & secondary); construction of questionnaire	
<u>Unit 3</u>	10
Parametric & non parametric tests (basic understanding); Data Analysis (central tendency, dispersion, correlation, t test, f test, z test), interpretation of results & presentation	
<u>Unit 4</u>	4
Report writing: significance, steps, layout, types of Reports, contents, Referencing	

### Part B: Internship/ Project Report

Max Marks 50

Objectives: To provide basic and hands on understanding of the industry. Each student on vocational course shall undergo practical internship of four weeks during the vacation approved business/ industrial/ government/ service organisation. The objective of this training is to get acquainted with the industrial/ business working environment. After completion of the training they will have to submit a training report. The internship/ project report will carry 50 marks. It will be evaluated by two examiners- one internal and one external. The training report is part of the fifth semester. It is to be submitted by the date fixed by the college.

The students will also have to submit a performance certificate from the company where she/he undertook the training. This report will also be considered while evaluating the training report by the examiners.

Alternatively, if it is not possible to do industrial internship, the students will prepare a project report on a topic assigned to her/ him by the college. The project report will be evaluated as above.

### References

1. Kothari CR & Garg Gaurav (2019) Research Methodology: Methods & Techniques, New Age International Publishers.
2. Chawla Deepak & Sodhi Neena (Kindle edn) Research Methodology: Concept & cases 2<sup>nd</sup> edn, Vikas Publishing House Pvt. Ltd.
3. Kumar Ranjit (2014) A step by step guide for beginners, Sage Publications

4. Kiran Pandya, Smruti Bulsari, Sanjay Sinha (2011 kindle edn), SPSS in simple steps, dreamtech Press

### Teaching Learning Process, Assessment Methods and Teaching Plan

Unit no.	Course Learning Outcomes	Teaching Learning Process	Assessment Methods
<b>Part A</b>			
1. (2 weeks)	Imparting knowledge about the basics of research-objectives, types, approaches, process and problems encountered in research	Delivery of lectures to explain the basics of research- explaining objectives, its types and approaches and the overall research process	Students' learning will be facilitated by asking oral questions in the class, class interaction and participation
2. (3 weeks)	Develop the understanding to define a research problem, facilitate understanding of sampling, data collection, construction of questionnaire	Lecture method combined with Power Point presentation. Specific research papers to be discussed in class to build an understanding.	Student to be asked to read specific research papers. Assignment related to relevant topics to be given to students.
3. (5 weeks)	Develop an understanding of the basic tools of data analysis- Parametric & non parametric tests, interpretation of results & presentation.	Delivery of Lectures to explain the various tests used to analyse different data types, interpretation of results and presentation. This will be followed by student interaction to improve their understanding of the topics.	Giving practical problems to students for hands- on learning experience (working with quantitative data)
4. (2 weeks)	Imparting learning of different aspects of report writing, process, contents of a report and referencing	Lectures method combined with discussions, case studies, virtual tools like presentation to be used to build an understanding of various aspects of report writing	Asking students questions in the class, one to one interaction to assess their basic understanding with regard to research problems
<b>Part B</b>			
5. (12 weeks)	Prepare a project report relating to a well-defined area of research problem identified by the student and approved by the supervisor	Discussions, one to one interaction with students in tutorial groups to be undertaken to help them identify research areas, research gaps and topic for project reports	Continuous feedback and progress to be assessed during the course of the projects. Project reports to be evaluated at the end of the term by two examiners i.e. one internal and one external.

\*Assessment tasks listed here are indicative and may vary.

### **Keywords**

Research Problem, Research gap, objectives, Literature Review, Sampling design, primary data, secondary data, questionnaire, Data Analysis, Interpretation, Descriptive statistics, Report writing, Referencing

**B. A. (VS) Human Resource Management**  
**Semester V**  
**Paper: HRM 5.3.1 Financial Accounting**  
**Elective Core – Generic (GE) Credit:6**

**Duration: 3 hours**

**Marks:100**

**Lectures:60**

**Course Objective (2-3)**

The objective of the course is to make the students familiar with the basic theory, concepts and practices of financial accounting. It aims to enable the students to understand the techniques for preparing accounts in different business organizations excluding corporate entities.

**Course Learning Outcomes**

After completing the course, the students will be able to:

CO1: Understand the theoretical and practical framework of financial accounting and to acquire a basic understanding of IFRS, Ind-AS and latest Accounting Standards.

CO2: Understand the concept of Consignment, Joint Venture, Inland Branches and Hire-purchase transactions and learn the techniques of preparing accounts under each of these cases.

CO3: Develop understanding of Depreciation Accounting as per AS-10 (PPE) .

CO4: Explain the concept of Partnership and preparation of accounts for reconstruction as well as dissolution of partnership firms.CO5: Analyse the financial statements by preparing common size Balance Sheet, calculating various ratios and preparing Cash Flow statement.

**Contents**

Unit 1:

**Introduction to Accounting**

12

Financial Accounting: Nature, scope and limitations. Generally Accepted Accounting Principles (GAAP). Basic Concepts and Conventions, Accounting Standards: Meaning, Significance. IFRS and IndAS.

Accounting Process: From recording of transactions to preparation of final accounts. Rectification of errors. Bank Reconciliation statement.

Unit 2:

**Accounting for Consignment, Joint Venture and Inland Branches**

12

(i) Consignments: Features, Accounting treatment in the books of the consignor and consignee.

(ii) Accounting for Joint Ventures. When separate set of books are maintained. When records are maintained by a co-venturer of (a) all transactions (b) only his own transactions. (Memorandum joint venture account).

(iii) Accounting for Inland Branches (Dependent branches only). Ascertainment of Profit by Debtors method and Stock and Debtors method.

### Unit 3:

#### **Depreciation Accounting and accounting for Hire purchase transactions** 12

i) Depreciation Accounting, Meaning of depreciation. Causes and need for providing depreciation. Accounting treatment including provision for depreciation accounting. Straight line method and diminishing balance method of charging depreciation. AS 10. Concept of cost model and revaluation model.

ii) Accounting for Hire Purchase Transactions. Journal entries and ledger accounts in the books of Hire Vendor and Hire Purchaser for large value items, including Default and repossession.

### Unit 4:

#### **Partnership** 12

Admission, Retirement, Dissolution of Partnership Firms: Legal Position, Accounting for simple dissolution.

### Unit 5:

#### **Managerial decision making** 12

Analysis of financial statements, Common size balance sheet, Ratio analysis, Cash Flow statement.

### **References**

1. J.R. Monga, Basic Financial Accounting, MKM Publication pvt ltd, Darya Gang, New Delhi
2. S.N. Maheshwari, Suneel K Maheshwari, Sharad K Maheshwari; Introduction to Accountancy, Vikas Publications, New Delhi.
3. R. Narayana Swamy, "Financial Accounting" PHI Pvt., New Delhi
4. P.C. Tulsian, Financial Accounting, Tata McGraw Hill, New Delhi

### **Additional References:**

1. Charles T. Horngren, Gart L. Sundem, J.A. Elliot, D.R. Philbrick, Introduction to Financial Accounting, Pearson
2. T. S Grewal, Introduction to Accounting, S.Chand and Co., New Delhi.
3. Ashok Sehgal and Deepak Sehgal, Fundamentals of Financial Accounting, Taxmann, New Delhi
4. S.P. Jain and K.L. Narang, Advanced Accounting, Kalyani Publishers New Delhi
5. Naseem Ahmed, Nawab Ali Khan, M.L. Gupta, Financial Accounting, Ane Books Pvt. Ltd. New Delhi

### **Teaching Learning Process, Assessment Methods and Teaching Plan**

<b>Weekly Schedule</b>	<b>Unit No.</b>	<b>Hours</b>	<b>Course Learning Outcomes</b>	<b>Teaching Learning Outcomes</b>	<b>Assessment Methods</b>
2.4	1	12	Students will understand the theoretical and practical framework of financial accounting and	Class lectures about basics of accounting and accounting process.	Home Assignment, Student presentation.

			acquire a basic understanding of IFRS, Ind-AS and latest Accounting Standards	Interactive discussion about Generally Accepted Accounting Principles, concepts, conventions and standards.	
2.4	2	12	Students will understand the concept of Consignment, Joint Venture, Inland Branches and Hire-purchase transactions and learn the techniques of preparing accounts under each of these cases.	Class lectures with the help of illustrations and numerical problems.	Home assignment, Class Test with numerical problems.
2.4	3	12	Students will develop an understanding of Depreciation Accounting as per AS-10 (PPE).	Lectures and class discussion about depreciation and different methods of depreciation. Numerical illustrations will be given.	Home assignment, Oral Test
2.4	4	12	Students will comprehend the concept of Partnership and preparation of accounts for reconstruction as well as dissolution of partnership firms.	Class lectures, interactive discussions, presentations and solving of numerical.	Home assignment, Quiz and MCQs
2.4	5	12	Students will understand how to prepare common size Balance Sheet, calculate various ratios, prepare Cash Flow Statement and analyze Financial Statements	Lectures will be supplemented with case studies and examples of analyses of Profit and Loss Account and Balance Sheet of actual companies.	Home assignment, Class Test with numerical.

\*Assessment tasks listed here are indicative and may vary.

**Keywords**

Assets, Liabilities, Profit, Transactions, Journal entry, Ledger account, consignment, hire-purchase, joint venture, partnership, branch.

**B.A. (VS) Human Resource Management**  
**Semester V**  
**Paper: HRM 5.3.2**  
**Corporate Laws**  
**Elective Core – Generic (GE) Credit:6**

**Duration: 3 hours**  
**Course Objective**

**Marks: 100**

**Lectures: 60**

- To introduce students to the legal nature, structure and functioning of a company and encouraging students to develop basic understanding of case laws and regulatory framework in corporate practice.
- To provide comprehensive knowledge and understanding of the provisions of Companies Act, 2013.
- To provide students' knowledge of fundamental topics in company law including the inferences of separate corporate identity, limited liability, role and legal duties of promoters, board of directors and legal relationship with its various stakeholders.
- To provide basic understanding of Insolvency and Bankruptcy Code, 2016, regarding winding up of the corporate entities.

**Course Learning Outcomes**

After completing this course, the learners would be able to:

CO1: acquire knowledge about regulatory framework, legal structure, functioning, classification and online incorporation of a company and apply legal reasoning to analyse relevant case laws.

CO2: explain basic legal documents to be prepared by company and their significance and describe the importance of online filing of documents.

CO3: understand the concept of allotment of shares, rights and duties of shareholders of company along with developing understanding of dematerialisation of securities.

CO4: acquire knowledge of the role and legal duties of key managerial personnel of a company and their interrelationship with the shareholders accompanied with the knowledge about provisions regarding convening and conducting of company meetings.

CO5: comprehend various modes of company's winding up and relate to the provisions of Insolvency and Bankruptcy code, 2016

**Contents**

Unit 1:

**Introduction**

12

Characteristics of a company; concept of lifting of corporate veil; Types of companies including private and public company, government company, foreign company, holding and subsidiary company, one-person company, small company, producer company, association not for profit, illegal association; Formation of company, Promoters and their legal position, pre-incorporation contract, online registration of a company.

Unit 2:

**Documents**

12

Memorandum of association, articles of association, Alteration and doctrine of ultra vires, doctrine of constructive notice and Indoor Management, prospectus, shelf prospectus and red herring prospectus, misstatement in a prospectus; Book Building process, Online filing of documents.



### Unit 3:

#### **Share Capital**

12

buyback and provisions regarding buyback; share certificate and share warrant; Members and shareholder – their rights and duties; Depositories Act 1996 - definitions, rights and obligations of depositories, participants, issuers and beneficial owners. Prohibition of insider trading. Provisions relating to payment of dividend, provisions relating to books of account, provisions relating to audit. Issue, allotment and forfeiture of shares, issue of bonus shares, transmission of shares;

### Unit 4:

#### **Management**

16

Directors, classification of directors: additional, alternate, women director, independent director, small shareholders' director; legal position; appointment, disqualifications, removal of directors; powers and duties; board meetings; key managerial personnel, managing director, manager, corporate social responsibility.

Types of general meeting: annual general meeting, extraordinary meeting, convening and conduct of meetings, requisites of a valid meeting; postal ballot, e –voting.

### Unit 5:

#### **Winding up of companies**

08

Concept and modes of winding up, compulsory winding up by the tribunal under Companies Act; voluntary liquidation of corporate persons under the insolvency and Bankruptcy Code, 2016, corporate insolvency resolution process. National Company Law Tribunal (NCLT), Appellate Tribunal (NCLAT)

### **References**

1. Kuchhal MC “Company law” Mahavir Publications
2. Dagar Inderjeet and Agnihotri Anurag “Corporate laws” Galgotia publishing company, New Delhi
3. Sharma J. P, “An Easy Approach to Corporate Laws”, Ane Books Pvt Ltd, New Delhi.
4. Singh Avtar “Company Law” Allahabad Law House

Note: Latest edition of text books may be used.

### **Additional References:**

1. Charlesworth & Morse, “Company Law”, Sweet & Maxwell”, London, U.K.
2. Gowar, LCB, “Principles of Modern Company Law”, Stevens & Sons, London.
3. Bharat Law House, New Delhi, “Manual of Companies Act, Corporate Laws and SEBI Guidelines”.
4. Kannal, S., & V.S. Sowrirajan, “Company Law Procedure”, Taxman’s Allied Services(P) Ltd., New Delhi (Latest Edition)

## Teaching Learning Process, Assessment Methods and Teaching Plan

<b>Weekly Schedule</b>	<b>Unit no.</b>	<b>Hours</b>	<b>Course learning outcomes</b>	<b>Teaching and learning Process</b>	<b>Assessment methods</b>
1 <sup>st</sup> and 2 <sup>nd</sup> week	1	12	Students will be able to acquire knowledge about regulatory framework, legal structure, functioning, classification and online incorporation of a company and apply legal reasoning to analyse relevant case laws.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented with discussions on leading case laws.	Quiz, oral/ written tests in the tutorial class, case laws solving exercise.
3 <sup>rd</sup> to 5 <sup>th</sup> week	2	12	Students will be able to explain basic legal documents to be prepared by company and their significance and describe the importance of online filing of documents.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by showing the documents of some companies on their websites and displaying the MCA - 21 portals for easy access of public documents and various online services.	Student presentations/ Descriptive and critical reasoning home assignments for the internal assessment.
6 <sup>th</sup> and 7 <sup>th</sup> week	3	12	Students will be able to understand the concept of allotment of shares, rights and duties of shareholders of company along with developing understanding of dematerialization of securities.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by showing the functioning of some depository participants on internet.	Problem – solving exercises, Student presentations, Oral/Written Tests in the tutorials.
8 <sup>th</sup> to 10 <sup>th</sup> week	4	16	Students will be able to acquire knowledge of the role and legal duties of key managerial personnel of a company and their interrelationship	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by the	MCQ, Student presentation, Descriptive and critical reasoning assignment on

			with the shareholders accompanied with the knowledge about provisions regarding convening and conducting of company meetings.	annual report of some companies.	the topic covered.
11 <sup>th</sup> and 12 <sup>th</sup> week	5	8	Students will be able to comprehend various modes of company's winding up and relate to the provisions of Insolvency and Bankruptcy code, 2016.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by the real life cases of winding up of companies under IBC code.	Class test for the award of internal assessment marks and providing feedback to the students.

\*Assessment tasks listed here are indicative and may vary.

### **Keywords**

Companies Act 2013, Lifting of corporate veil, Memorandum of association, Articles of association, Prospectus, Meetings, Dematerialization, Shares, Dividend, Directors, Winding up, Virtual learning, Descriptive Assignments, Case Laws, Power Point.

**B. A. (VS) Human Resource Management**  
**Semester V**  
**Paper: HRM 5.4**  
**Labour Welfare and Legislative Framework**  
**Skill Enhancement Course – (SEC) Credit:4**

**Duration: 3 hours**

**Marks:100**

**Lectures:48**

**Course Objective (2-3)**

The objective of the course is to enable the student to understand the significance of labour welfare and labour legislation in maintaining industrial relations.

**Course Learning Outcomes**

The objective of the course is to enable the student to understand the significance of labour welfare and labour legislation in maintaining industrial relations.

CO1: Students will be acquainted with the concept of labour welfare in general, and types of welfare services undertaken by Indian companies.

CO2: The student should be able to acquire a basic understanding of the Payment of Wages Act, Minimum Wages Act and Payment of Bonus Act. They should be able to understand the rules to be followed while fixing and revising wages, roles of Advisory and central advisory board, and the concept of bonus.

CO3: The student should be able to understand the Employees Provident Fund and Miscellaneous Act and the various Pension schemes and employees' deposit Linked Insurance schemes and the ESI Act in detail. Students will gain knowledge about the concept of gratuity, its forfeiture and nomination rules.

CO4: The student should be able to acquire in depth understanding of The Industrial Employment (Standing orders) Act 1946, its applicability and Procedure; Factories Act and the rules relating to licensing and its registration.

**Contents**

Unit 1 12  
Concept of Labour Welfare, Importance, Types of welfare services, labour welfare in India.

Unit 2 12  
The Payment of Wages Act 1936: Extent and Application of the Act, Definitions, Rules for Payment of Wages, Deductions from Wages, Maintenance and Records, Enforcement of the Act, Appeal, Penalty for offences under the Act.  
The Minimum Wages Act 1948: Object of the Act, Definitions, Fixation and Revision of Wages, Advisory Board, Central Advisory Board, Enforcement of the Act, Offences and penalties  
The Payment of Bonus Act 1965: Meaning of Bonus, Object of the Act, definitions, Eligibility for bonus, disqualification for bonus, Determination of bonus, Penalties and offences.

### Unit 3

12

The Employees Provident Fund and Miscellaneous Provisions Act 1952: Application of the Act, Definitions, Employees' provident Fund Scheme, Employees' Pension Scheme and fund, Employee's Deposit linked Insurance Scheme and Fund, Administrations, Penalties, offences. The Employee's State Insurance Act 1948: Applicability, Definitions, Administration, Finance and Audit, contributions, Benefits, Adjudication of disputes and claims, Appeal, penalties. The Payment of Gratuity Act 1972: Definitions, Payment of Gratuity, Forfeiture of gratuity, Nominations, Determination of gratuity, Recovery of gratuity, Penalties and offences.

### Unit 4

12

The Industrial Employment (Standing orders) Act 1946: Objective of the Act, Scope and Application of the Act, Definitions, Procedure for Submission of Draft Standing Orders, Procedure for Certification of Standing Orders, Penalties.

The Factories Act 1948: definition of factory, other definitions, Approval, Licensing and Registration of Factories, Health, Safety, Hazardous Processes, Welfare, Working hours of Adults, Holidays, employment of young persons and women, Annual leave with wages, penalties.

### **References**

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3. Beaumont PB (1995) The Future of Employment Relations, Sage, London.
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11. Punekar, S.D., Deodhar, S.B. Sankaran, S. Labour Welfare Trade Unionism and Industrial Relations (5th ed 1995) Himalaya Publishing House, New Delhi.
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13. Ramaswami E.A. and Ramaswami V. (1981) Industry and Labour, Oxford publications, New Delhi.
14. Sharma, J.P. (2011), Simplified Approached to Labour Laws, Bharat law House (P) Ltd., New Delhi.
15. Taxmann's Industrial Laws (1996) Taxmann Allied Service, New Delhi.
16. Verma Pramod (1987) Labour Economics and Industrial Relations, Tata McGraw-Hill, New Delhi.
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## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching Learning Process	Assessment Methods
3	1	12	Students will be acquainted with the concept of labour welfare in general, and types of welfare services undertaken by Indian companies.	Lectures on the Concept of Labour Welfare its importance in India	Case studies and presentations on types of labour welfare activities undertaken by different companies.
3	2	12	The student should be able to acquire a basic understanding of the Payment of Wages Act, Minimum Wages Act and Payment of Bonus Act. They should be able to understand the rules to be followed while fixing and revising wages, roles of Advisory and central advisory board, and the concept of bonus.	Teaching through PPTs, internet, and bare acts about the extent, application, rules, and enforcement, offences and penalties under the Acts	Group discussion, presentation & Class test
3	3	12	The student should be able to understand the Employees Provident Fund and Miscellaneous Act and the various Pension schemes and employees' deposit Linked	Lectures are supplemented with examples and case studies for the understanding of the various Acts.	MCQ on the Acts, Quiz and student's presentation

			Insurance schemes and the ESI Act in detail. Students will gain knowledge about the concept of gratuity, its forfeiture and nomination rules		
3	4	12	The student should be able to acquire in-depth understanding of The Industrial Employment (Standing orders) Act 1946, its applicability and Procedure; Factories Act and the rules relating to licensing and its registration.	Lectures, PPTs, case studies are used to give understanding of the Various Acts; field visit to a factory	Home assignment/project, Class Test

\*Assessment methods listed here are indicative and may vary

### Keywords

Labour Welfare, determination of Wages and Bonus, Offences and penalties, The Employees Provident Fund And Miscellaneous Provisions Act 1952, Employees' Pension Scheme and fund, Employees' Deposit linked Insurance Scheme and Fund, The Employee's State Insurance Act 1948 Adjudication of disputes and claims The Payment of Gratuity Act 1972, The Industrial Employment (Standing orders) Act 1946, The Factories Act 1948, The Trade unions Act 1926, The Industrial Disputes Act 1947, Conciliation machinery, Adjudication machinery, Strikes and lock outs , Lay-offs and, Retrenchment

**B. A. (VS) Human Resource Management**  
**Semester VI**  
**Paper: HRM 6.1**  
**Industrial Relations**  
**Elective Core – Discipline Based (CD) Credit:6**

**Duration: 3 hours**

**Marks:100**

**Lectures:60**

**Course Objective (2-3)**

The objective of the course is to enable the student to become familiar with the concept of industrial relations, worker's unions and the organisational infrastructure for ensuring industrial peace.

**Course Learning Outcomes**

CO1: The student will acquire understanding of the evolution of Industrial relations globally and in India.

CO2: The student should be able to gain thorough understanding of reports of the national labour commission and the role of ILO &WTO.

CO3: The student should be able to acquire in-depth knowledge of the preventive and settlement machinery for resolving industrial disputes.

CO4: The student should be able to acquire understanding of nature and growth of trade union movement in India.

CO5: The student should be able to acquire a basic understanding of the concept of empowerment and worker's participation in management.

**Contents**

Unit 1 10  
Nature, scope, importance of industrial relations, evolution (India & the world)

Unit 2 15  
Reports of the National Labour Commission, labour and international dimensions of IR (ILO, WTO).  
The impact of quality circles, total quality management, total quality control on industrial relations

Unit 3 15  
Causes and effects of industrial disputes, types of conflicts, Preventive and settlement machinery, Statutory (conciliation, mediation, arbitration, adjudication) & and non-statutory methods of settling disputes. Collective bargaining (concept, necessity and significance, Pre-requisites of effective collective bargaining, process, limitations, productivity types of bargaining, negotiation), Grievance handling (meaning of grievance, causes, grievance redressal process in India).



<u>Unit 4</u>	10
Origin and Nature (structure and leadership) role, functions, problems, relevance and evolution of trade union movement (including in India), factors affecting growth, contemporary role of trade unions.	
<u>Unit 5</u>	10
Empowerment and worker participation (including reference to India). Future direction of IR (implications of contractual labour). Factors affecting IR in a changing environment	

## References

1. Ac Kens,P. &Whilkinson, A. (2003) Understanding Work and Employment: Industrial Relations In Transition Oxford : OVP.
2. Sharma, J.P. (2011), Simplified Approached to Labour Laws, Bharat law House (P) Ltd., New Delhi.
3. Barya J.K. (2000) Industrial Law,Galgotia Publishing House, New Delhi.
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5. Bhargav A. (ed) (2003) Labour Laws, Taxman Publications, New Delhi.
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10. Monappa A. (1995) Industrial Relations, Tata McGraw-Hill, India.
11. Punekar, S.D., Deodhar, S.B. Sankaran, S.LabourWelfare Trade Unionism and Industrial Relations (5th ed 1995) Himalaya Publishing House, New Delhi.
12. Ramaswami E. A. (1988) Workers Consciousness and Trade Union Responsibility, OxfordUniversity, Press New Delhi.
13. Ramaswami E.A. and Ramaswami V. (1981) Industry and Labour, Oxford publications, New Delhi.
14. Taxmann's Industrial Laws (1996) Taxmann Allied Service, New Delhi.
15. Verma Pramod (1987) Labour Economics and Industrial Relations, Tata McGraw-Hill, New Delhi.
16. Government of India: Relevant Bare Acts on Specified Labour Acts.

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching and Learning activities	Assessment tasks
1 to 2	1	10	The student will acquire understanding of the evolution of Industrial relations globally and in India	Lectures on the various dimensions of industrial relations, including the evolution of IR internationally.	MCQs, and written assignment
3 to 5	2	15	The student should be able	Lectures extensive use of official	Projects & presentations

			to gain thorough understanding of reports of the national labour commission and the role of ILO & WTO.	websites of ILO and WTO	
6 to 8	3	15	The student should be able to acquire in-depth knowledge of the preventive and settlement machinery for resolving industrial disputes.	Lectures are supplemented with cases of industrial disputes and Preventive and settlement machinery in India.	Class test, MCQ
9 to 10 (mid sem break)	4	10	The student should be able to acquire understanding of nature and growth of trade union movement in India.	Discussion is based on lectures on the role, emergence, functions, relevance of trade unions.	Home assignment/project
11 & 12	5	10	The student should be able to acquire a basic understanding of the concept of empowerment and workers participation in management.	Lectures on Empowerment and worker participation and future direction of IR, supported by case studies	Class test

\*The assessment tasks listed here are indicative and may vary

### Keywords

Quality circles, preventive and settlement machinery, trade union, ILO, WTO, collective bargaining, adjudication, industrial disputes, statutory methods

**B. A. (VS) Human Resource Management**  
**Semester VI**  
**Paper: HRM 6.2.1**  
**Globalization**  
**Elective Core – Discipline Based (CD) Credit:6**

**Duration: 3 hours**

**Marks:100**

**Lectures:60**

**Course Objective (2-3)**

The paper is designed to familiarise the students with the concept of globalisation and integration of developing countries with the world economy. The aim of the paper is to provide a critique of globalisation and stress on local/ national policies than follow the one - size - fits - all approach.

**Course Learning Outcomes**

Globalization is gradually becoming unavoidable phenomenon worldwide which dominates political and economic discourse. It is making the world smaller by increasing the international exchange of goods, resources, services, information, knowledge and culture. It helps in improving a social and academic life. It is therefore very much the need of the hour as the student acquires knowledge about this aspect. After studying the subject, the student can think globally and deliver the best available in the global market.

**CO1:** It aims to widen the outlook of students in understanding of our economy in the backdrop of world economy. It gives an overview of how the process of globalization has changed over time.

**CO2:** It gives an understanding of not only economic but also social impact of globalization.

**CO3:** It explains to the students how production process is no more limited to the boundaries of nations, but it is integrated with other nations through global value chain.

**CO4:** It explains how globalization requires new approaches to economic and social policies due to decline in authority of nation-state. The students also get an overview of the impact of globalization on environmental conditions.

**CO5:** The course makes the students avail of existing global organizations that govern the process of globalization.

**Contents**

<u>Unit 1</u>	09
Meaning and contents of globalization.	
Comparative analysis of past and present of globalization.	
<u>Unit 2</u>	15
Benefits of globalization: role of globalization in reducing inequality and poverty, expansion of markets, free movement of goods, services and factors of production.	
Distribution of benefits of globalization shared by developing and developed countries.	

<u>Unit 3</u>	10
Globalization and the world economy- production, global value chains. A case of simultaneous integration and segmented production.	
<u>Unit 4</u>	16
Critique of globalization: globalization and neo-liberalism.	
Decline in authority of nation state and reduction of policy space, The way forward-stress on local/ regional/ national than global economy.	
Environment and globalization.	
<u>Unit 5</u>	10
Global governance: IMF, World Bank, WTO.	
Role of WTO in global governance. Missing institutions.	

### References

1. Kumar, Vinod and Manju Joshi. Challenges of Globalization. Economic, social and environmental challenges of globalization.
2. Munck, Ronald. Global and Social Exclusion. Ch-2 and 3.
3. Nayyar, Deepak. Rethinking Development Economics. Ch-3 Globalization and development (Pg 64-70)
4. Nayyar, Deepak. Trade and Globalization. Ch-3 and Ch-14.
5. Nayyar, Deepak. Governing Globalization. Ch-6 Cross border movements of people.
6. Nayyar, Deepak. Trade and Globalization. Ch-13 Globalization and development strategies (Pg 360-365).
7. Nayyar, Deepak. Trade and Globalization. Globalization and development strategies (Pg 417-427).
8. Nayyar, Deepak and Julius Court. Governing Globalization- Issues and institution. Emerging issues and missing institutions (Pg 20-24).
9. Nayyar, Deepak. Rethinking Development Economics. Ch-3 Globalization and Development (Pg 70-79)
10. Nathan, Dev, Meenu Tiwari and Sandip Sarkar. Labour in Global Value Chain in -Asia. Ch. 1 Introduction.
11. Reddy, D. Narashima. Globalization and its discontents, Revisited. Economic globalization: Past and present.
12. Ritzer, George. Globalization: A basic Text. Ch-8 Global Economic Flows.
13. Ritzer, George. Globalization: A Basic Text. Ch-5 Neo- liberalism.
14. Veltmeyer, Henry and James Petras. Globalization Unmasked. Ch-1 Globalization or Imperialism.

### Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly schedule	Unit no.	Hours	Course learning Outcomes	Teaching Learning Process	Assessment Methods
1 to 2	1.	9	It aims to widen the outlook of students in understanding of our economy in the backdrop of world economy.	Theory classes on concept of globalization. Discussion on how globalization	Multiple choice questions, class test

			It gives an overview of how the process of globalization has changed over time.	has changed over a period	
3 to 6	2.	15	It gives an understanding of not only economic but also social impact of globalization.	Theory classes to understand impacts of globalization on inequality and poverty. Case studies on differential impact of globalization on different countries	Group discussions and Presentations
7&8	3.	10	It explains to the students how production process is no more limited to the boundaries of nations, but it is integrated with other nations through global value chain.	Theory classes on the concept of global value chains and integration of production process.	Class tests and MCQ's
9- 11	4.	16	It explains how globalization requires new approaches to economic and social policies due to decline in authority of nation-state. The students also get an overview of the impact of globalization on environmental conditions.	Theory classes on role of nation state and decline in its power with globalisation. Understanding neo-liberalism with class discussions	Group discussions and power point presentations
11 & 12	5.	10	The course makes the students avail of existing global organizations that govern the process of globalization.	Discussion of global governance and need for institutions in various areas.	MCQ and class tests

\*Assessment tasks listed here are indicative and may vary

### Keywords

Globalisation, Global value chain, neo- liberalism, WTO, World Bank, IMF.

**B. A. (VS) Human Resource Management**  
**Semester V**  
**Paper: HRM 6.2.2**  
**Management of Human Resource-II**  
**Elective Core – Discipline Based (CD) Credit:6**

**Duration: 3 hours**

**Marks:100**

**Lectures:60**

**Course Objective (2-3)**

The objective of the course is to acquaint the student with the role of the human resource management specialist in training, performance appraisal, compensation and information systems in an organization.

**Course Learning Outcomes**

**The objective of the course is to acquaint the student with the role of human resource management in the development and compensation of human resources in an organization and contemporary developments in HR.**

CO1: The student should be able to understand the process of formulating a training program and types of training methods, and problems of employee Absenteeism, turnover and grievances in the organization.

CO2: The student should be able to acquire a basic understanding of the concept of quality of work life.

CO3: The student should be able to gain understanding of the types of performance evaluation systems.

CO4: The student should be able to understand of the various facets of compensation.

CO5: The student should be able to understand the contemporary issues of HRM.

**Contents**

Unit 1 15  
Development: role specific and competence-based training, Training of operatives and executives. Career planning and development. Absenteeism, turnover, grievances: concept, causes, grievance handling procedure, counselling.

Unit 2 10  
Quality of work life: concept, significance / benefits of QWL (to employees, organization, and society), challenges, supportive measures (including time management grid & Flexi work hours for employees).  
Internal mobility (transfer, promotion). Separation.

Unit 3 15  
Performance Appraisal: concept, nature, necessity  
Methods: traditional (ranking, rating, paired comparison, checklist, etc.) MBO, 360 degrees, potential appraisal.

Unit 4 10  
Compensation: elements (base and supplementary), factors affecting, principles and problems in wage administration, sound wage policy, financial and non-financial incentives (for workers & executives: ESOPs and variable pay). Maintenance (employee safety, health and welfare-type of working environment - safety in industry, types of welfare services, agencies, concept and scope of social security). Morale and productivity.

Unit 5 10  
Contemporary developments: HR information systems, HR research and audit. Globalisation and HR.

### **References**

1. Aswathappa K. (2002) Human Resource and Personnel Management, Tata McGraw-Hill, New Delhi
2. Bhattacharyya Kumar Deepak (2006) Human Resource Managing, Excel Books, New Delhi.
3. Cascio F.W. (2003) Managing Human Resources, Productivity, Quality of Life, Profits, Tata Mc-Graw-Hill, New York.
4. Chadha, N.K. Human Resource Management-issues, case studies, experiential exercises, Sri Sai Printographers, New Delhi.
5. Chadha, N.K. (2004) Recruitment and Selection-A Practical Approach, Galgotia, New Delhi.
6. Chhabra T.N. (2002) Human Resource Management, DhanpatRai and Co. Delhi.
7. Dessler Gary (1997) Human Resources Management, Prentice Hall, USA.
8. Flippo, E. (2000) Personnel Management, Tata McGraw-Hill, New Delhi.
9. Gupta, C.B. (2007) Personnel Management, Sultan Chand & Sons, New Delhi.
10. Dessler Gary and VarkkeyBiju (2011) Fundamentals of Human Resource Management, Content, Competencies and Applications, Dorling Kindersley (India) Pvt Ltd., India.

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching and Learning activities	Assessment tasks
1 to 3	1	15	The student should be able to understand the process of formulating a training programme and types of training methods, and problems of employee Absenteeism, turnover and grievances in the organization.	Lectures, PPTs, role plays, case studies and business games to explain training, Absenteeism, turnover, grievances, and counselling.	Student presentations, role plays
4 to 5	2	10	The student should be able to acquire a basic understanding of the concept of quality of work life.	Teaching through PPTs about Quality of work life and internal mobility	MCQ on the topic and group discussions
6 to 8	3	15	The student should be able to gain understanding of the types of performance evaluation systems.	Lectures are supplemented with case studies and examples from companies about methods of Performance	Class test and project on appraisal systems prevalent in Indian companies
9 & 10 (mid sem break)	4	10	The student should be able to understand of the various facets of compensation.	Lectures accompanied by case studies of industry on employee safety, health and welfare, social security, and productivity.	Home assignment
11 & 12	5	10	The student should be able to understand the contemporary issues of HRM.	Discussion is based on lectures on Contemporary development.	Class test

\*The assessment tasks listed here are indicative and may vary

### Keywords

Training and development, performance 360-degree feedback, MBO, ranking, rating appraisal, potential appraisal, HR audit, ESOPs, absenteeism, turnover, counselling, morale and productivity



**B. A. (VS) Human Resource Management**  
**Semester VI**  
**Paper: HRM 6.3.1**  
**Business Law**  
**Elective Core – Generic (GE) Credit:6**

**Duration: 3 hours**

**Marks:100**

**Lectures:60**

**Course Objective (2-3)**

The objective of this course is to impart basic knowledge of the important business legislations along with relevant case laws to the students in order to make them better corporate professional who will be an asset to their organizations.

**Course Learning Outcomes**

CO1: The students will have skills to understand different provisions of Indian Contract Act.

CO2: The students will have understanding of specific contracts like contract of indemnity and guarantee, bailment and agency.

CO3: The students will be able to distinguish between condition and warranty, Performance of contract of sale and rights of unpaid seller. The students will also be able to understand consumer rights and consumer grievance redressal mechanism

CO4: The students will able to know the process of creation and dissolution of LLP. Students will also learn the issue of negotiable instruments and understanding of different provisions of Negotiable Instrument Act.

CO5: The students will be equipped with the various provisions of Information Technology Act such as digital signature and E-Governance.

**Contents**

Unit 1:

**The Indian Contract Act, 1872** 20

Contract – meaning, characteristics and kinds, Essentials of valid contract - Offer and acceptance, consideration, capacity to contract, free consent, legality of objects, Void agreements, Discharge of contract – modes of discharge including breach and its remedies, Contingent contracts, Quasi contracts.

Unit 2:

**The Indian Contract Act, 1872: Specific Contracts** 10

Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency

Unit 3:

**The Sale of Goods Act, 1930** 12

Contract of sale, meaning and difference between sale and agreement to sell, Conditions and warranties, transfer of ownership in goods including sale by non-owners, Performance of

contract of sale, Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.

**Consumer Protection Act**-Introduction, Definitions, Rights of Consumers, Nature and Scope of Complaints, Remedies Available to Consumers, Grievance redressal mechanism.

Unit 4:

**LLP 2008 and Negotiable Instruments Act** 12

The Limited Liability Partnership Act, 2008: Salient Features of LLP, Difference between LLP and Partnership, LLP Agreement, Partners and Designated Partners, Incorporation of LLP,

**The Negotiable Instruments Act, 1881.**

Meaning and Characteristics of Negotiable Instruments: Promissory Note, Bill of Exchange, Cheque, Holder and Holder in due Course, Privileges of Holder in Due Course, Crossing of Cheque, Dishonour of Cheques.

Unit 5:

**Information Technology Act 2000** 06

Introduction, Digital Signature, difference between digital and E-signature, Electronic Governance, Attribution, Acknowledgement and Dispatch of Electronic Records, Secure Electronic Records and Secure Digital Signatures, Regulation and powers of Certifying Authorities, Digital Signature Certificates, Offences.

**References**

1. Kuchhal, M.C. and Vivek Kuchhal, *Business Law*, Vikas Publishing House, New Delhi.
2. Dagar Inderjeet and Agnihotri Anurag “Business Law”, Sage Text, New Delhi,
3. Singh, Avtar, *Business Law*, Eastern Book Company, Lucknow.

**Additional Resources:**

1. Maheshwari & Maheshwari, *Business Law*, National Publishing House, New Delhi.

**Note: Latest edition of text books may be used.**

**Teaching Learning Process, Assessment Methods and Teaching Plan**

Weekly Schedule	No of lecturers	Unit no.	Course learning Outcomes	Teaching Learning Process	Assessment Methods
1 to 4	20	1.	The students will have skills to understand different provisions of Indian Contract Act.	The lecture will be delivered with the help of leading cases in order to explain the essential of valid contract and discharge of contract.	Quiz, MCQ, Assignment
5 to 6	10	2.	The students will have understanding of specific contracts	The Lecture will be delivered for describing Contract	MCQ and student presentations.

			like contract of indemnity and guarantee, bailment and agency.	of Indemnity, Guarantee, Bailment and Agency	
7 to 8	12	3.	The students will be able to distinguish between condition and warranty, Performance of contract of sale and rights of unpaid seller. The students will also be able to understand consumer rights and consumer grievance redressal mechanism	Class room lecture will be on different aspects of the sale of goods Act with the help of leading cases and examples.  Further the lecture will focus on the different concepts of Consumer Protection Act.	Student presentations, MCQ and assignments.
9 to 10 (with mid break)	12	4.	The students will be able to know the process of creation and dissolution of LLP. Students will also learn the issue of negotiable instruments and understanding of different provisions of Negotiable Instrument Act.	Lecture on different aspects of the Limited Liability Partnership Act, 2008 and The Negotiable Instruments Act, 1881 with the help of leading cases and examples.	MCQ, presentation, Assignment
11 to 12	6	5.	The students will be equipped with the various provisions of Information Technology Act such as digital signature and E-Governance.	There will class room lecture for students explaining the different aspects of Information Technology Act 2000.	MCQ, Presentation and Class test.

\*Assessment tasks listed here are indicative and may vary.

### **Keywords**

Contract, breach, condition, warranty, unpaid seller, cheque, LLP, digital signature

**B. A. (VS) Human Resource Management**  
**Semester VI**  
**Paper: HRM 6.3.2**  
**Financial management**  
**Elective Core – Generic (GE) Credit:6**

**Duration: 3 hours**

**Marks:100**

**Lectures:60**

**Course Objective (2-3)**

To familiarize the students with the principles and practices of financial management.

**Course Learning Outcomes**

CO1: Develop understanding of conceptual framework of financial management i.e. its nature, scope and objectives. Also learn about the concept of time value of money and its applications; concept of risk and return.

CO2: Develop ability to understand and make long term investment decisions by using various techniques available for the purpose.

CO3: Understanding the concept of cost of capital, determination of specific cost of capital of different sources of finance and weighted average cost of capital. Also develop an understanding of various capital structure theories and leverage analysis.

CO4: Develop ability to learn concept of dividend and theories for relevance and irrelevance of dividend decision for corporate valuation; Cash and stock dividends; Determinants of dividend policy.

CO5: Develop understanding of the concept of estimation of working capital needs of a firm. Also learn decision making ability in the areas of cash, receivables and inventory management.

**Contents**

Unit 1:

**Introduction**

10

Nature, scope and objectives of Financial Management, Time value of money, Risk and return

Unit 2:

**Long term Investment Decisions**

15

The Capital Budgeting Process, Cash flow Estimation, Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index

Unit 3:

**Financing Decisions**

10

(a) Sources of long-term financing. Estimation of components of cost of capital. Methods for Calculating cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC).

(b) Capital structure –Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and financial leverage; Determinants of capital structure

Unit 4:

**Dividend Decisions**

10

Theories for Relevance and irrelevance of dividend decision for corporate valuation; Cash and stock dividends; Determinants of dividend policy.

Unit 5:

**Working Capital Decisions**

15

Concepts of working capital, operating and cash cycles, sources of short-term finance, working capital estimation, cash management, receivables management, inventory management.

**Note: Spreadsheet is the recommended software for doing basic calculations in finance and hence can be used for giving students subject related assignments for their internal assessment purposes.**

**References**

1. Horne, J.C. Van and Wackowich. *Fundamentals of Financial Management*. 9th ed. New Delhi Prentice Hall of India
2. Joy, O.M. *Introduction to Financial Management*. Homewood: Irw
3. Singh, Surender and Kaur, Rajeev. *Basic Financial Management*, Mayur Paperbacks, New Delhi.
4. Khan and Jain. *Financial Management text and problems..*. Tata McGraw Hill New Delhi.
5. Pandey, I.M. *Financial Management*. Vikas Publications.
6. Chandra, P. *Financial Management- Theory and Practice*. (Tata McGraw Hill).
7. Singh, J.K. *Financial Management- text and Problems*. Dhanpat Rai and Company, Delhi.
8. Brigham and Houston, *Fundamentals of Financial Management*, 13th Ed., Cengage Learning

**Note: Latest edition of the textbooks should be used.**

**Teaching Learning Process, Assessment Methods and Teaching Plan**

Unit No.	Learning outcome	Teaching and Learning process	Assessment tasks
1 (2 weeks)	Develop understanding of conceptual framework of financial management i.e., its nature, scope and objectives. Also learn about the concept of time value of money and its applications; concept of risk and return	Delivery of lectures along with Power Point Presentation, explaining nature, scope and objectives of Financial Management, Time value of money, risk and return.  Practical problem solving on time value of money. This will be followed with an interactive discussion with students to improve	Student presentations using news from business newspapers; assignment on objectives.

		their understanding of the topics.	
2 (3 weeks)	Develop ability to understand and make long term investment decisions by using various techniques available for the purpose	<p>Lectures along with Power Point Presentation to develop a thorough understanding of the Capital Budgeting Process, Cash flow Estimation, Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index. Practical problem solving on the above-mentioned techniques of capital budgeting.</p> <p>Practical problems based on different methods of pricing of material issues will be solved in the class.</p>	<p>MCQ on the topics.</p> <p>Practical Problems to be given for home assignments.</p>
3 (2 weeks)	Understanding the concept of cost of capital, determination of specific cost of capital of different sources of finance and weighted average cost of capital. Also develop an understanding of various capital structure theories and leverage analysis	<p>Delivery of lectures through Power Point Presentation to develop a thorough understanding of the sources of long-term financing. Estimation of components of cost of capital. Methods for Calculating cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and</p> <p>Capital structure –Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and financial leverage; Determinants of capital structure.</p> <p>Practical problems based on different methods of pricing of material issues will be solved in the class.</p>	Class test based on unit one and two

4 (2 weeks)	Develop ability to learn concept of dividend and theories for relevance and irrelevance of dividend decision for corporate valuation; Cash and stock dividends; Determinants of dividend policy.	Delivery of Lectures through Power Point Presentation to develop a thorough understanding of Theories for relevance and irrelevance of dividend decision for corporate valuation; Cash and stock dividends; Determinants of dividend policy. This will be followed with an interactive discussion with students to improve their understanding of the topics.	Home assignment/project
5 (3 weeks)	Develop understanding of the concept of estimation of working capital needs of a firm. Also learn decision making ability in the areas of cash, receivables and inventory management	Delivery of Lectures explaining the concepts of working capital, Operating and Cash cycles, sources of short-term finance, working capital estimation, cash management, receivables management, inventory management. Lectures will be aided by Power Point Presentation. Practical problems based on different methods of pricing of material issues will be solved in the class. This will be followed with an interactive discussion with students to improve their understanding of the topics.	Students Presentation  Class test based on units 3,4 and 5  Practical Problems to be given for home assignments.

\*Assessment tasks listed here are indicative and may vary.

### Keywords

Financial Management, Risk, Return, Capital Budget, Investment Decisions NPV, IRR, Cost of Capital, Capital Structure, Dividend, Dividend Decisions, Dividend Policy, Working Capital, Cash management, Inventory management

**B. A. (VS) Human Resource Management**  
**Semester VI**  
**Paper: HRM 6.4**  
**Human Resource Information System**  
**Skill Enhancement Course (SEC) Credit:6**

**Duration: 3 hours**

**Marks:100**

**Lectures:48**

**Course Objective (2-3)**

The course is designed to improve understanding of the HRIS technology, the people who work with it, and its role in organizational performance.

**Course Learning Outcomes**

CO 1: The student shall be able to explain the use of technology and the various types of information systems to fulfil human resource management functions.

CO 2: The student shall be able to explain the prevalent automatic user-friendly technologies existing in organizations to handle their routine as well as non-routine work.

CO 3: The student shall be able to explain the benefit of using technology.

CO 4: The student shall be able to explain the different phases of development and implementation of HRIS in any organization.

**Contents**

Unit 1 12  
Computers and Computer Based Information Systems / Introduction to Computer Based Information Systems –TPS/MIS/EIS/ES/DSS/OA

Unit 2 12  
Management Concepts and CBIS / Case Study, Management Information Systems Functional Applications / Exercise

Unit 3 12  
HRIS Life Cycle/HR responsibility in each phase of HRIS development, Pre implementation stage of HRIS:  
• HRIS Planning  
• HRIS Expectation  
• Productivity through HRIS  
• HRIS Cost-benefit Value Analysis  
• Getting Management Support for HRIS  
• Limitations of Computerization of HRIS

Unit 4 12  
Human Resources Information Systems in large and small organizations: Cases & Exercises, Packaged Human Resources Information Systems / Business Process, Re-engineering, Enterprise Resource Planning Systems Emerging Trends in HRIS, Networking, Internet, Intranet, Technology Implications, etc.



### Implementation of HRIS:

- Tools in HRIS Development
- Cases and Exercises

### References

1. Ceriello, Vincent, with C. Freeman. Human Resource Management Systems: Strategies, Tactics, and Techniques. Lexington, MA: Lexington Books, 1991.
2. Frantzreb, R. B. The Personnel Software Census. Roseville, CA: Advanced Personnel Systems, 1993.
3. Greengard, Samuel. "Extranets: Linking Employees with Your Vendors." Workforce 76, no. 11 (November 1997): 28-34.
4. Holtz, Shel. "Strategizing a Human Resources Presence on the Intranet." Compensation and Benefits Management 13, no. 4 (autumn 1997): 31-37.
5. Lawler, John J. "Computer-Mediated Information Processing and Decision Making in Human Resource Management." In Research in Personnel and Human Resources Management, vol. 10, edited by G. R. Ferris and K. M. Rowland. Greenwich, CT: JAI Press, 1992, 301-45.
6. Walker, Alfred. Handbook of Human Resource Information Systems: Reshaping the Human Resource Function with Technology. New York: McGraw-Hill, 1993.

### Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching and Learning activities	Assessment tasks
2.5	1	10	The student should be able to acquire a basic understanding of the use of technology and the various types of information systems to fulfil human resource management functions	A discussion on overview of the use of technology, Computers and Computer Based Information Systems – TPS/MIS/EIS/ES/DSS/OA using lectures and internet	Student presentations; written Assignment.
2.5	2	10	The student should be able to gain understanding of the prevalent automatic	Teaching through PPTs about the Management Concepts and CBIS / Case Study, Management Information Systems	Group discussion & Class test

			user-friendly technologies existing in organizations to handle their routine as well as non-routine work.	Functional Applications / Exercise	
2.5	3	10	The student should be able to acquire indepth knowledge of the functional area of HRIS and the various benefits of using technology.	Lectures are supplemented with case studies and examples of companies on HRIS Life Cycle/HR responsibility in each phase of HRIS development.	MCQ on the topic & case study analysis
2	4	08	The student should be able to acquire understanding of the different phases of development and implementation of HRIS in any organization.	Lectures, PPTs, case studies are used to give an introduction of Implementation of HRIS, Tools in HRIS Development, Cases and Exercises	Home assignment/project and Class Test

\*The assessment tasks listed here are indicative and may vary

### Keywords

Computer Based Information Systems, Management Concepts and Management Information Systems, HRIS Life Cycle, HRIS development, HRIS Planning, HRIS Expectation, Productivity through HRIS, Implementation of HRIS, HRIS Development Tools, Emerging Trends in HRIS

# दिल्ली विश्वविद्यालय

# UNIVERSITY OF DELHI

Bachelor of Arts (Vocational Studies) Small and Medium Enterprises

(Effective from Academic Year 2019-20)



**Revised Syllabus as approved by**

**Academic Council**

Date:

No:

**Executive Council**

Date:

No:

**Applicable for students registered with Regular Colleges, Non Collegiate  
Women's Education Board and School of Open Learning**

## **Preamble**

The objective of any programme at Higher Education Institute is to prepare their students for the society at large. The University of Delhi envisions all its programmes in the best interest of their students and in this endeavour it offers a new vision to all its Under-Graduate courses. It imbibes a Learning Outcome-based Curriculum Framework (LOCF) for all its Under Graduate programmes.

The LOCF approach is envisioned to provide a focused, outcome-based syllabus at the undergraduate level with an agenda to structure the teaching-learning experiences in a more student-centric manner. The LOCF approach has been adopted to strengthen students' experiences as they engage themselves in the programme of their choice. The Under-Graduate Programmes will prepare the students for both, academia and employability.

Each programme vividly elaborates its nature and promises the outcomes that are to be accomplished by studying the courses. The programmes also state the attributes that it offers to inculcate at the graduation level. The graduate attributes encompass values related to well-being, emotional stability, critical thinking, social justice and also skills for employability. In short, each programme prepares students for sustainability and life-long learning.

The new curriculum of B.A. (VS) Small and Medium Enterprises will help students to explore new opportunities and to develop new tactical thinking in the various fields. This course is customized and tailor made and directly proportionate to the need and requirement of the industry, thus making students completely ready for industry specific jobs and career.

The University of Delhi hopes the LOCF approach of the programme B.A. (VS) Small and Medium Enterprises will help students in making an informed decision regarding the goals that they wish to pursue in further education and life, at large.

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# **1. INTRODUCTION TO PROGRAMME**

B.A. (VS) in Small and Medium Enterprises program is designed to prepare future entrepreneurs with the skills and knowledge to start their own businesses. It develops their skills as a passionate, self-motivated entrepreneur within a close-knit driven community. This course prepares students for the intricacies of planning, launching and leading a new business with a focus on creativity and innovation, new venture planning, entrepreneurial finance, managing and growing a new business. In the classroom, student will learn how to grow their commercial or social venture and develop tools and resources for their business. Most significantly, through lessons of market strategies, institutional support mechanism, human resource management, leadership, innovation, economy, various act related to MSMEs taxation benefit to SSI, policy on handling sickness in small industries, measures for export promotion, rural entrepreneurship, women entrepreneurship, international entrepreneurship, product life cycle, e-Marketing, etc. they will discover how their business ideas fit into the greater world picture.

## **2. LEARNING OUTCOME BASED APPROACH TO CURRICULUM PLANNING**

### **2.1 Nature and extent of the B.A. (VS) SME**

1. It is Bachelor degree programme by which the students will have the opportunity to explore entrepreneurial thinking in the arts, the social entrepreneurship sector, non-profits, for-profits, start-ups, growth ventures, and other areas of interest.
2. This programme will promote entrepreneurship. An entrepreneur plays the role of a leader by uniting the people that work under him/her. He/she is responsible for the running of the business and taking various decisions that give direction to all the activities of a business.
3. An entrepreneur acts as a link between the business and various parties that have a stake in the business such as media, suppliers, government, investors etc. He/she provides them with the necessary information and handles any communication with them.
4. An entrepreneur looks to solve their problems and increase job satisfaction by aligning their goals with the goals of the organization.
5. This programme covers different aspects of setting up of small and medium enterprises and equip them to manage finances, manpower and marketing.

### **2.2 Aims of Bachelor's degree programme in (CBCS) B.A. (VS) SME**

- i. B.A. (VS) SME course is most engaging for all those students interested in turning ideas into action through starting ventures, working in a startup environment or applying entrepreneurial thinking skills to an existing organization.
- ii. Students will have the opportunity to explore entrepreneurial thinking in the arts, the social entrepreneurship sector, non-profits, for-profits, start-ups, growth ventures, and other areas of interest.

- iii. Unemployment is the single greatest problem for most governments. That's why one of the aim of this course is to make them financial independent.
- iv. The students are oriented at realizing opportunities through opening a new business often as part of a venture creation program and push to promote innovation or introduce new products, services or markets.
- v. Students will be able to find jobs in a range of sectors such as business or financial consultant, research developer, management analyst, franchise owner, project manager and more.

### **3. GRADUATE ATTRIBUTES IN SUBJECT**

#### 3.1 Lifelong Learning

Update their subject knowledge and skills for continuous academic and professional growth.

#### 3.2 Disciplinary Knowledge

To have knowledge of their discipline and will attain professional and technical skills to effectively integrate knowledge with practice.

#### 3.3 Communication Skill

To equip them with verbal and written communication skills to be able to communicate with all the stakeholders confidently and with clarity.

#### 3.4 Cooperation/Team work

A graduate entrepreneur uses his creativity and applies strategic thinking to create effective business plans along with creative social opportunities to strengthen his coursework and build his professional network with real-world experience.

#### 3.5 Information/digital literacy

Demonstrates basic knowledge of computers and use of software's such as word, excel & power point.

#### 3.6 Self-directed learning

To take initiatives for some topics and identify resources and study material for additional learning, individually or in groups and to use the strategies to meet learning goals in self-learning environment, under the guidance of the mentor.

#### 3.7 Research-related skills

To comprehend, consolidate, extend, apply and update their discipline's knowledge and skills for undertaking research proposals and continuous academic and professional growth.

#### 3.7 Problem solving

As a student in the program, one learns to work effectively as both a member and a leader in team problem-solving and decision-making situations, incorporate the perspectives and contributions of individuals from diverse groups to create inclusive work environments, demonstrate professional preparation and conduct to meet professional standards in business settings, and employ multiple mediums of communication in a variety of business settings to express, assimilate, and analyse information and ideas to facilitate collaboration and achieve goals.



### 3.8 Self-directed learning

To take initiatives for some topics and identify resources and study material for additional learning, individually or in groups and to use the strategies to meet learning goals in self-learning environment, under the guidance of the mentor.

## 4. Qualification Description

- A degree in Small Medium Enterprises provide focused training for developing innovative approaches to e-commerce and facing the unique challenges of small business growth.
- Students enrolled in an entrepreneurship course will develop communication skills in order to become good negotiators and they will also learn basic management and leadership skills.
- Student will be able to understand entrepreneurial concepts such as marketing strategy, financial planning, sources of capital, financing, legal problems related to beginning and operating a business, family-owned businesses, valuation, succession, entrepreneurial opportunities for women and minority entrepreneurs.
- The course aims to guide students through all phases of their entrepreneurship journey: from forming a team to helping with pitching their ideas to potential investors and developing strategies for obtaining funding.

## 5. Programme Learning Outcome in Course

BA (VS) in Small and Medium Enterprises program is designed to prepare future entrepreneurs with the skills and knowledge to start their own businesses. This course prepares students for the intricacies of planning, launching and leading a new business with a focus on creativity and innovation, new venture planning, entrepreneurial finance, managing and growing a new business. A Bachelor's degree in SME includes theoretical knowledge and practical activities which will focus on learning how to grow one's commercial or social venture and to develop tools and resources for a business. Each student will acquire a unique understanding of the entrepreneurial process - a process of opportunity recognition, resource marshalling, and team building driven by business methodologies in idea generation, feasibility analysis and business plan communications. The present course concentrates on developing entrepreneurial plan, setting up a small business, assessment of different forms of business organizations, market strategies, institutional support mechanism, human resource management, leadership, innovation, economy, various act related to MSMEs taxation benefit to SSI, policy on handling sickness in small industries, measures for export promotion, rural entrepreneurship, women entrepreneurship, international entrepreneurship, product life cycle, e-Marketing, etc.

## 6. STRUCTURE OF IN B.A (VS) Small and Medium Enterprises

<b>B.A. (Vocational Studies)Small and Medium Enterprises</b>			
<b>Three-Year (6-Semester)</b>			
<b><u>Course Structure Under LOCF</u></b>			
<b>B.A. (VS) Small and Medium Enterprises</b>			
<b><u>Semester – I</u></b>			<b>Credits</b>
<b>1.1</b>	Environmental Studies/ Language: English/Hindi/Modern Indian Language	Ability Enhancement Compulsory Course (AECC)	4
<b>1.2</b>	English/ MIL I	Core Discipline	6
<b>1.3</b>	Fundamentals of Entrepreneurship and MSMEs	Core Discipline	6
<b>1.4</b>	Principles of Microeconomics	Core Discipline	6
<b><u>Semester – II</u></b>			
<b>2.1</b>	Language: English/Hindi/Modern Indian Language/ Environmental Studies	Ability Enhancement Compulsory Course (AECC)	4
<b>2.2</b>	MIL / English I	Core Discipline	6
<b>2.3</b>	Organization and Management of MSMEs	Core Discipline	6
<b>2.4</b>	Macroeconomics	Core Discipline	6
<b><u>Semester – III</u></b>			
<b>3.1</b>	English/ MIL II	Core Discipline	6
<b>3.2</b>	Institutional Support to MSMEs	Core Discipline	6
<b>3.3</b>	Indian Economy – Sectoral Issues	Core Discipline	6
<b>3.4</b>	Computer Concepts and Software Packages	Skill Enhancement Course (SEC)	4
<b><u>Semester – IV</u></b>			
<b>4.1</b>	MIL / English II	Core Discipline	6
<b>4.2</b>	MSMEs Policy Framework	Core Discipline	6
<b>4.3</b>	Labour and Development in India	Core Discipline	6
<b>4.4</b>	Business Communications and personality Development	Skill Enhancement Course (SEC)	6
<b><u>Semester – V</u></b>			
<b>5.1</b>	Financial Management in MSMEs	Elective Core – Discipline Based	6
<b>5.2</b>	Internship Project / Project	Elective Core – Generic	6
<b>5.3</b>	5.3.1-Financial Accounting	Elective Core – Generic	6
	or 5.3.2 Corporate Laws		
<b>5.4</b>	Contemporary Environment of MSMEs	Skill Enhancement Course (SEC)	6
<b><u>Semester – VI</u></b>			

<b>6.1</b>	Marketing Management in MSMEs	Elective Core – Discipline Based	6
<b>6.2</b>	6.2.1 Globalization or	Elective Core – Discipline Based	6
	6.2.1 Human Resource Management in MSMEs		
<b>6.3</b>	6.3.1 Business Law or	Elective Core – Generic	6
	6.3. 2 Marketing Strategy and relationship marketing		
<b>6.4</b>	E-Commerce	Skill Enhancement Course (SEC)	6

**B.A. (VS) Small and Medium Enterprises**  
**Semester I**  
**Paper: SME 1.1**  
**Environmental Studies/ Language: English/Hindi/Modern Indian Language**  
**Ability Enhancement Compulsory Course - (AECC) Credit:4**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Small and Medium Enterprises**  
**Semester I**  
**Paper: SME 1.2**  
**English I / MIL I**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Small and Medium Enterprises**  
**Semester I**  
**Paper: SME 1.3**  
**Fundamentals of Entrepreneurship and MSMEs**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective**

To give the basic understanding of the various concepts and factors of entrepreneurship and MSME.

**Course Learning Outcomes**

CO1: Students will be able to provide a thorough understanding of the concept of an entrepreneur and how does it differ from a manager.

CO2: Students will be able to assess different aspects of environment so as to frame appropriate business plans: Political, economic, social, technological, legal, cultural and international environment.

CO3: Students will be able to demonstrate the procedure to set up a new venture by proving insights into how to identify business opportunities in major group of industries and what are the government initiatives for small scale industry.

CO4: Student will be able to explain actions required to enhance entrepreneurial growth and role of venture capital in above.

CO5: Student will be able to identify and deal with the problems associated with entrepreneurship like succession, innovation, changes, etc.

**Contents**

<u>Unit 1:</u>	15
<b>Basic Aspects:</b> Concept, nature of Entrepreneur & Entrepreneurship, Classification of entrepreneurs, Distinction between Entrepreneur and Manager, Entrepreneurship and Entrepreneurship, Theories of Entrepreneurship: Schumpeter, McLelland and Drucker, Medium, Small and Tiny Business: Definition, Role in the economy and significance	
<u>Unit 2:</u>	10
<b>Developing Entrepreneurial Plan:</b> Environment assessment: political, legal, economic, social, Technological, global environment, Developing effective business plan.	
<u>Unit 3:</u>	10
<b>Entrepreneurial Venture Initiation:</b> Assessment of business opportunities, Entrepreneurial Motivation, Government initiatives and private sector opportunity.	

Unit 4: 10  
**Growth and Development of Entrepreneurial Venture:** Strategic planning for emerging venture, Managing entrepreneurial growth, Role of venture capital and their problems.

Unit 5: 15  
**Challenges in Entrepreneurship:** Business Succession and continuing from family Business perspective, Succession policy, problems of innovation and change.

**References**

1. Wickham, Phillip A (1998); Strategic Entrepreneurship, Pitman, UK.
2. Shukla, M B, (2011), Entrepreneurship and Small Business Management, KitabMahal, Allahabad.
3. Hill, Michal A., Inland Durama R et al; Strategic Entrepreneurship: Creating a New Mindset, Blackwell Publishers, Oxford.
4. Zenas Block and Ian C Macmillan, Corporate Venturing, Harvard Business School Press, Boston
5. Sahay A., V. Sharma (2008), Entrepreneurship and New Venture Creation, Excel Books, New Delhi.
6. Lall, Sahai (2006), Entrepreneurship, Excel Books, New Delhi.

**Teaching Learning Process, Assessment Methods and Teaching Plan**

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching Learning Process	Assessment Methods
1 to 3	1	15	<p>To enable the students to answer the following questions:</p> <ul style="list-style-type: none"> <li>·What is an entrepreneur &amp; how does it differ from a manager?</li> <li>·What are the different kinds of entrepreneurs like, innovative, imitating, Fabian and drone?</li> <li>·What is entrepreneurship and what is its importance and role, especially in a developing economy?</li> <li>·What are various theories of entrepreneurship such</li> </ul>	Lecture to discuss the concept of entrepreneur, their types, theories and role in an economy.	Student PPTs

			as, innovation, need for achievement, status withdrawal, social change, social behaviour, leadership, model personality and systematic innovation?		
4 & 5	2	10	· How to assess political, social economic, technological, legal, & international environment?	Lecture on environment assessment	Assignment
6 & 7	3	10	· How to identify business opportunities in major group of industries?  · What are the government initiatives for SMEs?  · What are the theories of motivation such as, Maslow's, McClelland's, etc. and their importance.	Lecture and PPTs to discuss motivation, business opportunities & government initiatives	Questioning & answering in class
8 & 9	4	10	· What strategies are required to manage growth of entrepreneurs?  · What is the role of venture capital?	Discuss growth of entrepreneurs & venture capital	Class test
10 to 12	5	15	· What are the problems associated with entrepreneurship like succession, innovation, changes, etc?	Discuss entrepreneurship challenges	Questioning & answering in class

**\*Assessment methods listed here are indicative and may vary**

Keywords

Entrepreneur, Entrepreneurial environment, Venture Capital, Business Succession, Entrepreneurial Motivation



**B.A. (VS) Small and Medium Enterprises**  
**Semester I**  
**Paper: SME 1.4**  
**Principles of Microeconomics**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Small and Medium Enterprises**  
**Semester II**  
**Paper: SME 2.1**  
**Language: English/ Hindi/ Modern Indian Language/ Environmental Studies**  
**Ability Enhancement Compulsory Course - (AECC) Credit:04**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Small and Medium Enterprises**  
**Semester II**  
**Paper: SME 2.2**  
**MIL I / English I**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Small and Medium Enterprises**  
**Semester II**  
**Paper: SME 2.3**  
**Organization and Management of MSMEs**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective**

To provide the basic understanding of the various concepts related to setting up of a small business and management

**Course Learning Outcomes**

CO1: Students will be able to provide knowledge regarding different investment criteria for Micro, Small and medium enterprises.

CO2: Student will be able to identify and choose an appropriate form of business that suits to the specific needs of an entrepreneur.

CO3: Student will be able to inculcate knowledge and skills to make effective decisions related to an optimal layout of the plant and allocation of space for different operations, assess and select the manufacturing process etc.

CO4: Student will be able to demonstrate strategies for internal and external growth of business

**Contents**

Unit 1: 20  
**Setting up a Small Business:** Determination of the nature of the business unit: Micro, Small and Medium enterprise, Comparative evaluation of feasibility of buying an existing enterprise, setting up a new venture or starting the business through franchising, Location strategy, Preliminary Registration with State Directorate of Industries

Unit 2: 10  
**Assessment of different forms of business organizations:** Sole Proprietorship, Partnership, LLP, Joint Stock Companies, HUF.

Unit 3: 15  
**Production Planning:** Layout and Control, Types of manufacturing process, Selection of manufacturing process, Purchase Management, Inventory Management. size and Technology Planning

Unit 4: 15  
**Productivity Improvement Strategies:** Integration and Diversification, Internal Expansion, Quality Management, Recent trends

## References

1. Wickham, Phillip A (1998); Strategic Entrepreneurship, Pitman, UK.
2. Shukla, MB, (2011), Entrepreneurship and Small Business Management, Kitab Mahal, Allahabad
3. Hill, Michal A., Inland Durama R et al; Strategic Entrepreneurship: Creating a New Mindset, Blackwell Publishers, Oxford.
4. Zenas Block and Ian C Macmillan, Corporate Venturing, Harvard Business School Press, Boston
5. Sahay A., V. Sharma (2008), Entrepreneurship and New Venture Creation, Excel Books, New Delhi.
6. Lall, Sahai (2006), Entrepreneurship, Excel Books, New Delhi.

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching Learning Process	Assessment Methods
1 to 4	1	20	<p>To enable the students to answer the following questions:</p> <ul style="list-style-type: none"> <li>·What are the different investment criteria for Micro, Small and medium enterprises?</li> <li>·How to assess the benefits and disadvantages of starting a business fresh or by acquiring an existing one?</li> <li>·What is the process of Franchising and what are its merit and demerits?</li> <li>· What factors are to be kept in mind while making a decision about an apt location?</li> <li>·What is the procedure of registration for a small scale industry?</li> </ul>	Lecture and PPTs to discuss the concept of MSMEs & their set up procedure	Class test
5 & 6	2	10	<ul style="list-style-type: none"> <li>· What are the different forms of business organization like sole proprietorship, partnership, joint stock company and LLP?</li> <li>· What are their advantages and disadvantages?</li> </ul>	Lecture on forms of business organization	MCQs on the topic

7 to 9	3	15	<ul style="list-style-type: none"> <li>· How to choose an optimal layout of the plant to allocate space for different operations?</li> <li>· How to manage control of organization?</li> <li>· How to select an apt manufacturing process?</li> <li>· What are the methods to maintain an optimal level of inventory?</li> <li>· How to choose and adopt best purchasing practices?</li> </ul>	Lecture and PPTs to discuss decisions of layout, control manufacturing process, purchases and management of stock.	Assignment
10 to 12	4	15	<ul style="list-style-type: none"> <li>· What are the strategies for internal and external growth of business?</li> <li>· What are the techniques of quality management?</li> </ul>	Discuss expansion strategies	Questing & answering in class

**\*Assessment methods listed here are indicative and may vary**

Keywords

Small and Medium Enterprise, Purchase management, Inventory management, Quality management, diversification

**B.A. (VS) Small and Medium Enterprises  
Semester II  
Paper: SME 2.4  
Macroeconomics  
Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Small and Medium Enterprises**  
**Semester III**  
**Paper: SME 3.1**  
**English II/ MIL II**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**



**B.A. (VS) Small and Medium Enterprises**  
**Semester III**  
**Paper: SME 3.2**  
**Institutional Support to MSMEs**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective**

To provide the basic understanding of the Institutional support system available to MSMEs and their functioning.

**Course Learning Outcomes**

CO1: Students will be acquainted with Institutional Support mechanism

CO2: Students will gain knowledge Testing Laboratories Product and Process Development Centres, NISEBUD, National Service and Technology Entrepreneurship.

CO3: Students will understand institutional support mechanism and their role in SSI development

CO4: Students will get in depth knowledge about Role of RBI, RBI Guidelines to commercial banks, lending by Commercial and Development Banks

CO5: Students will be aware of the Seed/Margin Money, DRI, Refinance Scheme, Composite Loan Scheme, Single Window Scheme, National Equity

**Contents**

<u>Unit 1:</u>	15
<b>Institutional Support Mechanism:</b> Need and Importance of finance in MSMSEs SIDO, SIDBI, NSIC, SISI, Commodity Boards, State Directorate of Industries, SIDC'S, SFC, MUDRA Bank.	
<u>Unit 2:</u>	10
<b>Institutional Support Mechanism:</b> Testing Laboratories, Product and Process Development Centres, NISEBUD, National Service and Technology Entrepreneurship Development Board.	
<u>Unit 3:</u>	15
<b>Institutional Support Schemes:</b> Role of RBI in respect of MSMEs, RBI Guidelines to commercial banks, lending by Commercial and Development Banks, Equity Fund Scheme, Credit Guarantee Scheme,	
<u>Unit 4:</u>	10
<b>Institutional Support Schemes:</b> Interest Subsidy, Seed/Margin Money, DRI, Refinance Scheme, Composite Loan Scheme, Single Window Scheme, National Equity Fund Scheme, Bills Re-Discounting Scheme.	

Marketing Assistance, Research Development and Training Facilities, Export Assistance to MSMEs, Technology Upgradation, Assistance to Ancillary Industries, Incentives for MSMEs in Backward Areas

### References

1. S.C. Kuchhal, "Corporation Finance".
2. P.V. Kulkarni, "Corporation Finance".
3. P.V. Kulkarni & S.P. Kulkarni, "Corporate Finance".
4. R.M. Srivastava, Essentials of Business Finance."

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching Learning Process	Assessment Methods
1 to 3	1	15	Students will be acquainted with Institutional Support mechanism	Lectures and Discussion on SIDO, SIDBI, NSIC, SISI, Commodity Boards, SIDC'S, SFC, District Industries Centre. MUDRA Bank.	Presentations on SIDO, SIDBI, NSIC, SISI AND THEIR ROLES AND FUNCTIONS.
4 & 5	2	10	Students will gain knowledge about product and process development centres, NISEBUD, National Service and Technology Entrepreneurship  Students will understand institutional support mechanism and their role in SSI development	Lecture and PPT on various Institutional Support Mechanism	Multiple choice questions and students presentation
6 to 8	3	15	Students will get in depth knowledge about Role of RBI, RBI Guidelines to commercial banks, lending by Commercial and Development Banks	Lecture on Role and guidelines on RBI, commercial banks, and Development Banks	Quiz on the role of RBI in institutional support

9 & 10	4	10	Students will be aware of the Seed/Margin Money, DRI, Refinance Scheme, Composite Loan Scheme, Single Window Scheme, National Equity	Lecture and PPT on various Subsidies and schemes	Class test focussing on short notes and definitions
11 & 12	5	10	Students will have broad prospective about Marketing Assistance, Research Development and Training Facilities, Export Assistance to MSMEs	Discussion and PPT on Marketing Assistance, and research Development and Training Facilities.	Case studies on Technology Upgradation, Assistance to Ancillary Industries, Incentives for MSMEs in Backward Areas.

**\*Assessment methods listed here are indicative and may vary**

Keywords

NSIC, Mudra Bank, NISEBUD, Equity Fund Scheme, Single Window Scheme,

**B.A. (VS) Small and Medium Enterprises**  
**Semester III**  
**Paper: SME 3.3**  
**Indian Economy – Sectoral Issues**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**lectures: 60**

**Course Objective (2-3)**

The objective of the course is to provide the students a basic understanding of evolution of different sectors of Indian economy in the course of its development after independence. It would help them meaningfully reflect on the issues that the individual sectors are currently embroiled.

**Course Learning Outcomes**

After completing this course, the students would be able to:

CO1: understand the process of development of the Indian agricultural economy, its institutional framework facilitating use of inputs and technology.

CO2: critically evaluate different policy instruments used and their impacts in the context of Indian agriculture.

CO3: understand evolving structure, policy instruments and dynamics of Indian industries, including public sector and MSMEs.

CO4: understand financing pattern of Indian industries.

CO5: understand the nuances of the service sector-led growth in India.

**Contents**

**Unit 1: Agriculture: Institutional Framework and Inputs 12**

Agriculture and Economic Development.

Institutional framework of Indian agriculture: Land tenure system and land Reforms.

Agricultural inputs: Seeds, fertilizers, agro-chemicals, machinery with special reference to green revolution;

Agricultural labour and issues related to wage and employment.

**Unit 2: Policy Instruments for Agriculture and Agricultural Growth 13**

Agricultural price policy, Food management & food security in India

Agricultural marketing in India: issues, challenges & recent developments

Role of institutional and technological factors in agricultural growth: new technology – Green revolution and post reform developments.

Agricultural investment - Public and Private

<b>Unit 3: Industrial</b>	15
Phases of growth and evolving structure of industry	
Industrial and Licensing Policies in the Pre-and Post-reform periods: Role of large, medium, small and micro industries	
Reforms and changing role of public sector	
<b>Unit 4: Industrial Finance and Foreign Investment</b>	11
Changes in the pattern of industrial financing - SFCs, PIs, corporate debt market, bank finance, microfinance	
Foreign Direct investment	
Foreign Institutional Investment	
<b>Unit 5: Service Sector</b>	09
Importance of service sector in Indian economy	
Growth and changes in the structure of service sector - the role of reforms	
Major components of service sector	
The issue of service sector led growth in India.	

### References

1. Mishra & Puri (MP) Chapters 17, 20, 21, and 25.  
*<https://epgp.inflibnet.ac.in/ahl.php?csrno=11>*, EPG Pathshala, Sectoral Growth of Indian Economy (P 10) Module Nos 1, 2, 3,4, 5, 9
2. MP - Chapters 18, 20, 21, 22, 23.  
*<https://epgp.inflibnet.ac.in/ahl.php?csrno=11>*, EPG Pathshala, Sectoral Growth of Indian Economy (P 10) Module Nos 6, 7, 8.
3. MP - Chapters 26, 28, 29, 30 and 31.  
*<https://epgp.inflibnet.ac.in/ahl.php?csrno=11>*, EPG Pathshala, Sectoral Growth of Indian Economy (P 10) Module Nos 11, 13, 14, 15
4. MP- Chapters 39, 48 and 49, and Chapter 22, PP. 285-89
5. MP- Chapter 35  
*<https://epgp.inflibnet.ac.in/ahl.php?csrno=11>*, EPG Pathshala, Sectoral Growth of Indian Economy (P 10) Module No 18
1. S.K. Mishra and V. K. Puri, Indian Economy: Its Development Experience, 67th edition.
2. Uma Kapila, Indian Economy: Performance and Policy, latest edition
3. Gaurav Datt and Ashwani Mahajan, Datt and Sundharam Indian Economy, latest edition
4. *<https://epgp.inflibnet.ac.in/ahl.php?csrno=11>*, EPG Pathshala, Sectoral Growth of Indian Economy (P 10) Module Nos 1, 2, 3, 4,5, 6,7,8, 9, 10, 11,13,

### Additional References:

1. Kaushik Basu and Annemie Maertens (eds.) The New Oxford Companion to Economics in India (2 Volumes): 2 Volumes, 2011.
2. Pradip Kumar Biswas and Panchanan Das (eds.) Indian Economy: Reforms and Development, Springer, Singapore, (forthcoming) ISBN: 978-981-13-8268-0, 2019.

*<https://www.springer.com/gp/book/9789811382680>*

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly schedule	Unit no.	Hours	Course learning Outcomes	Teaching Learning Process*	Assessment Methods
1 to 3	1	12	Students will be able to understand the process of development of the Indian agricultural economy, its institutional framework facilitating use of inputs and technology.	Lectures in the classes on institutional framework facilitating usage of inputs and technology in agriculture followed by discussion with smaller group of students for further clarification on each of the points taught in the class as well as clarifying any query by the students.	Class test, oral presentation, group discussion and assignment on this topic.
4 to 6	2	13	Students would be able to critically evaluate different policy instruments used and their impacts in the context of Indian agriculture.	There would be lectures in the classes on different policy instruments used in Indian agriculture and their effects. These lectures would be followed by interaction with smaller group of students for further clarification of each of the points taught.	Class tests, oral presentation, group discussion and assignments on this topic.
7 to 9	3	15	Students will understand evolving structure, policy instruments and dynamics of Indian industries, including public sector and MSMEs.	There would be lectures in the classes on the evolving structure of industries, different policies used, as well as on MSMEs and public sector. Lectures would be complemented by tutorials involving close interaction with small group of students.	Class tests, oral presentation, group discussion and assignments on this topic.
10 & 11	4	11	Students will understand financing pattern of Indian industries.	There would be lectures in the classes on industrial financing through SFCs, PIs, corporate debt market, bank finance, microfinance, FDI and FII. Lectures would be complemented by tutorials involving close interaction with small group of students.	Class tests, oral presentation, group discussion and assignments on this topic.
11 & 12	5	9	Students will understand the nuances of the service sector-led growth in India.	There would be detailed discussion on the growth and changes in the structure of service sector, including the role of	Class tests, oral presentation, group

				reforms in it. Lectures would be complemented by tutorials involving close interaction with small group of students.	discussion and assignments on this topic.
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**\*Assessment tasks listed here are indicative and may vary.**

**Keywords**

Agriculture, manufacturing, trade, services, finance, SME, productivity, green revolution, FDI.

**B.A. (VS) Small and Medium Enterprises**  
**Semester III**  
**Paper: SME 3.4**  
**Computer Concepts and Software Packages**  
**Skill Enhancement Course - (SEC) Credit:4**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 40**

**Course Objective (2-3)**

By the end of the semester each student will be able to:

- understand and appreciate the application of computers including their evolution and characteristics
- grasp and perform number system conversion
- understand the fundamental hardware components, memory storage devices and software aspect required to resolve everyday issues
- understand the importance of operating system and demonstrate the use of different services provided by an OS
- fully grasp the networking concepts including architecture and topology, Internet terminology and working efficiently on a web browser
- comprehend the need and used of MS-Office and demonstrate the use of software for the word processing, spreadsheet related tasks and presentations
- outline the latest development in the field of computers such as artificial intelligence, virtual reality and Information Systems.

**Course Learning Outcomes**

CO1: The student will be able to convert number system into any other number system with ease

CO2: Identify components of a computer system and use them appropriately to achieve a task

CO3: The student will be able to fully understand the importance of operating system and grasp its functioning

CO4: Grasp the significance and terminology of computer networking and Internet. The students can apply their comprehensive knowledge to real life situations

CO5: The students will be able to identify the required MS-Office component and apply the comprehensive knowledge to deliver the task

CO6: The student will be able to relate with the latest development in the field of computer and technology



## **Contents**

<b><u>Unit 1: Basic Concepts</u></b>	<b>05</b>
Meaning, characteristics and applications of a computer, advantages and limitations of a computer, classification of computers based on technology, application and size, generation of computers, meaning of Data, Information and Knowledge, Data types, data storage, data representation such as ASCII, number system conversion.	
<b><u>Unit 2: Components of Computers</u></b>	<b>05</b>
Hardware components: input devices, output devices, system unit, Software components: Application software: general purpose packaged software and tailor – made software, System software: operating system, interpreter, compiler, linker, loader, Memory Storage devices, Types of programming languages.	
<b><u>Unit 3: Operating System</u></b>	<b>05</b>
Need and functions of an operating system, graphic user interface and character user interface, types of operating system - (Batch Operating system, Real-time operating system, Time sharing operating system, distributed operating system and Multiprogramming operating system)	
Windows environment: application and document, Windows interface such as icons, lists, menus, dialog box, etc., Desktop, control panel, system tools, utilities such as calculator, calendar, etc., Explorer: file types, attributes, names, folders, drives, devices, File functions: create, open, close, delete, rename, move, cut, copy, paste, etc.	
<b><u>Unit 4: Introduction to Networks and Internet</u></b>	<b>07</b>
Meaning and types of networks - LAN, MAN and WAN, network topologies, network architecture, Internet, difference between internet and intranet, Basics: functions, growth, anatomy, uses, wireless and Wi-Fi, Internet services: ISP, types of accounts, World Wide Web: websites file transfer, browsing, searching, network and Internet terminology	
<b><u>Unit 5: Office Applications</u></b>	<b>13</b>
Meaning and applications of word processing, spreadsheets and presentation, MS word: formatting text, writing basic document using word, Header and Footer, page formatting, paragraph formatting, saving a document, printing a document. Mail Merge MS excel: creating a workbook, saving a workbook, editing a workbook, creating a series, use of basic formulae in Excel, sorting data, creating simple charts, use of functions in Excel: Mathematical, Logical- IF, AND, OR, NOT, Statistical. Application of Excel: Payroll, Basic Lease statement, Loan statement. MS PowerPoint: create animation of text, creating simple presentation including slide transitions, bullets etc.	
<b><u>Unit 6: Latest developments</u></b>	<b>05</b>
Internet of things, Artificial Intelligence and virtual Reality, Meaning of Information systems, Types of IS-MIS, DSS, TPS	

## Practical

**Time: 60 Minutes**

**Maximum Marks: 25**

Description of Question	Marks	Time Allowed
Lab questions testing various concepts MS-Word, MS-PowerPoint and MS-Excel as mentioned in Unit V (Office Applications) <b>ONLY</b>	25	60 minutes

- There is no Internal Assessment in the practical component of this paper.

### References:

1. Computer Fundamentals and Essential Tools by H N Tiwari and Hem Chand Jai
2. Computer Applications in Business by Dr. Sushila Madan, Scholar Tech Press

### Additional Resources:

1. Computer Fundamentals by Dr. Anita Goel, Pearson Publication.
2. Microsoft Office 2010 by Bittu Kumar, V&S Publishers

## Teaching Learning Process, Assessment Methods and Teaching Plan

Week	Unit Number	Hours	Unit Name	Learning Outcome	Teaching Learning Process	Assessment Methods
1.25	1	5	Basic Concepts	The student will be able to convert number system into any other number system with ease	A general overview is undertaken on the basic concepts of computer	The assessment methods such as tests, assignments must identify the academic and professional skills in the students
1.25	2	5	Components of Computers	Identify components of a computer system and use them	A thorough discussion is undertaken to demonstrate the	A combination of MCQs and assignments can be used to

				appropriately to achieve a task	functioning of a computer system. The student can understand the functioning of a computer system	assess the students' understanding
1.25	3	5	Operating System	The student will be able to fully understand the importance of operating system and grasp its functioning	Discussion is encouraged amongst the students so as to recognize the importance of an operating system in a computing environment.	Open-book and closed book tests along with viva voce
1.75	4	7	Introduction to Networks and Internet	Grasp the significance and terminology of computer networking and Internet. The students can apply their comprehensive knowledge to real life situations	An overview is given into the vast world of networking and Internet. Examples are discussed and demonstrated through PPTs so that the student can understand the importance of networking	Case study analysis and reports
3.25	5	13	Office Applications	The students will be able to identify the required MS-Office component and apply the comprehensive knowledge to deliver the task	Practical application of MS-Office is demonstrated in a lab environment and the student is encouraged to implement case studies	Practical assignments, observation and evaluation of practical skills
1.25	6	5	Latest Developments	The student will be able to relate with the latest development in the field of computer and technology	A Discussion is undertaken to discuss the latest developments and examples are discussed through PPTs, case studies, etc.	MCQs and viva voce

**\*Assessment methods listed here are indicative and may vary**

### **Keywords**

Data, Information, Knowledge, number conversion, hardware, system software, application software, operating system, network, Internet, artificial intelligence, Information Systems

**B.A. (VS) Small and Medium Enterprises**  
**Semester IV**  
**Paper: SME 4.1**  
**MIL II/ English II**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Small and Medium Enterprises**  
**Semester III**  
**Paper: SME 4.2**  
**MSMEs Policy Framework**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective**

To familiarize students with the different policies applicable to MSMEs and their implications on MSMEs.

**Course Learning Outcomes**

CO1: Students will be acquainted with the concept Policy environment for small scale sector and new policy measures

CO2: Students will gain knowledge about reservation of items for SSI and de-reservation of items Students will understand governments purchase preference policy for SSI

CO3: Students will get in depth knowledge about policy of priority credit, OCTEI. Students will gather information about Technology Bureau for small enterprises

CO4: Students will be aware of the Need for tax holiday, concession to SSI in rural and backward areas

CO5: Students will have broad prospective about sickness in SSI units, export promotion zones and SEZs

**Content**

Unit 1: 10  
Policy Environment for Small Scale Sector, Pre and Post 1991 Industrial Policy, New Policy Measures, Reports of various Working Groups on SSIs: Kohli Committee 2,000, Ganguly Committee 2004.

Unit 2: 10  
Policy Support Mechanism: Reservation of Items for Small Scale Industries, Rationale, Procedures, Criticism, De-reservation, Removal of Quantity Restrictions, Government's Purchase Preferences Policy for Small Industries Products, Price Preference Policy for SSI products.

Unit 3: 10  
Policy of Priority Credit, Equity Participation, Equity issues of small enterprises through OCTEI, Policy of Technology Upgradation in small enterprises, Technology Bureau for Small Enterprises.

Unit 4: 10  
Taxation Benefit to SSI: Need for tax benefits, Tax Holiday, Rehabilitation Allowances, Expenditure on Scientific Research, Amortization of certain Preliminary Expenses, Tax concession to SSI in rural and backward areas, Expenditure on acquisition of Patents and Copyrights.

Unit 5: 10  
Policy on Handling Sickness in Small Industries: Causes and consequences of Sickness, Measures to prevent sickness in small units

Unit 6: 10  
Measures for Export Promotion: Export Processing Zones (EPZs), Special Economic Zones (SEZ), Measures for Export Promotion, Organizational support for Export Promotion

### References

1. Personal Finance by Jack R. Kapoor, Les R. Dlabay and Robert J. Hughes, Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Personal Finance columns in The Economic Times, The Business Line and Financial Express Daily News Papers
3. Kothari Committee Report
4. SSI Policy
5. Sick Industries Companies Act'
6. [www.iasb.org](http://www.iasb.org)
7. Internet Sources- BSE, NSE, SEBI, RBI, IRDA, AMFI etc

### Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching Learning Process	Assessment Methods
2	1	10	Students will be acquainted with the concept Policy environment for small scale sector and new policy measures	Discussion on the Policy Environment for Small Scale Sector, Pre and Post 1991 Industrial Policy, New Policy Measures, Reports of various Working Groups on SSIs: Kothari Committee 2,000, Ganguly Committee 2004.	Presentations on pre and post 1991 industrial policy.  Case studies on policy environment for small scale sector
2	2	10	Students will gain knowledge about reservation of items for SSI and de-reservation of items. Students will understand governments purchase preference policy for SSI	Lecture and PPT to discuss the various items of SSI on Reservation Procedures, Criticism, De-reservation and Government Purchase Preferences Policy for Small Industries Products, Price Preference Policy for SSI products.	Multiple choice questions and students presentation
2	3	10	Students will get in depth knowledge about	Lectures and PPT on Policy of Priority Credit, OCTEI, Policy of	Quiz on the concepts of policy of priority credit , equity participation and functions of OCTEI

			policy of priority credit OCTEI.  Students will gather information about Technology Bureau for small enterprises	Technology Upgradation in small enterprises,	
2	4	10	Students will be aware of the need for tax holiday , concession to SSI in rural and backward areas	Lectures on need for tax benefits, Tax Holiday, Rehabilitation, Tax concession to SSI in rural and backward areas,	Class test focusing on short notes and definitions
2	5	10	Students will have broad prospective about sickness in SSI units, export promotion zones and SEZs	Lectures and PPT on Sickness, Measures to prevent sickness in small units Measures for EPZs, SEZ, Export Promotion	Case studies on industrial sickness.  Presentation on EPZs, SEZs
2	6	10	Students will gain knowledge of Export Processing Zones (EPZs) and Special Economic Zones (SEZ)	Lecture and PPT on Export Processing Zones (EPZs) and Special Economic Zones (SEZ)	Class Test

**\*Assessment methods listed here are indicative and may vary**

Keywords

Industrial Policy, OTCEI, Tax holidays, Export processing zone, Special economic zones

**B.A. (VS) Small and Medium Enterprises**  
**Semester IV**  
**Paper: SME 4.3**  
**Labour and Development in India**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The course is designed to equip the students with conceptual, empirical and legal issues with special reference to India. the focus of the course would be on the changing profile and position of labour in modern India and the specific problems in the post reform period. The role of state, nation and international labour organisations will be emphasized.

**Course Learning Outcomes**

CO1: The course will help students to understand basic theories of Labour market and Identify features and challenges of India's labour market

CO2: The course will inculcate a deep understanding regarding evolution of labour market and it will enable students to identify different forms of labour and also this unit provide knowledge about various labour laws associated with these forms of labour

CO3: The course will provide knowledge about the evolution of trade union movement in India and learners will be able to analyse the role of trade unions in the changing economic environment of the country

CO4: The course enables students to Identify the state intervention in labour market in the form of administration machinery, national commission on labour, Dispute settlement mechanism and Labour regulation.

CO5: This unit intends the learner to gain knowledge in the role of international agencies in setting labour standards in India

**Contents**

**Unit 1: Economics of labour market** 12

1.1 Wage rate determination in labour market: Labour Demand, Labour Supply, Determination of wages, Minimum wage laws, Minimum wage legislation

1.2 India's labour market

a) Employment and unemployment: Concepts, measurement, trends and types of unemployment

b) Dynamics of economic and occupational structure: Growing importance of tertiary sector

**Unit 2: Forms of labour** 18

2.1 Evolution of Labour market in India:

a) Pre- colonial pattern of Industrial Development

b) Post-colonial Pattern of Development: Industrialisation, Planning and achievements



## 2.2 Types of labour and associated labour legislation

- a) Organised and unorganised labour
- b) Rural Labour
- c) Migrant Labour
- d) Bonded labour
- e) Women and child labour

### **Unit:3 Labour protest and Trade union movement**

12

3.1 Evolution and growth of trade union movement in India- Pre and post-independence period

3.2 Forms of Industrial action and Labour Protests

(Forms of Industrial action, Types of Disputes, Causes of Industrial disputes, Industrial Dispute act 1947, Modes of Protest)

### **Unit:4 State and Labour**

12

4.1 a) Labour Administration – Union government and state government Machinery

b) Mechanism of Dispute settlement: Arbitration, Adjudication and other methods of dispute settlements

4.2 Regulation of Labour

(Factories act, Employees State Insurance act, Worker's compensation act etc.)

4.3 Role of the state in skill formation

### **Unit 5: International Labour Organisation**

06

a) Structure and role of ILO

b) ILO programmes in India

### **References**

1. Mankiw, Principles of Economics, Cengage learning, 6th edition
2. Case, Karl E, and Fair, Ray, Principles of Economics, Pearson 8th edition
3. India Labour and employment Report 2014: Institute of Human development, Academic Foundation
4. Uma Kapila, Indian economy: Performance and Policies, Academic Foundation, latest edition
5. Uma Kapila, Indian economy since independence, Academic Foundation, Latest edition
6. Thirthankar Roy, the Economic history of India 1857-1947, Oxford Publication, second edition, (Chapter6: small scale industry, Chapter7: large scale Industry)
7. UNICEF Report, Overview of Internal Migration in India
8. Ravi.S. Srivastava, Bonded Labour in India: its incidence and pattern- working paper ILO
9. Shervick, Women's labour force participation in India: Why is it low? - ILO
10. Azadeh Barati, Rooh ollah Arab & Seyed Saadat Masoumi, Challenges and problems faced by women workers in India.
11. Majnu, Women in Unorganised sector: problems and issues in India, International Journal of Applied Research 2017
12. Organising the unorganised- IGNOU BLD 102(2004)
13. P N Singh and Neerja Kumar, Employee relations management, Pearson
14. Sinha, PRN, Sinha, Indu bala and shekhar, Seema Priyadarshini, Industrial Relations, Trade Unions and Labour legislation, Pearson
15. J.P. Sharma, Simplified Approach to Labour Laws, Bharat Law House

### Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit no.	Hours	Course learning Outcomes	Teaching Learning Process	Assessment Methods
1-3 week	1.	12	The course will help students to understand basic theories of Labour market and identify features and challenges of India's labour market	Delivery of lectures. Providing theoretical understanding of Labour market, creating an understanding regarding the concepts of employment and unemployment, its measurement by looking in to secondary Labour Data. This will be followed with interactive discussion with students to improve their understanding of the topics.	Asking students oral questions in the class, preparation of assignments and class test.
4-6	2.	18	The course will inculcate a deep understanding regarding evolution of labour market and enable students to identify different forms of labour and provide knowledge about various labour laws associated with these forms of labour	Delivery of lectures explaining evolution of labour market, types of labour market and relevant labour market legislation. Interactive discussion with students to improve their understanding of the topics.	Asking students oral questions in the class, classroom presentation. Class tests.
7-8	3.	12	Provide knowledge about the evolution of trade union movement in India and learn to analyse the role of trade unions in the changing economic environment of the country.	Delivery of lectures explaining evolution and growth of Trade union movement, different forms of Industrial action, and Labour protests. a group Discussion may follow the lectures	Asking students oral questions in the class, preparation of assignments.
9-11	4.	12	The course enables students to Identify the state intervention in labour market in the form of administration machinery, national commission on labour	Delivery of lectures explaining the state intervention in labour market in the form of labour administration machinery, mechanism of settling labour disputes and labour regulation measures. The	Asking students oral questions in the class, conducting class test on the topics.

			and Dispute settlement mechanism	lectures may be conducted through power point presentation	
12	5.	6	This unit intends the learner to gain knowledge in the role of international agencies in setting labour standards in India	Delivery of lectures explaining the role of international Labour organisation in setting labour standards. A discussion on the organisational structure and influence of ILO on Indian labour legislation	Asking students oral questions in the class. Conducting class test on the topic

**\*Assessment methods listed here are indicative and may vary**

### **Keywords**

Unit 1. Labour markets, equilibrium wage, labour demand, labour supply, wage floor, minimum wage, Employment, unemployment, occupational structure, service sector, participation rate

Unit2. Economic Development, Industrial development, Economic planning, Organised workers Unorganised workers, Bonded labour, migration, Rural labour,

Unit 3. labour protest, Trade Unions, labour disputes, arbitration, adjudication, industrial action.

Unit4. labour administration, labour regulation

Unit 5. Labour policy, International labour organisation, Globalisation.

**B.A. (VS) Small and Medium Enterprises**  
**Semester IV**  
**Paper: SME 4.4**  
**Business Communication and Personality Development**  
**Skill Enhancement Course - (SEC) Credit:4**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 48**

**Course Objective (2-3)**

To equip students of the B.A(VS) course to effectively acquire skills in reading, writing, comprehension and business communication, as also to use electronic media for business communication.

**Course Learning Outcomes**

The course on Business Communication and Personality Development will help the learner to exhibit the following competencies and skills:

CO1: Enhanced knowledge of the Theory of Communication leading to a more adequate understanding of the nature and process of communication.

CO2: Demonstrate enhanced skills in reading, writing, comprehension, communication and speech. Deeper familiarity with different types of business correspondence, better writing skills and knowledge of various types of formal and informal communication including emails and social media generally employed in work spaces.

CO3: Familiarity with different types of reports and the process of planning and writing.

CO4: Suitable use of language and communication skills specifically within professional spaces. Enhanced verbal skills, improved vocabulary and grammar enhancing error free usage.

**Content**

Unit 1: 04  
Nature of Communication, Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication, Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.

Unit 2: 08  
Business Correspondence: Letter Writing, presentation, inviting quotations, Sending quotations, Placing orders, inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter -office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

Unit 3: 04  
Report Writing Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports. Vocabulary Words often confused, Words often misspelt, common errors in English.

Unit 4: 12  
Business Etiquettes, Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone, Handling business meetings, Role play on selected topics with case analysis and real life experiences. Aids to correct Business writing, Practical Grammar (basic Fundamentals), Sentence Errors-Punctuation, Vocabulary building.

Unit 5: 20  
Oral Presentation, Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. How to make a presentation, the various presentation tools, along with guidelines of effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, art of effective listening. Leadership – quality of a leader, leadership quiz with case study, knowing your skills and abilities. Introduction to group discussion techniques with debate and extempore, increase your professionalism. Audio Video recording and dialogue sessions on current topics, economy, education system, environment, politics.

## References

1. R. C Bhatia. *Business Communication*. Ane Books Pvt Ltd, New Delhi
2. Department of English, University of Delhi. 2009. *Business English*. New Delhi: Pearson Publication, 2011.
3. Scot, O. *Contemporary Business Communication*. Biztantra, New Delhi
4. Cholij, Mark and Geetha Nagaraj. *English Basics: A Companion to Grammar and Writing*. Cambridge, UK: Cambridge UP, 2004.
5. Tickoo M.L, A.E. Subramaniam and P. R. Subramaniam. *Intermediate Grammar, Usage and Composition*. 1976. New Delhi: Orient Blackswan, 2012
6. Lesikar, R.V & Flatley, M.E. *Basic Business Communication Skills for Empowering the Internet Generation*. Tata McGraw Hill Publishing Co Ltd. New Delhi
7. McGraw E.H., S.J. *Basic Managerial Skills for All*. Fourth Edn. Prentice Hall of India Pvt. Ltd, New Delhi.
8. Lesikar, R.V. & Flatley, M.E.; *Basic Business Communication Skills for Empowering the Internet Generation*, Tata McGraw Hill Publishing Company Ltd. New Delhi.
9. Bovee, and Thill, *Business Communication Today*, Pearson Education
10. Shirley Taylor, *Communication for Business*, Pearson Education
11. Locker and Kaczmarek, *Business Communication: Building Critical Skills*, TMH
12. Sinha, K.K., *Business Communication*, Galgotia and Sons, New Delhi.
13. Reuben, Ray; *Communication today – understanding creating skills*, Himalaya Publishing House, 2001.
14. E. H. McGraw, S. J.; *Basic Managerial Skills for All*. Fourth Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
15. Stephen R. Covey; *The seven habits of highly effective people*

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit no.	Hours	Course Learning Outcome	Teaching Learning Process	Assessment Methods
1	1.	04	Students would be able to demonstrate basic understanding of what is communication. They would also be able to identify and analyse various forms of communication and barriers to communication.	Interactive lectures aim at introducing students to theory of communication which involves a study of nature, processes, and importance of communication. Thorough discussions provide an in-depth study of different kinds of communication (for example, formal and informal, verbal and non-verbal) and how to express oneself most efficiently depending on the context. Detailed discussion upon possible barriers to communication and how to overcome them. The lectures make ample use to power point presentations, medias, and libraries to make classroom interactions more engaging for the students.	Quiz  Class tests  Presentations  Assignments
2	2.	08	Demonstrate enhanced skills in reading, writing, comprehension, communication and speech.  Deeper familiarity with different types of business correspondence, better writing skills and knowledge of various types of formal and informal communication including emails and social media generally employed in work spaces.	Introducing students to the theory aspect and enable them to learn and understand the various structures and formats of business correspondences such as letters, presentation, quotation, sales letters, claim and adjustment letters, memos, agenda, minutes, resume, etc. Enable them to understand their applications and facilitate the students in drafting various business correspondences through classroom exercises and assignments. The lectures will include use of power point presentations,	Exercises  Class tests  Presentations  Assignments

				reference books, real time examples.	
1	3.	04	Familiarity with different types of reports and the process of planning and writing.	Introducing students to fundamentals of report writing, types of reports, their importance and applications. The lectures will include use of power point presentations, reference books, real time examples, classroom exercises.	Exercises  Class tests  Presentation  Assignments
3	4.	12	Students would learn appropriate non-verbal communication and would be equipped with skills and practical training on how to hold conversations on telephone, in person, or through emails. They would also be able to establish an understanding of fundamentals of practical grammar and develop a sufficiently strong vocabulary. Enhanced verbal skills, improved vocabulary and grammar enhancing error free usage.	Lectures are more practical and aim to acquaint students to nonverbal communication which involves development of appropriate body language and etiquettes. Role play on selected topics with case analysis of real life experiences aids students to learn etiquettes of the written word, of the telephone, and how to hold business meetings. Theoretical discussion on fundamentals of grammar, challenges with syntax, sentence formation, and punctuation is followed by interactive exercises and language games to train students in usage of practical grammar and to build a strong vocabulary. Learning activities include word games like cups and letters, make a connection, two word charade, etc.	Quiz  Presentations  Role plays  Class tests containing multiple choice questions and grammatical exercises  Assignments
5	5.	20	Greater acquaintance with soft skills including social and professional etiquette leading to personality development and increased confidence. Recognition of and need for leadership qualities in a globalized	Lecture on the fundamentals and structure of presentation, presentation skills, usage of presentation tools, multimedia and usage of vocabulary and grammar while preparing and presenting	Quiz  Class tests

			work space and the necessity of developing these for success in the professional field. Improve speaking abilities through participation in group discussions and oral presentations.	<p>presentation. Classroom exercises on oral presentation and group discussion will be facilitated for students to participate.</p> <p>Lecture on leadership, qualities of a leader will be conducted with case studies of current and renowned leaders.</p> <p>Lecture resource will compose of reference books, PowerPoint presentation and classroom exercises.</p>	<p>Presentations</p> <p>Assignments</p>
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**\*Assessment methods listed here are indicative and may vary**

**Keywords**

Communication, Process, Types, Verbal-Non-Verbal, Barriers, Business Correspondence, Tenders, Memos, Resumes, Report Writing, Business Etiquettes, Personality development, Basic grammar, Vocabulary, Effective Presentation, Visual aids, Presentation tools, Leadership skills



**B.A. (VS) Small and Medium Enterprises**  
**Semester IV**  
**Paper: SME 5.1**  
**Financial Management in MSMEs**  
**Elective Core-Discipline Based - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective**

To familiarize the students with the concepts of financial management in the MSMEs and their use.

**Course Learning Outcomes**

CO1: Student will be able to provide knowledge about financial management concept and role a financial manager plays in an organisation.

CO2: Student will be able to assess the cost of capital for different sources of finance and provide a thorough knowledge of capital structure theories

CO3: Student will be able to explain finance requirements and recognising the best source for the business.

CO4: Student will be able to develop skills to make various financing decisions using Break even analysis, EBIT, indifference point and profitability ratios.

CO5: Student will be able to inculcate knowledge about different kinds of risks involved and skills required to mitigate them.

**Contents**

<u>Unit 1:</u> Financial Management- Nature, scope, objectives and significance, Time Value of Money	15
<u>Unit 2:</u> Project Appraisal Techniques – Traditional Technique – Payback Period, Average rate of return (ARR), Modern techniques- Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index (PI)	20
<u>Unit 3:</u> Cost of capital and capital structure. Financial Planning, Estimation of Financial Requirements, Sources of Finance: Internal sources and External sources of Financing including Term Loans and Financial Accommodation from Financial Institutions, Venture Capital Private Equity, Crowd Funding, Operating and Financial Leverage, EBIT-EPS Analysis.	10
<u>Unit 4:</u> Working Capital Management: Concept, Importance. Estimation of Working Capital, Cash Management, Inventory Management, Receivables Management.	10

Profitability Analysis: Profit Planning, Factors Affecting Profits, Break Even Analysis, Profitability Ratios, Cash Flow Statement.

### References

1. Singh, Surender and Kaur, Rajeev. *Basic Financial Management* Mayur Paperbacks, New Delhi
2. S.N. Maheshwari, *Management Accounting & Financial Analysis* S. Chand & Sons
3. S.C. Kuchhal, *Financial Management*, Vikas Publishing House
4. Steward C. Myers, Richard A. Brealey *Principles of Corporate Finance* (International Edition)
5. M.Y. Khan & R.K. Jain "Financial Management Text & Problems" Tata McGraw
6. 6. Khatri, P.V. & Verma S. *Management Accounting 2011*, Global Vision Publishing House

### Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching Learning Process	Assessment Methods
1 to 3	1	15	To enable the students to answer the following questions: What is financial management? What role does a financial manager play in an organization? How has this concept evolved so as to recognise the importance of the objective of wealth maximization over profit maximization? How to make capital budgeting decisions using techniques such as, NPV, IRR, payback period, profitability index, etc?	Lecture and PPTs to discuss basic concepts of financial management and capital budgeting	Class test
4 to 7	2	20	What is the cost of capital for different sources of finance? What are the theories of capital structure i.e. net income approach, net operating income approach, traditional approach, MM hypothesis? What are the different elements of working capital i.e. optimal cash balance, credit control methods & inventory control techniques?	Lecture and PPTs to discuss capital structure, working capital and budgeting	MCQs test

			What are the different types of budgets and their importance?		
8 & 9	3	10	How to estimate finance requirements & recognizing best sources of finance?	Lecture on sources of finance	Student PPTs
10 & 11	4	10	How to make financing decisions using Breakeven analysis, EBIT and indifference point and profitability ratios? What is cash flow statement and how is it used?	Lecture on profitability analysis	Questing & answering in class
12	5	05	What are the different types of risks? How to mitigate risk?	Discussion on risk	Assignment

**\*Assessment methods listed here are indicative and may vary**

Keywords

Financial Management, Financial Planning, Crowd Funding, Break Even Analysis, Venture Capital

**B.A. (VS) Small and Medium Enterprises**  
**Semester V**  
**Paper: SME 5.2**  
**Internship Project / Project**  
**Elective Core – Generic (GE) Credit:6**

**(2 Lectures+2 Tutorials per week per group+ 2 hours of field/library work per week)**

**Course Objective (2-3)**

The objective of the course is to provide basic and hands on understanding of the issues facing business and industry. The course acquaints the student with the practical aspects of the vocational specialisation. This is an opportunity for the student to become familiar with industry practices related to the vocation that supplement classroom teaching. Also, working on a project enables the student to focus on the contemporary problems and challenges facing the industry.

Each student of a vocational course shall undergo practical internship of four weeks during the vacation in any approved business/ industrial/ government/ service organisation. The objective of this training is to get acquainted with the industrial/ business working environment. After completion of the training the student is required to submit a training report at the end of the semester. The student is also required to submit a performance certificate from the company/ organisation where she/he undertook the training.

The whole course is divided into two parts: -

**Part A**

It will provide the theoretical knowledge about research methods, data analysis, interpretation of data, report writing etc. This component of the course carries 50 marks (38 theory + 12 Internal Assessment).

**Part B**

It will comprise the internship/ project report and also carries 50 marks. It will be evaluated by two examiners one internal and one external. The exact date of submission of the Report will be notified by the college. Alternatively, if it is not possible to do industrial internship, the students will prepare a project report on a topic assigned to her/ him by the college. The project report will be evaluated as above.

**Course Learning Outcomes**

**Part A-**

CO1: Imparting knowledge about the basics of research-objectives, types, approaches, process and problems encountered in research

CO2: Develop the learning to define a research problem, facilitate understanding of sampling, data collection, construction of questionnaire

CO3: Develop an understanding of the basic tools of data analysis- Parametric & non parametric tests, interpretation of results & presentation.

CO4: Imparting learning of different aspects of report writing, process, contents of a report and referencing

**Part B-**

CO5: Prepare a project report relating to a well-defined area of research problem identified by the student

**Part A: Theory-Business Research Methodology**

**Max. Marks: 50**

**Time Duration: 2 Hours**

**Total Lectures: 24**

<u>Unit 1:</u> Introduction: Research: meaning, objectives, types, approaches, significance, methods, process, criteria of good research, problems encountered	04
<u>Unit 2:</u> Selecting and defining the research problem; literature Review; Research & Sampling design; Measurement & Data collection (primary & secondary); construction of questionnaire	06
<u>Unit 3:</u> Parametric & non parametric tests (basic understanding); Data Analysis (central tendency, dispersion, correlation, t test, f test, z test), interpretation of results & presentation	10
<u>Unit 4:</u> Report writing: significance, steps, layout, types of Reports, contents, Referencing	04

**Part B: Internship/ Project Report**

**Max Marks 50**

It will comprise the internship/ project report and also carries 50 marks. It will be evaluated by two examiners one internal and one external. The exact date of submission of the Report will be notified by the college. Alternatively, if it is not possible to do industrial internship, the students will prepare a project report on a topic assigned to her/ him by the college. The project report will be evaluated as above.

## References

1. Kothari CR & Garg Gaurav (2019) Research Methodology: Methods & Techniques, New Age International Publishers.
2. Chawla Deepak & Sodhi Neena (Kindle edn) Research Methodology: Concept & cases 2<sup>nd</sup> edn, Vikas Publishing House Pvt. Ltd.
3. Kumar Ranjit (2014) A step by step guide for beginners, Sage Publications
4. Kiran Pandya, Smruti Bulsari, Sanjay Sinha (2011 kindle edition), SPSS in simple steps, dreamtech Press

## Teaching Learning Process, Assessment Method and Teaching Plan

Unit no.	Course Learning Outcomes	Teaching Learning Process	Assessment Methods
<b>Part A</b>			
1.(2 weeks)	Imparting knowledge about the basics of research-objectives, types, approaches, process and problems encountered in research	Delivery of lectures to explain the basics of research- explaining objectives, its types and approaches and the overall research process	Students' learning will be facilitated by asking oral questions in the class, class interaction and participation
2.(3 weeks)	Develop the understanding to define a research problem, facilitate understanding of sampling, data collection, construction of questionnaire	Lecture method combined with Power Point presentation. Specific research papers to be discussed in class to build an understanding.	Student to be asked to read specific research papers. Assignment related to relevant topics to be given to students.
3.(5 weeks)	Develop an understanding of the basic tools of data analysis- Parametric & non parametric tests, interpretation of results & presentation.	Delivery of Lectures to explain the various tests used to analyse different data types, interpretation of results and presentation. This will be followed by student interaction to improve their understanding of the topics.	Giving practical problems to students for hands- on learning experience (working with quantitative data)
4.(2 weeks)	Imparting learning of different aspects of report writing, process, contents of a report and referencing	Lectures method combined with discussions, case studies, virtual tools like presentation to be used to build an understanding of various aspects of report writing	Asking students questions in the class, one to one interaction to assess their basic understanding with regard to research problems
<b>Part B</b>			
5.(12 weeks)	Prepare a project report relating to a well-defined area of research problem identified by the student and approved by the supervisor	Discussions, one to one interaction with students in tutorial groups to be undertaken to help them identify research areas, research gaps and topic for project reports	Continuous feedback and progress to be assessed during the course of the projects. Project reports to be evaluated at the end of the term by two examiners i.e. one

			internal and one external.
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**Key words:**

- Unit 1: Research Problem, Research gap, objectives
- Unit 2: Literature Review, Sampling design, primary data, secondary data, questionnaire
- Unit 3: Data Analysis, Interpretation, Descriptive statistics
- Unit 4: Report writing, Referencing

**B.A. (VS) Small and Medium Enterprises**  
**Semester V**  
**Paper: SME 5.3.1**  
**Financial Accounting**  
**Elective Core – Generic (GE) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The objective of the course is to make the students familiar with the basic theory, concepts and practices of financial accounting. It aims to enable the students to understand the techniques for preparing accounts in different business organizations excluding corporate entities.

**Course Learning Outcomes**

After completing the course, the students will be able to:

CO1: Understand the theoretical and practical framework of financial accounting and to acquire a basic understanding of IFRS, Ind-AS and latest Accounting Standards.

CO2: Understand the concept of Consignment, Joint Venture, Inland Branches and Hire-purchase transactions and learn the techniques of preparing accounts under each of these cases.

CO3: Develop understanding of Depreciation Accounting as per AS-10 (PPE) .

CO4: Explain the concept of Partnership and preparation of accounts for reconstruction as well as dissolution of partnership firms.

CO5: Analyse the financial statements by preparing common size Balance Sheet, calculating various ratios and preparing Cash Flow statement.

**Concepts**

**Unit 1: Introduction to Accounting 12**

Financial Accounting: Nature, scope and limitations. Generally Accepted Accounting Principles (GAAP). Basic Concepts and Conventions, Accounting Standards: Meaning, Significance. IFRS and IndAS.

Accounting Process: From recording of transactions to preparation of final accounts.

Rectification of errors. Bank Reconciliation statement.

**Unit 2: Accounting for Consignment, Joint venture and inland branches 12**

(i) Consignments: Features, Accounting treatment in the books of the consignor and consignee.

(ii) Accounting for Joint Ventures. When separate set of books are maintained. When records are maintained by a co-venturer of:

(a) all transactions

(b) only his own transactions. (Memorandum joint venture account).

(iii) Accounting for Inland Branches (Dependent branches only). Ascertainment of Profit by Debtors method and Stock and Debtors method.



**Unit 3: Depreciation Accounting and accounting for Hire purchase transactions** 12

(i) Depreciation Accounting. Meaning of depreciation. Causes and need for providing depreciation. Accounting treatment including provision for depreciation accounting. Straight line method and diminishing balance method of charging depreciation.

AS 10. Concept of cost model and revaluation model.

(ii) Accounting for Hire Purchase Transactions. Journal entries and ledger accounts in the books of Hire Vendor and Hire Purchaser for large value items, including Default and repossession.

**Unit 4: Partnership** 12

Admission, Retirement, Dissolution of Partnership Firms: Legal Position, Accounting for simple dissolution.

**Unit 5: Managerial decision making** 12

Analysis of financial statements, Common size balance sheet, Ratio analysis, Cash Flow statement.

**References**

1. J.R. Monga, Basic Financial Accounting, MKM Publication pvt ltd, Darya Gang, New Delhi
2. S.N. Maheshwari ,Suneel K Maheshwari,Sharad K Maheshwari; Introduction to Accountancy, Vikas Publications, New Delhi.
3. R. Narayana Swamy, "Financial Accounting" PHI Pvt., New Delhi
4. P.C. Tulsian, Financial Accounting, Tata McGraw Hill, New Delhi

**Additional References:**

1. Charles T. Horngren, Gart L.Sundem, J.A. Elliot, D.R. Philbrick, Introduction to Financial Accounting, Pearson.
2. T.S Grewal, Introduction to Accounting, S. Chand and Co., New Delhi.
3. Ashok Sehgal and Deepak Sehgal, Fundamentals of Financial Accounting, Taxmann, New Delhi
4. S.P. Jain and K.L. Narang, Advanced Accounting, Kalyani Publishers New Delhi
5. T Naseem Ahmed, Nawab Ali Khan, M.L. Gupta, Financial Accounting, Ane Books Pvt. Ltd. New Delhi

**Teaching Learning Process, Assessment Method and Teaching Plan**

Weekly Schedule	Unit No.	Hours	Course Learning Outcomes	Teaching Learning Outcomes	Assessment Methods
2.4	1	12	Students will understand the theoretical and practical framework of financial accounting and acquire a basic understanding of IFRS,	Class lectures about basics of accounting and accounting process.  Interactive discussion about Generally Accepted	Home Assignment, Student presentation.

			Ind-AS and latest Accounting Standards	Accounting Principles, concepts, conventions and standards.	
2.4	2	12	Students will understand the concept of Consignment, Joint Venture, Inland Branches and Hire-purchase transactions and learn the techniques of preparing accounts under each of these cases.	Class lectures with the help of illustrations and numerical problems.	Home assignment, Class Test with numerical problems.
2.4	3	12	Students will develop an understanding of Depreciation Accounting as per AS-10 ( PPE).	Lectures and class discussion about depreciation and different methods of depreciation. Numerical illustrations will be given.	Home assignment, Oral Test
2.4	4	12	Students will comprehend the concept of Partnership and preparation of accounts for reconstruction as well as dissolution of partnership firms.	Class lectures, interactive discussions, presentations and solving of numerical.	Home assignment, Quiz and MCQs
2.4	5	12	Students will understand how to prepare common size Balance Sheet, calculate various ratios, prepare Cash Flow Statement and analyze Financial Statements	Lectures will be supplemented with case studies and examples of analyses of Profit and Loss Account and Balance Sheet of actual companies.	Home assignment, Class Test with numerical.

**\*Assessment tasks listed here are indicative and may vary.**

### **Keywords**

Assets, Liabilities, Profit, Transactions, Journal Entry, Ledger account, Consignment, Hire-purchase, Joint Venture, Partnership, Branch.

**B.A. (VS) Small and Medium Enterprises**  
**Semester V**  
**Paper: SME 5. 3.2**  
**Corporate Laws**  
**Elective Core – Generic (GE) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective**

- To introduce students to the legal nature, structure and functioning of a company and encouraging students to develop basic understanding of case laws and regulatory framework in corporate practice.
- To provide comprehensive knowledge and understanding of the provisions of Companies Act, 2013.
- To provide students' knowledge of fundamental topics in company law including the inferences of separate corporate identity, limited liability, role and legal duties of promoters, board of directors and legal relationship with its various stakeholders.
- To provide basic understanding of Insolvency and Bankruptcy Code, 2016, regarding winding up of the corporate entities.

**Course Learning Outcomes**

After completing this course, the learners would be able to:

CO1: acquire knowledge about regulatory framework, legal structure, functioning, classification and online incorporation of a company and apply legal reasoning to analyse relevant case laws.

CO2: explain basic legal documents to be prepared by company and their significance and describe the importance of online filing of documents.

CO3: understand the concept of allotment of shares, rights and duties of shareholders of company along with developing understanding of dematerialization of securities.

CO4: acquire knowledge of the role and legal duties of key managerial personnel of a company and their interrelationship with the shareholders accompanied with the knowledge about provisions regarding convening and conducting of company meetings.

CO5: comprehend various modes of company's winding up and relate to the provisions of Insolvency and Bankruptcy code, 2016

**Contents**

**Unit 1: Introduction**

12

Characteristics of a company; concept of lifting of corporate veil; Types of companies including private and public company, government company, foreign company, holding and subsidiary company, one-person company, small company, producer company, association not for profit, illegal association; Formation of company, Promoters and their legal position, pre-incorporation contract, online registration of a company.

**Unit 2: Documents** 12  
Memorandum of association, articles of association, Alteration and doctrine of ultra vires, doctrine of constructive notice and Indoor Management, prospectus, shelf prospectus and red herring prospectus, misstatement in a prospectus; Book Building process, Online filing of documents.

**Unit 3: Share Capital** 12  
Issue, allotment and forfeiture of shares, issue of bonus shares, transmission of shares; buyback and provisions regarding buyback; share certificate and share warrant; Members and shareholder – their rights and duties; Depositories Act 1996 - definitions, rights and obligations of depositories, participants, issuers and beneficial owners. Prohibition of insider trading. Provisions relating to payment of dividend, provisions relating to books of account, provisions relating to audit.

**Unit 4: Management** 16  
Directors, classification of directors: additional, alternate, women director, independent director, small shareholders' director; legal position; appointment, disqualifications, removal of directors; powers and duties; board meetings; key managerial personnel, managing director, manager, corporate social responsibility.  
Types of general meeting: annual general meeting, extraordinary meeting, convening and conduct of meetings, requisites of a valid meeting; postal ballot, e –voting.

**Unit 5: Winding up of companies** 08  
Concept and modes of winding up, compulsory winding up by the tribunal under Companies Act; voluntary liquidation of corporate persons under the insolvency and Bankruptcy Code, 2016, corporate insolvency resolution process. National Company Law Tribunal (NCLT), Appellate Tribunal (NCLAT)

## References

1. Kuchhal MC “Company law” Mahavir Publications
2. Dagar Inderjeet and Agnihotri Anurag “Corporate laws” Galgotia publishing company, New Delhi
3. Sharma J. P, “An Easy Approach to Corporate Laws”, Ane Books Pvt Ltd, New Delhi.
4. Singh Avtar “Company Law” Allahabad Law House

Note: Latest edition of text books may be used.

## Additional References:

1. Charlesworth & Morse, “Company Law”, Sweet & Maxwell”, London, U.K.
2. Gowar, LCB, “Principles of Modern Company Law”, Stevens & Sons, London.
3. Bharat Law House, New Delhi, “Manual of Companies Act, Corporate Laws and SEBI Guidelines”.
4. Kannal, S., & V.S. Sowrirajan, “Company Law Procedure”, Taxman’s Allied Services(P) Ltd., New Delhi (Latest Edition)

## Teaching Learning Process, Assessment Methods and Teaching Plan

<b>Weekly Schedule</b>	<b>Unit no.</b>	<b>Hours</b>	<b>Course learning outcomes</b>	<b>Teaching and learning Process</b>	<b>Assessment methods</b>
1 <sup>st</sup> and 2 <sup>nd</sup> week	1	12	Students will be able to acquire knowledge about regulatory framework, legal structure, functioning, classification and online incorporation of a company and apply legal reasoning to analyse relevant case laws.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented with discussions on leading case laws.	Quiz, oral/ written tests in the tutorial class, case laws solving exercise.
3 <sup>rd</sup> to 5 <sup>th</sup> week	2	12	Students will be able to explain basic legal documents to be prepared by company and their significance and describe the importance of online filing of documents.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by showing the documents of some companies on their websites and displaying the MCA -21 portals for easy access of public documents and various online services.	Student presentations/ Descriptive and critical reasoning home assignments for the internal assessment.
6 <sup>th</sup> and 7 <sup>th</sup> week	3	12	Students will be able to understand the concept of allotment of shares, rights and duties of shareholders of company along with developing understanding of dematerialization of securities.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by showing the functioning of some depository participants on internet.	Problem – solving exercises, Student presentations, Oral/Written Tests in the tutorials.
8 <sup>th</sup> to 10 <sup>th</sup> week	4	16	Students will be able to acquire knowledge of the role and legal duties of key managerial personnel of a company and their interrelationship with the shareholders accompanied with the knowledge about provisions regarding	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by the annual report of some companies.	MCQ, Student presentation, Descriptive and critical reasoning assignment on the topic covered.

			convening and conducting of company meetings.		
11 <sup>th</sup> and 12 <sup>th</sup> week	5	8	Students will be able to comprehend various modes of company's winding up and relate to the provisions of Insolvency and Bankruptcy code, 2016.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by the real life cases of winding up of companies under IBC code.	Class test for the award of internal assessment marks and providing feedback to the students.

**\*Assessment tasks listed here are indicative and may vary.**

### **Keywords**

Companies Act 2013, Lifting of corporate veil, Memorandum of association, Articles of association, Prospectus, Meetings, Dematerialisation, Shares, Dividend, Directors, Winding up, Virtual learning, Descriptive Assignments, Case Laws, Power Point.

**B.A. (VS) Small and Medium Enterprises**  
**Semester V**  
**Paper: SME 5. 4**  
**Contemporary Environment of MSMEs**  
**Skill Enhancement Course – (SEC) Credit:4**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 48**

**Course Objective**

To familiarize students with the understanding of contemporary environment of MSMEs.

**Course Learning Outcomes**

CO1: Students will be acquainted with the concept of quality control, branding and need of professionalism in small business

CO2: Students will gain knowledge MSMEDA Act 2006. Students will understand, Definition, Provisions pertaining to promotion and development of MSMEs.

CO3: Students will get in depth knowledge about rural entrepreneurship

CO4: Students will be aware of the Women Entrepreneurship: Concept, Challenges, Strategies

CO5: Students will have broad prospective about International Entrepreneurship and Domestic Entrepreneurship

**Contents**

<u>Unit 1:</u>	10
Changing scenario of MSMEs in the era of Liberalisation & Globalisation, Competitiveness, Quality control and Branding, Need for professionalism in management of small business in India, social responsibilities of small business owners	
<u>Unit 2:</u>	08
Micro, Small and Medium Enterprises Development Act (MSMEDA) 2006, Objective, Definition, Provisions pertaining to promotion and development of MSMEs	
<u>Unit 3:</u>	10
Rural Entrepreneurship: Concept, Need, Problems, Methods of Developing Rural Entrepreneurship, Govt. initiative to support rural entrepreneurship	
<u>Unit 4:</u>	10
Women Entrepreneurship: Concept, Challenges, Strategies, Institutional Support to Women Entrepreneurs, Self Help Groups (SHG)	
<u>Unit 5:</u>	10
International Entrepreneurship: Concept and Nature, International versus Domestic Entrepreneurship—Political, Legal, Cultural and Technological Environment; Strategic Issues in International Entrepreneurship; Barriers to International Trade- Protectionism, Trade Blocs; GATT: Entrepreneurial entry into International Business- Exporting, Licensing, Turnkey Projects, Joint Ventures, Management Contracts	

## References

1. Hisrich, Robert D., Michael P Peters, Entrepreneurship: Starting, Developing and Managing a New Enterprise, Irwin, London
2. Shukla, MB, (2013), Entrepreneurship and Small Business Management, Kitab Mahal, Allahabad
3. Baporikar, Neeta, Entrepreneurship Development and Project Management: Text & Cases, Himalaya Publishing, Mumbai.
4. Charantimath, Poornima M, (2009), Entrepreneurship Development Small Business Enterprise, Dorling Kindersley India Pvt Ltd. (Pearson), Delhi

## Teaching Learning Process, Assessment methods and Teaching Plan

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching Learning Process	Assessment Methods
2	1	10	Students will be acquainted with the concept of quality control, branding and need of professionalism in small business	Lecture and discussion on Changing scenario of MSMEs in the era of Liberalisation & Globalisation, Competitiveness,	Presentations on changing scenario in MSME in the era globalisation and liberalisation. Case studies on social responsibilities for SSI
2	2	08	Students will gain knowledge MSMEDA Act 2006 Students will understand , Definition, Provisions pertaining to promotion and development of MSMEs.	Discussion and PPT on Micro, Small and Medium Enterprises Development Act (MSMEDA) 2006.	Multiple choice questions and students presentation
2	3	15	Students will get in depth knowledge about rural entrepreneurship	Discussion in detail on Rural Entrepreneurship	Quiz on Rural Entrepreneurship and their respective problems
2	4	10	Students will be aware of the Women Entrepreneurship: Concept, Challenges, Strategies	Discussion on the basis of case studies on Women Entrepreneurship, Institutional Support, Self Help Groups.	Case studies on women entrepreneurs in India Class test focussing on short notes and definitions



2	5	10	Students will have broad prospective about International Entrepreneurship and Domestic Entrepreneurship	Lectures and presentation on International Entrepreneurship, environment, strategies and barriers to International Trade	Presentation in class focussing on the concept of GATT, Turnkey projects, joint ventures and management contracts
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**\*Assessment tasks listed here are indicative and may vary.**

Keywords

Liberalisation, Globalisation, Women entrepreneurship, Self-help group, GATT

**B.A. (VS) Small and Medium Enterprises**  
**Semester VI**  
**Paper: SME 6.1**  
**Marketing Management in MSMEs**  
**Elective Core – Discipline Based (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective**

To familiarize the students with the concepts of marketing management in the MSMEs and their use

**Course Learning Outcomes**

CO1: Student will be able to understand about the concept of marketing and how its scope has changed over the time.

CO2: Student will be able to explain knowledge about different types of middlemen, roles distribution strategies and benefits of choosing this channel.

CO3: Student will be able to inculcate skills to develop an appropriate promotion mix by understanding advertising and its media, publicity and its affects and, sales promotion and its types.

CO4: Student will be able to demonstrate product life cycle stages of introduction, growth, maturity and decline and framing strategies for each stage.

CO5: Student will be able to ability to develop effective channels of distribution by gaining knowledge about their levels and types and factors affecting this choice.

**Contents**

<u>Unit 1:</u> Small Business Marketing: Concept of Marketing, Scope of Marketing, Assessment of Demand, Market Segmentation Target and Positioning, Marketing Mix, Product Mix	15
<u>Unit 2:</u> Pricing - Concept, need importance, factors affecting price, and strategies of Pricing, Role of Middlemen, Distribution Strategies	10
<u>Unit 3:</u> Sales Promotion, Advertising and Publicity, Personal selling, Packaging Strategies, Branding Strategies, Managing Brand Systems.	15
<u>Unit 4:</u> Product Life Cycle - Introduction Stage Strategies, Growth Stage Strategies, Maturity Stage Strategies, Decline Stage Strategies	05
<u>Unit 5:</u> Place: Concept, Objectives & Importance of Channels of Distribution of Consumer Goods, Types of Channels Of Distribution, Factors Affecting Choice Of Distribution Channels.	15

Logistics: Meaning, Importance, Objectives, Marketing Logistics Task, Approaches of Logistics (Total Cost & Total System Approach)

**References**

1. Kotler, Keller, Koshy and Jha, Marketing Management, 3<sup>th</sup> Edition Pearson Education
2. Ramaswamy Vs. Namakumari, Marketing Management, 4<sup>th</sup>, Macmillan Shukla A.K., Marketing Management, 1<sup>st</sup> Edition,
3. Vaibhav Laxmi Prakashan Lamb Charless W. et. Al; Principals of Marketing; South Western Publishing Cravens David Wet al; Marketing Management
4. Richard D. Irwin Kotler Philip and Armstrong Gary, Principles of Marketing,
5. Pearson Bushkirk, Richard H: Principles of Marketing; Dryden Pren, Illinois

**Teaching Learning Process, Assessment Methods and Teaching Plan**

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching Learning Process	Assessment Methods
1 to 3	1	15	To enable the students to answer the following questions: What is the concept of marketing and how its scope has changed over the time? What are the ways of doing market segmentation? What are the elements of a Marketing mix for a good as well as a service? What are the attributes of a product & how to make an apt product mix?	Lecture and PPTs to discuss concepts of marketing, segmentation, marketing and product mix using real life examples.	Questioning & answering in class
4 and 5	2	10	What are the different types of middlemen & their roles? What are the different distribution strategies? What is the concept of franchising and benefits of choosing this channel?	Lecture to discuss middlemen in India and distribution strategies	Student PPTs
6 to 8	3	15	How to develop an appropriate promotion mix by understanding advertising & its media, publicity & its affects &, sales promotion & its types. What is packaging, its requisites & types of packages. What is branding, its importance, how to maintain brand equity, qualities of a good brand & how to take branding decisions.	Lecture and PPTs to discuss promotion, packaging & branding	MCQs on the topic

9	4	05	What are the stages of product life cycle i.e. introduction, growth, maturity and decline? How to frame strategies for each stage?	Discuss product life cycle.	Project/ Assignment
10 to 12	5	15	What are the channels of distribution, their, levels, types & factors affecting their choice? What are the logistics functions and their approaches involved?	Lecture on channels of distribution and logistics.	Class test

**\*Assessment tasks listed here are indicative and may vary.**

### **Keywords**

Market Segmentation, Product Mix, Distribution strategies, Product life cycle, Logistic

**B.A. (VS) Small and Medium Enterprises**  
**Semester VI**  
**Paper: SME 6.2.1**  
**Globalization**  
**Elective Core – Discipline Based (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The paper is designed to familiarise the students with the concept of globalisation and integration of developing countries with the world economy. The aim of the paper is to provide a critique of globalisation and stress on local/ national policies than follow the one - size - fits - all approach.

**Course Learning Outcomes**

Globalization is gradually becoming unavoidable phenomenon worldwide which dominates political and economic discourse. It is making the world smaller by increasing the international exchange of goods, resources, services, information, knowledge and culture. It helps in improving a social and academic life. It is therefore very much the need of the hour as the student acquires knowledge about this aspect. After studying the subject, the student can think globally and deliver the best available in the global market.

CO1: It aims to widen the outlook of students in understanding of our economy in the backdrop of world economy. It gives an overview of how the process of globalization has changed over time.

CO2: It gives an understanding of not only economic but also social impact of globalization.

CO3: It explains to the students how production process is no more limited to the boundaries of nations, but it is integrated with other nations through global value chain.

CO4: It explains how globalization requires new approaches to economic and social policies due to decline in authority of nation-state. The students also get an overview of the impact of globalization on environmental conditions.

CO5: The course makes the students avail of existing global organizations that govern the process of globalization.

**Contents**

<u>Unit 1:</u> Meaning and contents of globalization. Comparative analysis of past and present of globalization.	09
<u>Unit 2:</u> Benefits of globalization: role of globalization in reducing inequality and poverty, expansion of markets, free movement of goods, services and factors of production. Distribution of benefits of globalization shared by developing and developed countries.	15

<u>Unit 3:</u>	10
Globalization and the world economy- production, global value chains. A case of simultaneous integration and segmented production.	
 <u>Unit 4:</u>	 16
Critique of globalization: globalization and neo-liberalism.	
Decline in authority of nation state and reduction of policy space.	
The way forward-stress on local/ regional/ national than global economy.	
Environment and globalization.	
 <u>Unit 5:</u>	 10
Global governance: IMF, World Bank, WTO.	
Role of WTO in global governance.	
Missing institutions.	

### **References**

1. Nayyar, Deepak. Rethinking Development Economics. Ch-3 Globalization and development (Pg 64-70)
2. Reddy, D. Narashima. Globalization and its discontents, Revisited. Economic globalization: Past and present.
3. Veltmeyer, Henry and James Petras. Globalization Unmasked. Ch-1 Globalization or Imperialism.
4. Nayyar, Deepak. Trade and Globalization. Ch-3 and Ch-14.
5. Nayyar, Deepak. Governing Globalization. Ch-6 Cross border movements of people.
6. Nayyar, Deepak. Rethinking Development Economics. Ch-3 Globalization and Development (Pg 70-79)
7. Nathan, Dev, Meenu Tiwari and Sandip Sarkar. Labour in Global Value Chain in -Asia. Ch. 1 Introduction.
8. Ritzer, George. Globalization: A basic Text. Ch-8 Global Economic Flows.
9. Munck, Ronald. Global and Social Exclusion. Ch-2 and 3.
10. Ritzer, George. Globalization: A Basic Text. Ch-5 Neo- liberalism.
11. Nayyar, Deepak. Trade and Globalization. Ch-13 Globalization and development strategies (Pg 360-365).
12. Kumar, Vinod and Manju Joshi. Challenges of Globalization. Economic, social and environmental challenges of globalization.
13. Nayyar, Deepak. Trade and Globalization. Globalization and development strategies (Pg 417-427).
14. Nayyar, Deepak and Julius Court. Governing Globalization- Issues and institution. Emerging issues and missing institutions (Pg 20-24).

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly schedule	Unit no.	Hou rs	Course learning Outcomes	Teaching Learning Process	Assessment Methods
1 to 2	1.	9	It aims to widen the outlook of students in understanding of our economy in the backdrop of world economy.  It gives an overview of how the process of globalization has changed over time.	Theory classes on concept of globalization. Discussion on how globalization has changed over a period	Multiple choice questions, class test
3 to 6	2.	15	It gives an understanding of not only economic but also social impact of globalization.	Theory classes to understand impacts of globalization on inequality and poverty. Case studies on differential impact of globalization on different countries	Group discussions and Presentations
7&8	3.	10	It explains to the students how production process is no more limited to the boundaries of nations, but it is integrated with other nations through global value chain.	Theory classes on the concept of global value chains and integration of production process.	Class tests and MCQ's
9- 11	4.	16	It explains how globalization requires new approaches to economic and social policies due to decline in authority of nation-state.  The students also get an overview of the impact of globalization on environmental conditions.	Theory classes on role of nation state and decline in its power with globalisation. Understanding neo-liberalism with class discussions	Group discussions and power point presentations
11 & 12	5.	10	The course makes the students avail of existing global organizations that govern the process of globalization.	Discussion of global governance and need for institutions in various areas.	MCQ and class tests

**\*Assessment tasks listed here are indicative and may vary**

### Keywords

Globalisation, Global value chain, neo- liberalism, WTO, World Bank, IMF.

**B.A. (VS) Small and Medium Enterprises**  
**Semester VI**  
**Paper: SME 6.2.2**  
**Human Resource Management in MSMEs**  
**Elective Core – Discipline Based (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective**

To familiarize the students with the concepts of Human Resource management in the MSMEs and their use

**Course Learning Outcomes**

CO1: Student will be able to explain the process of human resource planning, identify the problems associated with it and guidelines to make it effective.

CO2: Students will be able to identify the causes of poor industrial relations leading to industrial disputes, how to prevent these and actions required for their settlement.

CO3: Student will be able to explore the legal aspects of human resource management like factories act, industrial employment act, minimum wages act, provident fund act and miscellaneous provisions act.

CO4: Student will be able to explain acts like bonus act, trade union act, and industrial disputes act.

CO5: Student will be able to understand the concept and importance of executive development programme and thus developing human resources through various training and executive development programs.

**Contents**

Unit 1: 15  
Role of HRD in MSMEs: Manpower Planning in MSMEs, Hiring Process - Recruitment and Selection, Training and Evaluation of Performances, Wage and Salary Administration in MSMEs, Employment Motivation

Unit 2: 10  
Management of Industrial Relation: Causes of Industrial Dispute, Methods of Resolution of Disputes, Procedure and Role of Arbitration and Conciliation, Strikes, lockout, lay off

Unit 3: 15  
Relevant Regulations for MSMEs: Factories Act 1948, definition, approval, licensing and registration, health safety hazardous process, working hours, holidays, employment of young persons and women's, annual leave with wages and penalties Industrial Employment (Standing Orders) Act 1946, objective, scope and application, definition procedure for submission of draft, standing orders, procedure for certification of standing orders, Minimum Wages Act 1948- object, definitions, fixation and revision of wages, advisory board, central advisory board, enforcement of the act, offences and penalties. Employment Provident Fund



and Miscellaneous Provisions Act 1952, application definition, EPF schemes, E pension schemes and fund, employees deposit link insurance scheme and fund, administration penalties and offences

**Unit 4:** 10  
 Relevant Regulations for MSMEs: Trade Union Act 1926, definition registration, cancellation of TU and appeals, rights and privileges of registered TU, duties and liabilities, amalgamation, dissolution of TU and penalties Bonus Act, 1965. Meaning, object, definition, eligibility, disqualification, determination, penalties and offences Industrial Dispute Act 1947 object, definitions, references of individual to dispute, conciliation machinery, unfair labour practices and penalties.

**Unit 5:** 10  
 Executive Development Programme: Meaning, Need, Relevance, Holistic Training Model, Evaluation of EDPs, Techniques for enhancing effectiveness of EDPs

### References

1. Dessler Garry & Biju Varkky, "Human Resource Management" 10<sup>th</sup> edition, Pearson education
2. Dessler Garry & Biju Varkky, "Fundamental of HRM" Pearson education Ivancevich M John "HRM" 10<sup>th</sup> Edition, The McGraw Hill company
3. Prasad LM "HRM" Sultan Chand & Sons.
4. Gupta CB "HRM" Sultan Chand & Sons.
5. Wilson P John "Human Resource Development " Kogan Page 2<sup>nd</sup> Edition.

### Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching Learning Process	Assessment Methods
1 to 3	1	15	To enable the students to answer the following questions: What is the process of human resource planning? What is the process of recruitment & selection, along with their sources & various types of selection tests? What is the concept of training? How to do performance appraisal, its process, problems, and techniques to improve it? What are the principles of sound compensation structure, factors affecting it & methods of wage determination and payment? How to motivate employees?	Discussion on human resource planning, recruitment, selection, training, performance appraisal and salary.	Class test

4 & 5	2	10	What are the causes of poor industrial relations, leading to industrial disputes, how to prevent these and actions required for their settlement?	Lecture on industrial relations	Questioning & answering in class
6 to 8	3	15	What are the legal aspects of human resource management?	PPTs on factories act, industrial employment act, minimum wages act, provident fund act & miscellaneous provisions.	Student PPTs and MCQs
9 & 10	4	10	What are the other legal aspects of human resource management?	PPTs on bonus act, trade union act, industrial disputes act.	Student PPTs and MCQs
11 & 12	5	10	What are executive development programs, their importance and techniques.	Lecture on executive development programs	Assignments

**\*Assessment tasks listed here are indicative and may vary**

### **Keywords**

Manpower planning, Industrial dispute, Strike, lay off, Executive development programme (EDP)

**B.A. (VS) Small and Medium Enterprises**  
**Semester VI**  
**Paper: SME 6.3.1**  
**Business Law**  
**Elective Core – Generic (GE) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The objective of this course is to impart basic knowledge of the important business legislations along with relevant case laws to the students in order to make them better corporate professional who will be an asset to their organizations.

**Course Learning Outcomes**

CO1: The students will have skills to understand different provisions of Indian Contract Act.

CO2: The students will have understanding of specific contracts like contract of indemnity and guarantee, bailment and agency.

CO3: The students will be able to distinguish between condition and warranty, Performance of contract of sale and rights of unpaid seller. The students will also be able to understand consumer rights and consumer grievance redressal mechanism

CO4: The students will able to know the process of creation and dissolution of LLP. Students will also learn the issue of negotiable instruments and understanding of different provisions of Negotiable Instrument Act.

CO5: The students will be equipped with the various provisions of Information Technology Act such as digital signature and E-Governance.

**Contents**

**Unit 1: The Indian Contract Act, 1872 20**

Contract – meaning, characteristics and kinds, Essentials of valid contract - Offer and acceptance, consideration, capacity to contract, free consent, legality of objects, Void agreements, Discharge of contract – modes of discharge including breach and its remedies, Contingent contracts, Quasi contracts.

**Unit 2: The Indian Contract Act, 1872: Specific Contracts 10**

Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency

**Unit 3: The Sale of Goods Act, 1930 12**

Contract of sale, meaning and difference between sale and agreement to sell, Conditions and warranties, transfer of ownership in goods including sale by non-owners, Performance of contract of sale, Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.

**Consumer Protection Act**-Introduction, Definitions, Rights of Consumers, Nature and Scope of Complaints, Remedies Available to Consumers, Grievance redressal mechanism.

**Unit 4: LLP 2008 and Negotiable Instruments Act 12**

**The Limited Liability Partnership Act, 2008:**

Salient Features of LLP, Difference between LLP and Partnership, LLP Agreement, Partners and Designated Partners, Incorporation of LLP,

**The Negotiable Instruments Act, 1881:**

Meaning and Characteristics of Negotiable Instruments: Promissory Note, Bill of Exchange, Cheque, Holder and Holder in due Course, Privileges of Holder in Due Course, Crossing of Cheque, Dishonour of Cheques.

**Unit 5: Information Technology Act 2000:**

06

Introduction, Digital Signature, difference between digital and E-signature, Electronic Governance, Attribution, Acknowledgement and Dispatch of Electronic Records, Secure Electronic Records and Secure Digital Signatures, Regulation and powers of Certifying Authorities, Digital Signature Certificates, Offences.

**References**

1. Kuchhal, M.C. and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
2. Dagar Inderjeet & Agnihotri Anurag “Business Law” ,SAGE Texts, New Delhi.
3. Singh, Avtar, *Business Law*, Eastern Book Company, Lucknow.

**Additional References**

1. Maheshwari & Maheshwari, Business Law, National Publishing House, New Delhi.

**Note: Latest edition of text books may be used.**

**Teaching Learning Process, Assessment Methods and Teaching Plan**

Weekly Schedule	No of lecturers	Unit no.	Course learning Outcomes	Teaching Learning Process	Assessment Methods
1to4	20	1.	The students will have skills to understand different provisions of Indian Contract Act.	The lecture will be delivered with the help of leading cases in order to explain the essential of valid contract and discharge of contract.	Quiz, MCQ, Assignment
5to6	10	2.	The students will have understanding of specific contracts like contract of indemnity and guarantee , bailment and agency.	The Lecture will be delivered for describing Contract of Indemnity, Guarantee, Bailment and Agency	MCQ and student presentations.
7 to8	12	3.	The students will be able to distinguish between condition and warranty, Performance of contract of sale and rights of unpaid seller. The students will also be able to understand consumer rights and	Class room lecture will be on different aspects of the sale of goods Act with the help of leading cases and examples. Further the lecture will focus on the different concepts of Consumer Protection Act.	Student presentations, MCQ and assignments.

			consumer grievance redressal mechanism		
9to10 (with mid break)	12	4.	The students will able to know the process of creation and dissolution of LLP. Students will also learn the issue of negotiable instruments and understanding of different provisions of Negotiable Instrument Act.	Lecture on different aspects of the Limited Liability Partnership Act, 2008 and The Negotiable Instruments Act, 1881 with the help of leading cases and examples.	MCQ, presentation, Assignment
11 to 12	6	5.	The students will be equipped with the various provisions of Information Technology Act such as digital signature and E-Governance.	There will class room lecture for students explaining the different aspects of Information Technology Act 2000.	MCQ, Presentation and Class test.

**\*Assessment tasks listed here are indicative and may vary.**

**Keywords**

Contract, breach, condition, warranty, unpaid seller, cheque, LLP, digital signature

**B.A. (VS) Small and Medium Enterprises**  
**Semester VI**  
**Paper: SME 6.3.2**  
**Marketing Strategy and Relationship Marketing**  
**Elective Core – Generic (GE) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective**

To familiarize the students with the marketing strategy and relationship marketing in SME

**Course Learning Outcomes**

CO1: Students will be acquainted with the of Marketing Strategy: Relationship with Corporate Vision, Mission and Objectives. Market-led strategic management. Strategic Marketing analysis

CO2: Students will gain knowledge about Product & Industry Life Cycle. Students will understand New product development.

CO3: Students will get in depth knowledge about. The impact of e-Marketing on marketing Strategy Integration of Marketing Strategies

CO4: Students will be aware of the Paradigm shift in marketing: The evolution of marketing theory - 4Ps to 7Ps,

CO5: Students will have broad prospective about customer life cycle, CRM, ethical issues in marketing

**Contents**

Unit 1: 15  
Overview of Marketing Strategy: Relationship with Corporate Vision, Mission and Objectives. Market-led strategic management. Strategic Marketing Analysis - Identification of attractive markets, Industry/ business analysis and sustaining competitive advantage.

Unit 2: 10  
New product development and introduction strategies - Speeding new product development - Organizing for new product development - Planned innovation - Planned or unplanned strategy withdrawals / obsolescence Offensive and defensive competitive strategies - Build strategies - Hold strategies - Market nicer strategies - Harvesting strategies - Divestment/deletion Competing through superior service and customer relationships - The three 'S's of customer service - Providing superior service - Measuring and monitoring customer satisfaction

Unit 3: 15  
Competing through e-Marketing - The impact of e-Marketing on marketing Strategy Integration of Marketing Strategies - Application to different business sectors - FMCG, Industrial & Services. Constraints in marketing strategy implementation. Periodical assessment

Unit 4: 10  
Paradigm shift in marketing: The evolution of marketing theory - 4 Ps to 7 Ps, Transactional marketing approach to relationship marketing philosophy - competitive advantage through

Relationship Marketing - RM in industrial markets and consumer markets, services. Key concepts in relationship marketing concepts: Characteristics of relationships - promise - trust - commitment - satisfaction - quality - Service competition - customer value -customer defections - customer loyalty - loyalty programs. Planning for relationship marketing: Internal marketing - communication, cooperation - network view of the firm -The six markets framework - partnering to build customer relationships - learning organization - customer culture

Unit 5:

10

Customer lifetime value: Customer life cycle - attracting - retaining and growing customers - lifetime customer value (LCV) - Customer equity - Recency-Frequency Monetary value (RFM) model. Customer - product profitability analysis - value profit chain -differences between customer retention and acquisition orientation of a firm.IT enabled RM: Emergence of CRM - database marketing - data warehousing and data mining- pitfalls of IT focus in RM - ethical issues - customer privacy. Sustaining Customer Relationships: The role of service in building relationships, segmentation of service, measurement of service - Monitoring of customer satisfaction - Analysing customer defections

### References

1. Marketing Strategy - Boyd Walker, Mullins Larrech, TMGH
2. Strategic Marketing Management - David Aaker
3. Principles of Marketing - Philip Kotler, Gary Armstrong
4. Handbook of Relationship Marketing - JagdishSheth, Atul Parvatiyar
5. Leading Through Relationship Marketing- Richard Batterley
6. Relationship Marketing - S.Shajahan, TMGH, 1st ed., 2006 reprint.
7. Customer relationship Management - Sheth, Parvatiyar, Shainesh
8. For contemporary case studies students should refer to the periodicals and journals.

### Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching Learning Process	Assessment Methods
1 to 3	1	15	Students will be acquainted with the of Marketing Strategy: Relationship with Corporate Vision, Mission and Objectives. Market-led strategic management. Strategic Marketing analysis	Lectures and presentation on Marketing Strategy Segmentation, Targeting and positioning principles	Presentations on market segmentation, competitive advantage. Case studies on positioning ,alternative targeting strategies
4 & 5	2	10	Students will gain knowledge about Product, Industry Life Cycle and New product development	Discussion and PPTs on Product & Industry Life Cycle, PLC stages and marketing strategy and related concepts	Multiple choice questions and students presentation
6 to 8	3	15	Students will get in depth knowledge about	Lectures and discussion on e-	Quiz on the concepts of e marketing and

			The impact of e-Marketing on marketing Strategy Integration of Marketing Strategies	Marketing its impact and Integration of Marketing Strategies	different business sectors
9 & 10	4	10	Students will be aware of the Paradigm shift in marketing: The evolution of marketing theory - 4Ps to 7Ps,	Lectures and PPTs on evolution of marketing theory - 4Ps to 7Ps,	Class test focussing on short notes and definitions
11 & 12	5	10	Students will have broad prospective about customer life cycle, CRM ,ethical issues in marketing	Discussion by case studies on customer life cycle, customer equity, customer – product profitability analysis – Emergence of CRM	Case studies on lifetime customer value , emergence of CRM and sustaining customer relationships

**\*Assessment tasks listed here are indicative and may vary.**

**Keywords**

Marketing Strategy, New Product Development, E - Marketing, Relationship Marketing, Customer Lifetime Value



**B.A. (VS) Small and Medium Enterprises**  
**Semester VI**  
**Paper: SME 6.4**  
**E-Commerce**  
**Skill Enhancement Course(SEC) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**lectures: 60**

**Course Objective (2-3)**

The objectives of the course are to introduce the concept of electronic commerce, and to understand how electronic commerce is affecting business enterprises, governments, consumers and people in general. In addition, student become familiar with mechanism for conducting business transactions through electronic means

**Course Learning Outcomes**

CO1: To enable the students to tell about E-Commerce its meaning, nature, concepts, types, and reasons for transacting online, e-commerce business models.

CO2: Students will be able to explain technologies used in E-commerce, dynamics of World Wide Web and internet.

CO3: Students will be able to appreciate E commerce security environment, security threats in the E-commerce environment, technology solutions, IT Act 2000.

CO4: Students will be able to recognize E- Payments system including models and methods, digital signatures, payment gateways, and risks involved in E-payments.

CO5: Students will be able to understand about online business transactions, online marketing, E-tailing, online services, auctions, online portal and online learning.

**Contents**

Unit 1 10  
Introduction: Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, e-commerce business models (introduction, key elements of a business model and categorising major E-commerce business models), forces behind e-commerce.

Unit 2 08  
Technology: Technologies used in E-commerce, The dynamics of world wide web and internet (meaning, evolution and features) ; Designing, building and launching E-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in-house development of a website)

Unit 3 10  
Security and encryption: Need and concepts, The E commerce security environment: (dimension, definition and scope of E-security), security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber

vandalism etc.), technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients), Information Technology Act 2000 (meaning and provisions)

**Unit 4**

10

E- Payments system: Models and methods of E - payments (Debit Card, Credit Card, smart cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting etc.), risks involved in E-payments.

**Unit 5**

10

Online business transactions: meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like banking, insurance, payment of utility bills, online marketing, E-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment).

**References**

1. Management Information System: Jawadekar
2. Management Information System: Laudon & Laudon
3. The Essential Guide to Knowledge management: Amrit Tiwana
4. The GIS Book: George B. Karte.
5. Internet (Use of Search Engines Google & yahoo etc.)
6. E - Commerce: Milind Oka
7. E - Commerce: C.V.S. Murty
8. Fire Wall and Internet Security: William Cheswick, Stevens, Aviel Rubin
9. E-Governance Case Studies - Ashok Agarwal

**Teaching Learning Process, Assessment Methods and Teaching Plan**

<b>Weekly Schedule</b>	<b>Unit No.</b>	<b>Hours</b>	<b>Learning outcome</b>	<b>Teaching Learning Process</b>	<b>Assessment Methods</b>
2.5	1	10	To enable the students to tell about E-Commerce its meaning, nature, concepts, types, advantages, disadvantages and reasons for transacting online, e-commerce business models.	Lecture to discuss E-Commerce, and related concepts.	Student PPTs
2	2	08	Students will be able to explain technologies used in E-commerce, dynamics of	Lecture and discussion in detail about E – Commerce	Assignment

			world wide web and internet.	technology and www.	
2.5	3	10	Students will be able to appreciate E commerce security environment, security threats in the E-commerce environment, technology solutions, IT Act 2000 (meaning and provisions)	Lecture and PPTs to discuss security environment and IT Act 2000	Questing & answering in class
2.5	4	10	Students will be able to recognize E- Payments system including models and methods of E - payments, digital signatures, payment gateways, online banking, risk involved in E-payments.	Discussion in detail on various methods on E payments	Class test
2.5	5	10	Students will be able to understand about Online business transactions its meaning, purpose, advantages and disadvantages, online marketing, E-tailing, online services , auctions, online portal, online learning.	Discussion and PPTs on online business transactions including online auction, E – tailing online learning.	Questing & answering in class

#### Keywords

E-Commerce, Information Technology Act, 2000, E-Payment Gateways, E-tailing

# दिल्ली विश्वविद्यालय

# UNIVERSITY OF DELHI

Bachelor of Arts (Vocational Studies) Marketing Management and  
Retail Business

(Effective from Academic Year 2019-20)



**Revised Syllabus as approved by**

**Academic Council**

Date:

No:

**Executive Council**

Date:

No:

**Applicable for students registered with Regular Colleges, Non Collegiate  
Women's Education Board and School of Open Learning**

## **Preamble**

The objective of any programme at Higher Education Institute is to prepare their students for the society at large. The University of Delhi envisions all its programmes in the best interest of their students and in this endeavour it offers a new vision to all its Under-Graduate courses. It imbibes a Learning Outcome-based Curriculum Framework (LOCF) for all its Under Graduate programmes.

The LOCF approach is envisioned to provide a focused, outcome-based syllabus at the undergraduate level with an agenda to structure the teaching-learning experiences in a more student-centric manner. The LOCF approach has been adopted to strengthen students' experiences as they engage themselves in the programme of their choice. The Under-Graduate Programmes will prepare the students for both, academia and employability.

Each programme vividly elaborates its nature and promises the outcomes that are to be accomplished by studying the courses. The programmes also state the attributes that it offers to inculcate at the graduation level. The graduate attributes encompass values related to well-being, emotional stability, critical thinking, social justice and also skills for employability. In short, each programme prepares students for sustainability and life-long learning.

The new curriculum of B.A. (VS) Marketing Management and Retail Business offers knowledge of different concepts of marketing, marketing research, market segmentation and to learn the intricacies of consumer behaviour. It going to help students to understand the various components of the marketing mix that includes product, price, place, and promotion, study the various pricing policies and strategies and to learn the various promotional tools and techniques.

The University of Delhi hopes the LOCF approach of the programme B.A. (VS) Marketing Management and Retail Business will help students in making an informed decision regarding the goals that they wish to pursue in further education and life, at large.

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# **1. INTRODUCTION TO PROGRAMME**

In the global changing scenario, companies have been facing stiff competition from each other. Survival of the fittest is the only criterion. Companies not only have to focus on its product but they will have to bring innovative ways to market its product. Marketing Management and Retail Business target to hit these issues and prepare to deal with such challenging task.

Marketing management is a very challenging task. The failure and the success of the business much depends upon the marketing management. Retail sector in India is growing rapidly. The opportunities in retail sector are immense. Retail sector not only provides opportunities to job seekers but also to the employment creators.

## **2. LEARNING OUTCOME BASED APPROACH TO CURRICULUM PLANNING**

### **2.1 Nature and extent of the B.A. (VS) MMRB**

Marketing Management is one of the important functions of business. Scope of marketing has been widened with the passage of time. The function of marketing management is not limited to providing information only. It begins with market research and ends with getting feedback from the consumers. B.A. (VS) MMRB programme provides all the skills and training that a marketing management graduate expected to get. It covers marketing research, product designing, learning pricing strategies, advertising and sales promotion, knowledge of applicable laws for the business, assessing consumer behaviour, logistic management, retail management, international retail management, online retailing, e-commerce, basic accounting, basic computer application etc. Besides attaining theoretical knowledge, they have also option to work as intern and are required to submit a work experience report or prepare a project report. The employability in the field of marketing is immense and the B.A. (VS) MMRB programme equips the learners to take up all the challenges in the field of marketing.

### **2.2 Aims of Bachelor's degree programme in (CBCS) B.A. (VS) MMRB**

B.A (VS) MMRB will provide the knowledge of different concepts of marketing, enable to conduct marketing research, formulation of marketing and pricing strategies.

- To learn the various promotional tools and techniques and to impart the knowledge of various regulation relating to advertising.
- To provide basic understanding of retail business and to familiarize with the changing retail environment.
- To equip with the various applicable laws i.e. The consumer protection act 1986, environment protection act 1986, the essential commodities act 1955, the prevention of food adulteration act 1951, the drugs and magic remedies (objectionable advertisement) act 1954, the bureau of Indian standards act 1986, the agricultural produce grading and marketing act (Agmark) 1937, the trademarks act 1999, the patents act 1970, the information technology act 2000, the standards of weights and measures act 1976, the competition act 2003.
- To get insights into the rural market, international market and e-commerce.

- To go into depth of international retail marketing and its environment. Further, to identify the opportunities in international retailing and the financial assistance extended by various institution in availing the global opportunities.
- To get the acumen in dealing with the human resource related issues in retail and tackle the finance related issues in retail, working capital management and financial result analysis. Further, to understand the role of information technology (it) in retail management.

### **3. GRADUATE ATTRIBUTES IN SUBJECT**

#### 3.1 Lifelong Learning

Update their subject knowledge and skills for continuous academic and professional growth.

#### 3.2 Disciplinary Knowledge

To have knowledge of their discipline and will attain professional and technical skills to effectively integrate knowledge with practice. Problem solving

#### 3.3 Communication Skill

To equip them with verbal and written communication skills to be able to communicate with all the stakeholders confidently and with clarity Research-related skills

#### 3.4 Cooperation/Team work

To be able to be part of team with their performance and leadership qualities Reflective thinking

#### 3.5 Information/digital literacy

Demonstrates basic knowledge of computers and use of softwares such as word, excel & power point.

#### 3.6 Self-directed learning

Be able to develop and grow their professional skills and prudence rigorously and with a zeal to learn.

#### 3.7 Research-related skills

Have the researcher qualities that enable them to assess, judge, plan and frame the policies/ strategies for accomplishment of business goals.

#### 3.7 Problem solving

To apply relevant skills, methods, techniques and subject knowledge for constructing viable solutions for the theoretical and real-life problems.



### 3.8 Self-directed learning

To take initiatives for some topics and identify resources and study material for additional learning, individually or in groups and to use the strategies to meet learning goals in self-learning environment, under the guidance of the mentor.

## 4. Qualification Description

The students of B.A. (VS) MMRB should be able to:

- Demonstrate the theoretical and practical knowledge of marketing management and retail business.
- Able to conduct the market research, analyse the data and interpret the same.
- To be able to assess the consumer behaviour and enable in framing the policies and strategies accordingly.
- Develop the skills to keep the all stakeholders on board for successfully accomplishment of objectives.
- Ability to formulate the strategies and policies under a given situation efficiently and effectively.
- Able to use information technology (it) and computer enable technology for successfully execution of task.
- Capable of understanding contemporary marketing scenario and dealing with the same.

## 5. Programme Learning Outcome in Course

- To provide the knowledge of different concepts of marketing, marketing research, market segmentation and to learn the intricacies of consumer behaviour.
- To understand the various components of marketing mix that includes product, price, place and promotion, study the various pricing policies and strategies and to learn the various promotional tools and techniques.
- To impart the working knowledge of advertising and sales promotion and to impart the knowledge of various regulation relating to advertising.
- To provide basic understanding of retail business and to familiarize with the changing retail environment.
- To adopt various retailing strategies under different market situations and also to learn the various types of retail formats, online retailing, available online payment mechanism and to learn the customer relationship management and its significance in retail management.
- To equip with the various applicable laws i.e. The consumer protection act 1986, environment protection act 1986, the essential commodities act 1955, the prevention of food adulteration act 1951, the drugs and magic remedies (objectionable advertisement) act 1954, the bureau of Indian standards act 1986, the agricultural produce grading and marketing act (agmark) 1937, the trademarks act 1999, the patents act 1970, the information technology act 2000, the standards of weights and measures act 1976, the competition act 2003.
- To get insights into the rural market, changing scenario in rural segment, opportunities in rural, market, adopting suitable marketing mix and product mix for the rural market and understanding the rural consumer behaviour.
- To go into depth of international retail marketing and its environment. Further, to identify the opportunities in international retailing and the financial assistance extended by various institution in availing the global opportunities.

- To get the acumen in dealing with the human resource related issues in retail and tackle the finance related issues in retail, working capital management and financial result analysis. Further, to understand the role of information technology (it) in retail management.

## 6. STRUCTURE OF IN B.A (VS) MMRB

<b>B.A. (Vocational Studies) Marketing Management and Retail Business</b>			
<b>Three-Year (6-Semester)</b>			
<b><u>Course Structure Under LOCF</u></b>			
<b>B.A. (VS) Marketing Management and Retail Business</b>			
<b><u>Semester – I</u></b>			<b>Credits</b>
MMRB 1.1	Environmental Studies/ Language: English/Hindi/Modern Indian Language	Ability Enhancement Compulsory Course (AECC)	4
1.2	English I / MIL I	Core Discipline	6
1.3	Introduction to Marketing Management- I	Core Discipline	6
1.4	Principles of Microeconomics	Core Discipline	6
<b><u>Semester – II</u></b>			
MMRB 2.1	Language: English/Hindi/Modern Indian Language/ Environmental Studies	Ability Enhancement Compulsory Course (AECC)	4
2.2	MIL I / English I	Core Discipline	6
2.3	Introduction to Marketing Management- II	Core Discipline	6
2.4	Macroeconomics	Core Discipline	6
<b><u>Semester – III</u></b>			
MMRB 3.1	English/ MIL II	Core Discipline	6
3.2	Advertising and Sales Promotion	Core Discipline	6
3.3	Indian Economy- Sectoral Issues	Core Discipline	6
3.4	Computer Concepts and Software Packages	Skill Enhancement Course (SEC)	4
<b><u>Semester – IV</u></b>			
MMRB 4.1	MIL II / English II	Core Discipline	6
4.2	Retail Business Management	Core Discipline	6
4.3	Labour and Development in India	Core Discipline	6
4.4	Business Communications and personality Development	Skill Enhancement Course (SEC)	4
<b><u>Semester – V</u></b>			
MMRB 5.1	Legal Aspects of Marketing	Elective Core – Discipline Based	6
5.2	Internship Project / Project	Elective Core – Generic	6

5.3	5.3.1-Financial Accounting	Elective Core – Generic	6
	Or		
	5.3.2 Corporate Laws		
5.4	Rural Marketing	Skill Enhancement Course (SEC)	4
<b><u>Semester – VI</u></b>			
MMRB 6.1	International Marketing: An Overview	Elective Core – Discipline Based	6
6.2	6.2.1 Globalization	Elective Core – Discipline Based	6
	Or		
	6.2.2 Retailing Operations		
6.3	6.3.1 Business Law	Elective Core – Generic	6
	Or		
	6.3.2 Financial Management		
6.4	E-Commerce	Skill Enhancement Course (SEC)	4

**B.A. (VS) Marketing Management and Retail Business**  
**Semester I**  
**Paper: MMRB 1.1**  
**Environmental Studies/ Language: English/Hindi/Modern Indian Language**  
**Ability Enhancement Compulsory Course - (AECC) Credit:4**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Marketing Management and Retail Business**

**Semester I**

**Paper: MMRB 1.2**

**English I/ MIL I**

**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Marketing Management and Retail Business**  
**Semester I**  
**Paper: MMRB 1.3**  
**Introduction to Marketing Management-I**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**lectures: 60**

**Course Objective (2-3)**

The objectives of the course are to provide the basic knowledge of different concepts of marketing

- To make the students acquainted with various environments affecting marketing decisions
- To enable the students to learn the methods for conducting marketing research
- To learn the intricacies of consumer behaviour and to make the students aware about the various ways to segment the market.

**Course Learning Outcomes**

CO 1: The learners will be able to understand the basic concepts of marketing and its environment. As the environment is dynamic, the students will certainly be able to understand the various marketing environment and will be able to take decisions in changing environment. They will also understand the ethical values and social responsibilities of marketing.

CO 2: Research is one of the key components of marketing, the course will enhance the research analytical approach and decision making.

CO 3: It will enable to assess the consumer behaviour and understand the factors that influence the consumer behaviour. Further, it will also help in understanding the buying motives and process that a consumer follows while purchasing.

CO 4: It will develop the understanding about the market segmentation, target market selection, market positioning, market repositioning etc. Further it will help in to understand the intricacies of entering into the market with product differentiation and market segmentation strategies. The students will also acquaint with the contemporary issues in marketing.

**Contents**

Unit 1 15  
Marketing: Concept, Nature, Functions & Importance. Selling Vs. Marketing. Marketing Environment: Nature, Types & Strategies to Deal with Internal and External (Micro and Macro) Marketing Environment. Ethical and Social Responsibilities of Marketing

Unit 2 15  
Marketing System, Types of Marketing, Marketing Information System; Definition and Components. Marketing Research; Definition Objective, Process & Significance

Unit 3 15  
 Consumer Behaviour: Factors Influencing the Consumer Behaviour, Consumer Buying Process, Buying Motives, Consumer Market in India.

Unit 4 15  
 Market Segmentation: Concept, Importance, and Basis. Target Market Selection, Market Positioning: Concept & Importance, Market Repositioning Product Differentiation Vs Market Segmentation, Contemporary Issues in Marketing.

**References:**

1. Kotler, Keller, Koshy And Jha “Marketing Management” 13th edition Pearson Education
2. Ramaswamy VS, Namakumari “Marketing Management” 6th Sage Text
3. Shukla A.K. “Marketing Management” 1st edition, Vaibhav Laxmi Prakashan
4. Evance & Berman “Marketing Management” 2007, Cenage Learning
5. Mcdenial, Lamb, Hair “Principles of Marketing 2008” Cenage Learning
6. William M. Pride and O.C Ferrell: Marketing; Houghton - Muffling Boston
7. Stanton W.J. et al: Fundamentals of Marketing, McGraw

**Teaching and learning process, Assessment methods and Weekly teaching schedule**

Unit No.	Course learning outcomes	Teaching and learning process	Assessment methods
1 (3 Weeks)	The learners will be able to understand the basic concepts of marketing and its environment. As the environment is dynamic, the students will certainly be able to understand the various marketing environment and will be able to take decisions in changing environment. They will also understand the ethical values and social responsibilities of marketing.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
2 (3 Weeks)	Research is one of the key components of marketing, the course will enhance the research analytical approach and decision making.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project



3 (3 Weeks)	It will enable to assess the consumer behaviour and understand the factors that influence the consumer behaviour. Further, it will also help in understanding the buying motives and process that a consumer follow while purchasing.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
4 (3 Weeks)	It will develop the understanding about the market segmentation, target market selection, market positioning, market repositioning etc. Further it will help in to understand the intricacies of entering into the market with product differentiation and market segmentation strategies. The students will also acquaint with the contemporary issues in marketing.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

#### Keywords

Environment, Business, Market Segmentation, Consumer Behaviour, Marketing Research

**B.A. (VS) Marketing Management and Retail Business**

**Semester I**

**Paper: MMRB 1.4**

**Principles of Microeconomics**

**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Marketing Management and Retail Business**  
**Semester II**  
**Paper: MMRB 2.1**  
**Language: English/ Hindi/ Modern Indian Language/ Environmental Studies**  
**Ability Enhancement Compulsory Course - (AECC) Credit:04**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Marketing Management and Retail Business**

**Semester II**

**Paper: MMRB 2.2**

**MIL I / English I**

**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Marketing Management and Retail Business**  
**Semester II**  
**Paper: MMRB 2.3**  
**Introduction to Marketing Management-II**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**lectures: 60**

**Course Objective (2-3)**

The objectives of the course are: to provide the working knowledge of advance marketing management, to understand the various components of marketing mix that includes Product, Price, Place and Promotion, to make familiar with the various pricing policies and strategies, to enable learners to understand the various channel of distribution and to learn the various promotional tools and techniques

**Course Learning Outcomes**

CO 1: The students will acquire the knowledge of various marketing mix and their importance in decision making. In a business the product is a very important factor. The students will enable to understand the product development process, designing, packaging, branding of products and labelling.

CO 2: The students will learn to understand various pricing strategies and its applicability in different market situations.

CO 3: It will enable the students to know the various channels of distribution of Consumer Goods, types of channels of distribution, factors affecting choice of distribution channels. Further, they will be able to know about the Logistics: meaning, importance, objectives, marketing logistics task and various approaches of logistics (total cost & total system approach).

CO 4: Promotion is a key to increase the sales of a product. Understanding of application of various promotional schemes will enable the students to frame and implement the schemes for successfully increasing the sales. The students will be able to know the types of promotion, concept of promotion mix, factors affecting promotion mix and will also become familiar with the emerging trends in marketing

**Contents**

Unit 1

15

Marketing Management: Concept, Philosophy & Process, Marketing Mix; Definition, Importance & Factors Determining Marketing Mix, Meaning & Nature of Product, Concept of Product Mix, Product Planning and New Product Development, Product Life Cycle, Product Packaging: Definition, Functions and Requisites of Good Packaging. Branding & Labelling.

Unit 2 15  
Pricing: Concept, Objectives & Factors Affecting Price of a Product, Pricing policies and strategies, Types of Pricing Decisions.

Unit 3 15  
Place: Concept, Objectives & Importance of Channels of Distribution of Consumer Goods, Types of Channels of Distribution, Factors Affecting Choice of Distribution Channels. Logistics: Meaning, Importance, Objectives, Marketing Logistics Task, Approaches of Logistics (Total Cost & Total System Approach)

Unit 4 15  
Promotion: Meaning, Nature & Importance. Types of Promotion, Concept of Promotion Mix and Factors Affecting Promotion Mix, Emerging Trends in marketing

### References

1. Kotler, Keller, Koshy And Jha “Marketing Management” 13<sup>th</sup> edition Pearson Education
2. Ramaswamy VS, Namakumari “Marketing Management” 6<sup>th</sup> Sage Text
3. Shukla A.K. “Marketing Management” 2<sup>st</sup> edition, Vaibhav Laxmi Prakashan
4. Evance & Berman “Marketing Management” 2007, Cenage Learning
5. Mcdenial, Lamb, Hair “Principles of Marketing 2008” Cenage Learning
6. William M. Pride and O.C Ferrell: Marketing; Houghton - Mafflin Boston
7. Stanton W.J. et al: Fundamentals of Marketing, McGraw Hill
8. Cundiff, Edward W et al: Basic Marketing - Concepts, Decisions & Strategies; PHI
9. Bushkirk, Richard H: Principles of Marketing; Dryden Pren, Illinois.
10. Govindarajan: Marketing Management: Concepts, Cases, hallenges & Trends, PHI

### Teaching and learning process, Assessment methods and Weekly teaching schedule

Unit No.	Course learning outcomes	Teaching and learning process	Assessment method
1 (3 weeks)	The students will acquire the knowledge of various marketing mix and their importance in decision making. In a business the product is a very important factor. The students will enable to understand the product development process, designing, packaging, branding of products and labelling.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
2 (3 weeks)	The students will learn to understand various pricing strategies and its applicability in	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies,	Term paper, Quiz, Multiple choice questions, Class test, Assessment of

	different market situations.	Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	assignments, Presentation, evaluation of project
3 (3 weeks)	It will enable the students to know the various channels of distribution of Consumer Goods, types of channels of distribution, factors affecting choice of distribution channels. Further, they will be able to know about the Logistics: meaning, importance, objectives, marketing logistics task and various approaches of logistics (total cost & total system approach).	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
4 (3 weeks)	Promotion is a key to increase the sales of a product. Understanding of application of various promotional schemes will enable the students to frame and implement the schemes for successfully increasing the sales. The students will be able to know the types of promotion, concept of promotion mix, factors affecting promotion mix and will also become familiar with the emerging trends in marketing	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

### Keywords

Place, Logistics, Packaging, Product Life Cycle, Branding, Promotion

**B.A. (VS) Marketing Management and Retail Business**

**Semester II**

**Paper: MMRB 2.4**

**Macroeconomics**

**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**



**B.A. (VS) Marketing Management and Retail Business**

**Semester III**

**Paper: MMRB 3.1**

**English II/ MIL II**

**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Marketing Management and Retail Business**  
**Semester III**  
**Paper: MMRB 3.2**  
**Advertising and Sales Promotion**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

- The objectives of this course are; to provide the working knowledge of Advertising and sales promotion,
- to impart the knowledge of various regulation relating to advertising,
- to learn the concept of personal selling and qualities of personal seller.

**Course Learning Outcomes**

After completing this course, the learners would be able to:

CO1: Advertising is the one of the important component of sales promotion. The learners will be able to understand advertising and its meaning, features, types, functions and setting of advertising objectives. Further, the learners will also be able to understand approaches of advertising- DAGMAR (Defining Advertising Goals for Measured Advertising Results), AIDA (Attention, Interest, Desire and Action) and advertising media & its evolution, factors affecting media choice etc.

CO2: It will enable to understand advertising copy: concepts and elements, requisites of a good and effective advertising copy. The learners can measure advertising effectiveness. It will familiarize the students with advertising agencies and advertising regulating agencies i.e. ASCI, and AAA

CO3: Develop the understanding about the personal selling: meaning, nature & importance, personal selling and salesmanship, characteristics of personal selling, and qualities of a good sales person.

CO4: learn claim settlement process in motor insurance for both own damage and third-party claim.

CO4: The learners will understand the theories of sales promotion: concept, objectives, schemes and importance. The learners will become familiar with the sales promotion techniques. Success of personal selling depends upon how well we train our salesmen. The students will know about selection, training, motivation and compensation of sales personnel. Further, they will also know the ethical and legal aspects of advertising and sales promotion.

**Unit 1: Advertising**

12

Meaning, Features, Types, Functions & Setting of Advertising objectives. Advertising Budget Approaches of Advertising- DAGMAR (Defining Advertising Goals for Measured Advertising Results), AIDA (Attention, Interest, Desire and Action) Advertising Media: Media Types & its

Evolution, Factors Affecting Media Choice, Advertisement in 21st Century, challenges faced by advertisers in context with cultural diversity, global market place, changes in values and emerging technologies.

**Unit 2: Advertising Copy**

12

Concepts and Elements, Requisites of a Good and Effective Advertising Copy, Advertising Appeals, Measuring Advertising Effectiveness, Advertising Agencies: Concept, Role, Types and Selection of Advertising Agencies, Regulating Agencies: Advertising standards Council of India (ASCI), The Advertising Agencies Association of India (AAAI)

**Unit 3: Personal Selling**

12

Meaning, Nature & Importance, Personal Selling and Salesmanship, Characteristics of Personal Selling, Qualities of a Good Sales Person.

**Unit 4: Sales Promotion**

12

Concept, Objectives, Schemes and Importance, Exhibition and Trade Fairs. Sales Planning and Control: Selection, Training, Motivation and Compensation of Sales Personnel, Ethical and Legal Aspects of Advertising and Sales Promotion.

**References**

1. Kotler, Keller, Koshy and Jha “Marketing Management” 13th edition Pearson Education
2. Ramaswamy VS, Namakumari “Marketing Management” 6th Sage Text
3. Shukla A.K. “Marketing Management” 1st edition, Vaibhav Laxmi Prakashan
4. Jain & Singh “Modern Advertising Management” Regal Publications
5. Jefkins “Advertising” Pearson Education
6. Dr. R. L. Varshney & Dr. S. L. Gupta: Marketing Management, an Indian Perspective, Sultan Chand & Sons

**Teaching and learning process, Assessment methods and Weekly teaching schedule**

Unit No.	Course learning outcomes	Teaching and learning process	Assessment method
1 (3 weeks)	Advertising is the one of the important component of sales promotion. The learners will be able to understand advertising and its meaning, features, types, functions and setting of advertising objectives. Further, the learners will also be able to understand approaches of advertising- DAGMAR (Defining Advertising Goals for Measured Advertising Results), AIDA (Attention, Interest, Desire and Action)	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

	and advertising media & its evolution, factors affecting media choice etc.		
2 (3 weeks)	It will enable to understand advertising copy: concepts and elements, requisites of a good and effective advertising copy. The learners can measure advertising effectiveness. It will familiarize the students with advertising agencies and advertising regulating agencies i.e. ASCI, and AAI	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
3 (2 weeks)	Develop the understanding about the personal selling: meaning, nature & importance, personal selling and salesmanship, characteristics of personal selling, and qualities of a good sales person.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
4 (4 weeks)	The learners will understand the theories of sales promotion: concept, objectives, schemes and importance. The learners will become familiar with the sales promotion techniques. Success of personal selling depends upon how well we train our salesmen. The students will know about selection, training, motivation and compensation of sales personnel. Further, they will also know the ethical and legal aspects of advertising and sales promotion.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

#### Keywords

Advertising, Sales Promotion, Personal Selling, Salesmanship, Agencies

**B.A. (VS) Marketing Management and Retail Business**  
**Semester III**  
**Paper: MMRB 3.3**  
**Indian Economy – Sectoral Issues**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**lectures: 60**

**Course Objective (2-3)**

The objective of the course is to provide the students a basic understanding of evolution of different sectors of Indian economy in the course of its development after independence. It would help them meaningfully reflect on the issues that the individual sectors are currently embroiled.

**Course Learning Outcomes**

After completing this course, the students would be able to:

CO1: understand the process of development of the Indian agricultural economy, its institutional framework facilitating use of inputs and technology.

CO2: critically evaluate different policy instruments used and their impacts in the context of Indian agriculture.

CO3: understand evolving structure, policy instruments and dynamics of Indian industries, including public sector and MSMEs.

CO4: understand financing pattern of Indian industries.

CO5: understand the nuances of the service sector-led growth in India.

**Contents**

**Unit 1: Agriculture: Institutional Framework and Inputs 12**

Agriculture and Economic Development.

Institutional framework of Indian agriculture: Land tenure system and land Reforms.

Agricultural inputs: Seeds, fertilizers, agro-chemicals, machinery with special reference to green revolution;

Agricultural labour and issues related to wage and employment.

**Unit 2: Policy Instruments for Agriculture and Agricultural Growth 13**

Agricultural price policy, Food management & food security in India

Agricultural marketing in India: issues, challenges & recent developments

Role of institutional and technological factors in agricultural growth: new technology – Green revolution and post reform developments.

Agricultural investment - Public and Private

<b>Unit 3: Industrial</b>	15
Phases of growth and evolving structure of industry	
Industrial and Licensing Policies in the Pre-and Post-reform periods: Role of large, medium, small and micro industries	
Reforms and changing role of public sector	
<b>Unit 4: Industrial Finance and Foreign Investment</b>	11
Changes in the pattern of industrial financing - SFCs, PIs, corporate debt market, bank finance, microfinance	
Foreign Direct investment	
Foreign Institutional Investment	
<b>Unit 5: Service Sector</b>	09
Importance of service sector in Indian economy	
Growth and changes in the structure of service sector - the role of reforms	
Major components of service sector	
The issue of service sector led growth in India.	

### References

1. Mishra & Puri (MP) Chapters 17, 20, 21, and 25.  
*<https://epgp.inflibnet.ac.in/ahl.php?csrno=11>*, EPG Pathshala, Sectoral Growth of Indian Economy (P 10) Module Nos 1, 2, 3,4, 5, 9
2. MP - Chapters 18, 20, 21, 22, 23.  
*<https://epgp.inflibnet.ac.in/ahl.php?csrno=11>*, EPG Pathshala, Sectoral Growth of Indian Economy (P 10) Module Nos 6, 7, 8.
3. MP - Chapters 26, 28, 29, 30 and 31.  
*<https://epgp.inflibnet.ac.in/ahl.php?csrno=11>*, EPG Pathshala, Sectoral Growth of Indian Economy (P 10) Module Nos 11, 13, 14, 15
4. MP- Chapters 39, 48 and 49, and Chapter 22, PP. 285-89
5. MP- Chapter 35  
*<https://epgp.inflibnet.ac.in/ahl.php?csrno=11>*, EPG Pathshala, Sectoral Growth of Indian Economy (P 10) Module No 18
1. S.K. Mishra and V. K. Puri, Indian Economy: Its Development Experience, 67th edition.
2. Uma Kapila, Indian Economy: Performance and Policy, latest edition
3. Gaurav Datt and Ashwani Mahajan, Datt and Sundharam Indian Economy, latest edition
4. *<https://epgp.inflibnet.ac.in/ahl.php?csrno=11>*, EPG Pathshala, Sectoral Growth of Indian Economy (P 10) Module Nos 1, 2, 3, 4,5, 6,7,8, 9, 10, 11,13,

### Additional References:

1. Kaushik Basu and Annemie Maertens (eds.) The New Oxford Companion to Economics in India (2 Volumes): 2 Volumes, 2011.
2. Pradip Kumar Biswas and Panchanan Das (eds.) Indian Economy: Reforms and Development, Springer, Singapore, (forthcoming) ISBN: 978-981-13-8268-0, 2019.

*<https://www.springer.com/gp/book/9789811382680>*

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly schedule	Unit no.	Hours	Course learning Outcomes	Teaching Learning Process*	Assessment Methods
1 to 3	1	12	Students will be able to understand the process of development of the Indian agricultural economy, its institutional framework facilitating use of inputs and technology.	Lectures in the classes on institutional framework facilitating usage of inputs and technology in agriculture followed by discussion with smaller group of students for further clarification on each of the points taught in the class as well as clarifying any query by the students.	Class test, oral presentation, group discussion and assignment on this topic.
4 to 6	2	13	Students would be able to critically evaluate different policy instruments used and their impacts in the context of Indian agriculture.	There would be lectures in the classes on different policy instruments used in Indian agriculture and their effects. These lectures would be followed by interaction with smaller group of students for further clarification of each of the points taught.	Class tests, oral presentation, group discussion and assignments on this topic.
7 to 9	3	15	Students will understand evolving structure, policy instruments and dynamics of Indian industries, including public sector and MSMEs.	There would be lectures in the classes on the evolving structure of industries, different policies used, as well as on MSMEs and public sector. Lectures would be complemented by tutorials involving close interaction with small group of students.	Class tests, oral presentation, group discussion and assignments on this topic.
10 & 11	4	11	Students will understand financing pattern of Indian industries.	There would be lectures in the classes on industrial financing through SFCs, PIs, corporate debt market, bank finance, microfinance, FDI and FII. Lectures would be complemented by tutorials involving close interaction with small group of students.	Class tests, oral presentation, group discussion and assignments on this topic.
11 & 12	5	9	Students will understand the nuances of the service sector-led growth in India.	There would be detailed discussion on the growth and changes in the structure of service sector, including the role of reforms in it. Lectures would be complemented by tutorials	Class tests, oral presentation, group discussion and

				involving close interaction with small group of students.	assignments on this topic.
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**\*Assessment tasks listed here are indicative and may vary.**

**Keywords**

Agriculture, manufacturing, trade, services, finance, SME, productivity, green revolution, FDI.



**B.A. (VS) Marketing Management and Retail Business**  
**Semester III**  
**Paper: MMRB 3.4**  
**Computer Concepts and Software Packages**  
**Skill Enhancement Course(SEC)- Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 40**

**Course Objective (2-3)**

By the end of the semester each student will be able to:

- understand and appreciate the application of computers including their evolution and characteristics
- grasp and perform number system conversion
- understand the fundamental hardware components, memory storage devices and software aspect required to resolve everyday issues
- understand the importance of operating system and demonstrate the use of different services provided by an OS
- fully grasp the networking concepts including architecture and topology, Internet terminology and working efficiently on a web browser
- comprehend the need and used of MS-Office and demonstrate the use of software for the word processing, spreadsheet related tasks and presentations
- outline the latest development in the field of computers such as artificial intelligence, virtual reality and Information Systems.

**Course Learning Outcomes**

CO1: The student will be able to convert number system into any other number system with ease

CO2: Identify components of a computer system and use them appropriately to achieve a task

CO3: The student will be able to fully understand the importance of operating system and grasp its functioning

CO4: Grasp the significance and terminology of computer networking and Internet. The students can apply their comprehensive knowledge to real life situations

CO5: The students will be able to identify the required MS-Office component and apply the comprehensive knowledge to deliver the task

CO6: The student will be able to relate with the latest development in the field of computer and technology

## **Contents**

<b><u>Unit 1: Basic Concepts</u></b>	05
Meaning, characteristics and applications of a computer, advantages and limitations of a computer, classification of computers based on technology, application and size, generation of computers, meaning of Data, Information and Knowledge, Data types, data storage, data representation such as ASCII, number system conversion.	
<b><u>Unit 2: Components of Computers</u></b>	05
Hardware components: input devices, output devices, system unit, Software components: Application software: general purpose packaged software and tailor – made software, System software: operating system, interpreter, compiler, linker, loader, Memory Storage devices, Types of programming languages.	
<b><u>Unit 3: Operating System</u></b>	05
Need and functions of an operating system, graphic user interface and character user interface, types of operating system - (Batch Operating system, Real-time operating system, Time sharing operating system, distributed operating system and Multiprogramming operating system) Windows environment: application and document, Windows interface such as icons, lists, menus, dialog box, etc., Desktop, control panel, system tools, utilities such as calculator, calendar, etc., Explorer: file types, attributes, names, folders, drives, devices, File functions: create, open, close, delete, rename, move, cut, copy, paste, etc.	
<b><u>Unit 4: Introduction to Networks and Internet</u></b>	07
Meaning and types of networks - LAN, MAN and WAN, network topologies, network architecture, Internet, difference between internet and intranet, Basics: functions, growth, anatomy, uses, wireless and Wi-Fi, Internet services: ISP, types of accounts, World Wide Web: websites file transfer, browsing, searching, network and Internet terminology	
<b><u>Unit 5: Office Applications</u></b>	13
Meaning and applications of word processing, spreadsheets and presentation, MS word: formatting text, writing basic document using word, Header and Footer, page formatting, paragraph formatting, saving a document, printing a document. Mail Merge MS excel: creating a workbook, saving a workbook, editing a workbook, creating a series, use of basic formulae in Excel, sorting data, creating simple charts, use of functions in Excel: Mathematical, Logical- IF, AND, OR, NOT, Statistical. Application of Excel: Payroll, Basic Lease statement, Loan statement. MS PowerPoint: create animation of text, creating simple presentation including slide transitions, bullets etc.	
<b><u>Unit 6: Latest developments</u></b>	05
Internet of things, Artificial Intelligence and virtual Reality, Meaning of Information systems, Types of IS-MIS, DSS, TPS	

## Practical

**Time: 60 Minutes**

**Maximum Marks: 25**

Description of Question	Marks	Time Allowed
Lab questions testing various concepts MS-Word, MS-PowerPoint and MS-Excel as mentioned in Unit V (Office Applications) <b>ONLY</b>	25	60 minutes

- There is no Internal Assessment in the practical component of this paper.

### References:

1. Computer Fundamentals and Essential Tools by H N Tiwari and Hem Chand Jai
2. Computer Applications in Business by Dr. Sushila Madan, Scholar Tech Press

### Additional Resources:

1. Computer Fundamentals by Dr. Anita Goel, Pearson Publication.
2. Microsoft Office 2010 by Bittu Kumar, V&S Publishers

### Teaching Learning Process, Assessment Methods and Teaching Plan

Week	Unit Number	Hours	Unit Name	Learning Outcome	Teaching Learning Process	Assessment Methods
1.25	1	5	Basic Concepts	The student will be able to convert number system into any other number system with ease	A general overview is undertaken on the basic concepts of computer	The assessment methods such as tests, assignments must identify the academic and professional skills in the students
1.25	2	5	Components of Computers	Identify components of a computer system and use them appropriately to achieve a task	A thorough discussion is undertaken to demonstrate the functioning of a computer system.	A combination of MCQs and assignments can be used to assess the

					The student can understand the functioning of a computer system	students' understanding
1.25	3	5	Operating System	The student will be able to fully understand the importance of operating system and grasp its functioning	Discussion is encouraged amongst the students so as to recognize the importance of an operating system in a computing environment.	Open-book and closed book tests along with viva voce
1.75	4	7	Introduction to Networks and Internet	Grasp the significance and terminology of computer networking and Internet. The students can apply their comprehensive knowledge to real life situations	An overview is given into the vast world of networking and Internet. Examples are discussed and demonstrated through PPTs so that the student can understand the importance of networking	Case study analysis and reports
3.25	5	13	Office Applications	The students will be able to identify the required MS-Office component and apply the comprehensive knowledge to deliver the task	Practical application of MS-Office is demonstrated in a lab environment and the student is encouraged to implement case studies	Practical assignments, observation and evaluation of practical skills
1.25	6	5	Latest Developments	The student will be able to relate with the latest development in the field of computer and technology	A Discussion is undertaken to discuss the latest developments and examples are discussed through PPTs, case studies, etc.	MCQs and viva voce

### Keywords

Data, Information, Knowledge, number conversion, hardware, system software, application software, operating system, network, Internet, artificial intelligence, Information Systems

**B.A. (VS) Marketing Management and Retail Business**  
**Semester IV**  
**Paper: MMRB 4.1**  
**MIL II/ English II**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Marketing Management and Retail Business**  
**Semester IV**  
**Paper: MMRB 4.2**  
**Retail Business Management**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**lectures: 60**

**Course Objective (2-3)**

Retail is an emerging area in marketing. The objectives of this course are:

- To provide basic understanding of retail business,
- To familiarize with the changing retail environment,
- To adopt various retailing strategies,
- To make aware of the various types of retail formats, online retailing and payment mechanism
- To learn the customer relationship management and its significance in retail management.

**Course Learning Outcomes**

CO 1: Students will be familiar with the basic concepts of retailing, scope, contribution of retailing to Indian economy, retail environment in India, Foreign Direct Investment (FDI) in retail and changing scenario of retail business in India. Further, they will also know the theories of retail development (Wheel of Retailing, Retail Accordion, Melting Pot Theory, and Polarization Theory).

CO 2: Develop the understanding about the various retail strategies and its applications. Learners will know the types of retailing formats: super market, hyper market, departmental stores, convenience stores, catalogue retailers and non-stores retailing: vending machine, door to door selling, mail order business. e-retailing: credit card transaction, smart card and e-payment, retailing of services.

CO 3: They will be able to identify the retail location, understanding its meaning, importance, process and factors affecting location. Further, they will also understand the concepts of merchandising, its importance, and factors affecting buying decision, role and responsibilities of merchandising

CO 4: Understanding the concept of franchising: definition, types and evolution, franchising law in India, outsourcing: definition, scope and importance, introduction of the concept of VAT in retailing, CRM in retail: concept, types of CRM, application of CRM in retailing, strategic framework for CRM in retail.

**Contents**

Unit 1

15

Retailing: Concept, Scope and Retail Management, Evolution of Indian Retail Industry, Theories of Retail Development (Wheel of Retailing, Retail Accordation, Melting Pot Theory,

Polarization Theory). Contribution of Retailing to Indian Economy, Retail Environment in India, Foreign Direct Investment (FDI) In Retail, Changing Scenario of Retail Business in India

Unit 2 15  
Retail Strategy: Definition, Importance, & Future of Retail Market Strategy. Developing and Applying Retail Strategy, Types of Retailing Formats: Super Market, Hyper Market, Departmental Stores, Convenience Stores, Catalogue Retailers. Non Stores Retailing: Vending Machine, Door to Door selling, Mail Order Business. E-Retailing: Credit Card Transaction, Smart Card and E-Payment, Retailing of Services.

Unit 3 15  
Retail Location: Meaning, Importance, Process and Factors Affecting Location, Merchandising: Concept, Importance, Factors Affecting Buying Decision, Role and Responsibilities of Merchandising.

Unit 4 15  
Franchising: Definition, Types and Evolution, Franchising Law in India, Outsourcing: Definition, Scope and Importance, Introduction of the Concept of GST in Retailing, CRM in Retail: Concept, Types of CRM, Application of CRM in Retailing, Strategic Framework for CRM in Retail.

**References**

1. Ramaswamy VS, Namakumari “Marketing Management” 6th Sage Text
2. Gibson & Vedamani “Retail Management” Jayco Books
3. Bajaj, Tuli, & Srivastava “Retail Management” Oxford University Press
4. Berman Barry & Evance J.R “Retail Management” Prentice Hall India
5. Jain J.N.& Singh P.P “Modern Retail Management – Principal and Techniques” Regal Publications
6. Madan K.V.S “Fundamental S of Retailing” Mcgraw-HilSwapna Pradhan “Retailing Management- Text and Cases” Tata Mcgraw-Hill
7. Peelen Ed “Customer Relationship management 2009” Pearson Education
8. Gilbert D “Retail Management” Pearson Education
9. George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
10. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach

**Teaching and learning process, Assessment methods and Weekly teaching schedule**

Unit No.	Course learning outcomes	Teaching and learning process	Assessment method
1 (3 weeks)	Students will be familiar with the basic concepts of retailing, scope, contribution of retailing to Indian economy, retail environment in India, Foreign Direct Investment (FDI) in retail and changing scenario of retail business in India. Further, they will also	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

	know the theories of retail development (Wheel of Retailing, Retail Accordation, Melting Pot Theory, and Polarization Theory).	industries and companies, Tutorial	
2 (3 weeks)	Develop the understanding about the various retail strategies and its applications. Learners will know the types of retailing formats: super market, hyper market, departmental stores, convenience stores, catalogue retailers and non stores retailing: vending machine, door to door selling, mail order business. e-retailing: credit card transaction, smart card and e-payment, retailing of services.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
3 (3 weeks)	They will be able to identify the retail location, understanding its meaning, importance, process and factors affecting location. Further, they will also understand the concepts of merchandising, its importance, and factors affecting buying decision, role and responsibilities of merchandising.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
4 (3 weeks)	Understanding the concept of franchising: definition, types and evolution, franchising law in India, outsourcing: definition, scope and importance, introduction of the concept of VAT in retailing, CRM in retail: concept, types of CRM, application of CRM in retailing, strategic framework for CRM in retail.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

**Keywords**

CRM, Franchising, Retail Strategy, E-Retailing, Merchandise, Smart Card



**B.A. (VS) Marketing Management and Retail Business**  
**Semester IV**  
**Paper: MMRB 4.3**  
**Labour and Development in India**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The course is designed to equip the students with conceptual, empirical and legal issues with special reference to India. the focus of the course would be on the changing profile and position of labour in modern India and the specific problems in the post reform period. The role of state, nation and international labour organisations will be emphasized.

**Course Learning Outcomes**

CO1: The course will help students to understand basic theories of Labour market and Identify features and challenges of India's labour market

CO2: The course will inculcate a deep understanding regarding evolution of labour market and it will enable students to identify different forms of labour and also this unit provide knowledge about various labour laws associated with these forms of labour

CO3: The course will provide knowledge about the evolution of trade union movement in India and learners will be able to analyse the role of trade unions in the changing economic environment of the country

CO4: The course enables students to Identify the state intervention in labour market in the form of administration machinery, national commission on labour, Dispute settlement mechanism and Labour regulation.

CO5: This unit intends the learner to gain knowledge in the role of international agencies in setting labour standards in India

**Contents**

**Unit 1: Economics of labour market** 12

1.1 Wage rate determination in labour market: Labour Demand, Labour Supply, Determination of wages, Minimum wage laws, Minimum wage legislation

1.2 India's labour market

a) Employment and unemployment: Concepts, measurement, trends and types of unemployment

b) Dynamics of economic and occupational structure: Growing importance of tertiary sector

**Unit 2: Forms of labour** 18

2.1 Evolution of Labour market in India:

a) Pre- colonial pattern of Industrial Development

b) Post-colonial Pattern of Development: Industrialisation, Planning and achievements

## 2.2 Types of labour and associated labour legislation

- a) Organised and unorganised labour
- b) Rural Labour
- c) Migrant Labour
- d) Bonded labour
- e) Women and child labour

### **Unit:3 Labour protest and Trade union movement**

12

3.1 Evolution and growth of trade union movement in India- Pre and post-independence period

3.2 Forms of Industrial action and Labour Protests

(Forms of Industrial action, Types of Disputes, Causes of Industrial disputes, Industrial Dispute act 1947, Modes of Protest)

### **Unit:4 State and Labour**

12

4.1 a) Labour Administration – Union government and state government Machinery

b) Mechanism of Dispute settlement: Arbitration, Adjudication and other methods of dispute settlements

4.2 Regulation of Labour

(Factories act, Employees State Insurance act, Worker's compensation act etc.)

4.3 Role of the state in skill formation

### **Unit 5: International Labour Organisation**

06

a) Structure and role of ILO

b) ILO programmes in India

### **References**

1. Mankiw, Principles of Economics, Cengage learning, 6th edition
2. Case, Karl E, and Fair, Ray, Principles of Economics, Pearson 8th edition
3. India Labour and employment Report 2014: Institute of Human development, Academic Foundation
4. Uma Kapila, Indian economy: Performance and Policies, Academic Foundation, latest edition
5. Uma Kapila, Indian economy since independence, Academic Foundation, Latest edition
6. Thirthankar Roy, the Economic history of India 1857-1947, Oxford Publication, second edition, (Chapter6: small scale industry, Chapter7: large scale Industry)
7. UNICEF Report, Overview of Internal Migration in India
8. Ravi.S. Srivastava, Bonded Labour in India: its incidence and pattern- working paper ILO
9. Shervick, Women's labour force participation in India: Why is it low? - ILO
10. Azadeh Barati, Rooh ollah Arab & Seyed Saadat Masoumi, Challenges and problems faced by women workers in India.
11. Majnu, Women in Unorganised sector: problems and issues in India, International Journal of Applied Research 2017
12. Organising the unorganised- IGNOU BLD 102(2004)
13. P N Singh and Neerja Kumar, Employee relations management, Pearson
14. Sinha, PRN, Sinha, Indu bala and shekhar, Seema Priyadarshini, Industrial Relations, Trade Unions and Labour legislation, Pearson
15. J.P. Sharma, Simplified Approach to Labour Laws, Bharat Law House

**Teaching Learning Process, Assessment Methods and Teaching Plan**

<b>Weekly Schedule</b>	<b>Unit no.</b>	<b>Hours</b>	<b>Course learning Outcomes</b>	<b>Teaching Learning Process</b>	<b>Assessment Methods</b>
1-3 week	1.	12	The course will help students to understand basic theories of Labour market and identify features and challenges of India's labour market	Delivery of lectures. Providing theoretical understanding of Labour market, creating an understanding regarding the concepts of employment and unemployment, its measurement by looking in to secondary Labour Data. This will be followed with interactive discussion with students to improve their understanding of the topics.	Asking students oral questions in the class, preparation of assignments and class test.
4-6	2.	18	The course will inculcate a deep understanding regarding evolution of labour market and enable students to identify different forms of labour and provide knowledge about various labour laws associated with these forms of labour	Delivery of lectures explaining evolution of labour market, types of labour market and relevant labour market legislation. Interactive discussion with students to improve their understanding of the topics.	Asking students oral questions in the class, classroom presentation. Class tests.
7-8	3.	12	Provide knowledge about the evolution of trade union movement in India and learn to analyse the role of trade unions in the changing economic environment of the country.	Delivery of lectures explaining evolution and growth of Trade union movement, different forms of Industrial action, and Labour protests. a group Discussion may follow the lectures	Asking students oral questions in the class, preparation of assignments.
9-11	4.	12	The course enables students to Identify the state intervention in labour market in the form of administration machinery, national commission on labour	Delivery of lectures explaining the state intervention in labour market in the form of labour administration machinery, mechanism of settling labour disputes and labour regulation measures. The	Asking students oral questions in the class, conducting class test on the topics.

			and Dispute settlement mechanism	lectures may be conducted through power point presentation	
12	5.	6	This unit intends the learner to gain knowledge in the role of international agencies in setting labour standards in India	Delivery of lectures explaining the role of international Labour organisation in setting labour standards. A discussion on the organisational structure and influence of ILO on Indian labour legislation	Asking students oral questions in the class. Conducting class test on the topic

**\*Assessment methods listed here are indicative and may vary**

### **Keywords**

Unit 1. Labour markets, equilibrium wage, labour demand, labour supply, wage floor, minimum wage, Employment, unemployment, occupational structure, service sector, participation rate

Unit2. Economic Development, Industrial development, Economic planning, Organised workers Unorganised workers, Bonded labour, migration, Rural labour,

Unit 3. labour protest, Trade Unions, labour disputes, arbitration, adjudication, industrial action.

Unit4. labour administration, labour regulation

Unit 5. Labour policy, International labour organisation, Globalisation.

**B.A. (VS) Marketing Management and Retail Business**  
**Semester IV**  
**Paper: MMRB 4.4**  
**Business Communication and Personality Development**  
**Skill Enhancement Course - (SEC) Credit:4**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 48**

**Course Objective (2-3)**

To equip students of the B.A(VS) course to effectively acquire skills in reading, writing, comprehension and business communication, as also to use electronic media for business communication.

**Course Learning Outcomes**

The course on Business Communication and Personality Development will help the learner to exhibit the following competencies and skills:

CO1: Enhanced knowledge of the Theory of Communication leading to a more adequate understanding of the nature and process of communication.

CO2: Demonstrate enhanced skills in reading, writing, comprehension, communication and speech. Deeper familiarity with different types of business correspondence, better writing skills and knowledge of various types of formal and informal communication including emails and social media generally employed in work spaces.

CO3: Familiarity with different types of reports and the process of planning and writing.

CO4: Suitable use of language and communication skills specifically within professional spaces. Enhanced verbal skills, improved vocabulary and grammar enhancing error free usage.

**Content**

Unit 1: 04  
Nature of Communication, Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication, Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.

Unit 2: 08  
Business Correspondence: Letter Writing, presentation, inviting quotations, Sending quotations, Placing orders, inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter -office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

<u>Unit 3:</u>	04
Report Writing Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports. Vocabulary Words often confused, Words often misspelt, common errors in English.	
<u>Unit 4:</u>	12
Business Etiquettes, Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone, Handling business meetings, Role play on selected topics with case analysis and real life experiences. Aids to correct Business writing, Practical Grammar (basic Fundamentals), Sentence Errors-Punctuation, Vocabulary building.	
<u>Unit 5:</u>	20
Oral Presentation, Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. How to make a presentation, the various presentation tools, along with guidelines of effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, art of effective listening. Leadership – quality of a leader, leadership quiz with case study, knowing your skills and abilities. Introduction to group discussion techniques with debate and extempore, increase your professionalism. Audio Video recording and dialogue sessions on current topics, economy, education system, environment, politics.	

## References

1. R. C Bhatia. *Business Communication*. Ane Books Pvt Ltd, New Delhi
2. Department of English, University of Delhi. 2009. *Business English*. New Delhi: Pearson Publication, 2011.
3. Scot, O. *Contemporary Business Communication*. Biztantra, New Delhi
4. Cholij, Mark and Geetha Nagaraj. *English Basics: A Companion to Grammar and Writing*. Cambridge, UK: Cambridge UP, 2004.
5. Tickoo M.L, A.E. Subramaniam and P. R. Subramaniam. *Intermediate Grammar, Usage and Composition*. 1976. New Delhi: Orient Blackswan, 2012
6. Lesikar, R.V & Flatley, M.E. *Basic Business Communication Skills for Empowering the Internet Generation*. Tata McGraw Hill Publishing Co Ltd. New Delhi
7. McGraw E.H., S.J. *Basic Managerial Skills for All*. Fourth Edn. Prentice Hall of India Pvt. Ltd, New Delhi.
8. Lesikar, R.V. & Flatley, M.E.; *Basic Business Communication Skills for Empowering the Internet Generation*, Tata McGraw Hill Publishing Company Ltd. New Delhi.
9. Bovee, and Thill, *Business Communication Today*, Pearson Education
10. Shirley Taylor, *Communication for Business*, Pearson Education
11. Locker and Kaczmarek, *Business Communication: Building Critical Skills*, TMH
12. Sinha, K.K., *Business Communication*, Galgotia and Sons, New Delhi.
13. Reuben, Ray; *Communication today – understanding creating skills*, Himalaya Publishing House, 2001.
14. E. H. McGraw, S. J.; *Basic Managerial Skills for All*. Fourth Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
15. Stephen R. Covey; *The seven habits of highly effective people*

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit no.	Hours	Course Learning Outcome	Teaching Learning Process	Assessment Methods
1	1.	04	Students would be able to demonstrate basic understanding of what is communication. They would also be able to identify and analyse various forms of communication and barriers to communication.	Interactive lectures aim at introducing students to theory of communication which involves a study of nature, processes, and importance of communication. Thorough discussions provide an in-depth study of different kinds of communication (for example, formal and informal, verbal and non-verbal) and how to express oneself most efficiently depending on the context. Detailed discussion upon possible barriers to communication and how to overcome them. The lectures make ample use to power point presentations, medias, and libraries to make classroom interactions more engaging for the students.	Quiz  Class tests  Presentations  Assignments
2	2.	08	Demonstrate enhanced skills in reading, writing, comprehension, communication and speech.  Deeper familiarity with different types of business correspondence, better writing skills and knowledge of various types of formal and informal communication including emails and social media generally employed in work spaces.	Introducing students to the theory aspect and enable them to learn and understand the various structures and formats of business correspondences such as letters, presentation, quotation, sales letters, claim and adjustment letters, memos, agenda, minutes, resume, etc. Enable them to understand their applications and facilitate the students in drafting various business correspondences through classroom exercises and assignments. The lectures will include use of power point presentations,	Exercises  Class tests  Presentations  Assignments

				reference books, real time examples.	
1	3.	04	Familiarity with different types of reports and the process of planning and writing.	Introducing students to fundamentals of report writing, types of reports, their importance and applications. The lectures will include use of power point presentations, reference books, real time examples, classroom exercises.	Exercises  Class tests  Presentation  Assignments
3	4.	12	Students would learn appropriate non-verbal communication and would be equipped with skills and practical training on how to hold conversations on telephone, in person, or through emails. They would also be able to establish an understanding of fundamentals of practical grammar and develop a sufficiently strong vocabulary. Enhanced verbal skills, improved vocabulary and grammar enhancing error free usage.	Lectures are more practical and aim to acquaint students to nonverbal communication which involves development of appropriate body language and etiquettes. Role play on selected topics with case analysis of real life experiences aids students to learn etiquettes of the written word, of the telephone, and how to hold business meetings. Theoretical discussion on fundamentals of grammar, challenges with syntax, sentence formation, and punctuation is followed by interactive exercises and language games to train students in usage of practical grammar and to build a strong vocabulary. Learning activities include word games like cups and letters, make a connection, two word charade, etc.	Quiz  Presentations  Role plays  Class tests containing multiple choice questions and grammatical exercises  Assignments
5	5.	20	Greater acquaintance with soft skills including social and professional etiquette leading to personality development and increased confidence.	Lecture on the fundamentals and structure of presentation, presentation skills, usage of presentation tools, multimedia and usage of vocabulary and grammar	Quiz  Class tests



			<p>Recognition of and need for leadership qualities in a globalized work space and the necessity of developing these for success in the professional field. Improve speaking abilities through participation in group discussions and oral presentations.</p>	<p>while preparing and presenting presentation. Classroom exercises on oral presentation and group discussion will be facilitated for students to participate.</p> <p>Lecture on leadership, qualities of a leader will be conducted with case studies of current and renowned leaders.</p> <p>Lecture resource will compose of reference books, powerpoint presentation and classroom exercises.</p>	<p>Presentations</p> <p>Assignments</p>
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**\*Assessment methods listed here are indicative and may vary**

**Keywords**

Communication, Process, Types, Verbal-Non-Verbal, Barriers, Business Correspondence, Tenders, Memos, Resumes, Report Writing, Business Etiquettes, Personality development, Basic grammar, Vocabulary, Effective Presentation, Visual aids, Presentation tools, Leadership skills

**B.A. (VS) Marketing Management and Retail Business**  
**Semester V**  
**Paper: MMRB 5.1**  
**Legal Aspects of Marketing**  
**Elective Core-Discipline Based (DSE)-Credit:6**

**Duration: 3 hours**

**Marks: 100**

**lectures: 60**

**Course Objective (2-3)**

The objectives of the course are to give basic understanding about the different laws relating to marketing i.e. The Consumer Protection Act 1986, Environment Protection Act 1986, The Essential Commodities Act 1955, The Prevention of Food Adulteration Act 1951, The Drugs and Magic Remedies (Objectionable Advertisement) Act 1954, The Bureau of Indian Standards Act 1986, The Agricultural Produce Grading and Marketing Act (AGMARK) 1937, The Trademarks Act 1999, The Patents Act 1970, The Information Technology Act 2000, The Standards of Weights and Measures Act 1976, The Competition Act 2003.

**Course Learning Outcomes**

CO 1: Familiarized with the Consumer Protection Act 1986, Environment Protection Act 1986 and Essential Commodities Act 1955.

CO 2: Conversant with The Prevention of Food Adulteration Act 1951, The Drugs and Magic Remedies (Objectionable Advertisement) Act 1954, The Bureau of Indian Standards Act 1986, and The Agricultural Produce Grading and Marketing Act (AGMARK) 1937.

CO 3: Knowledge of the Trademarks Act 1999, Patents Act 1970, and the Information Technology Act 2000.

CO 4: Understanding the rules relating to the Standards of Weights and Measures Act 1976, The Packaging Rules: Rules Related to Only Small and Retail Products and the Competition Act: Features and Regulatory Framework for Retail Business

Unit 1

15

The Consumer Protection Act 1986: Features, Rights and Responsibilities of Consumers, Redressal Mechanism.

Environment Protection Act 1986: Features, Offences, Prevention and Control of Environment Pollution.

The Essential Commodities Act 1955: Features, Essential Commodities, Control of Production, Supply and Distribution of Commodities, Public Interest

Unit 2

15

The Prevention of Food Adulteration Act 1951: Features, Adulteration of Food and Penalties  
The Drugs and Magic Remedies (Objectionable Advertisement) Act 1954: Advertisements Related to Self-Medication and Harmful Drugs, Prohibition of False Claims.

The Bureau of Indian Standards Act 1986: Features, Procedure for BIS Standards, Offences and Penalties

The Agricultural Produce Grading and Marketing Act (AGMARK) 1937: Features, Offences and Penalties.

**Unit 3** 15  
 The Trademarks Act 1999: Features, Trademarks, Offences and Penalties.  
 The Patents Act 1970: Features, Patents, Offences and Penalties.  
 The Information Technology Act 2000: Features, Digital Signature, Digital Signature Certificate and Certifying Authorities.

**Unit 4** 15  
 The Standards of Weights and Measures Act 1976: Features, Rules Applicable to Retail Business.  
 The Packaging Rules: Rules Related to Only Small and Retail Products.  
 The Competition Act: Features and Regulatory Framework for Retail Business

**References**

1. Datey V.S. “Student guide to Economic laws” 2010 Taxman publication
2. Agnihotri Anurag & Mohanty Pratap “Economic Regulations of Domestic and Foreign Exchange Markets – Recent policy changes and Problems” Bookage Publications, New Delhi.
3. All Relevant Bare Acts.

**Teaching Learning Process, Assessment Methods and Teaching Plan**

Unit No.	Course learning outcomes	Teaching and learning process	Assessment method
1 (3 Weeks)	Familiarized with the Consumer Protection Act 1986, Environment Protection Act 1986 and Essential Commodities Act 1955.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
2 (3 Weeks)	Conversant with The Prevention of Food Adulteration Act 1951, The Drugs and Magic Remedies (Objectionable Advertisement) Act 1954, The Bureau of Indian Standards Act 1986, and The Agricultural Produce Grading and Marketing Act (AGMARK) 1937.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
3 (3 Weeks)	Knowledge of the Trademarks Act 1999, Patents Act 1970, and the	Lecture, Interactive sessions, Power point presentation, Group	Term paper, Quiz, Multiple choice questions, Class

	Information Technology Act 2000.	discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	test, Assessment of assignments, Presentation, evaluation of project
4 (3 Weeks)	Understanding the rules relating to the Standards of Weights and Measures Act 1976, The Packaging Rules: Rules Related to Only Small and Retail Products and the Competition Act: Features and Regulatory Framework for Retail Business	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

#### Keywords

Consumer, Commodities, Patent, Trademarks, Digital Signature, BIS

**B.A. (VS) Marketing Management and Retail Business**  
**Semester V**  
**Paper: MMRB 5.2**  
**Internship Project / Project**  
**Elective Core-Generic-Credit:6**

**(2 Lectures+2 Tutorials per week per group+ 2 hours of field/library work per week)**

**Course Objective (2-3)**

The objective of the course is to provide basic and hands on understanding of the issues facing business and industry. The course acquaints the student with the practical aspects of the vocational specialisation. This is an opportunity for the student to become familiar with industry practices related to the vocation that supplement classroom teaching. Also, working on a project enables the student to focus on the contemporary problems and challenges facing the industry.

Each student of a vocational course shall undergo practical internship of four weeks during the vacation in any approved business/ industrial/ government/ service organisation. The objective of this training is to get acquainted with the industrial/ business working environment. After completion of the training the student is required to submit a training report at the end of the semester. The student is also required to submit a performance certificate from the company/ organisation where she/he undertook the training.

The whole course is divided into two parts: -

**Part A**

It will provide the theoretical knowledge about research methods, data analysis, interpretation of data, report writing etc. This component of the course carries 50 marks (38 theory + 12 Internal Assessment).

**Part B**

It will comprise the internship/ project report and also carries 50 marks. It will be evaluated by two examiners one internal and one external. The exact date of submission of the Report will be notified by the college. Alternatively, if it is not possible to do industrial internship, the students will prepare a project report on a topic assigned to her/ him by the college. The project report will be evaluated as above.

**Course Learning Outcomes**

**Part A-**

CO1: Imparting knowledge about the basics of research-objectives, types, approaches, process and problems encountered in research

CO2: Develop the learning to define a research problem, facilitate understanding of sampling, data collection, construction of questionnaire

CO3: Develop an understanding of the basic tools of data analysis- Parametric & non parametric tests, interpretation of results & presentation.

CO4: Imparting learning of different aspects of report writing, process, contents of a report and referencing

**Part B-**

CO5: Prepare a project report relating to a well-defined area of research problem identified by the student

**Part A: Theory-Business Research Methodology**

**Max. Marks: 50**

**Time Duration: 2 Hours**

**Total Lectures: 24**

<u>Unit 1:</u> Introduction: Research: meaning, objectives, types, approaches, significance, methods, process, criteria of good research, problems encountered	04
<u>Unit 2:</u> Selecting and defining the research problem; literature Review; Research & Sampling design; Measurement & Data collection (primary & secondary); construction of questionnaire	06
<u>Unit 3:</u> Parametric & non parametric tests (basic understanding); Data Analysis (central tendency, dispersion, correlation, t test, f test, z test), interpretation of results & presentation	10
<u>Unit 4:</u> Report writing: significance, steps, layout, types of Reports, contents, Referencing	04

**Part B: Internship/ Project Report**

**Max Marks 50**

It will comprise the internship/ project report and also carries 50 marks. It will be evaluated by two examiners one internal and one external. The exact date of submission of the Report will be notified by the college. Alternatively, if it is not possible to do industrial internship, the students will prepare a project report on a topic assigned to her/ him by the college. The project report will be evaluated as above.

## References

1. Kothari CR & Garg Gaurav (2019) Research Methodology: Methods & Techniques, New Age International Publishers.
2. Chawla Deepak & Sodhi Neena (Kindle edn) Research Methodology: Concept & cases 2<sup>nd</sup> edn, Vikas Publishing House Pvt. Ltd.
3. Kumar Ranjit (2014) A step by step guide for beginners, Sage Publications
4. Kiran Pandya, Smruti Bulsari, Sanjay Sinha (2011 kindle edition), SPSS in simple steps, dreamtech Press

## Teaching Learning Process, Assessment Method and Teaching Plan

Unit no.	Course Learning Outcomes	Teaching Learning Process	Assessment Methods
<b>Part A</b>			
1.(2 weeks)	Imparting knowledge about the basics of research-objectives, types, approaches, process and problems encountered in research	Delivery of lectures to explain the basics of research- explaining objectives, its types and approaches and the overall research process	Students' learning will be facilitated by asking oral questions in the class, class interaction and participation
2.(3 weeks)	Develop the understanding to define a research problem, facilitate understanding of sampling, data collection, construction of questionnaire	Lecture method combined with Power Point presentation. Specific research papers to be discussed in class to build an understanding.	Student to be asked to read specific research papers. Assignment related to relevant topics to be given to students.
3.(5 weeks)	Develop an understanding of the basic tools of data analysis- Parametric & non parametric tests, interpretation of results & presentation.	Delivery of Lectures to explain the various tests used to analyse different data types, interpretation of results and presentation. This will be followed by student interaction to improve their understanding of the topics.	Giving practical problems to students for hands-on learning experience (working with quantitative data)
4.(2 weeks)	Imparting learning of different aspects of report writing, process, contents of a report and referencing	Lectures method combined with discussions, case studies, virtual tools like presentation to be used to build an understanding of various aspects of report writing	Asking students questions in the class, one to one interaction to assess their basic understanding with regard to research problems
<b>Part B</b>			
5.(12 weeks)	Prepare a project report relating to a well-defined area of research problem identified	Discussions, one to one interaction with students in tutorial groups to be undertaken to help them	Continuous feedback and progress to be assessed during the

	by the student and approved by the supervisor	identify research areas, research gaps and topic for project reports	course of the projects. Project reports to be evaluated at the end of the term by two examiners i.e. one internal and one external.
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**Key words:**

Unit 1: Research Problem, Research gap, objectives

Unit 2: Literature Review, Sampling design, primary data, secondary data, questionnaire

Unit 3: Data Analysis, Interpretation, Descriptive statistics

Unit 4: Report writing, Referencing



**B.A. (VS) Marketing Management and Retail Business**  
**Semester V**  
**Paper: MMRB 5.3.1**  
**Financial Accounting**  
**Elective Core-Generic-Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The objective of the course is to make the students familiar with the basic theory, concepts and practices of financial accounting. It aims to enable the students to understand the techniques for preparing accounts in different business organizations excluding corporate entities.

**Course Learning Outcomes**

After completing the course, the students will be able to:

CO1: Understand the theoretical and practical framework of financial accounting and to acquire a basic understanding of IFRS, Ind-AS and latest Accounting Standards.

CO2: Understand the concept of Consignment, Joint Venture, Inland Branches and Hire-purchase transactions and learn the techniques of preparing accounts under each of these cases.

CO3: Develop understanding of Depreciation Accounting as per AS-10 (PPE) .

CO4: Explain the concept of Partnership and preparation of accounts for reconstruction as well as dissolution of partnership firms.

CO5: Analyse the financial statements by preparing common size Balance Sheet, calculating various ratios and preparing Cash Flow statement.

**Concepts**

**Unit 1: Introduction to Accounting**

12

Financial Accounting: Nature, scope and limitations. Generally Accepted Accounting Principles (GAAP). Basic Concepts and Conventions, Accounting Standards: Meaning, Significance. IFRS and IndAS.

Accounting Process: From recording of transactions to preparation of final accounts.

Rectification of errors. Bank Reconciliation statement.

**Unit 2: Accounting for Consignment, Joint venture and inland branches**

12

(i) Consignments: Features, Accounting treatment in the books of the consignor and consignee.

(ii) Accounting for Joint Ventures. When separate set of books are maintained. When records are maintained by a co-venturer of:

(a) all transactions

(b) only his own transactions. (Memorandum joint venture account).

(iii) Accounting for Inland Branches (Dependent branches only). Ascertainment of Profit by Debtors method and Stock and Debtors method.

**Unit 3: Depreciation Accounting and accounting for Hire purchase transactions** 12

(i) Depreciation Accounting. Meaning of depreciation. Causes and need for providing depreciation. Accounting treatment including provision for depreciation accounting. Straight line method and diminishing balance method of charging depreciation.

AS 10. Concept of cost model and revaluation model.

(ii) Accounting for Hire Purchase Transactions. Journal entries and ledger accounts in the books of Hire Vendor and Hire Purchaser for large value items, including Default and repossession.

**Unit 4: Partnership** 12

Admission, Retirement, Dissolution of Partnership Firms: Legal Position, Accounting for simple dissolution.

**Unit 5: Managerial decision making** 12

Analysis of financial statements, Common size balance sheet, Ratio analysis, Cash Flow statement.

**References**

1. J.R. Monga, Basic Financial Accounting, MKM Publication pvt ltd, Darya Gang, New Delhi
2. S.N. Maheshwari ,Suneel K Maheshwari,Sharad K Maheshwari; Introduction to Accountancy, Vikas Publications, New Delhi.
3. R. Narayana Swamy, "Financial Accounting" PHI Pvt., New Delhi
4. P.C. Tulsian, Financial Accounting, Tata McGraw Hill, New Delhi

**Additional References:**

1. Charles T. Horngren, Gart L.Sundem, J.A. Elliot, D.R. Philbrick, Introduction to Financial Accounting, Pearson.
2. T.S Grewal, Introduction to Accounting, S. Chand and Co., New Delhi.
3. Ashok Sehgal and Deepak Sehgal, Fundamentals of Financial Accounting, Taxmann, New Delhi
4. S.P. Jain and K.L. Narang, Advanced Accounting, Kalyani Publishers New Delhi
5. T Naseem Ahmed, Nawab Ali Khan, M.L. Gupta, Financial Accounting, Ane Books Pvt. Ltd. New Delhi

**Teaching Learning Process, Assessment Method and Teaching Plan**

Weekly Schedule	Unit No.	Hours	Course Learning Outcomes	Teaching Learning Outcomes	Assessment Methods
2.4	1	12	Students will understand the theoretical and practical framework of financial accounting and acquire a basic understanding of IFRS,	Class lectures about basics of accounting and accounting process.  Interactive discussion about Generally Accepted	Home Assignment, Student presentation.

			Ind-AS and latest Accounting Standards	Accounting Principles, concepts, conventions and standards.	
2.4	2	12	Students will understand the concept of Consignment, Joint Venture, Inland Branches and Hire-purchase transactions and learn the techniques of preparing accounts under each of these cases.	Class lectures with the help of illustrations and numerical problems.	Home assignment, Class Test with numerical problems.
2.4	3	12	Students will develop an understanding of Depreciation Accounting as per AS-10 ( PPE).	Lectures and class discussion about depreciation and different methods of depreciation. Numerical illustrations will be given.	Home assignment, Oral Test
2.4	4	12	Students will comprehend the concept of Partnership and preparation of accounts for reconstruction as well as dissolution of partnership firms.	Class lectures, interactive discussions, presentations and solving of numerical.	Home assignment, Quiz and MCQs
2.4	5	12	Students will understand how to prepare common size Balance Sheet, calculate various ratios, prepare Cash Flow Statement and analyze Financial Statements	Lectures will be supplemented with case studies and examples of analyses of Profit and Loss Account and Balance Sheet of actual companies.	Home assignment, Class Test with numerical.

**\*Assessment tasks listed here are indicative and may vary.**

### **Keywords**

Assets, Liabilities, Profit, Transactions, Journal Entry, Ledger account, Consignment, Hire-purchase, Joint Venture, Partnership, Branch.

**B.A. (VS)Marketing Management and Retail Business**  
**Semester V**  
**Paper: MMRB 5. 3. 2**  
**Corporate Laws**  
**Elective Core-Generic-Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective**

- To introduce students to the legal nature, structure and functioning of a company and encouraging students to develop basic understanding of case laws and regulatory framework in corporate practice.
- To provide comprehensive knowledge and understanding of the provisions of Companies Act, 2013.
- To provide students' knowledge of fundamental topics in company law including the inferences of separate corporate identity, limited liability, role and legal duties of promoters, board of directors and legal relationship with its various stakeholders.
- To provide basic understanding of Insolvency and Bankruptcy Code, 2016, regarding winding up of the corporate entities.

**Course Learning Outcomes**

After completing this course, the learners would be able to:

CO1: acquire knowledge about regulatory framework, legal structure, functioning, classification and online incorporation of a company and apply legal reasoning to analyse relevant case laws.

CO2: explain basic legal documents to be prepared by company and their significance and describe the importance of online filing of documents.

CO3: understand the concept of allotment of shares, rights and duties of shareholders of company along with developing understanding of dematerialisation of securities.

CO4: acquire knowledge of the role and legal duties of key managerial personnel of a company and their interrelationship with the shareholders accompanied with the knowledge about provisions regarding convening and conducting of company meetings.

CO5: comprehend various modes of company's winding up and relate to the provisions of Insolvency and Bankruptcy code, 2016

**Contents**

**Unit 1: Introduction**

12

Characteristics of a company; concept of lifting of corporate veil; Types of companies including private and public company, government company, foreign company, holding and subsidiary company, one-person company, small company, producer company, association not for profit, illegal association; Formation of company, Promoters and their legal position, pre-incorporation contract, online registration of a company.

**Unit 2: Documents** 12  
Memorandum of association, articles of association, Alteration and doctrine of ultra vires, doctrine of constructive notice and Indoor Management, prospectus, shelf prospectus and red herring prospectus, misstatement in a prospectus; Book Building process, Online filing of documents.

**Unit 3: Share Capital** 12  
Issue, allotment and forfeiture of shares, issue of bonus shares, transmission of shares; buyback and provisions regarding buyback; share certificate and share warrant; Members and shareholder – their rights and duties; Depositories Act 1996 - definitions, rights and obligations of depositories, participants, issuers and beneficial owners. Prohibition of insider trading. Provisions relating to payment of dividend, provisions relating to books of account, provisions relating to audit.

**Unit 4: Management** 16  
Directors, classification of directors: additional, alternate, women director, independent director, small shareholders' director; legal position; appointment, disqualifications, removal of directors; powers and duties; board meetings; key managerial personnel, managing director, manager, corporate social responsibility.  
Types of general meeting: annual general meeting, extraordinary meeting, convening and conduct of meetings, requisites of a valid meeting; postal ballot, e –voting.

**Unit 5: Winding up of companies** 08  
Concept and modes of winding up, compulsory winding up by the tribunal under Companies Act; voluntary liquidation of corporate persons under the insolvency and Bankruptcy Code, 2016, corporate insolvency resolution process. National Company Law Tribunal (NCLT), Appellate Tribunal (NCLAT)

## References

1. Kuchhal MC “Company law” Mahavir Publications
2. Dagar Inderjeet and Agnihotri Anurag “Corporate laws” Galgotia publishing company, New Delhi
3. Sharma J. P, “An Easy Approach to Corporate Laws”, Ane Books Pvt Ltd, New Delhi.
4. Singh Avtar “Company Law” Allahabad Law House

Note: Latest edition of text books may be used.

## Additional References:

1. Charlesworth & Morse, “Company Law”, Sweet & Maxwell”, London, U.K.
2. Gowar, LCB, “Principles of Modern Company Law”, Stevens & Sons, London.
3. Bharat Law House, New Delhi, “Manual of Companies Act, Corporate Laws and SEBI Guidelines”.
4. Kannal, S., & V.S. Sowrirajan, “Company Law Procedure”, Taxman’s Allied Services(P) Ltd., New Delhi (Latest Edition)

### Teaching Learning Process, Assessment Methods and Teaching Plan

<b>Weekly Schedule</b>	<b>Unit no.</b>	<b>Hours</b>	<b>Course learning outcomes</b>	<b>Teaching and learning Process</b>	<b>Assessment methods</b>
1 <sup>st</sup> and 2 <sup>nd</sup> week	1	12	Students will be able to acquire knowledge about regulatory framework, legal structure, functioning, classification and online incorporation of a company and apply legal reasoning to analyse relevant case laws.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented with discussions on leading case laws.	Quiz, oral/ written tests in the tutorial class, case laws solving exercise.
3 <sup>rd</sup> to 5 <sup>th</sup> week	2	12	Students will be able to explain basic legal documents to be prepared by company and their significance and describe the importance of online filing of documents.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by showing the documents of some companies on their websites and displaying the MCA -21 portals for easy access of public documents and various online services.	Student presentations/ Descriptive and critical reasoning home assignments for the internal assessment.
6 <sup>th</sup> and 7 <sup>th</sup> week	3	12	Students will be able to understand the concept of allotment of shares, rights and duties of shareholders of company along with developing understanding of dematerialization of securities.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by showing the functioning of some depository participants on internet.	Problem – solving exercises, Student presentations, Oral/Written Tests in the tutorials.
8 <sup>th</sup> to 10 <sup>th</sup> week	4	16	Students will be able to acquire knowledge of the role and legal duties of key managerial personnel of a company and their interrelationship with the shareholders accompanied with the knowledge about provisions regarding	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by the annual report of some companies.	MCQ, Student presentation, Descriptive and critical reasoning assignment on the topic covered.

			convening and conducting of company meetings.		
11 <sup>th</sup> and 12 <sup>th</sup> week	5	8	Students will be able to comprehend various modes of company's winding up and relate to the provisions of Insolvency and Bankruptcy code, 2016.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by the real life cases of winding up of companies under IBC code.	Class test for the award of internal assessment marks and providing feedback to the students.

\*Assessment tasks listed here are indicative and may vary.

### **Keywords**

Companies Act 2013, Lifting of corporate veil, Memorandum of association, Articles of association, Prospectus, Meetings, Dematerialisation, Shares, Dividend, Directors, Winding up, Virtual learning, Descriptive Assignments, Case Laws, Power Point.

**B.A. (VS) Marketing Management and Retail Business**  
**Semester V**  
**Paper: MMRB 5.4**  
**Rural Marketing**  
**Skill Enhancement Course (SEC)-Credit: 4**

**Duration: 3 hours**

**Marks: 100**

**lectures: 48**

**Course Objective (2-3)**

The course has been drafted with the following objectives:

- To understand the rural market and its significance,
- To understand the rural consumer behaviour and their purchase pattern,
- To enable in framing the rural specific marketing mix,
- To get into insights of the recent development in rural markets and the role of financial institutions in developing the rural business and strengthening the consumer purchasing power.

**Course Learning Outcomes**

CO 1: The students will be familiar with the concept of rural marketing: meaning, concept, phased evolution, significance factors and environment. They will also understand the structure and characteristics of the rural markets. They will be able to distinguish between rural and urban marketing.

CO 2: There are an immense opportunities and threats in rural market. The students will be able to understand the rural marketing challenges and opportunity, rural consumer: characteristics, significance of consumer behaviour, factors influencing decision making process of rural consumers, rural consumer's buying decision process and shopping habits of rural consumer.

CO 3: Understanding rural marketing mix strategies: need, types, product life cycle, new product development, brand management and channel management. Further they will also enable to develop marketing mix strategies for Indian rural markets and shift in strategic perspective for rural marketing.

CO 4: The students will be acquainted with the emerging issues in marketing: green marketing, sports marketing and social marketing. They will also be familiar with the role of rural financial institutions: Regional Rural Banks (RRB), Co-operative Banks, NABARD (National Agricultural Bank for Rural Development) in the development of rural market.

Unit 1

12

Concept of Rural Marketing: Meaning, Concept, Phased Evolution, Significance Factors and Environment, Structure and Characteristics of the Rural Markets, Rural Vs. Urban Marketing, Rural Marketing in India.



Unit 2 12  
 Rural Marketing Challenges and Opportunity, Rural Consumer: Characteristics, Significance of Consumer Behaviour, Factors Influencing Decision Making Process of Rural Consumers, Rural Consumers Buying Decision Process, Shopping Habits of Rural Consumer.

Unit 3 12  
 Rural Marketing Mix Strategies: Need, Types, Product Life Cycle, New Product Development, Brand Management and Channel Management, Marketing Mix Strategies for Indian Rural Markets Shift in Strategic Perspective for Rural Marketing.

Unit 4 12  
 Emerging Issues in Marketing: Green Marketing, Sports marketing and Social Marketing Rural Financial Institutions: Regional Rural Banks (RRB), Co-operative Banks, NABARD (National Agricultural Bank for rural Development).

### References

1. C.S.G. Krishnamacharyulu, Lalita Ramakrishnan, “Rural Marketing – Text and Cases” Pearson education
2. Pradeep Kashyap, Siddhartha Raut “ The Rural Marketing” Biztantra
3. Balram Dogra, Karminder Ghuman “Rural Marketing” Tata Mcgraw-Hill
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6. Gopalaswamy T.P: Rural Marketing; Wheeler Publishers, New Delhi
7. Moria CB: Agricultural Marketing: Himalaya Publishing House, New Delhi.
8. K.S. Habibur Rahman: Rural Marketing in India, Himalaya.
9. Krishnamacharyulu: Rural Marketing: Text & Cases, Pearson Education
10. Dinesh Kumar & Punam Gupta, Rural Marketing, Sage Text

### Teaching and learning process, Assessment methods and Weekly teaching schedule

Unit No.	Course learning outcomes	Teaching and learning process	Assessment method
1 (3 weeks)	The students will be familiar with the concept of rural marketing: meaning, concept, phased evolution, significance factors and environment. They will also understand the structure and characteristics of the rural markets. They will be able to distinguish between rural and urban marketing.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
2 (3 weeks)	There are an immense opportunities and threats in rural market. The students will be able to understand the rural marketing challenges and opportunity,	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments,

	rural consumer: characteristics, significance of consumer behaviour, factors influencing decision making process of rural consumers, rural consumer's buying decision process and shopping habits of rural consumer.	study, Project, Expert lecture from industries and companies, Tutorial	Presentation, evaluation of project
3 (3 weeks)	Understanding rural marketing mix strategies: need, types, product life cycle, new product development, brand management and channel management. Further they will also enable to develop marketing mix strategies for Indian rural markets and shift in strategic perspective for rural marketing.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
4 (3 weeks)	The students will be acquainted with the emerging issues in marketing: green marketing, sports marketing and social marketing. They will also be familiar with the role of rural financial institutions: Regional Rural Banks (RRB), Co-operative Banks, NABARD (National Agricultural Bank for Rural Development) in the development of rural market.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

#### Keywords

Rural Market, Consumer Behaviour, Strategies, Green Marketing, Social Marketing

**B.A. (VS) Marketing Management and Retail Business**  
**Semester VI**  
**Paper: MMRB 6.1**  
**International Marketing: An Overview**  
**Elective Core-Discipline Based (DSE)-Credit:06**

**Duration: 3 hours**

**Marks: 100**

**lectures: 60**

**Course Objective (2-3)**

The objectives are: to provide the basic understanding about the international retail marketing, to make familiar with global market and its environment, to study the various international organizations and their role in developing international trade and to identify the opportunities in international retailing and the financial assistance extended by various institution in availing the global opportunities.

**Course Learning Outcomes**

CO 1: The learners will come to know the intricacies of international retail market: concept, evolution, importance and process. They will also know that how the international marketing researches are done and analysed. Further they will also be able to know the opportunities and challenges in international marketing, future prospects of international marketing and India's presence in international marketing.

CO 2: Enable to scan international marketing environment: economic, financial, political, technological, legal and cultural. They will know about the ways to enter in international markets also.

CO 3: Familiar with the role of International Trade Organization: WTO, RTA, SAARC, ASEAN, BRICS and European Union. International Marketing Strategies.

CO 4: Able to understand the criterion of selection of retail market, study and analysis of retailing in global setting, internationalization of retailing and evolution of international retailing, methods of international retailing.

Unit 1

18

International Marketing: Concept, Evolution, Importance and Process, International Marketing Research, International Marketing Information Systems, Market Analysis, Opportunities and Challenges in International Marketing, Future Prospects of International Marketing, India's Presence in International Marketing.

Unit 2

12

Scanning International Marketing Environment: Economic, Financial, Political, Technological, Legal and Cultural, Entering International Markets: Concepts, Modes and Factors

Unit 3 15  
International Trade Organization: WTO, RTA, SAARC, ASEAN, BRICS and European Union. International Marketing Strategies

Unit 4 15  
Selection of Retail Market, Study and Analysis of Retailing in Global Setting, Internationalization of Retailing and Evolution of International Retailing, Methods of International Retailing

#### References

1. Kotabe M. & Helsen K. "Global Marketing Management" Wiley, Jhon & Sons, Inc
2. Nargundkar Rajendra "International Marketing" Excel Books
3. Joshi Rakesh Mohan "International Marketing" Oxford University Press
4. Kotabe, Pelose, Gregory And Helson "International Marketing Management" Wiley, Jhon & Sons, Inc
5. McCarthy J.E: Basic Marketing - a Managerial Approach; McGraw Hill, New York.
6. S. A. Sherlekhar: Marketing Management, Himalaya
7. Govindarajan: Marketing Management: Concepts, Cases, challenges & Trends, PHI

#### Teaching and learning process, Assessment methods and Weekly teaching schedule

Unit No.	Course learning outcomes	Teaching and learning process	Assessment method
1 (3 Weeks)	The learners will come to know the intricacies of international retail market: concept, evolution, importance and process. They will also know that how the international marketing researches are done and analyzed. Further they will also be able to know the opportunities and challenges in international marketing, future prospects of international marketing and India's presence in international marketing.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
2 (3 Weeks)	Enable to scan international marketing environment: economic, financial, political, technological, legal and cultural. They will know about the ways to enter in international markets also.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

3 (3 Weeks)	Familiar with the role of International Trade Organization: WTO, RTA, SAARC, ASEAN, BRICS and European Union. International Marketing Strategies	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
4 (3 Weeks)	Able to understand the criterion of selection of retail market, study and analysis of retailing in global setting, internationalization of retailing and evolution of international retailing, methods of international retailing.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

#### Keywords

Retail Market, International Marketing, international Trade Organisations, Marketing Environment

**B.A. (VS) Marketing Management and Retail Business**  
**Semester VI**  
**Paper: MMRB 6.2.1**  
**Globalization**  
**Elective Core-Discipline Based (DSE)-Credit:06**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The paper is designed to familiarise the students with the concept of globalisation and integration of developing countries with the world economy. The aim of the paper is to provide a critique of globalisation and stress on local/ national policies than follow the one - size - fits - all approach.

**Course Learning Outcomes**

Globalization is gradually becoming unavoidable phenomenon worldwide which dominates political and economic discourse. It is making the world smaller by increasing the international exchange of goods, resources, services, information, knowledge and culture. It helps in improving a social and academic life. It is therefore very much the need of the hour as the student acquires knowledge about this aspect. After studying the subject, the student can think globally and deliver the best available in the global market.

CO1: It aims to widen the outlook of students in understanding of our economy in the backdrop of world economy. It gives an overview of how the process of globalization has changed over time.

CO2: It gives an understanding of not only economic but also social impact of globalization.

CO3: It explains to the students how production process is no more limited to the boundaries of nations, but it is integrated with other nations through global value chain.

CO4: It explains how globalization requires new approaches to economic and social policies due to decline in authority of nation-state. The students also get an overview of the impact of globalization on environmental conditions.

CO5: The course makes the students avail of existing global organizations that govern the process of globalization.

**Contents**

<u>Unit 1:</u> Meaning and contents of globalization. Comparative analysis of past and present of globalization.	09
<u>Unit 2:</u> Benefits of globalization: role of globalization in reducing inequality and poverty, expansion of markets, free movement of goods, services and factors of production.	15

Distribution of benefits of globalization shared by developing and developed countries.

<u>Unit 3:</u> Globalization and the world economy- production, global value chains. A case of simultaneous integration and segmented production.	10
<u>Unit 4:</u> Critique of globalization: globalization and neo-liberalism. Decline in authority of nation state and reduction of policy space. The way forward-stress on local/ regional/ national than global economy. Environment and globalization.	16
<u>Unit 5:</u> Global governance: IMF, World Bank, WTO. Role of WTO in global governance. Missing institutions.	10

## References

1. Nayyar, Deepak. Rethinking Development Economics. Ch-3 Globalization and development (Pg 64-70)
2. Reddy, D. Narashima. Globalization and its discontents, Revisited. Economic globalization: Past and present.
3. Veltmeyer, Henry and James Petras. Globalization Unmasked. Ch-1 Globalization or Imperialism.
4. Nayyar, Deepak. Trade and Globalization. Ch-3 and Ch-14.
5. Nayyar, Deepak. Governing Globalization. Ch-6 Cross border movements of people.
6. Nayyar, Deepak. Rethinking Development Economics. Ch-3 Globalization and Development (Pg 70-79)
7. Nathan, Dev, Meenu Tiwari and Sandip Sarkar. Labour in Global Value Chain in -Asia. Ch. 1 Introduction.
8. Ritzer, George. Globalization: A basic Text. Ch-8 Global Economic Flows.
9. Munck, Ronald. Global and Social Exclusion. Ch-2 and 3.
10. Ritzer, George. Globalization: A Basic Text. Ch-5 Neo- liberalism.
11. Nayyar, Deepak. Trade and Globalization. Ch-13 Globalization and development strategies (Pg 360-365).
12. Kumar, Vinod and Manju Joshi. Challenges of Globalization. Economic, social and environmental challenges of globalization.
13. Nayyar, Deepak. Trade and Globalization. Globalization and development strategies (Pg 417-427).
14. Nayyar, Deepak and Julius Court. Governing Globalization- Issues and institution. Emerging issues and missing institutions (Pg 20-24).

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekl y schedu le	Unit no.	Hou rs	Course learning Outcomes	Teaching Learning Process	Assessment Methods
1 to 2	1.	9	It aims to widen the outlook of students in understanding of our economy in the backdrop of world economy.  It gives an overview of how the process of globalization has changed over time.	Theory classes on concept of globalization. Discussion on how globalization has changed over a period	Multiple choice questions, class test
3 to 6	2.	15	It gives an understanding of not only economic but also social impact of globalization.	Theory classes to understand impacts of globalization on inequality and poverty. Case studies on differential impact of globalization on different countries	Group discussions and Presentations
7&8	3.	10	It explains to the students how production process is no more limited to the boundaries of nations, but it is integrated with other nations through global value chain.	Theory classes on the concept of global value chains and integration of production process.	Class tests and MCQ's
9- 11	4.	16	It explains how globalization requires new approaches to economic and social policies due to decline in authority of nation-state.  The students also get an overview of the impact of globalization on environmental conditions.	Theory classes on role of nation state and decline in its power with globalisation. Understanding neo-liberalism with class discussions	Group discussions and power point presentations
11 & 12	5.	10	The course makes the students avail of existing global organizations that govern the process of globalization.	Discussion of global governance and need for institutions in various areas.	MCQ and class tests

**\*Assessment tasks listed here are indicative and may vary**

### Keywords

Globalisation, Global value chain, neo- liberalism, WTO, World Bank, IMF



**B.A. (VS) Marketing Management and Retail Business**  
**Semester VI**  
**Paper: MMRB 6.2.2**  
**Retailing Operations**  
**Elective Core-Discipline Based (DSE)-Credit:06**

**Duration: 3 hours**

**Marks: 100**

**lectures: 60**

**Course Objective (2-3)**

The course is designed to achieve the following objectives:

- To know the human resource related issues in retail, significance of human resource management in retailing and the trends and challenges in HRM in retailing,
- To understand the various issue of financial management in retail sector, financial assessment, accounting and analysis of financial records,
- To study the working capital management and to identify the role of information technology (IT) in retail management.

**Course Learning Outcomes**

CO 1: Enable to understand the human resource management in retailing, its significance in retail and also familiar with major function of HRM in retailing, strategic framework of HRM in retailing, trends and challenges in HRM in retailing and future of HRM in retailing.

CO 2: Conversant with the financial management in retailing, budgeting, and evaluating financial and operational performance. They will also be equipped with the techniques of analysing the financial statements and balance sheet.

CO 3: Familiar with the working capital management in retailing, cash management, credit management and inventory valuation: FIFO, LIFO, Inventory Management: ABC, EOQ Analysis

CO 4: Equipped with the basic usage of IT in retail market and understanding of IT for competitive advantage, capturing and transmitting data at the point of sale, data base marketing, data mining and business intelligence.

**Contents**

Unit 1

10

Human Resource Management in Retailing: Definition, Significance of HRM in Retail, Major Function of HRM in Retailing, Strategic Framework of HRM in Retailing, Trends and Challenges in HRM in Retailing, Future of HRM in Retailing.

Unit 2

20

Financial Management in Retailing: Concept, Role and Sources of Finance for Retailer, Budgeting: Meaning, Types and Budgetary Control. Measuring and Evaluating Financial and Operational Performance: Financial Statement (Trading, Profit & Loss A/C and Balance Sheet), Break Even Analysis, Financial Ratio's with Reference to DIPSTIC Parameters (Customer Transaction, Stock, Space and Staff Productivity): Customer Conversion Ratio. Transaction Per Hour, Sales Per Transaction, Sales Return to Net Sales, Average Stock

Investment Period, Sales to Stock Ratio, Return on Stock Investment, Shrinkage to Net Sales, Product Category Ratio, Sales Through Analysis, Sales Per Sq. Feet. Percentage of Space for Each Department, Sales Per Employee, Space Covered Per Employee and Staff Productivity.

Unit 3

15

Working capital management in retailing: Concept, Estimation, Working capital Cycle. Cash management, Credit management and Inventory Valuation: FIFO, LIFO, Inventory Management: ABC, EOQ Analysis.

Unit 4

15

IT in Retail Market: Role in Retail, Parameters for use of IT in Retailing, IT for Competitive Advantage, Capturing and Transmitting Data at the Point of Sale, Data Base Marketing, Data Mining and Business Intelligence.

**References**

1. Gibson & Vedamani “Retail Management” Jayco Books
2. Bajaj, Tuli & Srivastava “Retail Management” Oxford University Press
3. Berman Barry & Evance J.R “Retail Management” Prentice Hall India
4. Jain J.N.& Singh P.P “Modern Retail Management – Principal and Techniques” Regal Publications
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6. Khatri, P. V. & Verma, S “Management Accounting 2011” Global vision publishing house New Delhi.
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9. Sinha P.K & Uniyal D.P “Managing Retailing” Oxford University Press
10. Ramkishan Y “International Retail Marketing Strategies” Jayco Books
11. Gilbert D “Retail Management” Pearson Education
12. George H, Lucas Jr., Robert P. Bush, Larry G Grecian- Retailing
13. J. Lamba- The Art of Retailing

**Teaching and learning process, Assessment methods and Weekly teaching schedule**

Unit No.	Course learning outcomes	Teaching and learning process	Assessment method
1 (2 Weeks)	Enable to understand the human resource management in retailing, its significance in retail and also familiar with major function of HRM in retailing, strategic framework of HRM in retailing, trends and challenges in HRM in retailing and	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

	future of HRM in retailing.		
2 (4 Weeks)	Conversant with the financial management in retailing, budgeting, and evaluating financial and operational performance. They will also be equipped with the techniques of analysing the financial statements and balance sheet.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
3 (3 Weeks)	Familiar with the working capital management in retailing, cash management, credit management and inventory valuation: FIFO, LIFO, Inventory Management: ABC, EOQ Analysis	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
4 (3 Weeks)	Equipped with the basic usage of IT in retail market and understanding of IT for competitive advantage, capturing and transmitting data at the point of sale, data base marketing, data mining and business intelligence.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

#### Keywords

HRM, Financial Management, Working Capital, Break Even Analysis, Inventory Management

**B.A. (VS) Marketing Management and Retail Business**  
**Semester VI**  
**Paper: MMRB 6.3.1**  
**Business Law**  
**Elective Core-Generic-Credit:06**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The objective of this course is to impart basic knowledge of the important business legislations along with relevant case laws to the students in order to make them better corporate professional who will be an asset to their organizations.

**Course Learning Outcomes**

CO1: The students will have skills to understand different provisions of Indian Contract Act.

CO2: The students will have understanding of specific contracts like contract of indemnity and guarantee, bailment and agency.

CO3: The students will be able to distinguish between condition and warranty, Performance of contract of sale and rights of unpaid seller. The students will also be able to understand consumer rights and consumer grievance redressal mechanism

CO4: The students will able to know the process of creation and dissolution of LLP. Students will also learn the issue of negotiable instruments and understanding of different provisions of Negotiable Instrument Act.

CO5: The students will be equipped with the various provisions of Information Technology Act such as digital signature and E-Governance.

**Contents**

**Unit 1: The Indian Contract Act, 1872 20**

Contract – meaning, characteristics and kinds, Essentials of valid contract - Offer and acceptance, consideration, capacity to contract, free consent, legality of objects, Void agreements, Discharge of contract – modes of discharge including breach and its remedies, Contingent contracts, Quasi contracts.

**Unit 2: The Indian Contract Act, 1872: Specific Contracts 10**

Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency

**Unit 3: The Sale of Goods Act, 1930 12**

Contract of sale, meaning and difference between sale and agreement to sell, Conditions and warranties, transfer of ownership in goods including sale by non-owners, Performance of contract of sale, Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.

**Consumer Protection Act**-Introduction, Definitions, Rights of Consumers, Nature and Scope of Complaints, Remedies Available to Consumers, Grievance redressal mechanism.

**Unit 4: LLP 2008 and Negotiable Instruments Act**

12

**The Limited Liability Partnership Act, 2008:**

Salient Features of LLP, Difference between LLP and Partnership, LLP Agreement, Partners and Designated Partners, Incorporation of LLP,

**The Negotiable Instruments Act, 1881:**

Meaning and Characteristics of Negotiable Instruments: Promissory Note, Bill of Exchange, Cheque, Holder and Holder in due Course, Privileges of Holder in Due Course, Crossing of Cheque, Dishonour of Cheques.

**Unit 5: Information Technology Act 2000:**

06

Introduction, Digital Signature, difference between digital and E-signature, Electronic Governance, Attribution, Acknowledgement and Dispatch of Electronic Records, Secure Electronic Records and Secure Digital Signatures, Regulation and powers of Certifying Authorities, Digital Signature Certificates, Offences.

**References**

1. Kuchhal, M.C. and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
2. Dagar Inderjeet & Agnihotri Anurag “Business Law” Sage Texts, New Delhi.
3. Singh, Avtar, *Business Law*, Eastern Book Company, Lucknow.

**Additional References**

1. Maheshwari & Maheshwari, Business Law, National Publishing House, New Delhi.

**Note: Latest edition of text books may be used.**

**Teaching Learning Process, Assessment Methods and Teaching Plan**

Weekly Schedule	No of lecturers	Unit no.	Course learning Outcomes	Teaching Learning Process	Assessment Methods
1to4	20	1.	The students will have skills to understand different provisions of Indian Contract Act.	The lecture will be delivered with the help of leading cases in order to explain the essential of valid contract and discharge of contract.	Quiz, MCQ, Assignment
5to6	10	2.	The students will have understanding of specific contracts like contract of indemnity and guarantee , bailment and agency.	The Lecture will be delivered for describing Contract of Indemnity, Guarantee, Bailment and Agency	MCQ and student presentations.
7 to8	12	3.	The students will be able to distinguish between condition and warranty,	Class room lecture will be on different aspects of the sale of goods Act with the help of leading cases and examples.	Student presentations, MCQ and assignments.

			Performance of contract of sale and rights of unpaid seller. The students will also be able to understand consumer rights and consumer grievance redressal mechanism	Further the lecture will focus on the different concepts of Consumer Protection Act.	
9to10 (with mid break)	12	4.	The students will able to know the process of creation and dissolution of LLP. Students will also learn the issue of negotiable instruments and understanding of different provisions of Negotiable Instrument Act.	Lecture on different aspects of the Limited Liability Partnership Act, 2008 and The Negotiable Instruments Act, 1881 with the help of leading cases and examples.	MCQ, presentation, Assignment
11 to 12	6	5.	The students will be equipped with the various provisions of Information Technology Act such as digital signature and E-Governance.	There will class room lecture for students explaining the different aspects of Information Technology Act 2000.	MCQ, Presentation and Class test.

**\*Assessment tasks listed here are indicative and may vary.**

**Keywords**

Contract, breach, condition, warranty, unpaid seller, cheque, LLP, digital signature

**B.A. (VS) Marketing Management and Retail Business**  
**Semester VI**  
**Paper: MMRB 6.3.2**  
**Financial Management**  
**Elective Core-Generic-Credit:06**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

To familiarize the students with the principles and practices of financial management.

**Course Learning Outcomes**

CO1: Develop understanding of conceptual framework of financial management i.e., its nature, scope and objectives. Also learn about the concept of time value of money and its applications; concept of risk and return.

CO2: Develop ability to understand and make long term investment decisions by using various techniques available for the purpose.

CO3: Understanding the concept of cost of capital, determination of specific cost of capital of different sources of finance and weighted average cost of capital. Also develop an understanding of various capital structure theories and leverage analysis.

CO4: Develop ability to learn concept of dividend and theories for relevance and irrelevance of dividend decision for corporate valuation; Cash and stock dividends; Determinants of dividend policy.

CO5: Develop understanding of the concept of estimation of working capital needs of a firm. Also learn decision making ability in the areas of cash, receivables and inventory management.

**Contents**

<b><u>Unit 1: Introduction</u></b>	<b>10</b>
Nature, scope and objectives of Financial Management, Time value of money, Risk and return	
<b><u>Unit 2: Long term Investment Decisions</u></b>	<b>15</b>
The Capital Budgeting Process, Cash flow Estimation, Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index	
<b><u>Unit 3: Financing Decisions</u></b>	<b>10</b>
(a) Sources of long-term financing. Estimation of components of cost of capital. Methods for Calculating cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC).	

(b) Capital structure –Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and financial leverage; Determinants of capital structure

**Unit 4: Dividend Decisions** 10

Theories for Relevance and irrelevance of dividend decision for corporate valuation; Cash and stock dividends; Determinants of dividend policy.

**Unit 5: Working Capital Decisions** 15

Concepts of working capital, operating and cash cycles, sources of short-term finance, working capital estimation, cash management, receivables management, inventory management.

**Note: Spreadsheet is the recommended software for doing basic calculations in finance and hence can be used for giving students subject related assignments for their internal assessment purposes.**

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1. Horne, J.C. Van and Wackowich. *Fundamentals of Financial Management*. 9th ed. New Delhi Prentice Hall of India
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6. Chandra, P. *Financial Management- Theory and Practice*. (Tata McGraw Hill).
7. Singh, J.K. *Financial Management- text and Problems*. Dhanpat Rai and Company, Delhi.
8. Brigham and Houston, *Fundamentals of Financial Management*, 13th Ed., Cengage Learning

**Note: Latest edition of the textbooks should be used.**

**Teaching Learning Process, Assessment methods and Teaching plan**

Unit No.	Learning outcome	Teaching and Learning Outcomes	Assessment Methods
1 (2 weeks)	Develop understanding of conceptual framework of financial management i.e., its nature, scope and objectives. Also learn about the concept of time value of money and its applications; concept of risk and return	Delivery of lectures along with Power Point Presentation, explaining nature, scope and objectives of Financial Management, Time value of money, risk and return. Practical problem solving on time value of money. This will be followed with an interactive discussion with students to improve their understanding of the topics.	Student presentations using news from business newspapers; assignment on objectives.



2 (3 weeks)	Develop ability to understand and make long term investment decisions by using various techniques available for the purpose	Lectures along with Power Point Presentation to develop a thorough understanding of the Capital Budgeting Process, Cash flow Estimation, Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index. Practical problem solving on the above mentioned techniques of capital budgeting. Practical problems based on different methods of pricing of material issues will be solved in the class.	MCQ on the topics. Practical Problems to be given for home assignments.
3 (2 weeks)	Understanding the concept of cost of capital, determination of specific cost of capital of different sources of finance and weighted average cost of capital. Also develop an understanding of various capital structure theories and leverage analysis	Delivery of lectures through Power Point Presentation to develop a thorough understanding of the sources of long-term financing. Estimation of components of cost of capital. Methods for Calculating cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and Capital structure –Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and financial leverage; Determinants of capital structure. Practical problems based on different methods of pricing of material issues will be solved in the class.	Class test based on unit one and two
4 (2 weeks)	Develop ability to learn concept of dividend and theories for relevance and irrelevance of dividend decision for corporate valuation; Cash and stock dividends; Determinants of dividend policy.	Delivery of Lectures through Power Point Presentation to develop a thorough understanding of Theories for relevance and irrelevance of dividend decision for corporate valuation; Cash and stock dividends; Determinants of dividend policy. This will be followed with an interactive discussion with students to improve their understanding of the topics.	Home assignment/project
5 (3 weeks)	Develop understanding of the concept of estimation of working capital needs of a firm. Also learn decision making ability in the areas	Delivery of Lectures explaining the concepts of working capital, Operating and Cash cycles, sources of short-term finance, working capital estimation, cash management, receivables management, inventory	Students Presentation Class test based on units 3,4 and 5 Practical Problems to be given for home assignments.

	of cash, receivables and inventory management	management. Lectures will be aided by Power Point Presentation. Practical problems based on different methods of pricing of material issues will be solved in the class. This will be followed with an interactive discussion with students to improve their understanding of the topics.	
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Keywords

Unit 1: Financial Management, Risk, Return

Unit 2: Capital Budget, Investment Decisions, NPV, IRR

Unit 3: Cost of Capital, Capital Structure

Unit 4: Dividend, Dividend Decisions, Dividend Policy

Unit 5: Working Capital, Cash management, Inventory management

**B.A. (VS) Marketing Management and Retail Business**  
**Semester VI**  
**Paper: MMRB 6.4**  
**E-Commerce**  
**Skill Enhancement Course (SEC)-Credit:04**

**Duration: 3 hours**

**Marks: 100**

**lectures: 60**

**Course Objective (2-3)**

The objectives of the course are to introduce the concept of electronic commerce, and to understand how electronic commerce is affecting business enterprises, governments, consumers and people in general. In addition, student become familiar with mechanism for conducting business transactions through electronic means

**Course Learning Outcomes**

CO1: To enable the students to tell about E-Commerce its meaning, nature, concepts, types, and reasons for transacting online, e-commerce business models.

CO2: Students will be able to explain technologies used in E-commerce, dynamics of World Wide Web and internet.

CO3: Students will be able to appreciate E commerce security environment, security threats in the E-commerce environment, technology solutions, IT Act 2000.

CO4: Students will be able to recognize E- Payments system including models and methods, digital signatures, payment gateways, and risks involved in E-payments.

CO5: Students will be able to understand about online business transactions, online marketing, E-tailing, online services, auctions, online portal and online learning.

**Contents**

Unit 1 10  
Introduction: Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, e-commerce business models (introduction, key elements of a business model and categorising major E-commerce business models), forces behind e-commerce.

Unit 2 08  
Technology: Technologies used in E-commerce, The dynamics of world wide web and internet (meaning, evolution and features) ; Designing, building and launching E-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in-house development of a website)

Unit 3 10  
Security and encryption: Need and concepts, The E commerce security environment: (dimension, definition and scope of E-security), security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber vandalism etc.), technology solutions (Encryption, security channels of communication,

protecting networks and protecting servers and clients), Information Technology Act 2000 (meaning and provisions)

Unit 4

10

E- Payments system: Models and methods of E - payments (Debit Card, Credit Card, smart cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting etc.), risks involved in E-payments.

Unit 5

10

Online business transactions: meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like banking, insurance, payment of utility bills, online marketing, E-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment).

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1. Management Information System: Jawadekar
2. Management Information System: Laudon&Laudon
3. The Essential Guide to Knowledge management: AmritTiwana
4. The GIS Book: George B. Karte.
5. Internet (Use of Search Engines Google & yahoo etc.)
6. E - Commerce: Milind Oka
7. E - Commerce: C.V.S. Murty
8. Fire Wall and Internet Security: William Cheswick, Stevens, Aviel Rubin
9. E-Governance Case Studies - Ashok Agarwal

**Teaching Learning Process, Assessment Methods and Teaching Plan**

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching Learning Process	Assessment Methods
2.5	1	10	To enable the students to tell about E-Commerce its meaning, nature, concepts, types, advantages, disadvantages and reasons for transacting online, e-commerce business models.	Lecture to discuss E-Commerce, and related concepts.	Student PPTs
2	2	08	Students will be able to explain technologies used in E-commerce, dynamics of world wide web and internet.	Lecture and discussion in detail about E – Commerce technology and www.	Assignment

2.5	3	10	Students will be able to appreciate E commerce security environment, security threats in the E-commerce environment, technology solutions, IT Act 2000 (meaning and provisions)	Lecture and PPTs to discuss security environment and IT Act 2000	Questing & answering in class
2.5	4	10	Students will be able to recognize E- Payments system including models and methods of E - payments, digital signatures, payment gateways, online banking, risk involved in E-payments.	Discussion in detail on various methods on E payments	Class test
2.5	5	10	Students will be able to understand about Online business transactions its meaning, purpose, advantages and disadvantages, online marketing, E-tailing, online services , auctions, online portal, online learning.	Discussion and PPTs on online business transactions including online auction, E – tailing online learning.	Questing & answering in class

#### Key Words

Lecture method, Storytelling, Question-Answer Method, E-Commerce, Information Technology Act, 2000, E-Payment Gateways, E-tailing

# दिल्ली विश्वविद्यालय

# UNIVERSITY OF DELHI

Bachelor of Arts (Vocational Studies)  
OFFICE  
MANAGEMENT & SECRETARIAL PRACTICE

(Effective from Academic Year 2019-20)



**Revised Syllabus as approved by**

**Academic Council**

Date:

No:

**Executive Council**

Date:

No:

**Applicable for students registered with Regular Colleges, Non Collegiate  
Women's Education Board and School of Open Learning**

## **Preamble**

The objective of any programme at Higher Education Institute is to prepare their students for the society at large. The University of Delhi envisions all its programmes in the best interest of their students and in this endeavour it offers a new vision to all its Under-Graduate courses. It imbibes a Learning Outcome-based Curriculum Framework (LOCF) for all its Under Graduate programmes.

The LOCF approach is envisioned to provide a focused, outcome-based syllabus at the undergraduate level with an agenda to structure the teaching-learning experiences in a more student-centric manner. The LOCF approach has been adopted to strengthen students' experiences as they engage themselves in the programme of their choice. The Under-Graduate Programmes will prepare the students for both, academia and employability.

Each programme vividly elaborates its nature and promises the outcomes that are to be accomplished by studying the courses. The programmes also state the attributes that it offers to inculcate at the graduation level. The graduate attributes encompass values related to well-being, emotional stability, critical thinking, social justice and also skills for employability. In short, each programme prepares students for sustainability and life-long learning.

The new curriculum of B.A. (VS) OFFICE MANAGEMENT & SECRETARIAL PRACTICE offers an organized understanding of importance of office which helps the administration to perform its functions meritoriously and efficiently. It is the office which serves as a control centre in all types of organisations. Office co-ordinates the activities of all departments and individuals in the organisation. This course will help students in gaining knowledge of office functioning and its operations which is of immense value in the present world.

The University of Delhi hopes the LOCF approach of the programme B.A. (VS) OFFICE MANAGEMENT & SECRETARIAL PRACTICE will help students in making an informed decision regarding the goals that they wish to pursue in further education and life, at large.

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# **1. INTRODUCTION TO PROGRAMME**

An office and its management hold an important position in the management of any organisation. All the important functions of the management are carried out through the office only. The learning outcome based curriculum framework of B.A. (VS) OMSP is intended to provide broad framework in which students will be familiarised with the functioning of an office. The B.A. (VS) OMSP programme will impart knowledge of professionally required language of phonography to the students to make them fully competent for the jobs of Personal Secretaries and office personnel on completion of the programme.

## **2. LEARNING OUTCOME BASED APPROACH TO CURRICULUM PLANNING**

### **2.1 Nature and extent of the B.A (VS) OMSP**

The key areas of study with in the subject OMSP comprise of office, office management, office methods, communication and business correspondence, basic phonography, secretarial practice, computer application and advanced phonography. The B.A. (VS) OMSP programme will aim at enhancing the knowledge of the students in the field of office, office management and other related field of business operations. The programme will also equip the students with professionally required language of phonography. This will increase the student's competencies for the job of office personnels and private secretaries in the organisations of present business world.

### **2.2 Aims of Bachelor's degree programme in (CBCS) B.A. (VS) OMSP**

- Provides students with learning experience and help to instill interest in the functioning of office and its management in all types of organisations.
- Develop student's abilities to apply the knowledge and skill acquired by them in this programme in practice while on jobs in the business world.
- Provides students the base for further studies, coaching and training leading to jobs in the organisations.

## **3. GRADUATE ATTRIBUTES IN SUBJECT**

### **3.1 Lifelong learning**

Update their subject knowledge and skills for continuous academic and professional growth.

### **3.2 Disciplinary knowledge**

The understanding of the field of office management and secretarial practice and its relation with related subjects.

### 3.3 Communication Skills

To equip them with verbal and written communication skills to be able to communicate with all the stakeholders confidently and with clarity.

### 3.4 Information/digital literacy

To demonstrate basic knowledge of computers and use of software's such as word, excel & power point AND advanced computer skills to be used in office and administration.

### 3.5 Problem solving

The use of acquired knowledge and skill in the jobs provided in the related fields in the present business world. The use of various techniques studied for analysis of real life problems and to find the best solutions for them.

### 3.6 Analytical reasoning

To undertake the decision making and analyse the problems in the field of OMSP.

### 3.7 Self-directed learning

To go for further learning, education and training which will help the student in developing professional and analytical skills suitable for advancement in the field of varied business operations.

### 3.8 Cooperation/Team work

To be able to be part of team with their performance and leadership qualities.

### 3.9 Research-related skills

To comprehend, consolidate, extend, apply and update their discipline's knowledge and skills for undertaking research proposals and continuous academic and professional growth.

### 3.10 Self-directed learning

To take initiatives for some topics and identify resources and study material for additional learning, individually or in groups and to use the strategies to meet learning goals in self-learning environment, under the guidance of the mentor.

## **4. Qualification Descriptors for Graduates B.A (VS) OMSP**

The student of undergraduate three years' full time study programme of B.A. (Vocational Studies) Office Management and Secretarial Practice will be awarded a Bachelor's Degree after completion. On completion of the degree level programme, the student will be able to demonstrate:

- The understanding of the field of office management and secretarial practice and its relation with related subjects.
- The use of acquired knowledge and skill in the jobs provided in the related fields in the present business world.
- To undertake the decision making and analyse the problems in the field of office management and secretarial practice.
- The use of various techniques studied for analysis of real life problems and to find the best solutions for them.

- To go for further learning, education and training which will help the student in developing professional and analytical skills suitable for advancement in the field of varied business operations.

## **5. Programme Learning Outcome in Course**

The key learning objectives of this programme are:

- The course demonstrates a basic systematic understanding of importance of office which helps the management to perform its functions effectively and efficiently. It is the office which serves as a control centre in all types of organisations. Office co-ordinates the activities of all departments and individuals in the organisation. So need of placing people who are conversant with the functioning of office and its operations is of immense value in the present world.
- The course imparts knowledge of the modern office which performs many services to other departments of the organisation such as communication, reproduction, data processing or record keeping, procuring of stationary, furniture and equipment along with secretarial assistance etc.
- The course also prepares students by imparting education of professionally required phonography language to be fully equipped for the jobs of secretaries in governmental as well as in private organisations.
- The course recognizes and provides extended undergraduate course to the students who have opted for the same course under CBSE vocational stream at the school level.
- The course sharpens professional and academic competencies of the students to open diverse fields of jobs in the business world along with opportunities for further studies.

## 6. STRUCTURE OF IN B.A (VS) OFFICE MANAGEMENT & SECERETARIAL PRACTICE

<b>B.A. (Vocational Studies) Office Management &amp; Secretarial Practice</b>			
<b>Three-Years (6 Semesters)</b>			
<b><u>Course Structure Under LOCF</u></b>			
<b><u>Course Structure</u></b>			
<b><u>B.A. (VS) Office Management &amp; Secretarial Practice</u></b>			
<b><u>Semester – I</u></b>			<b>Credits</b>
OMSP 1.1	Environmental Studies/ Language: English/Hindi/Modern Indian Language	Ability Enhancement Compulsory Course (AECC)	4
1.2	English/ MIL I	Core Discipline	6
1.3	Office Management and Methods	Core Discipline	6
1.4	Financial Accounting	Core Discipline	6
<b><u>Semester-II</u></b>			
OMSP 2.1	Language: English/Hindi/Modern Indian Language/ Environmental Studies	Ability Enhancement Compulsory Course (AECC)	4
2.2	MIL / English I	Core Discipline	6
2.3	Communication & Business Correspondence	Core Discipline	6
2.4	Business Law	Core Discipline	6
<b><u>Semester – III</u></b>			
OMSP 3.1	English/ MIL II	Core Discipline	6
3.2	Secretarial Practice and Basic Phonography-I	Core Discipline	6
3.3	Computing Basics and its Applications – I	Core Discipline	6
3.4	Banking and Insurance Operations	Skill Enhancement Course (SEC)	4
<b><u>Semester – IV</u></b>			
OMSP 4.1	MIL / English II	Core Discipline	6
4.2	Secretarial Practice and Basic Phonography-II	Core Discipline	6
4.3	Corporate Laws	Core Discipline	6
4.4	Business Communications and Personality Development	Skill Enhancement Course (SEC)	6
<b><u>Semester – V</u></b>			
OMSP 5.1	Advanced Phonography (Practical) – I	Elective Core – Discipline Based	6

5.2	Internship Project / Project	Elective Core – Generic	4
5.3	Indian Polity And Governance	Elective Core – Generic	6
	OR Making of Indian Nation		
5.4	MIS	Skill Enhancement Course (SEC)	4
<b><u>Semester – VI</u></b>			
OMSP 6.1	Advanced Phonography (Practical) – II	Elective Core – Discipline Based	6
6.2	Computing Basics and its Applications – II	Elective Core – Discipline Based	6
6.3	Administration and Public Policy	Elective Core – Generic	6
	OR Conservation and Preservation of Nature and Culture		
6.4	E-Commerce	Skill Enhancement Course (SEC)	4

**B.A. (VS) Office Management & Secretarial Practice**  
**Semester I**  
**Paper: OMSP 1.1**  
**Environmental Studies/ Language: English/Hindi/Modern Indian Language**  
**Ability Enhancement Compulsory Course - (AECC) Credit:4**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Office Management & Secretarial Practice**  
**Semester I**  
**Paper: OMSP 1.2**  
**English I / MIL I**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (Vocational Studies) Office Management & Secretarial Practice**  
**Semester I**  
**Paper: OMSP 1.3**  
**Office Management and Methods**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

- To familiarize students with the activities in a modern office and relation of office with other departments of business organisation.
- The course will provide information about types of modern offices functioning in business world in the present time.
- The course will impart knowledge of filing system present in different organisations.
- The course will also provide knowledge of machines and equipment's used in modern offices.
- The course will give insight about office safety and security and techniques to measure office work and setting up work standards.

**Course Learning Outcomes**

CO1: The course enables students to acquire knowledge about office, its functions and importance as control and coordinating centre of an organisation.

CO2: The course will provide the knowledge about types of office in modern business world and the management of office work and its relation with other departments of an organisation.

CO3: The course provides knowledge about filing of records, its importance and systems of filing including indexing used in present times.

CO4: It intends to equip the learner with knowledge of work measurement and control of office work and setting up of work standards.

CO5: The course intends the learner to be well conversant with office methods and office machines and equipment's used in modern office so that learner can apply the knowledge while working in the present business world.

**Contents**

Unit 1: 12  
Office and office Management – meaning of office, function of office, primary and administrative functions, importance of office. Relation of office with other departments of business Organization. Concept of paperless office, virtual office, back and front office, open and private office. Definition and elements of office management, duties of an Office Manager.

Unit 2: 12  
Filing and Indexing – Meaning and importance of filing, essential of good filing system. Centralized and decentralized filing system. Meaning, need and types of indexing used in the business organization.



Unit 3: 12  
Office forms– Meaning and types of forms used in business organization, advantages, forms controls, objectives, form designing, principles of forms designing and specimens of forms used in office. Office Record Management – Meaning, importance of record keeping management, principles of record management and types of records kept in a business organization.

Unit 4: 12  
Office Machines and equipment’s – Importance, objectives of office machines. Office Safety and Security – Meaning, importance of office Safety, safety hazards and steps to improve office safety. Security hazards and steps to improve office security.

Unit5: 12  
Measurement of Office Work – Importance, purpose, difficulty in measuring office work. Different ways of measurement, setting of work standards, benefits of work standards. Techniques of setting standards. Office Manuals – Meaning, need, types of office manuals and steps in preparing of office manuals.

### References

1. P.K. Ghosh, “Office Management”, Sultan Chand & Sons. New Delhi
2. R.K. Chopra, Office Management, Himalaya Publishing House
3. Chhabra, T.N., Modern Business Organisation, New Delhi, Dhanpat Rai & Sons.
4. Duggal, Balraj, Office Management and Commercial Correspondence, Kitab Mahal, New Delhi.

### Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit no.	Hours	Course learning Outcomes	Teaching Learning Process	Assessment Methods
2.4	1.	12	Students will gain knowledge about office, its functions and importance as control and coordinating centre of an organisation.	Delivery of lectures explaining meaning, definition, scope and importance of office and its functions. Lectures will contain other topics in the unit. This will be followed with interactive discussion with students to improve their understanding of the topics.	Asking students oral questions in the class, preparation of assignments. Solving MCQ
2.4	2.	12	Students will acquire the knowledge about types of office in modern business world and the management of office work and its relation with	Delivery of lectures explaining types of office in the modern business world and its relation with other departments of business organisation.	Asking students oral questions in the class, classroom presentation. Class test including MCQ.

			other departments of an organisation.	Interactive discussion with students to improve their understanding of the topics.	
2.4	3.	12	Students will gather detailed knowledge about filing of records, its importance and systems of filing including indexing used in present times.	Delivery of lectures explaining meaning, importance of filing with features of a good filing system and centralized and decentralized filing system in business organisations with their suitability, meaning and types of indexing in the present business world. Lectures may also contain Power-Point Presentation.	Asking students oral questions in the class, preparation of assignments. Solving MCQ
2.4	4.	12	Students will be equipped with knowledge of work measurement and control of office work and setting up of work standards.	Delivery of lectures explaining the work measurement, its importance, objectives and its application in office activities and setting a work standard. Lectures may also contain Power-Point Presentation. This will be followed with interactive discussion with students to improve their understanding of the topic.	Asking students oral questions in the class, conducting class test on the topics. Preparation of assignments.
2.4	5.	12	Students will be well conversant and acquire the knowledge of office methods and office machines and equipment's used in modern office so that learner can apply the knowledge while working in the present business world.	Delivery of lectures explaining different types of machines and equipment's prevalent in offices of modern business world. Lecture will also explain the advantages of mechanization and functioning of different machines. Lectures will also contain Power-Point Presentation. This will be followed	Asking students oral questions in the class, classroom presentation. Conducting surprised tests on the topics after the completion of unit.

				with interactive discussion with students to improve their understanding of the topic.	
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**\*Assessment methods listed here are indicative and may vary**

**Keywords**

Office, Modern office, Filing, Record management, Office safety, Work standard.

**B.A. (VS) Office Management & Secretarial Practice**  
**Semester I**  
**Paper: OMSP 1.4**  
**Financial Accounting**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The objective of the course is to make the students familiar with the basic theory, concepts and practices of financial accounting. It aims to enable the students to understand the techniques for preparing accounts in different business organizations excluding corporate entities.

**Course Learning Outcomes**

After completing the course, the students will be able to:

CO1: Understand the theoretical and practical framework of financial accounting and to acquire a basic understanding of IFRS, Ind-AS and latest Accounting Standards.

CO2: Understand the concept of Consignment, Joint Venture, Inland Branches and Hire-purchase transactions and learn the techniques of preparing accounts under each of these cases.

CO3: Develop understanding of Depreciation Accounting as per AS-10 (PPE) .

CO4: Explain the concept of Partnership and preparation of accounts for reconstruction as well as dissolution of partnership firms.

CO5: Analyse the financial statements by preparing common size Balance Sheet, calculating various ratios and preparing Cash Flow statement.

**Concepts**

**Unit 1: Introduction to Accounting**

12

Financial Accounting: Nature, scope and limitations. Generally Accepted Accounting Principles (GAAP). Basic Concepts and Conventions, Accounting Standards: Meaning, Significance. IFRS and IndAS.

Accounting Process: From recording of transactions to preparation of final accounts. Rectification of errors. Bank Reconciliation statement.

**Unit 2: Accounting for Consignment, Joint venture and inland branches**

12

- I. Consignments: Features, Accounting treatment in the books of the consignor and consignee.
- II. Accounting for Joint Ventures. When separate set of books are maintained. When records are maintained by a co-venturer of:
  - a. all transactions
  - b. only his own transactions. (Memorandum joint venture account).
- III. Accounting for Inland Branches (Dependent branches only). Ascertainment of Profit by Debtors method and Stock and Debtors method.

**Unit 3: Depreciation Accounting and accounting for Hire purchase transactions** 12

Depreciation Accounting. Meaning of depreciation. Causes and need for providing depreciation. Accounting treatment including provision for depreciation accounting. Straight line method and diminishing balance method of charging depreciation.

AS 10. Concept of cost model and revaluation model.

Accounting for Hire Purchase Transactions. Journal entries and ledger accounts in the books of Hire Vendor and Hire Purchaser for large value items, including Default and repossession.

**Unit 4: Partnership** 12

Admission, Retirement, Dissolution of Partnership Firms: Legal Position, Accounting for simple dissolution.

**Unit 5: Managerial decision making** 12

Analysis of financial statements, Common size balance sheet, Ratio analysis, Cash Flow statement.

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1. Charles T. Horngren, Gort L.Sundem, J.A. Elliot, D.R. Philbrick, Introduction to Financial Accounting, Pearson.
2. T.S Grewal, Introduction to Accounting, S. Chand and Co., New Delhi.
3. Ashok Sehgal and Deepak Sehgal, Fundamentals of Financial Accounting, Taxmann, New Delhi
4. S.P. Jain and K.L. Narang, Advanced Accounting, Kalyani Publishers New Delhi
5. T Naseem Ahmed, Nawab Ali Khan, M.L. Gupta, Financial Accounting, Ane Books Pvt. Ltd. New Delhi

## Teaching Learning Process, Assessment Method and Teaching Plan

Weekly Schedule	Unit No.	Hours	Course Learning Outcomes	Teaching Learning Outcomes	Assessment Methods
2.4	1	12	Students will understand the theoretical and practical framework of financial accounting and acquire a basic understanding of IFRS, Ind-AS and latest Accounting Standards	Class lectures about basics of accounting and accounting process.  Interactive discussion about Generally Accepted Accounting Principles, concepts, conventions and standards.	Home Assignment, Student presentation.
2.4	2	12	Students will understand the concept of Consignment, Joint Venture, Inland Branches and Hire-purchase transactions and learn the techniques of preparing accounts under each of these cases.	Class lectures with the help of illustrations and numerical problems.	Home assignment, Class Test with numerical problems.
2.4	3	12	Students will develop an understanding of Depreciation Accounting as per AS-10 ( PPE).	Lectures and class discussion about depreciation and different methods of depreciation. Numerical illustrations will be given.	Home assignment, Oral Test
2.4	4	12	Students will comprehend the concept of Partnership and preparation of accounts for reconstruction as well as dissolution of partnership firms.	Class lectures, interactive discussions, presentations and solving of numerical.	Home assignment, Quiz and MCQs
2.4	5	12	Students will understand how to prepare common size	Lectures will be supplemented with case studies and examples of	Home assignment, Class Test with numerical.

			Balance Sheet, calculate various ratios, prepare Cash Flow Statement and analyze Financial Statements	analyses of Profit and Loss Account and Balance Sheet of actual companies.	
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**\*Assessment tasks listed here are indicative and may vary.**

**Keywords**

Assets, Liabilities, Profit, Transactions, Journal Entry, Ledger account, Consignment, Hire-purchase, Joint Venture, Partnership, Branch.

**B.A. (VS) Office Management & Secretarial Practice  
Semester II  
Paper: OMSP 2.1  
Language: English/ Hindi/ Modern Indian Language/ Environmental Studies  
Ability Enhancement Compulsory Course - (AECC) Credit:04**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**



**B.A. (VS) Office Management & Secretarial Practice**  
**Semester II**  
**Paper: OMSP 2.2**  
**MIL I / English I**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (Vocational Studies) Office Management & Secretarial Practice**  
**Semester II**  
**Paper: OMSP 2.3**  
**Communication and Business Correspondence**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

- The course will provide the importance of effective communication in business word.
- The students will be equipped with the knowledge of different types of business letters written in present business world.
- This paper will help students to develop verbal and non-verbal communication skills so that the communication in business operations becomes effective.
- This course will enable students to use the acquired knowledge in practice while performing jobs in organisations.

**Course Learning Outcomes**

CO1: The course will help the students to use effective language for converging a commercial message to achieve a predetermined purpose.

CO2: The course will provide the basis which will develop and sharpen the oral and written skills of the learner.

CO3: It will enable the learner to use correct language expressions for effective business communication.

CO4: The course will provide the learner the latest trends and styles prevalent in business correspondence.

CO5: It will enhance the learner skills in writing various types of business letters effectively.

**Contents**

Unit 1: 12  
Communication – Meaning, importance, process of communication, objectives of effective communication. Forms of communication – oral, written, visual and audio-visual. Types of office communication internal and external. Barrier to communication and overcoming the barriers.

Unit 2: 12  
Business Correspondence – Meaning, importance, qualities of good business correspondence. Structure and layout of business letters and types of business letters.

Unit 3: 12  
Letters of enquires and replies. Letters of status and credit enquiries. Letters placing orders. Confirmation, modification and non-acceptance of orders. Letters of complaints and adjustments. Circular letters.

Unit 4: 12  
 Dunning Letter. Banking correspondence. Insurance letters. Employment related letters.  
 Correspondence with public bodies/authorities.

Unit 5: 12  
 Office meetings – Notice, Agenda, Resolutions, Minutes and confirmation of the Minutes.  
 Abbreviations and terms used in Business Correspondence.

### References

1. Sinha, K.K., Fundamentals of Business Communication, Taxmann's, New Delhi.
2. Gupta, C.B., Essential Business Communication, Cengage, New Delhi.
3. Chopra, R.K., Business Correspondence, Himalaya Publishing House.
4. Chhabara, T.N., Business Communication Concepts & Skills, Sun India Publication, New Delhi.
5. Chawla, Shailesh K. Essential Business Communication, Mayur Paper Back.
6. Campbell, Jeremy, Grammatical Man. Simon & Schuster.

### Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit No.	Hours	Course learning Outcomes	Teaching Learning Process	Assessment Methods
2.4	1	12	Students will gain knowledge about business communication, its objectives, process, forms of communication and barrier to communication etc. This will help the students to use effective language in commercial messages.	Delivery of lectures explaining communication, its characteristics, objective, process and barriers etc. Lectures will contain other topics in the unit. This will be followed with interactive discussion with students to improve their understanding of the topics.	Asking students oral questions in the class, preparation of assignments. Solving MCQ
2.4	2	12	Students will gain knowledge about the qualities of an effective communication. Students will also acquaint with the structures of business letters. This will develop and sharpen the oral and written skills of the students.	Delivery of lectures explaining types of business letters, structures and qualities of good communication. Interactive discussion with students to improve their understanding of the topics.	Asking students oral questions in the class, classroom presentation. Class test including MCQ.
2.4	3	12	Students will gather knowledge about different types of letters like enquiry,	Delivery of lectures explaining how to write different types of letters	Asking students oral questions in

			replies, letter placing orders, their acceptance, confirmation and rejection etc.	given in this unit. Showing samples of these letters to the students to enhance their skills.	the class and on the spot letter writing on the topic. Solving MCQ.
2.4	4	12	Students will acquire in-depth knowledge of Dunning Letter, Banking correspondence, Insurance letters, Employment related letters and Correspondence with public bodies/authorities.	Delivery of lectures explaining how to write different types of letters given in this unit. Showing samples of these letters to the students to enhance their skills.	Asking students oral questions in the class and on the spot letter writing on the topic. Solving MCQ.
2.4	5	12	Students will gain knowledge about different types of meetings held in business organisation and knowledge about notice of meeting, Agenda and minutes of the meeting etc. to enhance the students skills about abbreviations used in business correspondence.	Delivery of lectures explaining the different types of meetings and explaining the importance aspects like notice, agenda and minutes etc. This will be followed with interactive discussion with students to improve their understanding of the topic.	Asking students oral questions in the class, classroom presentation. Conducting surprised tests on the topics after the completion of unit.

**\*Assessment methods listed here are indicative and may vary**

### **Keywords**

Communication, Qualities, Effective communication, Barriers, Business correspondence, Terms, Abbreviations.

**B.A. (VS) Office Management & Secretarial Practice**  
**Semester II**  
**Paper: OMSP 2.4**  
**Business Law**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The objective of this course is to impart basic knowledge of the important business legislations along with relevant case laws to the students in order to make them better corporate professional who will be an asset to their organizations.

**Course Learning Outcomes**

CO1: The students will have skills to understand different provisions of Indian Contract Act.

CO2: The students will have understanding of specific contracts like contract of indemnity and guarantee, bailment and agency.

CO3: The students will be able to distinguish between condition and warranty, Performance of contract of sale and rights of unpaid seller. The students will also be able to understand consumer rights and consumer grievance redressal mechanism

CO4: The students will able to know the process of creation and dissolution of LLP. Students will also learn the issue of negotiable instruments and understanding of different provisions of Negotiable Instrument Act.

CO5: The students will be equipped with the various provisions of Information Technology Act such as digital signature and E-Governance.

**Contents**

**Unit 1: The Indian Contract Act, 1872 20**

Contract – meaning, characteristics and kinds, Essentials of valid contract - Offer and acceptance, consideration, capacity to contract, free consent, legality of objects, Void agreements, Discharge of contract – modes of discharge including breach and its remedies, Contingent contracts, Quasi contracts.

**Unit 2: The Indian Contract Act, 1872: Specific Contracts 10**

Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency

**Unit 3: The Sale of Goods Act, 1930 12**

Contract of sale, meaning and difference between sale and agreement to sell, Conditions and warranties, transfer of ownership in goods including sale by non-owners, Performance of contract of sale, Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.

**Consumer Protection Act**-Introduction, Definitions, Rights of Consumers, Nature and Scope of Complaints, Remedies Available to Consumers, Grievance redressal mechanism.

**Unit 4: LLP 2008 and Negotiable Instruments Act**

12

**The Limited Liability Partnership Act, 2008:**

Salient Features of LLP, Difference between LLP and Partnership, LLP Agreement, Partners and Designated Partners, Incorporation of LLP,

**The Negotiable Instruments Act, 1881:**

Meaning and Characteristics of Negotiable Instruments: Promissory Note, Bill of Exchange, Cheque, Holder and Holder in due Course, Privileges of Holder in Due Course, Crossing of Cheque, Dishonour of Cheques.

**Unit 5: Information Technology Act 2000:**

06

Introduction, Digital Signature, difference between digital and E-signature, Electronic Governance, Attribution, Acknowledgement and Dispatch of Electronic Records, Secure Electronic Records and Secure Digital Signatures, Regulation and powers of Certifying Authorities, Digital Signature Certificates, Offences.

**References**

1. Kuchhal, M.C. and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
2. Dagar Inderjeet & Agnihotri Anurag "Business Law" Galgotia Publishing Company, New Delhi.
3. Singh, Avtar, *Business Law*, Eastern Book Company, Lucknow.

**Additional References**

1. Maheshwari & Maheshwari, Business Law, National Publishing House, New Delhi.

**Note: Latest edition of text books may be used.**

**Teaching Learning Process, Assessment Methods and Teaching Plan**

Weekly Schedule	No of lecturers	Unit no.	Course learning Outcomes	Teaching Learning Process	Assessment Methods
1to4	20	1.	The students will have skills to understand different provisions of Indian Contract Act.	The lecture will be delivered with the help of leading cases in order to explain the essential of valid contract and discharge of contract.	Quiz, MCQ, Assignment
5to6	10	2.	The students will have understanding of specific contracts like contract of indemnity and guarantee , bailment and agency.	The Lecture will be delivered for describing Contract of Indemnity, Guarantee, Bailment and Agency	MCQ and student presentations.
7 to8	12	3.	The students will be able to distinguish between condition	Class room lecture will be on different aspects of the sale of goods Act with the	Student presentations,

			and warranty, Performance of contract of sale and rights of unpaid seller. The students will also be able to understand consumer rights and consumer grievance redressal mechanism	help of leading cases and examples. Further the lecture will focus on the different concepts of Consumer Protection Act.	MCQ and assignments.
9to10 (with mid break)	12	4.	The students will be able to know the process of creation and dissolution of LLP. Students will also learn the issue of negotiable instruments and understanding of different provisions of Negotiable Instrument Act.	Lecture on different aspects of the Limited Liability Partnership Act, 2008 and The Negotiable Instruments Act, 1881 with the help of leading cases and examples.	MCQ, presentation, Assignment
11 to 12	6	5.	The students will be equipped with the various provisions of Information Technology Act such as digital signature and E-Governance.	There will class room lecture for students explaining the different aspects of Information Technology Act 2000.	MCQ, Presentation and Class test.

**\*Assessment tasks listed here are indicative and may vary.**

**Keywords**

Contract, breach, condition, warranty, unpaid seller, cheque, LLP, digital signature

**B.A. (VS) Office Management & Secretarial Practice**  
**Semester III**  
**Paper: OMSP 3.1**  
**English II/ MIL II**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**



**B.A. (Vocational Studies) Office Management & Secretarial Practice**  
**Semester III**  
**Paper: OMSP 3.2**  
**Secretarial Practice and Basic Phonography-I**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The main objective is to familiarize the students with the activities of a modern office, role of a Private Secretary in an office.

The course helps the students to acquire essential skills in handling various office operations.

The course will impart knowledge of basic phonography which is important for performing secretarial jobs in government and private organisations.

**Course Learning Outcomes**

CO1: The course will familiarize the learner with the activities of modern office including the role of private secretary in a business organisation.

CO2: The course will equip the learner with the knowledge of types of secretaries, their duties, their qualities and their changing profile in the modern world.

CO3: The course will impart knowledge to the learner about organizational structure and managerial functions performed in a business organisation.

CO4: The course will help the learner to know about different types of meetings, with necessary arrangements and duties of the secretary before, during and after the meeting and handling inward and outward mail service.

CO5: The course will help the students to learn professionally required language (Phonography) meant for private secretaries working in organisations.

CO6: The course will help the learner to apply this knowledge while doing jobs in the business world as an effective and efficient private secretary.

**Content**

Unit 1:

12

**Secretary:** Meaning of Secretary, Types/Kinds of Secretaries, importance of Secretary, qualifications and qualities of Secretary, duties of Secretary, changing profile of the Secretary.

**Organizational Structure:** Definition, meaning and process, level and functions (Operational Functions- Office, Production, Financial, Marketing, Personnel etc. and Managerial Functions- Planning, Organizing, Staffing, Directing, Coordinating, Controlling. Delegation and Decentralization of Authority.

Unit 2: 12  
**Meetings:** Meaning and purpose of meetings, types of meetings, preparation for meetings: Notice, Agenda, Quorum, Role of Chairman, Minutes of meetings, duties of Secretary before, during and after a meeting, additional terms used in meetings.

Unit 3: 12  
**Handling of Mail:** Meaning of Mail, Need for establishing inward and outward mail routines, Nature of Mail – E mail and Physical Mail, Types of Mail – Inward Mail, Outward Mail and Inter-Departmental Mail, Handling of Inward and Outward Mail, Mechanizing of Mail Services, Services provided by Courier Companies.

Unit 4: 12  
**Phonography:** Meaning and importance.

**Consonants:** Definition, types of Consonants, Classification of Consonants, Consonants and consonant strokes, pairs of Consonants, number, size and directions of consonants, joining of strokes.

**Vowels:** Definition, long and short vowels, Vowel signs and their places, Position of outlines according to vowels, Intervening Vowels, Grammalogues and Punctuation signs.

**Alternative Forms of Strokes:** Upward and Downward ‘R’, Upward and downward ‘H’, Diphthongsand, Triphones, Phraseography, Abbreviated ‘W’ and Tick ‘The’.

Unit 5: 12  
**Circles and Loops:** Circle ‘S’ & ‘Z’, use of small circles with straight and curved strokes, exceptions to the use of Circle ‘S’/’Z’, Large Circles ‘SW’, ‘SS or ‘SZ’, use of large circles with straight and curved strokes, Use of large circles in Phraseography, Loops ‘ST’ and ‘STR’, use of small and big loops with straight and curved strokes, medial use of loops, exceptions to the use of loops.

**Initial and Final Hooks: Initial Hooks** ‘R’ and ‘L, use of initial hooks with straight and curved strokes, alternative forms for ‘Fr’, ‘Vr’ etc., use of circles and loops preceding initial hooks.

**Small Final Hooks** ‘N’, ‘F/V’, use of final hooks with straight and curved strokes, medial use of small final hooks, use of small final hooks in Phraseography, Exceptions to the use of small final hooks, circles and looks to final hooks.

**Large Final Hook ‘Shun Hook’**, use of Shun Hook with straight and curved strokes, medial use of Shun Hook, Use of Shun Hook after Circle ‘S’ and ‘NS’, Use of Shun Hook in Phraseography.

## References

1. Office Management, B.R. Duggal, Kitab Mahal, New Delhi.
2. Principles of Office Management, Dr. R.C. Bhatia, Lotus Press, Darya Ganj, New Delhi-110002
3. Office Organisation and Management, S.P. Arora, Vikas Publishing House.
4. Administrative Office Management by R.K. Chopra, Himalaya Publishing House.

5. Office Management and Commercial Correspondence, B.R. Duggal, Kitab Mahal.
6. Pitman Shorthand Instructor, New Era Edition (Old Course Book), A.H.Wheeler Publications.
7. Pitman Shorthand, New Course Book, A.H. Wheeler Publications.
8. Shorthand Made Easy for Beginners, O.P. Kuthiala, Pitman S.S. Publications.

### **Teaching Learning Process, Assessment Methods and Teaching Plan**

<b>Weekly Schedule</b>	<b>Unit no.</b>	<b>Hours</b>	<b>Course learning Outcomes</b>	<b>Teaching Learning Process</b>	<b>Assessment Methods</b>
2.4	1	12	Students will gain knowledge about different types of secretaries in organisations and their qualification, duties and changing their profile in modern business world. Students will also get in-depth knowledge of modern business organizational structure etc.	Delivery of lectures explaining appointment, qualifications, duties and their changing role in present business world. Lectures will contain other topics in the unit. This will be followed with interactive discussion with students to improve their understanding of the topics.	Asking students oral questions in the class, preparation of assignments. Solving MCQ
2.4	2	12	Students will acquire the in-depth knowledge about the role of secretaries in conducting different types of meetings and other related aspects till the completion of meetings and keeping the records.	Delivery of lectures explaining conduct of meetings by secretaries and all other formalities to be completed related to meetings till the completion. Interactive discussion with students to improve their understanding of the topics.	Asking students oral questions in the class, classroom presentation. Class test including MCQ.
2.4	3	12	Students will gather detailed knowledge about mailing system in business organisation and their related aspects.	Delivery of lectures explaining meaning, importance of inward and outward mailing system and their processes to keep the record.	Asking students oral questions in the class, preparation of assignments. Solving MCQ
2.4	4	12	Students will be equipped with theoretical knowledge of basic phonography - consonants, vowels, and alternative forms of stroke	Delivery of lectures explaining the Phonography, consonant, vowels and alternative forms of stroke. Lectures may also contain practice of exercises given in phonography books. This	Asking students oral questions in the class, conducting class test on the topics. Preparation of assignments.

				will be followed with interactive discussion with students to improve their understanding of the topic.	
2.4	5	12	Students will be equipped with theoretical knowledge of basic phonography - circles and loops, initial and final hooks, small final hooks, large final hooks and shun hooks.	Delivery of lectures explaining the Phonography, circles and loops, initial and final hooks, small final hooks, large final hooks and shun hooks. Lectures may also contain practice of exercises given in phonography books. This will be followed with interactive discussion with students to improve their understanding of the topic.	Asking students oral questions in the class, classroom presentation. Conducting surprised tests on the topics after the completion of unit.

**\*Assessment methods listed here are indicative and may vary**

### **Keywords**

Secretary, Duties, Changing profile, Meetings, Agenda, Minutes, Managerial Functions, Mail system, Consonants, Vowel, Punctuation signs.

**B.A. (Vocational Studies) Office Management & Secretarial Practice**  
**Semester III**  
**Paper: OMSP 3.3**  
**Computing Basics and its Applications I**  
**Core Discipline - (CD) Credit:6**

**Marks: 100**

**Lectures: 50**

**Theory: 50 Practical: 40 Viva-Voce: 10**  
**(Internal Assessment in Theory component only)**

**Course Objective (2-3)**

By the end of the semester each student will be able to:

- Understand and appreciate the world of computers including their evolution and characteristics
- Understand the fundamental hardware components, memory storage devices and software aspect required to address day-to-day needs
- Fully grasp the networking concepts, internet terminology and working efficiently on a web browser
- Know the significance and essential attributes of a database
- Demonstrate the touch method of e-typewriting
- Comprehend the need and used of word processing and demonstrate the use of software for the same

**Course Learning Outcomes**

CO1: The student will be able to understand the basic concepts of computers including generations, number system and operating system

CO2: Grasp the significance and terminology of computer networking and Internet. The students can apply their comprehensive knowledge to real life situations

CO3: The student will be able to fully understand the importance of database management system and grasp its functioning

CO4: The student is introduced to the world of e-typewriting through a software for the same. The touch method is also discussed

CO5: The students will be able to identify the situations requiring MS-Word and apply the comprehensive knowledge to deliver the task

CO6: The student will be able to use advanced concepts in MS-Word including Header and Footer, Templates, Mail Merge, etc.

## **Contents**

- Unit 1: World of Computers** 05  
Characteristics of Computers, Evolution and Generation of Computers, Classification of Computers based on size, purpose of use and technology. Number Systems and conversions, ASCII code, Hardware and Memory storage devices, Software and Firmware, Antivirus Operating System: types, functions and characteristics. Examples: Windows etc., Networking basics and Internet Concepts
- Unit 2: Advanced Concepts of Networks and Internet** 08  
Keywords: URL, IP address, Hyperlinks, Web pages, Home page, web sites, WWW, Dial-up, Broadband, Dedicated, ISP, Browser, DSL, DNS, Gateways, Chat rooms, Downloading and Uploading, Wi-Fi.  
Working with Microsoft Internet Explorer: Opening a web page, opening multiple browser windows, opening multiple tabs in a single browser windows and their management, working offline, deleting temporary files, exploring Internet Options. Net Etiquettes, Searching the Web: Meaning of Search Engines, Keywords, Composing and sending Emails.
- Unit 3: Database Management System (DBMS)** 05  
Meaning and need of a database, Advantages, limitations of databases, applications of database, Meaning and need of DBMS, Database components: tables, rows, columns, attributes, queries, record, Primary Key, Foreign Key, ER Modelling
- Unit 4: E-Typewriting** 05  
Meaning and uses of Touch method, Introduction to E-typewriting Software; The student is required to achieve proficiency in e-typewriting with touch method of typewriting, Method of speed calculation (The minimum accurate speed to be attained is 30 words per minute)
- Unit 5: Word Processing** 05  
Meaning of word processor, Need and uses of word processing, Advantages and limitations of word processing, Software used for word processing, Why MS- Word and which version
- Unit 6: Advance concepts of MS WORD** 12  
Starting word: MS WORD interface, opening of blank document, Hiding and showing toolbars, Templates.  
Working in Word: selecting text, editing text, finding and replacing text, formatting text, checking and correcting spellings, Justification and Alignment, Bullets and Numbering, Tabs, Paragraphs formatting, Indent, Page Formatting, Header and Footer, Word count  
Working with a document: Page Setup of a document, viewing a document, switching between documents, saving a document, print preview of a document, printing a document. Finishing touch to a document: Inserting date and time, Special effects such as Bold, Scripts etc., Inserting and deleting a comment, Inserting Clip Arts, Shortcut keys of MS WORD, Inserting images and OLE, Mail Merge

## Practical

**Time: 35 Minutes (Excluding Viva-Voice)**

**Maximum Marks: 50**

Description of Question	No. of Words	Marks	Time Allowed
A paragraph evaluating the student's E-typewriting skills	300	20	05 minutes
A question on MS-Word comprising of simple formatting of passage/letter e.g. bold, italics, etc. Generate mail merge for the letter so created to send it to multiple recipients at the same time.	150	20	30 minutes
Total		40	35 minutes
Viva-Voce		10	
Total Marks		50	

\*There is no Internal Assessment in the practical component of this paper.

## References

1. Computer Fundamentals by Dr. Anita Goel, Pearson Publication.
2. Introduction to Information Technology by ITL Press, Pearson Publication
3. Computer Fundamentals, P.K. Sinha, BPB Publications

## Additional References:

1. Fundamentals of Information Technology, Alexis and Mathew
2. Fundamentals of Computers by E Balagurusamy, McGraw Hill Education
3. Computer Fundamentals by Dr. Sushila Madan, Scholar Tech Press

## Teaching Learning Process, Assessment Methods and Teaching Plan

Week	Unit Number	Hours	Unit Name	Course Learning Outcome	Teaching Learning Process	Assessment Methods
1	1	5	World of Computers	The student will be able to understand the basic concepts of computers including generations, number system and operating system	A general overview is given through examples and PPTs on the basic concepts of computer	The assessment methods such as tests, assignments must identify the academic and professional skills in the students
1.6	2	8	Advanced Concepts of Network and Internet	Grasp the significance and terminology of	An overview is given into the vast world of networking	Case study analysis and reports

				computer networking and Internet. The students can apply their comprehensive knowledge to real life situations	and Internet. Examples are discussed and demonstrated through PPTs so that the student can understand the importance of networking	
1	3	5	Database Management System (DBMS)	The student will be able to fully understand the importance of database management system and grasp its functioning	Discussion is encouraged amongst the students so as to recognize the importance of an database management system in a computing environment.	Open-book and closed book tests along with practical implementation and viva voce
1	4	5	E-Typewriting	The student is introduced to the world of e-typewriting through a software for the same. The touch method is also discussed	An overview is given into the world of typing through software demonstration. Examples are discussed and the student is encouraged to use the software to practice	Practical evaluation in a lab setup
1	5	5	Word Processing	The students will be able to identify the situations requiring MS-Word and apply the comprehensive knowledge to deliver the task	Practical application of MS-Word is demonstrated in a lab environment	Open-book and closed book tests along with viva voce
2.4	6	12	Advanced concepts of MS-Word	The student will be able to use advanced concepts in MS-Word including	Advanced concepts are demonstrated in a lab set up and the student is	Practical assignments, observation and evaluation of practical skills



				Header and Footer, Templates, Mail Merge, etc.	encouraged to implement case studies	
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**Keywords**

Hardware and Software Components, Operating System, Networks, Internet, Browser, Search Engines, Database, Word Processing.

**B.A. (Vocational Studies) Office Management & Secretarial Practice**  
**Semester III**  
**Paper: OMSP 3.4**  
**Banking and Insurance Operations**  
**Skill Enhancement Course - (SEC) Credit:4**

**Duration: 3 Hours**

**Marks: 100**

**Lectures: 48**

**Course Objective (2-3)**

- The course will provide to the student, basic knowledge of functioning of banks which will enable them to go for banking transaction smoothly while doing jobs in the business world.
- The course will equip the students with the knowledge of E-Banking transactions which includes internet, mobile banking and E-Payments etc.
- The course will impart students with the basic knowledge of insurance, risk, types of insurance and other related concepts which will help the students to apply this knowledge in performing duties on the job.

**Course Learning Outcomes**

CO1: The course enables students to acquire knowledge about origin of banking and growth of commercial banks in India.

CO2: The course will provide the knowledge about types of crossing of cheques and rules of crossing.

CO3: The course provides knowledge about duties of paying banker and collecting banker and protection in due course.

CO4: It intends to equip the learner with knowledge of principles of sound banking lending and different types of advances against various securities. This theoretical knowledge will be useful when learner starts working in an organisation.

CO5: The course intends the learner to be well conversant with the concept of Internet Banking, Mobile banking, Virtual banking, E payments, E-money, Electronic purse, Digital cash. White label ATM so that learner can apply the knowledge while working in the present business world.

CO6: The course provides knowledge about concept of risk and its types along with concept of insurance with its basic principles.

**Contents**

Unit:1

08

**Introduction:** Origin of banking: definition, banker and customer relationship, General and special types of customers, Types of deposits, Origin and growth of commercial banks in India.

Unit:2 10  
**Cheques:** Crossing and endorsement - meaning, definitions, types and rules of crossing.  
**Paying Banker:** Duties, Statutory protection in due course,  
**Collecting bankers:** Duties, statutory protection for holder in due course, concept of negligence.

Unit:3 10  
**Banking Lending:** Principles of sound lending, secured vs. unsecured advances, types of advances, advances against various securities.

Unit:04 10  
**E- Banking:** Meaning, Benefits, Internet Banking, Home banking, Mobile banking, Virtual banking, E payments, ATM Card/ Biometric card, Debit/Credit card, Smart card, EFT, ECS (credit/debit) E-money, Electronic purse, Digital cash. White label ATM.

Unit:05 10  
**Insurance:** Basic concept of risk, Types of business risk, Assessment and transfer, Basic principles of utmost good faith, Indemnity, Economic function, Proximate cause, Subrogation and contribution, Types of insurance: Life and Non-life, Re-insurance, Risk and return relationship, Need for coordination. Underwriting, process of claim settlement.

### References

1. Agarwal, O.P., *Banking and Insurance*, Himalaya Publishing House
2. Satyadevi, C., *Financial Services Banking and Insurance*, S.Chand
3. Suneja, H.R., *Practical and Law of Banking*, Himalaya Publishing House
4. Chabra, T.N., *Elements of Banking Law*, Dhanpat Rai and Sons
5. Arthur, C. and C. William Jr., *Risk Management and Insurance*, McGraw Hill
6. Saxena, G.S; *Legal Aspects of Banking Operations*, Sultan Chand and Sons
7. Varshney, P.N., *Banking Law and Practice*, Sultan Chand and Sons

**Note: Latest edition of text books may be used.**

### Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit no.	Hours	Course learning Outcomes	Teaching Learning Process	Assessment Methods
2	1.	8	Students will be acquainted with origin and growth of commercial bank they will also acquire knowledge about banks, types of bank customers, types of deposits etc.	Delivery of lectures explaining the meaning of banks, bank customers, types of deposits, origin and growth of commercial banks. Lectures will contain related topics in the unit. This will be	Asking students oral questions in the class, preparation of assignments. Solving MCQ.

				followed with interactive discussion with students to improve their understanding of the topics.	
2.5	2.	10	Students will acquire the knowledge about cheques, endorsement, types and rules of crossing of cheques, paying banker's duties and collecting banks functioning.	Delivery of lectures explaining types of crossing of cheques, endorsement and paying and collecting banker's functioning. Interactive discussion with students to improve their understanding of the topics. Showing samples of different types of crossing through dummy cheques.	Asking students oral questions in the class, classroom presentation. Class test including MCQ.
2.5	3.	10	Students will gather detailed knowledge about lending by banks, types of advances, secured and unsecured advances / loans etc.	Delivery of lectures explaining lending by banks, different types of advances including secured and unsecured. Lectures may also contain Power-Point Presentation.	Asking students oral questions in the class, preparation of assignments. Class tests including MCQ.
2.5	4.	10	Students will gain knowledge about present modern modes of electronic payments and banking transactions like E-Banking, E-Payments, EFT, ECS and digital cash etc.	Delivery of lectures explaining the modes of electronic payments and banking transactions like E-Banking, E-Payments, EFT, ECS and digital cash etc. Lectures may also contain Power-Point Presentation. This will be followed with interactive discussion with students to improve their understanding of the topic.	Asking students oral questions in the class, conducting class test on the topics. Preparation of assignments.

2.5	5.	10	Students will gather the detailed information about insurance, types of business risk, basic principles of insurance, underwriting and claim settlement.	Delivery of lectures explaining insurance, its basic principles, types of business risk and claim settlement etc. Lectures may also contain Power-Point Presentation. This will be followed with interactive discussion with students to improve their understanding of the topic.	Asking students oral questions in the class, classroom presentation. Conducting surprised tests on the topics after the completion of unit.
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**\*Assessment methods listed here are indicative and may vary**

**Key Words:**

Bank, Bank accounts, Cheques, Advances, E-banking, Insurance.

**B.A. (VS) Office Management & Secretarial Practice**  
**Semester IV**  
**Paper: OMSP 4.1**  
**MIL II/ English II**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (Vocational Studies) Office Management & Secretarial Practice**  
**Semester IV**  
**Paper: OMSP 4.2**  
**Secretarial Practice and Basic Phonography-II**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

Course Objective (2-3)

- The course will familiarise students with latest machines and equipments used in modern office.
- The will aim at enhancing personality development of the students and instill the value of good human relations at the work.
- The course will provide knowledge about duties of secretary in various operations to be performed by him for his superior in the organisation.
- The course will impart professional language of phonography to the students which will make them competent in serving effectively in an organisation.

**Course Learning Outcomes**

CO1: The course aims at imparting knowledge about mechanization of office activities and types of machines which help in communication etc. used by personal secretaries and other office staff of the organisation.

CO2: The course will help the learner by providing the basis of personality development, good human relations and importance of ethics and values in the work culture in an organisation.

CO3: The course will help the learner to perform the jobs of the private secretary for making appointments for officers.

CO4: The course will help the learner for extended level of professionally required phonographic language so that the private secretary can perform their jobs effectively.

**Contents**

Unit 1: 12

**Office Automation:** Meaning of Mechanization, factors for selection of office machines, advantages and disadvantages of mechanization, Types of Machines – Communication Equipment, Copying Machines, Accounting, Tabulating and Computing Machines and Miscellaneous Machines.

**Stationery:** Need and importance of stationery, purchase of stationery, storage of stationery, issue and control of stationery.

Unit 2: 12

**Behavioural Skills:** Personality development, importance of good human relations, understanding organizational culture, management of time and stress, importance of ethics and values.

Unit 3: 12

**Appointments and Travel Arrangements:** Scheduling appointments, duties of Secretary before, during and after appointment. Preparation of itinerary, role and selection of travel agency, reservations.

Unit 4: 12

**The Aspirate:** Tick 'H', Dot 'H', Additional Rules for Upward and Downward 'R', Upward and Downward 'L', Upward and Downward 'SH', Compound Consonants.

**Halving Principle:** Halving of strokes for 'T' or 'D', Half length 'H', Exceptions to the use of Halving Principle, Halving and Thickening of Strokes 'M', 'N', 'L', 'R', signs for 'RT' and 'LT', joining of strokes of unequal length, Use of Halving Principle for Past Tense, use of Halving Principle in Phraseography.

Unit 5: 12

**Doubling Principle:** Doubling of straight and curved strokes, Doubling of Strokes 'MP/MB', alternative forms of 'MPR/MBR', Stroke 'NG', alternative forms of 'NG-KR' and 'NG-GR', Doubling of Stroke 'L', Exceptions to the use of Doubling Principle, use of Doubling Principle in Phraseography.

**Diphones:** Use of Diphones, Medial Semi-Circle, Left Semi-Circle, Right Semi-circle. **Prefixes,**

**Suffixes & Terminations. Contractions:** omission of consonants. **Figures:** Numerals in Shorthand, round numbers, monetary units.

## References

1. Office Organisation and Management, S.P. Arora, Vikas Publishing House.
2. Administrative Office Management by R.K. Chopra, Himalaya Publishing House.
3. Office Management and Commercial Correspondence, B.R. Duggal, Kitab Mahal.
4. Office Management, B.R. Duggal, Kitab Mahal Distributors, 28 Netaji Subhash Marg, New Delhi-110002.
5. Principles of Office Management, Dr. R.C. Bhatia, Lotus Press, 4263/3, Ansari Road, Darya Ganj, New Delhi-110002
6. Secretarial Services by Evelyn Anstin, Macdonald & Evavs.
7. Personality Development by R.K. Mishra, Rupa Publications
8. Pitman Shorthand Instructor, New Era Edition (Old Course Book), A.H. Wheeler Publications.
9. Pitman Shorthand, New Course Book, A.H. Wheeler Publications.
10. Shorthand Made Easy for Beginners, O.P. Kuthiala, Pitman S.S. Publications
11. Phono Phrase Book, O.P. Kuthiala, Pitman S.S. Publications, New Delhi.
12. Modern Phrase Book, N.V. Krishna Murty.
13. Way to High Speed Writing, O.P. Kuthiala.
14. Principles of Modern Phraseography, Edgar E. Thorpe.
15. Personality Development by S.K.P. Selvam, APH Publication Corporation



## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit no.	Hours	Course learning Outcomes	Teaching Learning Process	Assessment Methods
2.4	1	12	Students will gain knowledge about the types and equipment's used in modern offices for communication, duplicating, accounting, tabulating and computing work. Student will also acquire knowledge of stationary control in the office including purchase, issue and storage.	Delivery of lectures explaining the different types of machines and equipment's used for various tasks by modern offices in the present business world. Lectures will also contain stationary control functions in the office. This will be followed with interactive discussion with students to improve their understanding of the topics.	Asking students oral questions in the class, preparation of assignments.
2.4	2	12	Students will gain the knowledge about personality development, good human relations and importance of ethics and values in the functioning of modern business organisation.	Delivery of lectures explaining behavioural skills including personality development and good human relations. Students will also learn importance ethics and values in business. Interactive discussion with students to improve their understanding of the topics.	Asking students oral questions in the class, classroom presentation. Class tests.
2.4	3	12	Students will gain knowledge about secretary's job of handling appointments for the superior. Students will also learn the process of making travelling arrangements for the superior etc.	Delivery of lectures explaining secretary's job for handling appointments for the superior and also explain the process of making travelling arrangement for superior and staff. Interactive discussion with students to improve their	Asking students oral questions in the class, preparation of assignments. Class tests.

				understanding of the topics.	
2.4	4	12	Students will be equipped with theoretical knowledge of basic phonography – Aspirate, compound consonants and halving principles in phraseography.	Delivery of lectures explaining the Phonography - Aspirate, compound consonants and halving principles in phraseography. Lectures may also contain practice of exercises given in phonography books. This will be followed with interactive discussion with students to improve their understanding of the topic.	Asking students oral questions in the class, conducting class test on the topics. Preparation of assignments.
2.4	5	12	Students will be equipped with theoretical knowledge of basic phonography – doubling principles, doubling of stocks, exceptions to use of doubling principles and use of doubling principles in phraseography.	Delivery of lectures explaining the Phonography - doubling principles, doubling of stocks, exceptions to use of doubling principles and use of doubling principles in phraseography. Lectures may also include practice of exercises given in phonography books. This will be followed with interactive discussion with students to improve their understanding of the topic.	Asking students oral questions in the class, conducting class test on the topics. Preparation of assignments.

**\*Assessment methods listed here are indicative and may vary**

**Keywords**

Mechanization, stationary control, behavioural skills, basic phonography.

**B.A. (VS) Management and Marketing of Insurance**  
**Semester IV**  
**Paper: OMSP 4.3**  
**Corporate Laws**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective**

- To introduce students to the legal nature, structure and functioning of a company and encouraging students to develop basic understanding of case laws and regulatory framework in corporate practice.
- To provide comprehensive knowledge and understanding of the provisions of Companies Act, 2013.
- To provide students' knowledge of fundamental topics in company law including the inferences of separate corporate identity, limited liability, role and legal duties of promoters, board of directors and legal relationship with its various stakeholders.
- To provide basic understanding of Insolvency and Bankruptcy Code, 2016, regarding winding up of the corporate entities.

**Course Learning Outcomes**

After completing this course, the learners would be able to:

CO1: acquire knowledge about regulatory framework, legal structure, functioning, classification and online incorporation of a company and apply legal reasoning to analyse relevant case laws.

CO2: explain basic legal documents to be prepared by company and their significance and describe the importance of online filing of documents.

CO3: understand the concept of allotment of shares, rights and duties of shareholders of company along with developing understanding of dematerialization of securities.

CO4: acquire knowledge of the role and legal duties of key managerial personnel of a company and their interrelationship with the shareholders accompanied with the knowledge about provisions regarding convening and conducting of company meetings.

CO5: comprehend various modes of company's winding up and relate to the provisions of Insolvency and Bankruptcy code, 2016

**Contents**

**Unit 1: Introduction**

12

Characteristics of a company; concept of lifting of corporate veil; Types of companies including private and public company, government company, foreign company, holding and subsidiary company, one-person company, small company, producer company, association not for profit, illegal association; Formation of company, Promoters and their legal position, pre-incorporation contract, online registration of a company.

**Unit 2: Documents** 12  
Memorandum of association, articles of association, Alteration and doctrine of ultra vires, doctrine of constructive notice and Indoor Management, prospectus, shelf prospectus and red herring prospectus, misstatement in a prospectus; Book Building process, Online filing of documents.

**Unit 3: Share Capital** 12  
Issue, allotment and forfeiture of shares, issue of bonus shares, transmission of shares; buyback and provisions regarding buyback; share certificate and share warrant; Members and shareholder – their rights and duties; Depositories Act 1996 - definitions, rights and obligations of depositories, participants, issuers and beneficial owners. Prohibition of insider trading. Provisions relating to payment of dividend, provisions relating to books of account, provisions relating to audit.

**Unit 4: Management** 16  
Directors, classification of directors: additional, alternate, women director, independent director, small shareholders' director; legal position; appointment, disqualifications, removal of directors; powers and duties; board meetings; key managerial personnel, managing director, manager, corporate social responsibility.  
Types of general meeting: annual general meeting, extraordinary meeting, convening and conduct of meetings, requisites of a valid meeting; postal ballot, e –voting.

**Unit 5: Winding up of companies** 08  
Concept and modes of winding up, compulsory winding up by the tribunal under Companies Act; voluntary liquidation of corporate persons under the insolvency and Bankruptcy Code, 2016, corporate insolvency resolution process. National Company Law Tribunal (NCLT), Appellate Tribunal (NCLAT)

## References

1. Kuchhal MC “Company law” Mahavir Publications
2. Dagar Inderjeet and Agnihotri Anurag “Corporate laws” Galgotia publishing company, New Delhi
3. Sharma J. P, “An Easy Approach to Corporate Laws”, Ane Books Pvt Ltd, New Delhi.
4. Singh Avtar “Company Law” Allahabad Law House

Note: Latest edition of text books may be used.

## Additional References:

1. Charlesworth & Morse, “Company Law”, Sweet & Maxwell”, London, U.K.
2. Gowar, LCB, “Principles of Modern Company Law”, Stevens & Sons, London.
3. Bharat Law House, New Delhi, “Manual of Companies Act, Corporate Laws and SEBI Guidelines”.
4. Kannal, S., & V.S. Sowrirajan, “Company Law Procedure”, Taxman’s Allied Services(P) Ltd., New Delhi (Latest Edition)

## Teaching Learning Process, Assessment Methods and Teaching Plan

<b>Weekly Schedule</b>	<b>Unit no.</b>	<b>Hours</b>	<b>Course learning outcomes</b>	<b>Teaching and learning Process</b>	<b>Assessment methods</b>
1 <sup>st</sup> and 2 <sup>nd</sup> week	1	12	Students will be able to acquire knowledge about regulatory framework, legal structure, functioning, classification and online incorporation of a company and apply legal reasoning to analyse relevant case laws.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented with discussions on leading case laws.	Quiz, oral/ written tests in the tutorial class, case laws solving exercise.
3 <sup>rd</sup> to 5 <sup>th</sup> week	2	12	Students will be able to explain basic legal documents to be prepared by company and their significance and describe the importance of online filing of documents.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by showing the documents of some companies on their websites and displaying the MCA -21 portals for easy access of public documents and various online services.	Student presentations/ Descriptive and critical reasoning home assignments for the internal assessment.
6 <sup>th</sup> and 7 <sup>th</sup> week	3	12	Students will be able to understand the concept of allotment of shares, rights and duties of shareholders of company along with developing understanding of dematerialization of securities.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by showing the functioning of some depository participants on internet.	Problem – solving exercises, Student presentations, Oral/Written Tests in the tutorials.
8 <sup>th</sup> to 10 <sup>th</sup> week	4	16	Students will be able to acquire knowledge of the role and legal duties of key managerial personnel of a company and their interrelationship with the shareholders accompanied with the knowledge about provisions regarding	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by the annual report of some companies.	MCQ, Student presentation, Descriptive and critical reasoning assignment on the topic covered.

			convening and conducting of company meetings.		
11 <sup>th</sup> and 12 <sup>th</sup> week	5	8	Students will be able to comprehend various modes of company's winding up and relate to the provisions of Insolvency and Bankruptcy code, 2016.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by the real life cases of winding up of companies under IBC code.	Class test for the award of internal assessment marks and providing feedback to the students.

\*Assessment tasks listed here are indicative and may vary.

### **Keywords**

Companies Act 2013, Lifting of corporate veil, Memorandum of association, Articles of association, Prospectus, Meetings, Dematerialisation, Shares, Dividend, Directors, Winding up, Virtual learning, Descriptive Assignments, Case Laws, Power Point.

**B.A. (VS) Management and Marketing of Insurance**  
**Semester IV**  
**Paper: OMSP 4.4**  
**Business Communication and Personality Development**  
**Skill Enhancement Course - (SEC) Credit:4**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

To equip students of the B.A(VS) course to effectively acquire skills in reading, writing, comprehension and business communication, as also to use electronic media for business communication.

**Course Learning Outcomes**

The course on Business Communication and Personality Development will help the learner to exhibit the following competencies and skills:

CO1: Enhanced knowledge of the Theory of Communication leading to a more adequate understanding of the nature and process of communication.

CO2: Demonstrate enhanced skills in reading, writing, comprehension, communication and speech. Deeper familiarity with different types of business correspondence, better writing skills and knowledge of various types of formal and informal communication including emails and social media generally employed in work spaces.

CO3: Familiarity with different types of reports and the process of planning and writing.

CO4: Suitable use of language and communication skills specifically within professional spaces. Enhanced verbal skills, improved vocabulary and grammar enhancing error free usage.

**Content**

<u>Unit 1:</u> Nature of Communication, Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication, Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.	04
<u>Unit 2:</u> Business Correspondence: Letter Writing, presentation, inviting quotations, Sending quotations, Placing orders, inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter -office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.	08
<u>Unit 3:</u> Report Writing Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports. Vocabulary Words often confused, Words often misspelt, common errors in English.	04

Unit 4: 12  
Business Etiquettes, Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone, Handling business meetings, Role play on selected topics with case analysis and real life experiences. Aids to correct Business writing, Practical Grammar (basic Fundamentals), Sentence Errors-Punctuation, Vocabulary building.

Unit 5: 20  
Oral Presentation, Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. How to make a presentation, the various presentation tools, along with guidelines of effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, art of effective listening. Leadership – quality of a leader, leadership quiz with case study, knowing your skills and abilities. Introduction to group discussion techniques with debate and extempore, increase your professionalism. Audio Video recording and dialogue sessions on current topics, economy, education system, environment, politics.

## References

1. R. C Bhatia. *Business Communication*. Ane Books Pvt Ltd, New Delhi
2. Department of English, University of Delhi. 2009. *Business English*. New Delhi: Pearson Publication, 2011.
3. Scot, O. *Contemporary Business Communication*. Biztantra, New Delhi
4. Cholib, Mark and Geetha Nagaraj. *English Basics: A Companion to Grammar and Writing*. Cambridge, UK: Cambridge UP, 2004.
5. Tickoo M.L, A.E. Subramaniam and P. R. Subramaniam. *Intermediate Grammar, Usage and Composition*. 1976. New Delhi: Orient Blackswan, 2012
6. Lesikar, R.V & Flatley, M.E. *Basic Business Communication Skills for Empowering the Internet Generation*. Tata McGraw Hill Publishing Co Ltd. New Delhi
7. McGraw E.H., S.J. *Basic Managerial Skills for All*. Fourth Edn. Prentice Hall of India Pvt. Ltd, New Delhi.
8. Lesikar, R.V. & Flatley, M.E.; *Basic Business Communication Skills for Empowering the Internet Generation*, Tata McGraw Hill Publishing Company Ltd. New Delhi.
9. Bovee, and Thill, *Business Communication Today*, Pearson Education
10. Shirley Taylor, *Communication for Business*, Pearson Education
11. Locker and Kaczmarek, *Business Communication: Building Critical Skills*, TMH
12. Sinha, K.K., *Business Communication*, Galgotia and Sons, New Delhi.
13. Reuben, Ray; *Communication today – understanding creating skills*, Himalaya Publishing House, 2001.
14. E. H. McGraw, S. J.; *Basic Managerial Skills for All*. Fourth Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
15. Stephen R. Covey; *The seven habits of highly effective people*



## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit no.	Hours	Course Learning Outcome	Teaching Learning Process	Assessment Methods
1	1.	04	<p>Students would be able to demonstrate basic understanding of what is communication. They would also be able to identify and analyse various forms of communication and barriers to communication.</p>	<p>Interactive lectures aim at introducing students to theory of communication which involves a study of nature, processes, and importance of communication. Thorough discussions provide an in-depth study of different kinds of communication (for example, formal and informal, verbal and non-verbal) and how to express oneself most efficiently depending on the context. Detailed discussion upon possible barriers to communication and how to overcome them. The lectures make ample use to power point presentations, medias, and libraries to make classroom interactions more engaging for the students.</p>	<p>Quiz</p> <p>Class tests</p> <p>Presentations</p> <p>Assignments</p>
2	2.	08	<p>Demonstrate enhanced skills in reading, writing, comprehension, communication and speech.</p> <p>Deeper familiarity with different types of business correspondence, better writing skills and knowledge of various types of formal and informal communication including emails and social media generally</p>	<p>Introducing students to the theory aspect and enable them to learn and understand the various structures and formats of business correspondences such as letters, presentation, quotation, sales letters, claim and adjustment letters, memos, agenda, minutes, resume, etc. Enable them to understand their applications and facilitate the students in drafting various business correspondences through classroom exercises and</p>	<p>Exercises</p> <p>Class tests</p> <p>Presentations</p> <p>Assignments</p>

			employed in work spaces.	assignments. The lectures will include use of power point presentations, reference books, real time examples.	
1	3.	04	Familiarity with different types of reports and the process of planning and writing.	Introducing students to fundamentals of report writing, types of reports, their importance and applications. The lectures will include use of power point presentations, reference books, real time examples, classroom exercises.	Exercises  Class tests  Presentation  Assignments
3	4.	12	Students would learn appropriate non-verbal communication and would be equipped with skills and practical training on how to hold conversations on telephone, in person, or through emails. They would also be able to establish an understanding of fundamentals of practical grammar and develop a sufficiently strong vocabulary. Enhanced verbal skills, improved vocabulary and grammar enhancing error free usage.	Lectures are more practical and aim to acquaint students to nonverbal communication which involves development of appropriate body language and etiquettes. Role play on selected topics with case analysis of real life experiences aids students to learn etiquettes of the written word, of the telephone, and how to hold business meetings. Theoretical discussion on fundamentals of grammar, challenges with syntax, sentence formation, and punctuation is followed by interactive exercises and language games to train students in usage of practical grammar and to build a strong vocabulary. Learning activities include word games like cups and letters, make a connection, two word charade, etc.	Quiz  Presentations  Role plays  Class tests containing multiple choice questions and grammatical exercises  Assignments

5	5.	20	<p>Greater acquaintance with soft skills including social and professional etiquette leading to personality development and increased confidence. Recognition of and need for leadership qualities in a globalized work space and the necessity of developing these for success in the professional field. Improve speaking abilities through participation in group discussions and oral presentations.</p>	<p>Lecture on the fundamentals and structure of presentation, presentation skills, usage of presentation tools, multimedia and usage of vocabulary and grammar while preparing and presenting presentation. Classroom exercises on oral presentation and group discussion will be facilitated for students to participate.</p> <p>Lecture on leadership, qualities of a leader will be conducted with case studies of current and renowned leaders.</p> <p>Lecture resource will compose of reference books, PowerPoint presentation and classroom exercises.</p>	<p>Quiz</p> <p>Class tests</p> <p>Presentations</p> <p>Assignments</p>
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**\*Assessment methods listed here are indicative and may vary**

**Keywords**

Communication, Process, Types, Verbal-Non-Verbal, Barriers, Business Correspondence, Tenders, Memos, Resumes, Report Writing, Business Etiquettes, Personality development, Basic grammar, Vocabulary, Effective Presentation, Visual aids, Presentation tools, Leadership skills

**B.A. (Vocational Studies) Office Management & Secretarial Practice  
Semester V**

**Paper: OMSP 5.1**

**Advanced Phonography (Practical) – I**

**Elective Core – Discipline Based - (DSE) Credit:6**

**Practical: 90 Marks, Viva-Voice: 10 Marks**

**(There will be no internal assessment in this paper)**

**Course Objective (2-3)**

- The course will aim at enhancing the student's skill and phonography which will help them to be fully competent for their jobs in business world.
- The course will strengthen the student's ability to perform with the help of practice of phonography practical exercises.
- The course will enable students to be a successful secretary in organisations by improving their speed in phonographically writing.

**Course Learning Outcomes**

CO1: The course, after equipping the learner with basic principles of phonography will aim at practically applying the knowledge acquired in practice by personal secretaries.

CO2: The course will help the learner in building up speed writing by practicing exercises.

CO3: The course will help the learner to acquire the skill of speedy and accurate transcription of shorthand notes for effective performance of the jobs of private secretary.

CO4: The course will give the learner the opportunity to perform secretarial job in an effective and efficient manner.

**Contents**

<u>Unit 1:</u> Note Taking, Transcription etc., Revision of Grammalogues and Simple Phrases, Special Contractions (Section 1 to Section 5).	12
<u>Unit 2:</u> Advanced Phraseography (Section 1 to Section 7).	12
<u>Unit 3:</u> Practice of seen dictation exercises (from Exercise nos. 121 to 183 of the Old Course Book) at the speed of 80 words per minute.	20
<u>Unit 4:</u> Practice of unseen dictation exercises from other shorthand books and shorthand magazines at the speed of 60 words per minute.	16

## Practical

### Guidelines for the conduct of Practical Examination

#### Advanced Phonography- Practical-I

Time: 60 Minutes (Excluding Viva)

Maximum

Marks: 100

Question No.	Description of Question	No. of Words	Marks	Time Allowed
1	Seen Dictation from Pitman Shorthand Instructor (Old Course Book) from Exercise Numbers 121 to 183 @ 80 wpm.	240 words	40	30 Minutes
2	Unseen Dictation @ 60 wpm	180 words	20	20 Minutes
3	Outline of words consisting of Grammalogues, Special Contractions and Advanced Phraseography	30 words	30	10 Minutes  The Examinees will have to write the Shorthand Outlines of the words on the Printed Sheet which would be the Question Paper as well as the Answer Sheet
	Viva-Voice	450 words	10	
	Total		100	

#### Note:

1. There will be no Internal Assessment in this paper.
2. 10 minutes' time may be given to the examinees for adjustment of computers before the practical.
3. The examinees will have to produce hard copies of the above question for evaluation.

#### References

1. Way to High Speed Writing, O.P. Kuthiala, Pitman S.S. Publications, New Delhi.
2. Principles of Modern Phraseography, Edgar E. Thorpe, Pitman S.S. Publications, New Delhi.
3. Phono Phrase Book, O.P. Kuthiala, Pitman S.S. Publications, New Delhi.
4. Modern Phrase Book, N.V. Krishna Murty, Pitman S.S. Publications, New Delhi.
5. Shorthand Magazines.

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit no.	Hours	Course learning Outcomes	Teaching Learning Process	Assessment Methods
2.4	1.	12	Students will gain knowledge of Note Taking, Transcription, Revision of Grammalogues and Simple Phrases, Special Contractions.	Through practical exercises students will be equipped with the knowledge of phonography language with the help of dictation, note taking and transcription. Students will be given exercises for revision of grammalogues and simple phrases. Interactive discussion with students to improve their understanding of the topics.	Practising exercises on the topics in the unit. Regular class room tests.
2.4	2.	12	Students will acquire the in-depth knowledge about Advanced Phraseography (Section 1 to Section 7)	Through practical exercises students will be equipped with the knowledge of Advanced Phraseography with the help of dictation. Students will be given exercises on the various topics. Interactive discussion with students to improve their understanding of the topics.	Practising exercises on the topics in the unit. Regular class room tests.
4	3.	20	Students will gather detailed knowledge through practice of seen dictation exercises (from Exercise nos. 121 to 183 of the Old Course Book) at the speed of 80 words per minute.	Through practical exercises student's skills of phonography will be sharpen with the help of practice of seen dictation exercises. Interactive discussion with students to improve their understanding of the topics.	Practising exercises on the topics in the unit. Regular class room tests.
3.2	4.	16	Students will gather detailed knowledge through practice of unseen dictation exercises from other shorthand books and shorthand magazines at the speed of 60 words per minute.	Through practical exercises student's skills of phonography will be sharpen with the help of practice of unseen dictation exercises. Interactive discussion	Practising exercises on the topics in the unit. Regular class room tests.

				with students to improve their understanding of the topics.	
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**\*Assessment methods listed here are indicative and may vary**

**Keywords**

Phraseography, Dictation, Speed, Shorthand.

**B.A. (VS) Management and Marketing of Insurance**  
**Semester V**  
**Internship Project / Project**  
**Paper: OMSP 5.2**  
**Elective Core – Generic- Credit:6**

**(2 Lectures+2 Tutorials per week per group+ 2 hours of field/library work per week)**

**Course Objective (2-3)**

The objective of the course is to provide basic and hands on understanding of the issues facing business and industry. The course acquaints the student with the practical aspects of the vocational specialisation. This is an opportunity for the student to become familiar with industry practices related to the vocation that supplement classroom teaching. Also, working on a project enables the student to focus on the contemporary problems and challenges facing the industry.

Each student of a vocational course shall undergo practical internship of four weeks during the vacation in any approved business/ industrial/ government/ service organisation. The objective of this training is to get acquainted with the industrial/ business working environment. After completion of the training the student is required to submit a training report at the end of the semester. The student is also required to submit a performance certificate from the company/ organisation where she/he undertook the training.

The whole course is divided into two parts: -

**Part A**

It will provide the theoretical knowledge about research methods, data analysis, interpretation of data, report writing etc. This component of the course carries 50 marks (38 theory + 12 Internal Assessment).

**Part B**

It will comprise the internship/ project report and also carries 50 marks. It will be evaluated by two examiners one internal and one external. The exact date of submission of the Report will be notified by the college. Alternatively, if it is not possible to do industrial internship, the students will prepare a project report on a topic assigned to her/ him by the college. The project report will be evaluated as above.

**Course Learning Outcomes**

**Part A-**

CO1: Imparting knowledge about the basics of research-objectives, types, approaches, process and problems encountered in research

CO2: Develop the learning to define a research problem, facilitate understanding of sampling, data collection, construction of questionnaire



CO3: Develop an understanding of the basic tools of data analysis- Parametric & non parametric tests, interpretation of results & presentation.

CO4: Imparting learning of different aspects of report writing, process, contents of a report and referencing

**Part B-**

CO5: Prepare a project report relating to a well-defined area of research problem identified by the student

**Part A: Theory-Business Research Methodology**

**Max. Marks: 50  
2 Hours**

**Time Duration:**

**Total Lectures: 24**

Unit 1: 04

Introduction: Research: meaning, objectives, types, approaches, significance, methods, process, criteria of good research, problems encountered

Unit 2: 06

Selecting and defining the research problem; literature Review; Research & Sampling design; Measurement & Data collection (primary & secondary); construction of questionnaire

Unit 3: 10

Parametric & non parametric tests (basic understanding); Data Analysis (central tendency, dispersion, correlation, t test, f test, z test), interpretation of results & presentation

Unit 4: 04

Report writing: significance, steps, layout, types of Reports, contents, Referencing

**Part B: Internship/ Project Report**

**Max Marks 50**

It will comprise the internship/ project report and also carries 50 marks. It will be evaluated by two examiners one internal and one external. The exact date of submission of the Report will be notified by the college. Alternatively, if it is not possible to do industrial internship, the students will prepare a project report on a topic assigned to her/ him by the college. The project report will be evaluated as above.

## References

1. Kothari CR & Garg Gaurav (2019) Research Methodology: Methods & Techniques, New Age International Publishers.
2. Chawla Deepak & Sodhi Neena (Kindle edn) Research Methodology: Concept & cases 2<sup>nd</sup> edn, Vikas Publishing House Pvt. Ltd.
3. Kumar Ranjit (2014) A step by step guide for beginners, Sage Publications
4. Kiran Pandya, Smruti Bulsari, Sanjay Sinha (2011 kindle edn), SPSS in simple steps, dreamtech Press

## Teaching Learning Process, Assessment Method and Teaching Plan

Unit no.	Course Learning Outcomes	Teaching Learning Process	Assessment Methods
<b>Part A</b>			
1.(2 weeks)	Imparting knowledge about the basics of research-objectives, types, approaches, process and problems encountered in research	Delivery of lectures to explain the basics of research- explaining objectives, its types and approaches and the overall research process	Students' learning will be facilitated by asking oral questions in the class, class interaction and participation
2.(3 weeks)	Develop the understanding to define a research problem, facilitate understanding of sampling, data collection, construction of questionnaire	Lecture method combined with Power Point presentation. Specific research papers to be discussed in class to build an understanding.	Student to be asked to read specific research papers. Assignment related to relevant topics to be given to students.
3.(5 weeks)	Develop an understanding of the basic tools of data analysis- Parametric & non parametric tests, interpretation of results & presentation.	Delivery of Lectures to explain the various tests used to analyse different data types, interpretation of results and presentation. This will be followed by student interaction to improve their understanding of the topics.	Giving practical problems to students for hands- on learning experience (working with quantitative data)
4.(2 weeks)	Imparting learning of different aspects of report writing, process, contents of a report and referencing	Lectures method combined with discussions, case studies, virtual tools like presentation to be used to build an understanding of various aspects of report writing	Asking students questions in the class, one to one interaction to assess their basic understanding with regard to

			research problems
<b>Part B</b>			
5.(12 weeks)	Prepare a project report relating to a well-defined area of research problem identified by the student and approved by the supervisor	Discussions, one to one interaction with students in tutorial groups to be undertaken to help them identify research areas, research gaps and topic for project reports	Continuous feedback and progress to be assessed during the course of the projects. Project reports to be evaluated at the end of the term by two examiners i.e. one internal and one external.

**Key words:**

Unit 1: Research Problem, Research gap, objectives

Unit 2: Literature Review, Sampling design, primary data, secondary data, questionnaire

Unit 3: Data Analysis, Interpretation, Descriptive statistics

Unit 4: Report writing, Referencing

**B.A. (Vocational Studies) Office Management & Secretarial Practice**  
**Semester V**  
**Paper: OMSP 5.3.1**  
**Indian Polity and Governance**  
**Elective Core – Generic- Credit:6**

**Duration: 3 hours**

**Marks: 100**

**lectures: 60**

**Course Objective (2-3)**

The course aims to acquaint student with philosophy of constitution of India and institutional functioning over the years. Students are required to know not only constitutional provisions and political system but also guiding principles and values concerning conflicting themes (liberty and equality, decentralization and strong union). Besides the course contents will also help students to develop proper perspectives on secularism, majoritarianism and globalization.

**Course Learning Outcomes**

CO1: To familiarize students with different approaches to study Indian politics.

CO2: To analyze the core philosophy and basic features of constitution of India, to enable the students to know debate on fundamental Rights and Directive principles of state policy.

CO3: To make student understand the institutional functioning over the years and how do factors like class, caste and gender influence power structures at multiple levels. To enable the learners to look at the contested themes like secularism and communalism from varying perspectives. To help undergraduate students comprehend nature and evolution of party system.

CO4: To familiarize students with development strategies since independence with special focus on liberalization since 1990s. To enable undergraduate learners to comprehend origin, progress as also impact of these social movements on various facets of development in India.

CO5: To enable students make sense of globalization and its various dimensions at length to help undergraduates to analyze the impact of globalization process on economy, polity, society and administration in Indian context.

**Contents**

Unit 1: 10  
Approaches to the Study of Indian Politics and Nature of the State in India: Liberal, Marxist and Gandhian

Unit 2: 10  
Indian Constitution: Basic features, debates on Fundamental Rights and Directive Principles

Unit 3: 15  
Institutional Functioning: Prime Minister, Parliament and Judiciary, Power Structure in India: caste, class and patriarchy, Religion and Politics: debates on secularism and majoritarianism, Parties and party system in India

Unit 4: 15  
Strategies of Development in India since Independence: Planned economy and Neo-Liberalism, Social Movements: Workers, Peasants, Environmental and Women's Movement

Unit 5: 10  
Globalization and its impact on economy, society, politics and administration

### References:

1. Narang, A.S(2015): India Political System, Process and Development, New Delhi, Gitanjali publication,1-14
2. Hasan, Z(ed.) (2012): Politics and State in India, New Delhi, Penguin Books,11-31.
3. Singh, M.P. & Saxena, R. (2008) Indian Politics: Contemporary Issues and Concerns. New Delhi: PHI Learning,1-165
4. Chandhoke, N. & Priyadarshi, P. (eds.) (2009) Contemporary India: Economy, Society, Politics, New Delhi: Pearson,19-82
5. Basu, D.D(1960): Introduction to the Constitution of India, Wadhwa and Company Law Publisher, New Delhi ,79-137
6. Austin, G. (2004) Working of a Democratic Constitution of India. New Delhi: Oxford University Press.
7. Fadia, B.L(2002): Indi and government and Politics, Sahitya Bhawan Publication, Agra,68-135
8. Chandra, B., Mukherjee, A. & Mukherjee, M. (2010) India Since Independence. New Delhi: Penguin,599-630
9. Narang, A.S(2015): India Political System, Process and Development, New Delhi, Gitanjali publication,111—180,309-446
10. Chandhoke, Neera (2019): Pluralism, Secularism, and Tolerance: Anxieties of Coexistence, New Delhi, Sage
11. Jayal, N. G& Mehta, P.B(2010): The oxford Companion to Politics in India, New Delhi, Oxford Companion,139-179
12. Hasan, Z (ed) (2012): Politics and State in India, New Delhi, Penguin Books,89-107
13. Abbas, H., Kumar, R. & Alam, M. A. (2011) Indian Government and Politics New Delhi: Pearson, 2011.
14. Sen,A & Dreze,J (2013):An Uncertain Glory: India and Its Contradiction, New Delhi, Penguin Books,17-44
15. Nayar,B .R (ed)(2007):Globalization and Politics in India, New Delhi, Oxford University Press ,90-148
16. Chandra, B., Mukherjee, A. & Mukherjee, M. (2010) India Since Independence. New Delhi: Penguin.,442-598
17. Rao, M.S (2008): Social Movements in India, New Delhi, Manohar publication,17-149,319-379
18. Shah, G (2004): Social movements in India, New Delhi, Sage publication,180-203,242-260

19. Nayar, B. R. (ed) (2007): Globalization and Politics in India, New Delhi, Oxford University Press, 387-526
20. Sen, A & Dreze, J (2013): An Uncertain Glory: India and Its Contradiction, New Delhi, Penguin Books, 107-212
21. Jayal, N.G. & Maheta, P.B. (eds) (2010) Oxford Companion to Indian Politics. New Delhi: Oxford University Press, 510-520
22. Nayyar, D (ed) (2002): Governing Globalization: Issues and Institutions, Oxford University Press, New Delhi.

### Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit no.	Hours	Course learning Outcomes	Teaching Learning Process	Assessment Methods
2	1.	10	Students will get to know varying interpretations of Indian state as also contemporary perspectives to look at Indian Politics.	Lectures to be followed by debates and group discussion.	Assignments, random class test.
2	2.	10	Students will comprehend the broader philosophy of constitution that is concerned with equality, liberty and justice for all citizens. Learners will be able to differentiate and debate the nature and contents of fundamental rights and directive principles.	Discussions on constitution assembly debates and commentaries on constitution, paper presentations and quizzes.	Assignments, power point presentations
3	3.	15	Students will be able to analyze role and functioning of important institutions and political system in changing context. They will know religion-politics relationship and its implication over host of interrelated issue including public policy. Students will be in a position to compare and contrast competing ideologies of different political parties and	Lectures, Group discussion, promoting debates in class room, field visit, discussion over media reports and articles in class room.	Assignments, project report, power point presentation, participation in the class room discussion.

			comprehend changing character of party system.		
3	4.	15	Students will get to know features of planned economy and achievements thereof in various sectors. Likewise, they will evaluate economic liberalization as development strategies and consequent policy initiatives and its implementation. Learners will also understand reasons for the emergence as also multidimensional impact of various social movements.	Group discussion, lectures, quizzes, screening of documentaries followed by discussion, field visit etc.	Assignments, class tests, project reports, presentations.
2	5.	10	Students will be able to understand the contested idea of Globalization and its multiple dimensions in the context of India and world. They will be better informed to evaluate the impact of globalization on economy, society, polity and administration in a more extensive way.	Discussion over various development reports prepared by world bank, ILO, and other research agencies, various reports from dept. of statistics, YouTube video from LSE (London school of economics).	Class test, Assignments, power pint presentation, participation in class room discussion.

**\*Assessment methods listed here are indicative and may vary.**

### **Keywords**

Constitution, basic principle, Indian state, party system, secularism, mixed economy, globalization, social movements.

**B.A. (Vocational Studies) Office Management & Secretarial Practice**  
**Semester V**  
**Paper: OMSP 5.3.2**  
**Making of Indian Nation**  
**Elective Core – Generic- Credit:6**

**Duration: 3 hours**

**Marks: 100**

**lectures: 60**

**Course Objective**

The course examines the historiographical questions and themes that have been central to the study of modern Indian Nation. It is organized thematically as well as chronologically. This course covers the period from the late eighteenth century to the present. It pays special attention to an understanding of the nature of British colonialism, its legacy, Ideology, reform movements, struggle for independence and the challenges faced by postcolonial India. Themes to be covered include nationalism, communalism, independence, partition and rise of religious nationalism.

**Course Learning Outcomes:**

Upon successful completion of the course, the students:

CO1: will be able to gain general knowledge of socio-cultural issues to develop an insight into the present context of Indian nation.

CO2: would delve deep into the cultural and intellectual history which will inculcate the broader historical understanding of colonial Indian past.

CO3: will be able to understand the post-independence constitutional developments & administrative reforms, economic policy and new political scenario.

CO4: would be able to develop the understanding about culture & society in terms of modern Indian literature and cinema, science & technology, emergence of Dalit, labor & peasant movements.

**Contents:**

Unit 1 12  
Issues of Social Reform and Thinkers, Religious Reforms, Growth of Education, The Women's Question, Jyotiba Phule, Rammohan Roy, Dayanand Saraswati, Ambedkar and the Caste question, Dalit, Peasant. Tribal Movements, Hindu Code Bill.

Unit 2 12  
Nationalist Politics, 1858 – 1947, Phases of National Movement, Economic Nationalism and Cultural Nationalism, Mahatma Gandhi and Mass Nationalism: Gandhian thought, techniques and movements, Growth of Communal Politics, Partition of India.



Unit 3 12  
Independent India: Economy and Polity, Constituent Assembly and Establishment of the Republic, Economic and Social Change 1960 – 2000, Planned Economy  
Industrialization, Models of Growth, Land Reform and the Structures of Dominations in Rural India, Foreign Policy: Non-Alignment, Panchsheel, Federalism and the Linguistic States, Politics Parties and Indian Politics 1960 – 2000.

Unit 4 12  
Independent India: Culture and Society, Modern Indian Literature, Art and Films, Scientific and Technological Developments, Dalit and Backward Caste Self Assertion, Origins of environmentalism, Peasant and Labour Movements.

### References

1. Sugata Bose and Ayesha Jalal: Modern South Asia: History, Culture, Political Economy, New Delhi, 1998.
2. Sekhar, Bandyopadhyay: From Plassey to Partition.
3. C.A. Bayly, An Illustrated History of Modern India 1600 – 1947, London 1990
4. Sumit, Sarkar, Modern India 1885 – 1947, Macmillan, 1983
5. R. Jeffery, J Masseloss, P Reeves (ed.) From Rebellion to the Republic
6. Francine Frankel, India's Political Economy 1947- 1977
7. Parul, Brass, The Politics of India since Independence
8. Lloyd and Susan Rudolph In Pursuit of Laxmi: the Political Economy of the Indian State, Chicago, 1987.
9. Bipan, Chandra, Aditya Mukherjee, Mridula Mukherjee India After Independence, Viking, 1999
10. Gail, Omvedt, Dalits and Democratic Revolution: Dr. Ambedker and the Dalit Movement in Colonial India, Sage, 1994
11. Mahajan, Sucheta, Independence and Partition: The Erosion of Colonial Power in India, Sage, 2000
12. Butalia, Urvashi, The Other side of Silence: Voices from the Partition of India, Penguin, 1998.
13. Ramachandra Guha, The Fissured Land
14. K.G. Subrahmanyam, The Living Tradition: Perspectives on Modern Indian Art
15. Wimal Dissanayake and K. Moti Gokulsingh. Indian Popular Cinema: A Narrative of Change
16. Sunil Khilnani, The Idea of India.
17. Ananya Bajpai Vajpeyi, Righteous Republic, Harvard University Press, 2012

### Classic Readings

#### Selected Historical Literary Texts:

1. Jyotiba Phule: Ghulomgiri
2. Mahatma Gandhi: Hind Swaraj/ My experiments with Truth
3. Jawaharlal Nehru: Discovery of India
4. Tagore: Ghare Baire, Satyajit Ray– Ghare Baire (a film)

5. M.M Srinivas-Remembered Village
6. James Freeman –Untouchable a Life History
- 7.Rakesh Batabyal- Modern Indian Speeches-1877 to the Present

### **Teaching Learning Process, Assessment Methods and Teaching Plan**

<b>Weekly Schedule</b>	<b>Unit No.</b>	<b>Hours</b>	<b>Learning outcome</b>	<b>Teaching and Learning process</b>	<b>Assessment methods*</b>
2.4	1	12	Will be able to gain general knowledge of socio-cultural issues to develop an insight into the present context of Indian nation.	Theory classes & interaction on Historical writings on reformers, the colonial rule and its impact on socio-economic consequences	Student presentations on the basis of various articles, plays, dramas, debates
2.4	2	12	Will know about the intellectual history which will inculcate the broader historical understanding of colonial Indian past & its repercussions.	Lectures, PPTs audio-visual resources (movies, documentaries)  Book review	Assignment, Group Discussion, Workshops, Seminars.
2.4 (excluding mid sem. break)	3	12	Would know about constitutional development & administrative reforms, economic policy and new political development.	Lectures, PPT, interaction with policy makers, writers and ideologues	Assignment, project report, study trips, report and debates.
2.4	4	12	Would know about modern Indian literature and cinema, science & technology, emergence of	Cultural events, class quiz, group discussion, movies, Book review	Home assignment/project, Book review.

			Dalit, labour & peasant movements.		
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\*The assessment methods listed here are indicative and may vary.

### Keywords

India, Nation, Nationalism, Colonialism, Domination, Culture, Reform, Education, Religion, Gender, Dalit, Tribal, Independence, Partition, Economy, Modern, Republic, Constitution, Change, Radical, Art, Literature, Development

**B.A. (Vocational Studies) Office Management and Secretarial Practice**  
**Semester V**  
**Paper: OMSP 5.4**  
**Management Information System**  
**Skill Enhancement Course (SEC) Credit:6**

**Duration: 3 Hours**

**Marks: 100**

**Lectures: 48**

**Objectives**

- To familiarize students with basic knowledge of information system and its importance, besides knowledge of information technology in business organisation.
- The course will equip the student with basic knowledge of DBMS and its related concepts and management issues in MIS.
- The course will also provide knowledge about applications of MIS in functional areas as well as in the service sector with the help of case studies problems.

**Course Learning Outcomes**

CO1: The course enables students to acquire knowledge about basics of information system and its role in organisation.

CO2: The course will provide the knowledge about information technology capabilities and their impact on organization, types and topologies of networks.

CO3: The course provides knowledge about the system design, system development life cycle which help the learner to understand every stage of system development.

CO4: It intends to equip the learner with knowledge of different types of system like Object Oriented Systems, Decision Support Systems, Executive Information Systems, Expert Systems and Knowledge Based Expert Systems which are very useful in decision making in any organisation.

CO5: The course intends the learner to be well conversant with real life management oriented problems through case studies so that learner can apply the knowledge while working in the present business world.

**Contents**

Unit 1

10

**Management Information Systems:** Need, Purpose and Objectives, Contemporary Approaches to MIS, Information as a strategic resource, Use of information for competitive advantage, MIS as an instrument for the organizational change

**Information Management and Decision Making:** Models of Decision Making Classical, Administrative and Herbert Simon's Models, Attributes of information and its relevance to Decision Making, Types of information

Unit 2 10

**Information Technology:** Definition, IT Capabilities and their organizational impact, Telecommunication and Networks, Types and Topologies of Networks, IT enabled services such as Call Centers, Geographical Information Systems etc.

**Data Base Management Systems:** Data Warehousing and Data Mining, Systems Analysis and Design, Systems Development Life Cycle, Alternative System Building Approaches, Prototyping, Rapid Development Tools, CASE.

Unit 3 10

**Tools:** Object Oriented Systems (Only introduction to these tools & techniques), Decision Support Systems, Group Decision Support Systems, Executive Information Systems, Executive Support Systems, Expert Systems and Knowledge Based Expert Systems, Artificial Intelligence.

Unit 4 10

**Management Issues in MIS:** Information Security and Control, Quality Assurance, Ethical and Social Dimensions, Intellectual Property Rights as related to IT Services / IT Products, Managing Global Information Systems.

Unit 5 08

Applications of MIS in functional areas as well as in the service sector should be covered with the help of minimum 5 case studies. Emphasis should be given on management oriented problems and cases as compared to technical problems expected from computer science / computer management students.

## References

1. Management Information Systems, Laudon and Laudon, 7<sup>th</sup> Edition, Pearson Education Asia.
2. Management Information Systems, Jawadekar, Tata McGraw Hill.
3. Management Information Systems, Davis and Olson, Tata McGraw Hill.
4. Analysis and Design of Information Systems, Rajaraman, Prentice Hall.
5. Decision Support Systems and Intelligent Systems, Turban and Aronson, Pearson Education Asia.
6. Management Information Systems, Schulthesis, Tata McGraw Hill.
7. Management Information Systems - Sadagopan, Prentice Hall.
8. Management Information Systems – Jayant Oke

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit no.	Hours	Course learning Outcomes	Teaching Learning Process	Assessment Methods
2.5	1.	10	Students will gain knowledge of MIS - Management Information System, its need and objectives. Students will also get knowledge of use of MIS as instrument for organizational change. They will also know about information management and decision making.	Delivery of lectures explaining MIS - Management Information System, its need, objectives and its related aspects in organizational change and decision making. Lectures will contain other topics in the unit. This will be followed with interactive discussion with students to improve their understanding of the topics.	Asking students oral questions in the class, preparation of assignments. Class tests including MCQ
2.5	2.	10	Students will acquire the knowledge about information technology and its organizational impact, telecommunication, IT-enabled services. They will also learn about DBMS- Data Base Management System.	Delivery of lectures explaining information technology and its organizational impact, telecommunication and IT-enabled services. Lectures will also enable the students to understand DBMS. Interactive discussion with students to improve their understanding of the topics.	Asking students oral questions in the class, classroom presentation. Class test including MCQ.
2.5	3.	10	Students will gather detailed knowledge about different types of information system like Decision Support Systems - DSS, Executive Information Systems- EIS, Expert Systems and Artificial Intelligence.	Delivery of lectures explaining information system like Decision Support Systems - DSS, Executive Information Systems- EIS, Expert Systems and Artificial Intelligence. Lectures may also contain Power-Point Presentation.	Asking students oral questions in the class, preparation of assignments. Class test including MCQ.

2.5	4.	10	Students will be equipped with knowledge of management issues in MIS. They will also gain knowledge of intellectual property rights in IT-services/ IT-products, Global information system.	Delivery of lectures explaining the management issues in MIS. They will also gain knowledge of intellectual property rights in IT-services/ IT-products, Global information system. Lectures may also contain Power-Point Presentation. This will be followed with interactive discussion with students to improve their understanding of the topic.	Asking students oral questions in the class, conducting class test on the topics. Preparation of assignments.
2	5.	8	Students will acquire the knowledge of application of MIS in functional areas and in service sector with the help of case-studies.	Delivery of lectures explaining application of MIS in functional areas and in service sector. Application of MIS is to be taught with the help of case-studies in the related field. Lectures will also contain Power-Point Presentation. This will be followed with interactive discussion with students to improve their understanding of the topic.	Asking students oral questions in the class, classroom presentation. Solving case-studies. Class tests.

**\*Assessment methods listed here are indicative and may vary**

### **Key Words**

Information, System, MIS, DBMS, Security and Control, IPR.

**B.A. (Vocational Studies) Office Management & Secretarial Practice**  
**Semester VI**  
**Paper: OMSP 6.1**  
**Advanced Phonography (Practical) – II**  
**Elective Core – Discipline Based (DSE)- Credit:6**  
**Practical: 90 Marks, Viva-Voice: 10 Marks**  
**(There will be no internal assessment in this paper)**

**Course Objective (2-3)**

- The course will enable the students to write seen and unseen dictations on varied subject matters. This will enhance their output as secretaries in organisations.
- The course will sharpen their skills as secretaries by providing knowledge of intersections, business, political and banking phrases.
- The course will aim at making the students fully ready and competent for jobs in all types of organisation.

**Course Learning Outcomes**

CO1: The course will help the learner to acquire practical knowledge of Advanced Phonography required in modern business world.

CO2: The course will aim at enhancing the knowledge of personal secretaries with the help of dictations of various subject matters and will sharpen the skill of transcribing the same with speed and accuracy.

CO3: The course will help the learner to be fully competent for the jobs in present modern business world

**Contents**

<u>Unit 1:</u> Intersections, Business Phrases, Political Phrases, Banking Phrases.	12
<u>Unit 2:</u> Insurance and Shipping Phrases, Technical and Railway Phrases, Special List of Words.	12
<u>Unit3:</u> Practice of seen dictation exercises from Units 1 and 2 of Old Course Book at the speed of 100 words per minute.	20
<u>Unit 4:</u> Practice of unseen dictation exercises from shorthand books and magazines at the speed of 80 words per minute.	16



## Practical

### Guidelines for the conduct of Practical Examination Advanced Phonography- Practical-II

Time: 70 Minutes (Excluding Viva)

Maximum Marks:100

Question No.	Description of Question	No. of Words	Marks	Time Allowed
1	Seen Dictation from Pitman Shorthand Instructor from Exercise listed in Unit 1 and 2 of the syllabus (Old Course Book @ 100 wpm.)	300 words	40	40 Minutes
2	Unseen Dictation @ 80 wpm	160 words	20	20 Minutes
3	Outline of words consisting of Intersections, Business Phrases, Political Phrases, Insurance and Shipping Phrases, Technical and Railway Phrases and Special List of Words	30 words	30	10 Minutes The examinees will have to write the Shorthand Outlines of the words on the Printed Sheet which would be the Question Paper as well as the Answer Sheet
	Viva-Voice	490 words	10	
	Total		100	

#### Note:

1. There will be no Internal Assessment in this paper.
2. 10 minutes' time may be given to the examinees for adjustment of computers before the practical.
3. The examinees will have to produce hard copies of the above question for evaluation.

#### References

1. 2000 Common Words Reading and Dictation Exercises, Edgar Thorpe, Pitman S.S. Publications, New Delhi.
2. 700 Common Words Reading and Dictation Exercises, A.H. Wheeler Publications.
3. Shorthand Magazines.

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit no.	Hours	Course learning Outcomes	Teaching Learning Process	Assessment Methods
2.4	1	12	Students will gain knowledge of Intersections, Business Phrases, Political Phrases, Banking Phrases to sharpen their skills in advanced phonography	Through practical exercises students will be able to handle Intersections, Business Phrases, Political Phrases, Banking Phrases to improve and sharpen their knowledge in advanced phonography. Interactive discussion with students to improve their understanding of the topics.	Practising exercises on the topics in the unit. Regular class room tests.
2.4	2	12	Students will acquire the in-depth knowledge about Insurance and Shipping Phrases, Technical and Railway Phrases, Special List of Words in advanced phonography.	Through practical exercises students will be equipped with the knowledge of advanced phonography with the help of dictation on the topics in the unit. Interactive discussion with students to improve their understanding of the topics.	Practising exercises on the topics in the unit. Regular class room tests.
4	3	20	Students will improve their knowledge and speed through practice of seen dictation exercises from Units 1 and 2 of Old Course Book at the speed of 100 words per minute	Through practical exercises student's skills of phonography will be sharpen with the help of practice of seen dictation exercises. Interactive discussion with students to improve their understanding of the topics.	Practising exercises on the topics in the unit. Regular class room tests.
3.2	4	16	Students will gather detailed knowledge through practice of unseen dictation exercises from shorthand books and magazines at the speed of 80 words per minute.	Through practical exercises student's skills of phonography will be sharpen with the help of practice of unseen dictation exercises. Interactive discussion with students to improve their understanding of the topics.	Practising exercises on the topics in the unit. Regular class room tests.

**\*Assessment methods listed here are indicative and may vary**

### Keywords

Phraseography, Dictation, Speed, Shorthand.

**B.A. (Vocational Studies) Office Management & Secretarial Practice**  
**Semester VI**  
**Paper: OMSP 6.2**  
**Computing Basics and its Applications – II**  
**Elective Core – Discipline Based (DSE)- Credit:6**

**Marks: 100**

**Lectures: 60**

**There will be no internal assessment in this paper**

**Course Objective ( 2-3)**

- By the end of the semester each student will be able to:
- Understand and work with tables and mail merge in MS-Word
- Know and appreciate the use of spreadsheets in the day-to-day office administration
- Exhibit the use of slides for presenting a topic
- Create a database from scratch in MS-Access and generate queries for results

**Course Learning Outcomes**

CO1: The student will be able to use advanced concepts in MS-Word including Hyperlinking, macros, etc.

CO2: The students will be able to consolidate the data in a meaningful format using spreadsheet.

CO3: The students will be able to consolidate the data in a meaningful format using spreadsheets and construct analysis around the dataset thereby facilitating worthwhile information.

CO4: Grasp the significance of presentation in an office set up. The student is introduced to MS-PowerPoint interface.

CO5: The students will be able to work with MS-PowerPoint software and create slide presentations incorporating advanced features such as action buttons and hyperlinks.

CO6: The students will be able to build a database. Furthermore, they will be able to generate and execute queries to represent these facts.

**Contents**

<b>Unit 1: Advanced Word Processing</b>	<b>10</b>
Tables: Creating a new table, entering text in a table, adding and inserting rows/columns to a table, deleting rows/column from a table, resizing rows and columns, merging cells, convert text to tables and vice-versa, adding borders and shading, deleting a table.	
Hyperlinking: Creating a hyperlink from a word document to same or external document	
Macros: Recording a Macro, renaming a macro, assigning a macro to an object, deleting a macro. Adding bibliography and references, Adding watermark.	

**Unit 2: Spreadsheet** 08

What is a Spreadsheet? Need and uses of Spreadsheets, advantages and limitations of using Spreadsheets, software used for working with Spreadsheets. Why MSExcel and which version?

**Unit 3: Working with MS-Excel** 15

Starting Excel: Excel interface, creating a workbook, saving a workbook, editing a workbook, inserting/deleting worksheets, entering data in a cell, cut, copy, paste, paste special, selecting cells, moving data from selected cells, rearranging worksheets, imports to spreadsheets, resizing rows/columns.

Working with Excel: creating a series, use of basic formulae in Excel, formatting different types of data in Excel, naming of a range of cells, using cell references in a formula, copying/moving a formula, sorting data. Creating simple charts: Pie, Line, Bar-chart, using chart wizard. Using the following functions in Excel: logical (IF, AND, OR, NOT), Statistical, Mathematical, Date & Time

**Unit 4: Working with MS-PowerPoint** 10

What is presentation, Need and use of presentation in office administration, Software available in the market for presentations, Introduction to Microsoft PowerPoint software & its advantages, PowerPoint interface: title bar, menu bar, toolbars, status bar, task pane, Components of a presentation: slides, outlines, speaker notes, handouts, Creating a simple presentation in PowerPoint, Add-ons to a presentation: images, shapes, videos, audio files.

**Unit 5: Working with Slides in PowerPoint** 08

PowerPoint formatting Basics: Slide Layouts, changing the background of the slides, applying design templates, changing the colour schemes, font and formatting, Slide Master. Viewing a presentation: Normal view, Slide Sorter view, Notes page view, Slide Show view, adding transition between slides, and adding animation in a slide, automatic slideshow. Working with slides: changing layout, duplicating a slide, hiding a slide, moving a slide, deleting a slide, inserting pictures into a slide, inserting word art into a slide, inserting auto shapes, inserting hyperlinks and action buttons.

**Unit 6: Microsoft Access** 09

Meaning of database, introduction to MS-Access software

Working with MS-Access: Creating a table, entering data in a table, creating relationship between two tables, enforcing referential integrity, sorting contents of a table, executing simple queries, creating a report based on existing tables, adding a title and a footer in a report, creating forms, creating a form with a sub form, adding a title to a form, adding buttons to a form, adding records in a table using a form.

**Practical****Time: 120 Minutes (Excluding Viva-Voice)****Maximum Marks: 100**

<b>Description of Question</b>	<b>Marks</b>	<b>Time Allowed</b>
A question on MS-Excel to calculate the required quantity using various functions and formulae. Draw a simple chart from the above mentioned content.	35	40 minutes
A PowerPoint presentation with 5-7 slides. The student should automate the slide show wherein the slide transition timer should be set for 7 seconds. The presentation should also include animation effects, slide transition effects, etc.	20	20 minutes
A question based on MS-Access testing the creation of a database. The database must establish a relationship between tables and also enforces Referential Integrity constraint. A maximum of 4 queries may be given based on above database.	35	60 minutes
Total	90	120 minutes
Viva-Voice	10	
Total Marks	100	

**\*There is no Internal Assessment in this paper.**

**References**

1. Computer Fundamentals and essential tools by H. N. Tiwari and Hem Chand Jain
2. Computer Fundamentals by Dr. Anita Goel, Pearson Publications

Keywords: cell, row, column, label, value, cell address, workbook, worksheet, cell range.

**B.A. (Vocational Studies) Office Management & Secretarial Practice**  
**Semester VI**  
**Paper: OMSP 6. 3. 1**  
**Administration and Public Policy**  
**Elective Core – Generic- Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The paper aims to provide theoretical and empirical understanding of public administration as discipline. It deals with core conceptual areas and issues pertaining to administration in changing socio political and economic environment. Issues of contemporary relevance like e governance, decentralization and new public management need to be studied from non-western perspective

**Course Learning Outcomes**

CO1: To enable students to understand public administration as a discipline and various approaches to study the same. To impart knowledge as to how public administration operates in both developed and developing world.

CO2: To provide students the theoretical underpinnings of administration and Organizations. To make them aware of contemporary theoretical contributions to public administration.

CO3: To make student comprehend meanings, features and context of development Administration, to enable them evaluate development administration in the context of globalization.

CO4: To enable students understand concept and relevance of public policy as also broader policy process that includes formulation, implementation and evaluation. To help learners comprehend the budgeting process in India.

CO5: To familiarize students with idea of new public management and good governance as public administration negotiates globalization and pro market reforms across the world. To make them understand meaning and types of decentralization and how decentralized power structure helps effective implementation of social welfare policies (health, education, employment). To make them aware of paradigm shift in citizen- administration interface.

**Contents**

Unit 1 10  
Public administration as a discipline: Meaning, Dimensions and significance of the subject, public and private administration, brief evolution and major approaches, public administration in developed and developing world.

Unit 2 15  
Administration theories: Classical theory, scientific management, human relation theory, rational decision making, ecological theory (Fred Riggs), Feminist perspective

<u>Unit 3</u>	05
Development administration Meaning, Nature, Key Features; Development and Bureaucracy in the era of Globalisation	
<u>Unit 4</u>	12
Understanding Public policy, Concept and theories, relevance of policy making in public administration, process of policy formulation, implementation, and evaluation, budgeting process in India	
<u>Unit 5</u>	18
Contemporary developments: New Public Administration, New Public Management, Good Governance, Corporate governance, Decentralization: Meaning and types, social welfare policies-education, Health, Food, Employment, citizen-administration interface: RTI, Lokpal, E governance.	

### **Practical**

Preparing questionnaire and interviewing senior bureaucrats working in education, health, and employment etc, decoding various administrative commission reports etc.

### **References:**

1. Awasthi, A & Maheshwari (2003), Public administration, Laxmi Narayan Agrawal, Agra, 1-25, 49-57
2. Chakravarty, B, & Chand, P (2012), Public Administration in Globalising World, Sage, New Delhi, 1-43
3. Henry, N (2003), Public Administration and Public affairs, Prentice Hall, New Delhi. 36-49
4. Maheshwari, M (2003): Administrative Thinkers, Macmillan Publishers, New Delhi, 97-174, 210-279
5. Prasad, D.R., Prasad, V.S & Satyanarayana, P (ed) (2006): Administrative Thinkers, Sterling Publishers, New Delhi, 22-151
6. Sharma, M.P. & Sadana, B.L. (2009): Public administration in Theory and Practice, Kitab Mahal, New Delhi, 128-143
7. Polinaidu, S (2010): Public Administration, Galgotia publication, New Delhi, 563-587.
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21. Sharma. P (eds) Decentralisation: Institution and political in Rural India, Oxford University press, New Delhi,
22. Vasu Deva, (2005) E governance in India: A Reality, Commonwealth publisher.

### **Teaching Learning Process, Assessment Methods and Teaching Plan**

<b>Weekly Schedule</b>	<b>Unit no.</b>	<b>Hours</b>	<b>Course learning Outcomes</b>	<b>Teaching Learning Process</b>	<b>Assessment Methods</b>
2	1.	10	Students will comprehend the varying approaches to public administration as also its changing paradigm. Learners will be able to draw important lessons through comparing public administration in developed and developing world.	Power point presentation, class room discussion, selected YouTube videos from foreign universities to be followed by discussion.	Class Test, Assignments
3	2.	15	Students will get to know ideas and insights of some of original theorists like Max Weber, Elton Mayo, Herbert Simon, Fred Riggs etc. Understanding of these theorists will help students to analyze functioning of modern organizations in contemporary world.	Encouraging students to go through original readings of administrative thinkers, comparing their context and theoretical assumptions, group discussions, doubt clearing session.	Group presentation, Assignments, random class test



1	3.	05	Students will understand the goal and social change orientation of development administration. They will be able to evaluate the changing role of bureaucracy in bringing development in developed and developing world.	Group discussion, field visit, project report, sharing online resources and web link to be followed by interactive session.	Power point presentation, Assignments, Class test
2.4	4.	12	Student will comprehend the complexities of policy process and various models like system analysis, rational choice, and public choice to understand and analyze the public policy making. Understanding of specific policy issues such as budgeting and environment will help them to relate theoretical knowledge with real world context and in the process will be encouraged to do further research.	Interactive session in small groups, discussing specific policy issues and through this learning conceptual knowledge, sharing of online resources and power point presentation.	Assignments, class test, presentation, project report etc.
3.6	5.	18	Students will be better informed to understand the governance paradigm which goes beyond government and draws legitimacy from sources other than government. Undergraduate learners will have a thorough understanding of important policy areas like health and how decentralized system especially political and fiscal decentralization result in effective implementation and proper evaluation. Young students will get to know increasing empowerment of citizen through RTI and e governance and such initiative make administration more accountable but challenges remain in India.	Class room discussion on recent research on governance paradigm, field visit to have firsthand knowledge of implementation of social welfare policies, listening to RTI activist, discussing and sharing findings of field visit reports etc	Assignments, Group presentation, project reports, class test.

**\*Assessment methods listed here are indicative and may vary.**

### **Keywords**

Ideal bureaucracy, organisation, development, public policy, public management, e-governance, decentralization

**B.A. (Vocational Studies) Office Management & Secretarial Practice**  
**Semester VI**  
**Paper: OMSP 6.3.2**  
**Conservation and Preservation of Nature and Culture**  
**Elective Core – Generic- Credit:6**

**Duration: 3 hours**

**Marks: 100**

**lectures: 60**

**Course Objective**

A crucial course for undergraduates of all streams, this course addresses the contemporary environmental themes and concerns. Important themes of nature are environment history, impact of colonialism on forests and rivers, resource use and conflict, development, vulnerability & disaster. The objective of this course is to develop an understanding and appreciation of culture in South Asia built around diverse regions, languages, religions and traditions.

**Course Learning Outcomes:**

CO1: It will enable students to garner the historical knowledge of colonial and post-colonial objectives in environmental policy making and governance in South Asia (India).

CO2: It will inculcate knowledge about natural resources (rights, control & vulnerability) mainly forests and water. Additionally, it discusses about the city & its environment.

CO3: It will give insights into various traditions, religions, languages, cultures of India and the role of State.

CO4: It will provide knowledge about the values of tangible & intangible heritage and the World Heritage Movement. Students will be able to decipher the role of government in the conservation and preservation of heritage.

CO5: It will inculcate knowledge of laws related with Heritage, Environment and Intellectual property.

**Contents**

Unit 1 12  
Approaches to environmental history: the emergence of a field and its multi-disciplinary orientations, South Asian landscapes, Environmental thought and Environmentalism, Colonialism and Environmental Change.

Unit 2 12  
The politics of resource control and extraction over forests, water politics, the city and its environment, Disasters and vulnerability.

Unit 3 12  
 Defining National and Regional Culture; Rediscovering Religion, Tradition and Myth; Language, Literature and State; Unity in Diversity

Unit 4 12  
 Tangible and Intangible Cultural Heritage, Role of Individual, Government and Private Institutions in Heritage Maintenance, Conservation and Preservation, World Heritage movement

Unit 5 12  
 Intellectual Property Rights and Human Rights, Development of International Environmental Law, Indian Environmental laws, Heritage laws.

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**Teaching Learning Process, Assessment Methods and Teaching Plan**

<b>Week ly Schedule</b>	<b>Unit No.</b>	<b>Hours</b>	<b>Learning outcome</b>	<b>Teaching and Learning Process</b>	<b>Assessment methods*</b>
2.4	1	12	The students will gain the historical knowledge of colonial and post-colonial objectives in environmental policy	Theory classes, lectures & interaction on Historical writings, the colonial rule and its impact on environment & socio-economic consequences.	Student presentations on the basis of various articles, debates.  Cultural mapping of South Asia.

			making and governance in South Asia (India).		
2.4	2	12	It will inculcate knowledge about natural resources (rights, control & vulnerability) mainly forests and water. Additionally, it discusses about the city & its environment.	Teaching through PPTs and audio-visual resources about the concept of environment & associated vulnerabilities, a case study of Bhopal & Bhuj.	Assignments, Group Discussion and video making.
2.4	3	12	Will give insights into various traditions, religions & cultures of India and the role of State.	Lecture, Demonstration, Visit to heritage sites & nature walks, screening of documentaries.	Assignment, group discussion, project report, study trips, report and debates, Book review.
2.4 (excluding mid sem. break)	4	12	It will provide knowledge about the values of tangible & intangible heritage and the World Heritage Movement. Students will be able to decipher the role of government in the conservation and preservation of heritage.	Cultural events, interaction with government and NGOs related with nature & culture.	Home assignment/project, Book review. Visit to museums/fair/monuments.
2.4	5	12	It will inculcate the knowledge of laws related with Heritage, Environment and Intellectual property.	Lectures, Discussion & case studies.	Assignments, Class test, moot court.

\*The assessment methods listed here are indicative and may vary.

#### Keywords

Nature, Culture, Conservation, Environmentalism, Religion, Landscape, Language, Literature, Diversity, Heritage, Tangible, Intangible, Disaster, International Law, Intellectual Property Rights, Human Rights.

**B.A. (Vocational Studies) Office Management & Secretarial Practice**  
**Semester VI**  
**Paper: OMSP 6.4**  
**E – Commerce**  
**Skill Enhancement Course (SEC)- Credit:6**

**Duration: 3 hours**

**Marks: 100**

**lectures: 48**

**Course Objectives**

To give on hand knowledge on the issues related to E- Commerce. So that student should become familiar with mechanism for conducting business transactions through electronic means

**Course Learning Outcomes:**

CO1: To enable the students to tell about E-Commerce its meaning, nature, concepts, types, and reasons for transacting online, e-commerce business models.

CO2: Students will be able to explain technologies used in E-commerce, dynamics of World Wide Web and internet.

CO3: Students will be able to appreciate E commerce security environment, security threats in the E-commerce environment, technology solutions, IT Act 2000.

CO4: Students will be able to recognize E- Payments system including models and methods, digital signatures, payment gateways, and risks involved in E-payments.

CO5: Students will be able to understand about online business transactions, online marketing, E-tailing, online services, auctions, online portal and online learning.

**Contents**

Unit 1 10

**Introduction:** Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, e-commerce business models (introduction, key elements of a business model and categorizing major E-commerce business models), forces behind e-commerce.

Unit 2: 08

**Technology:** Technologies used in E-commerce, The dynamics of world wide web and internet (meaning, evolution and features) ; Designing, building and launching E-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in-house development of a website)

Unit 3: 10

**Security and encryption:** Need and concepts, The E commerce security environment: (dimension, definition and scope of E-security), security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking,

sniffing, cyber vandalism etc.), technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients), IT Act 2000 (meaning and provisions)

Unit 4

10

**E- Payments system:** Models and methods of E - payments (Debit Card, Credit Card, smart cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting etc.), risks involved in E-payments.

Unit 5

10

**Online business transactions:** meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like {banking, insurance, payment of utility bills, online marketing, E-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment)

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6. E - Commerce: Milind Oka
7. E - Commerce: C.V.S. Murty
8. Fire Wall and Internet Security: William Cheswick, Stevens, Aviel Rubin
9. E-Governance Case Studies - Ashok Agarwal

**Teaching Learning Process, Assessment Methods and Teaching Plan**

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching Learning Process	Assessment Methods
2.5	1	10	To enable the students to tell about E-Commerce its meaning, nature, concepts, types, advantages, disadvantages and reasons for transacting online, e-commerce business models.	Lecture to discuss E-Commerce, and related concepts.	Student PPTs
2	2	08	Students will be able to explain technologies used in E-commerce, dynamics of world wide web and internet.	Lecture and discussion in detail about E – Commerce technology and www.	Assignment

2.5	3	10	Students will be able to appreciate E-commerce security environment, security threats in the E-commerce environment, technology solutions, IT Act 2000 (meaning and provisions)	Lecture and PPTs to discuss security environment and IT Act 2000	Questioning & answering in class
2.5	4	10	Students will be able to recognize E-Payments system including models and methods of E-payments, digital signatures, payment gateways, online banking, risk involved in E-payments.	Discussion in detail on various methods on E-payments	Class test
2.5	5	10	Students will be able to understand about Online business transactions its meaning, purpose, advantages and disadvantages, online marketing, E-tailing, online services, auctions, online portal, online learning.	Discussion and PPTs on online business transactions including online auction, E-tailing online learning.	Questioning & answering in class

**\*Assessment methods listed here are indicative and may vary.**

**Keywords**

E-Commerce, Information Technology Act, 2000, E-Payment Gateways, E-tailing



# दिल्ली विश्वविद्यालय

# UNIVERSITY OF DELHI

Bachelor of Arts (VS) Material Management

(Effective from Academic Year 2019-20)



**Revised Syllabus as approved by**

**Academic Council**

Date:

No:

**Executive Council**

Date:

No:

**Applicable for students registered with Regular Colleges, Non-Collegiate  
Women's Education Board and School of Open Learning**

## **Preamble**

The objective of any programme at Higher Education Institute is to prepare their students for the society at large. The University of Delhi envisions all its programme in the best interest of their students and in this endeavour it offers a new vision to all its Under-Graduate courses. It imbibes a Learning Outcome-based Curriculum Framework (LOCF) for all its Under Graduate programmes.

The LOCF approach is envisioned to provide a focused, outcome-based syllabus at the undergraduate level with an agenda to structure the teaching-learning experiences in a more student-centric manner. The LOCF approach has been adopted to strengthen students' experiences as they engage themselves in the programme of their choice. The Under-Graduate Programme will prepare the students for both, academia and employability.

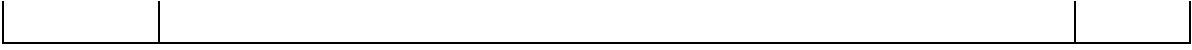
Each programme vividly elaborates its nature and promises the outcomes that are to be accomplished by studying the courses. The programme also state the attributes that it offers to inculcate at the graduation level. The graduate attributes encompass values related to well-being, emotional stability, critical thinking, social justice and also skills for employability. In short, each programme prepares students for sustainability and life-long learning.

The new curriculum of B.A (VS) MM imparts deep insights into theoretical knowledge, understanding & practical application and create a pool of trained manpower, who can help in effectively managing inventories and preventing their wastages, thereby increasing the efficiency in the overall production process.

The pedagogy includes case studies, real examples from the corporate world, experiential learning through role play, field trips, project work and option for a short internship during the semester break. The student is equipped with knowledge to begin working at an entry level executive position in an organization engaged in material management.

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# 1. INTRODUCTION TO THE PROGRAMME

With increasing investment in material and other inventories due to boost in retail business, foreign investment in retail business, growing emphasis of effective management of inventories in industrial undertakings, Government and private warehouses, defence and research organizations, etc. the scope of material management as a discipline of study has grown at a faster rate. This course attempts to create a pool of trained manpower, who can help in the economic development of the country by effectively managing inventories and preventing their wastages.

## Program Duration

The B.A. (Vocational Studies) Material Management programme will be of three years' duration. Each year will be called an academic year and will be divided into two semesters. Thus, there will be a total of six semesters. Each semester will consist of sixteen weeks.

## Design of Program

The B.A. (Vocational Studies) Material Management programme is being offered under Choice-based credit system (CBCS). CBCS offers flexibility of programme structure while ensuring that the student gets a strong foundation in the subject and gains in-depth knowledge of all aspects of the field. The Learning outcomes-based curriculum framework is designed as per CBCS and is intended to suit the present day needs of the student in terms of securing their path towards higher studies or employment.

# 2. LEARNING OUTCOME BASED APPROACH TO CURRICULUM PLANNING

## 2.1 Nature and extent of the B.A (VS) Material Management

B.A. (Vocational Studies) Material Management is a six-semester based three years degree course under CBCS programme with a specialization in material management. The programme involves study of following courses:

1. Ability Enhancement Compulsory Courses 2 Papers of 2 Credit Hrs. each (Total Credit Hrs. 04)
2. Skill Enhancement Courses 4 Papers of 4 Credit Hrs. each (Total Credit Hrs. 16)
3. Core Discipline 12 Papers of 6 Credit Hrs. each (Total Credit Hrs.72)
4. Elective Courses (Core Discipline) 3 Papers of 6 Credit Hrs. each (Total Credit Hrs. 18)
5. Elective Courses (Inter Disciplinary) 3 Papers of 6 Credit Hrs. each (Total Credit Hrs.18)

The students will also be required to undergo internship training at the end of semester IV in the institutions of repute involving material management. In semester V, they will prepare a report based on their training and submit it for evaluation. In lieu of internship and training report thereof, students can also prepare a project in their area of study under the mentorship and supervision of a faculty and submit it for evaluation.

After completion of their study and semester-based evaluation in all the courses, students will be awarded the B.A. (Vocational Studies) Material Management degree.

## 2.2 Aims of Bachelor's degree programme in (CBCS) B.A. (VOCATIONAL STUDIES) MATERIALS MANAGEMENT

The aims of B.A.(VS) (MM) is to create a pool of trained manpower, who can help in the economic development of the country by effectively managing material and other inventories. As lot of investment is tied up in inventories in various sectors of the economy, an effective management of theirs will be of paramount importance for any country. An effective management of inventories will help in reduction of inventories costs and also in minimization of their wastages. The trained manpower created through the study of this course is expected to help in realization of this national goal.

## 3. GRADUATE ATTRIBUTES IN SUBJECT

### 3.1 Lifelong learning

Update their subject knowledge and skills for continuous academic and professional growth.

### 3.2 Graduate Attributes in Subject

#### Disciplinary knowledge

To have knowledge of their discipline and will attain professional and technical skills to effectively integrate knowledge with practice.

### 3.3 Graduate Attributes in Subject

#### Communication Skills

To equip them with verbal and written communication skills to be able to communicate with all the stakeholders confidently and with clarity.

### 3.4 Graduate Attributes in Subject

#### Information/digital literacy

Demonstrates basic knowledge of computers and use of software such as word, excel & power point.

### 3.5 Graduate Attributes in Subject

#### Cooperation/Team work

To be able to be part of team with their performance and leadership qualities. To demonstrate the social skills for the team formations and becoming effective team members and collaborating with the group as a leader and an efficient team member with the use of the pedagogical tools of role play for various illustrative cases.

### 3.6 Graduate Attributes in Subject

#### Problem solving

To apply relevant skills, methods, techniques and subject knowledge for constructing viable solutions for the theoretical and real-life problems.

### 3.7 Graduate Attributes in Subject

#### Research-related skills

To comprehend, consolidate, extend, apply and update their discipline's knowledge and skills for undertaking research proposals and continuous academic and professional growth.

### 3.8 Graduate Attributes in Subject

#### Reflective thinking

To use critical and high order thinking skills while reviewing, analysing and assessing the complex problem solutions and making judgements by applying specific strategies and relating the disciplinary knowledge to the situation.

### 3.9 Graduate Attributes in Subject

#### Self-directed learning

To take initiatives for some topics and identify resources and study material for additional learning, individually or in groups and to use the strategies to meet learning goals in self-learning environment, under the guidance of the mentor.

## **4. QUALIFICATION DESCRIPTION**

The students of this course should be able to:

- Demonstrate the conceptual knowledge and understanding of the different subjects of this course.
- Critically evaluate and apply the cognitive skills of the discipline in varied situations.
- Undertake decision-making and perform an analysis of the problems in their respective area of study.
- Able to use various techniques studied, for the analysis of the real-life problems and to propose solutions for them.
- Acquire further learning and education and training that will help to develop professional and analytical skills.

## **5. PROGRAMME LEARNING OUTCOME IN COURSE**

The key learning objectives of this programme are:

- To acquire the ability to analyse and evaluate the functions, objectives and importance of material management in an organisation from a wide range of sources in an effective manner.
- To impart knowledge of various functions of material management like material requirement planning, purchasing, stores keeping, warehousing, inventory control techniques and the practices of all these functions in the industry.
- To impart the knowledge of organisation for material management and its linkages with other areas of management.
- To develop understanding of the role of material management in the overall supply chain management, both in theory and practice.
- To provide the knowledge of careers and job prospects in the material management.



## 6. STRUCTURE OF B.A (VS) MATERIAL MANAGEMENT

B.A. (Vocational Studies) Material Management is a six-semester based three years' degree course under CBCS programme with a specialization in material management. The programme involves study of following courses:

<b><u>B.A. (VS) Human Resource Management</u></b>			
<b><u>Three year (6- semester)</u></b>			
<b><u>Course Structure under LOCF</u></b>			
<b><u>Semester – I</u></b>			<b>Credits</b>
<b>1.1</b>	Environmental Studies/ Language: English/ Hindi/ Modern Indian Language	Ability Enhancement Compulsory Course (AECC)	<b>4</b>
<b>1.2</b>	English/MIL I	Core Discipline	<b>6</b>
<b>1.3</b>	Materials Management: An Overview	Core Discipline	<b>6</b>
<b>1.4</b>	Principles of Microeconomics	Core Discipline	<b>6</b>
<b><u>Semester – II</u></b>			
<b>2.1</b>	Language: English/ Hindi/Modern Indian Language/Environmental Studies	Ability Enhancement Compulsory Course (AECC)	<b>4</b>
<b>2.2</b>	MIL/English I	Core Discipline	<b>6</b>
<b>2.3</b>	Stores Keeping and Stores Accounting	Core Discipline	<b>6</b>
<b>2.4</b>	Macroeconomics	Core Discipline	<b>6</b>
<b><u>Semester – III</u></b>			
<b>3.1</b>	MIL/English II	Core Discipline	<b>6</b>
<b>3.2</b>	Purchase Management-I	Core Discipline	<b>6</b>
<b>3.3</b>	Indian Economy – Sectoral Issues	Core Discipline	<b>6</b>
<b>3.4</b>	Computer Concepts and Software Packages	Skill Enhancement Course (SEC)	<b>4</b>
<b><u>Semester – IV</u></b>			
<b>4.1</b>	MIL/English II	Core Discipline	<b>6</b>
<b>4.2</b>	Purchase Management-II	Core Discipline	<b>6</b>
<b>4.3</b>	Labour and Development in India	Core Discipline	<b>6</b>
<b>4.4</b>	Business Communications and Personality Development	Skill Enhancement Course (SEC)	<b>4</b>

<b>Semester – V</b>			
<b>5.1</b>	Inventory System and Control Techniques	Elective Core – Discipline Based	<b>6</b>
<b>5.2</b>	Internship Project / Project	Elective Core – Generic	<b>6</b>
<b>5.3</b>	Financial Accounting	Elective Core – Generic	<b>6</b>
	Corporate Laws		<b>4</b>
<b>5.4</b>	Productivity Management	Skill Enhancement Course (SEC)	<b>4</b>
<b>Semester – VI</b>			
<b>6.1</b>	Material Logistics and Distribution Management	Elective Core – Discipline Based	<b>6</b>
<b>6.2</b>	Globalization	Elective Core – Discipline Based	<b>6</b>
	OR Supply Chain Management		<b>6</b>
<b>6.3</b>	Business Law	Elective Core – Generic	<b>6</b>
	OR Materials Planning and Control		<b>6</b>
<b>6.4</b>	Quality Management	Skill Enhancement Course (SEC)	<b>4</b>

**B.A. (VS) Material Management  
Semester I  
Paper: MM 1.1  
Environmental Studies/ Language: English/Hindi/Modern Indian Language  
Ability Enhancement Compulsory Course - (AECC) Credit:4**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Material Management  
Semester I  
Paper: MM 1.2  
English I / MIL I  
Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A (VS) Material Management**  
**Semester I**  
**Paper: MM 1.3**  
**Materials Management: An Overview**  
**Core Course - (CC) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

To introduce the students to the concept, functions, objectives and importance of material management, a managerial function in an organization. Also, to give them an elementary idea of material management linkages with other areas of management like supply chain management and production processes.

**Course Learning Outcomes:**

CO1: Ability to understand thoroughly the conceptual framework of Material Management, its scope, objectives, functions and advantages. Identification of both internal and external interfaces of material management. Also, to develop an understanding of organizational structure of material management.

CO2: Develop a basic understanding of Supply Chain Management System in an organization. Analysing the role of material management in the overall supply chain management.

CO3: Develop an understanding of the functions of different areas of management and their linkages with material management.

CO4: Develop familiarity with broad categories of production processes, machines and tools used in industries.

CO5: Understanding of cost concepts, classification of costs, preparation of cost sheet and specific costs associated with material management

**Contents**

Unit 1

**Introduction to Materials Management**

15

Meaning, definition, scope and functions of Materials Management, Objectives and Advantages of Materials Management. Areas involved in material management. Interfaces of Materials Management: Internal and external interfaces. Organisation for Material Management, Integrated materials management system and its advantages.

Unit 2

**Supply Chain Management**

10

Concept, objectives of supply – production and distribution system, Role and Management of flow of material in supply chain management.

### Unit 3

#### **Material Management Linkages**

10

Linkages with other functional areas of Management i.e. Production, Accounting and Finance, Marketing, MM, IT, TQM. A Brief discussion on the functions of each functional area of Management.

### Unit 4

#### **Elements of Production Processes**

10

Familiarity with broad categories of production processes used in industries. Commonly used machines and tools in industries.

### Unit 5

#### **Cost concepts, classification and cost sheet**

15

Concept of cost, cost centre, cost unit and cost objects. Cost classification and preparation of cost sheet. Specific cost associated with material management.

### **References**

1. Dutta A.K., Materials Management: Procedures, Text and cases, Prentice Hall of India Pvt. Ltd., New Delhi.
2. Gopalakrishnan, P. and Sundareson, M., Materials Management: An Integrated Approach, Prentice Hall of India Pvt. Ltd., New Delhi.
3. Varma, M.M., Essentials of Storekeeping and Purchasing, Sultan Chand and Sons, New Delhi.
4. Shah N.M. An Integrated concept of Materials Management, Indian Institute of Materials Management, Baroda Branch, Baroda.
5. Sharma S.C., Material Management and Materials Handling, Khanna Publishers, New Delhi.
6. Arnold, Champman and Ramakrishnan, Introduction to Materials Management Pearson Education, Inc.
7. Pooler Victor H. Purchasing and Supply Management, Creating the Vision, New York, Chapman & Hall
8. Singh, Surender. Elements of Cost Accounting Kitab Mahal, Allahabad/New Delhi.

Note: Latest editions of the books should be used.

### **Teaching Learning Process, Assessment methods and teaching plan**

<b>Unit No.</b>	<b>Learning outcome</b>	<b>Teaching and Learning process</b>	<b>Assessment tasks</b>
1 (3 weeks)	Ability to understand thoroughly the conceptual framework of Material Management, its scope, objectives, functions and advantages. Identification of both internal and external interfaces of material	Delivery of lectures explaining meaning, definition, scope and functions of materials management, its objectives and advantages and other topics contained in the unit. Lectures will also contain Power-Point Presentation. This will be	Asking students oral questions in the class  Preparation of project

	management. Also to develop an understanding of organizational structure of material management	followed with interactive discussion with students to improve their understanding of the topics.	
2 (2 weeks)	Develop a basic understanding of supply chain management system in an organization. Analyzing the role of material management in the overall supply chain management.	Delivery of lectures explaining supply chain management system in an organization. Lectures will also contain Power-Point Presentation. This will be followed with interactive discussion with students to improve their understanding of the topics	MCQ on the topic, Class test based on unit one and two
3 (2 weeks)	Develop an understanding of the functions of other areas of management and their linkages with material management.	Lectures with Power Point Presentation explaining functions of different areas of management and their linkages with material management. This will be followed with interactive discussion with students to improve their understanding of the topics	Asking students oral questions in the class  Presentation by students
4 (2 weeks)	Develop familiarity with broad categories of production processes, machines and tools used in industries.	Delivery of lectures explaining the broad categories of production processes used in industries and commonly used machines and tools in industries. Lectures will also contain Power-Point Presentation. This will be followed with interactive discussion with students to improve their understanding of the topic.	Home assignment/project
5 (3 weeks)	Understanding of cost concepts, classification of costs, preparation of cost sheet and specific costs associated with material management.	Delivery of lectures explaining concept of cost, cost centre, cost unit and cost objects. Cost classification and preparation of cost sheet. Specific cost associated with material management.  Lectures will also contain Power-Point Presentation. This will be followed with	Students Presentation  Class test based on units 3,4 and 5

		interactive discussion with students to improve their understanding of the topic. Solving practical problems on cost sheet.	
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\*Assessment tasks listed here are indicative and may vary

**Keywords**

Materials Management, Supply chain management, Distribution system, Functional areas of management, Production processes, Machines and tools, Cost Classification, Cost sheet



**B.A. (VS) Material Management  
Semester I  
Paper: MM 1.4  
Principles of Microeconomics  
Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Material Management**  
**Semester II**  
**Paper: MM 2.1**  
**Language: English/ Hindi/ Modern Indian Language/ Environmental Studies**  
**Ability Enhancement Compulsory Course - (AECC) Credit:04**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Material Management  
Semester II  
Paper: MM 2.2  
MIL I / English I  
Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A (VS) Material Management**  
**Semester II**  
**Paper: MM 2.3**  
**Stores Keeping and Stores Accounting**  
**Core Course - (CC) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

To apprise the students about store-keeping function and the accounting procedure involved in it.

**Course Learning Outcomes**

CO1: Ability to understand thoroughly the functions of store-keeping, its objective, types and layout of stores.

CO2: Develop an understanding of procedure for receipt of materials, inspection and testing of materials, rejection and returns of materials, standard forms used for all these purposes, passing of Bills/invoices for payment. Also learn the need, advantages and different methods of codification materials.

CO3: Ability to understand the procedure for issue of materials, maintenance of store records and different methods of pricing of material issues. Students should be able to solve practical problems based on different methods of pricing of material issues.

CO4: Develop an understanding of different types of material losses: their meaning, accounting treatment and control. Also learn the ability to distinguish among these losses.

CO5: Understanding of various types of material handling equipment used in the industry and their advantages.

**Contents**

Unit 1:

**Store keeping**

12

Introduction, objectives and functions of store keeping, location and layout of stores. Types of stores.

Unit 2

**Receipt of Materials and their Codification**

12

(a) Receipt of Materials: Receipt procedure, inspection and testing of materials, Rejection and Returns of materials. Forms used in receiving of materials like Material Received Note, Inspection Report, Rejection Report etc. Passing of Bills/invoices for payment.

(b) Codification of Materials: Need for codifications of materials, different methods of codification of materials, suitability criteria.

### Unit 3

#### **Issue of Materials**

12

Procedure for issue of materials and different forms used in it. Maintenance of store records like bin card and store ledger. Pricing of material issues – different methods like FIFO, LIFO, Simple average, weighted average, standard price, Replacement / market price etc.

### Unit 4

#### **Material losses**

12

Meaning, accounting treatment and control of different type of material losses (waste, scrap, spoilage, defectives, obsolescence etc.)

Disposal of waste and scrap and cost associated with them, legal and environmental issues.

### Unit 5

#### **Store Handling Equipment**

12

Advantages of using stores handling equipment, Types of handling equipment: manual and mechanical devices.

### **References**

1. Dutta A.K., Materials Management: Procedures, Text and cases, Prentice Hall of India Pvt. Ltd., New Delhi.
2. Gopalakrishnan, P. and Sundareson, M., Materials Management: An Integrated Approach, Prentice Hall of India Pvt. Ltd., New Delhi.
3. Singh, Surender. Elements of Cost Accounting Kitab Mahal, Allahabad/New Delhi
4. Chunawalla, S.A., Materials and Purchase Management, Himalaya Publishing House, New Delhi
5. Verma, M.M., Essentials of Storekeeping and Purchasing, Sultan Chand and Sons, New Delhi.
6. Shah N.M. An Integrated concept of Materials Management, Indian Institute of Materials Management, Baroda Branch, Baroda.
7. Sharma S.C., Material Management and Materials Handling, Khanna Publishers, New Delhi.
8. Pooler Victor H. Purchasing and Supply Management, Creating the Vision, New York, Chapman & Hall,
9. Menon K.S. (1995) Purchasing and Inventory Control, 3rd Ed. Wheeler Publishing, Allahabad
10. Saxena V.K. & Vashisht C.D.: Cost Accounting, Sultan Chand and Sons, New Delhi
11. Maheshwari and Mittal, Cost Accounting: Principles and Practice, Shree Mahavir Book Depot, Delhi

Note: Latest editions of the books should be used.

### **Teaching Learning Process, Assessment methods and teaching plan**

<b>Unit No.</b>	<b>Learning outcome</b>	<b>Teaching and Learning process</b>	<b>Assessment tasks</b>
1 (3 weeks)	Ability to understand thoroughly the functions of storekeeping, its	Delivery of lectures explaining functions of storekeeping, its objectives, location and layout of stores. Types of	Asking students oral questions in the class  Preparation of project

	objective, types and layout of stores.	stores with Power-Point Presentation. This will be followed with interactive discussion with students to improve their understanding of the topics.	
2 (3 weeks)	Develop an understanding of procedure for receipt of materials, inspection and testing of materials, rejection and returns of materials, standard forms used for all these purposes, passing of Bills/invoices for payment. Also learn the need, advantages and different methods of codification materials.	Delivery of lectures explaining procedure for receipt, inspection and testing of materials, their rejection and returns through Power-Point Presentation of various forms used in receiving of materials and codification of materials This will be followed with interactive discussion with students to improve their understanding of the topics.	MCQ on the topic,  Class test based on unit one and two
3 (3 weeks)	Ability to understand the procedure for issue of materials, maintenance of store records and different methods of pricing of material issues. Students should be able to solve practical problems based on different methods of pricing of material issues.	Delivery of lectures explaining procedure for issue of materials, maintenance of store records and different methods of pricing of material issues through Power-Point Presentation. This will be followed with interactive discussion with students to improve their understanding of the topics. Practical problems based on different methods of pricing of material issues will be solved in the class.	Asking students oral questions in the class  Solution of Practical problems based on different methods of pricing of material issues  Presentation by students
4 (3 weeks)	Develop an understanding of different types of material losses: their meaning, accounting treatment and control. Also learn the ability to distinguish among these losses	Delivery of lectures explaining meaning, accounting treatment and control of different type of material losses. Power-Point Presentation on preparation of material losses reports.	Home assignment/project
5 (3 weeks)	Understanding of various types of material handling	Delivery of lectures along with Power Point Presentation explaining	Students Presentation

	equipment used in the industry and their advantages.	different types of material handling equipment used in the industry and their advantages.	Class test based on units 3,4 and 5
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\*Assessment tasks listed here are indicative and may vary

### **Keywords**

Store keeping, Stores, Materials inspection, Materials rejection, Codification, Materials, Pricing methods of materials, Material losses, materials scrap, Store handling, equipment

**B.A. (VS) Material Management  
Semester II  
Paper: MM 2.4  
Macroeconomics  
Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**



**B.A. (VS) Material Management  
Semester III  
Paper: MM 3.1  
English II/ MIL II  
Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A (VS) Material Management  
Semester III  
Paper: MM 3.2  
Purchase Management-I  
Core Course - (CC) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The Course equips the students about purchasing and its systems and procedures. It also gives an understanding of price forecasting, special purchase systems, public buying and online purchasing/buying.

**Course Learning Outcomes**

CO1: Ability to understand thoroughly the conceptual framework of purchase management: its importance, functions, objectives and organization. Centralized and decentralized purchasing,

CO2: Develop a thorough understanding of procedure for purchase of materials like pre-purchase considerations, standard purchase procedure, post-purchase issues, standard form used in purchasing, follow-up order, cancellation of order, Bill of Materials, etc.

CO3: Ability to develop an understanding of the special purchase systems and price forecasting and its impact.

CO4: Develop an understanding of different methods of public buying.

CO5: Understanding of concept, advantages, procedure of online purchasing and its current practices.

**Contents**

Unit 1

**Purchase Management** 12

Introduction, importance and functions of purchase Department, Organization for purchase function, centralized and decentralized purchasing, objectives of purchasing i.e. 6 R's of purchasing.

Unit 2

**Purchase Procedure** 12

Sources of supply: vendor selection and rating, Material specifications, Pre-purchase considerations, standard purchase procedure, post-purchase issues. Standard form used in purchasing like purchase requisition, tender / quotation documents, schedule of quotations, purchase order, follow-up order, cancellation of order, Bill of Materials etc.

Unit 3

**Special Purchase Systems and Price Forecasting** 12

(a) **Special Purchase Systems:** Forward Purchase, Tender purchase, Blanket order, zero stock, Rate contract, Purchases of capital equipment and leasing.

**(b) Price Forecasting:** Price and pricing impact, price practices, price negotiations hard bargaining and fixing. Purchasing under fluctuating prices, purchasing under uncertainty, Negotiations regarding quality, terms of contract, delivery, payment schedule, cash discount, quality considerations, etc.

#### Unit 4

##### **Public Buying**

12

Difference between Government purchasing and industrial purchasing, purchasing through Government e- Marketing (GeM) platform: advantages and limitations, DGS&D Rate contract, Buying from Kendriya Bhandars, NICSI etc.

#### Unit 5

##### **Online Purchasing**

12

Concept, advantages, procedure of online purchasing and current online purchase practices.

#### **References**

1. Dutta A.K., Materials Management: Procedures, Text and cases, Prentice Hall of India Pvt. Ltd., New Delhi.
2. Gopalakrishnan, P. and Sundareson, M., Materials Management: An Integrated Approach, Prentice Hall of India Pvt. Ltd., New Delhi.
3. Singh, Surender. Elements of Cost Accounting Kitab Mahal, Allahabad/New Delhi
4. Chunawalla, S.A., Materials and Purchase Management, Himalaya Publishing House, New Delhi
5. Verma, M.M., Essentials of Storekeeping and Purchasing, Sultan Chand and Sons, New Delhi.
6. Shah N.M. An Integrated concept of Materials Management, Indian Institute of Materials Management, Baroda Branch, Baroda
7. Sharma S.C., Material Management and Materials Handling, Khanna Publishers, New Delhi.
8. Pooler Victor H. Purchasing and Supply Management, Creating the Vision, New York, Chapman & Hall,
9. Arnold, Champman and Ramakrishnan, Introduction to Materials Management 5th ed., 2007 Pearson Education, Inc
10. Lee, L. and Dobler, D.W. (1984), Purchasing and Materials Management, McGraw Hill, New York
11. Bailky, P. and Farmer, D. (1977). Purchasing Principles and Techniques, Pitman, London
12. Menon K.S. (1995) Purchasing and Inventory Control, 3rd Ed. Wheeler Publishing, Allahabad
13. Zenz, G.J. (1981). Purchasing and the Management of Materials, John Wiley, New York
14. Saxena V.K. & Vashisht C.D.: Cot Accounting, Sultan Chand and Sons, New Delhi
15. Maheshwari and Mittal, Cost Accounting: Principles and Practice, Shree Mahavir Book Depot, Delhi

Note: Latest editions of the books should be used.

## Teaching Learning Process, Assessment methods and teaching plan

Unit No.	Learning outcome	Teaching and Learning process	Assessment tasks
1 (2.4 weeks)	Ability to understand thoroughly the conceptual framework of purchase management: its importance, functions, objectives and organization. Centralized and decentralized purchasing.	Delivery of lectures, explaining conceptual framework of purchase management: its importance, functions, objectives and organization. Lectures will be aided by Power-Point Presentation. This will be followed with interactive discussion with students to improve their understanding of the topics.	Asking students oral questions in the class  Preparation of project.
2 (2.4 weeks)	Develop an through understanding of procedure for purchase of materials like pre-purchase considerations, standard purchase procedure, post-purchase issues, standard form used in purchasing, follow-up order, cancellation of order, Bill of Materials, etc.	Lectures with Power Point Presentation explaining conceptual framework of procedure for purchase of materials with discussion on standard forms used in the procedure. This will be followed with interactive discussion with students to improve their understanding of the topics.	MCQ on the topic,  Class test based on unit one and two
3 (2.4 weeks)	Ability to develop an understanding of the special purchase systems and price forecasting and its impact.	Lectures will be delivered along with Power Point Presentation explaining special purchase systems, price forecasting and its impact This will be followed with interactive discussion with students to improve their understanding of the topics	Asking students oral questions in the class  Presentation by students
4 (2.4 weeks)	Develop an understanding of different methods of public buying.	Delivery of lectures, explaining different methods of public buying like Government e-Marketing (GeM) platform, DGS&D Rate contract, buying from Kendriya Bhandars, NICS I etc Lectures will be aided by	Home assignment/project

		Power-Point Presentation. This will be followed with interactive discussion with students to improve their understanding of the topics.	
5 (2.4 weeks)	Understanding of concept, advantages, procedure of online purchasing and its current practices.	Delivery of lectures explaining advantages, and procedure of online purchasing and its current practices with Power-Point Presentation. This will be followed with interactive discussion with students to improve their understanding of the topics.	Students Presentation  Class test based on units 3,4 and 5

\*Assessment tasks listed here are indicative and may vary

### **Keywords**

Purchase department, centralized, Supply, requisition, quotation, bill, tender, bargaining, fixing, negotiations, GeM, DGS&D, NICS, Online practices

**B.A (VS) Material Management  
Semester III  
Paper: MM 3.3  
Indian Economy  
Core Course - (CC) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The objective of the course is to provide the students a basic understanding of evolution of different sectors of Indian economy in the course of its development after independence. It would help them meaningfully reflect on the issues that the individual sectors are currently embroiled.

**Course Learning Outcomes**

After completing this course, the students would be able to:

CO1: understand the process of development of the Indian agricultural economy, its institutional framework facilitating use of inputs and technology.

CO2: critically evaluate different policy instruments used and their impacts in the context of Indian agriculture.

CO3: understand evolving structure, policy instruments and dynamics of Indian industries, including public sector and MSMEs.

CO4: understand financing pattern of Indian industries.

CO5: understand the nuances of the service sector-led growth in India.

**Contents**

Unit 1:

**Agriculture: Institutional Framework and Inputs** 12

Agriculture and Economic Development.

Institutional framework of Indian agriculture: Land tenure system and land Reforms.

Agricultural inputs: Seeds, fertilizers, agro-chemicals, machinery with special reference to green revolution; Agricultural labour and issues related to wage and employment.

Unit 2:

**Policy Instruments for Agriculture and Agricultural Growth** 13

Agricultural price policy, Food management & food security in India

Agricultural marketing in India: issues, challenges & recent developments

Role of institutional and technological factors in agricultural growth: new technology – Green revolution and post reform developments.

Agricultural investment - Public and Private

### Unit 3

#### **Industrial Development**

15

Phases of growth and evolving structure of industry

Industrial and Licensing Policies in the Pre-and Post-reform periods: Role of large, medium, small and micro industries

Reforms and changing role of public sector

### Unit 4:

#### **Industrial Finance and Foreign Investment**

11

Changes in the pattern of industrial financing - SFCs, PIs, corporate debt market, bank finance, microfinance

Foreign Direct investment, Foreign Institutional Investment

### Unit 5:

#### **Service Sector**

09

Importance of service sector in Indian economy

Growth and changes in the structure of service sector - the role of reforms

Major components of service sector, the issue of service sector led growth in India.

### **References**

1. Mishra & Puri (MP) Chapters 17, 20, 21, and 25.

<https://epgp.inflibnet.ac.in/ahl.php?csrno=11>, EPG Pathshala, Sectoral Growth of Indian Economy (P 10) Module Nos 1, 2, 3,4, 5, 9

2. MP - Chapters 18, 20, 21, 22, 23.

<https://epgp.inflibnet.ac.in/ahl.php?csrno=11>, EPG Pathshala, Sectoral Growth of Indian Economy (P 10) Module Nos 6, 7, 8.

3. MP - Chapters 26, 28, 29, 30 and 31.

<https://epgp.inflibnet.ac.in/ahl.php?csrno=11>, EPG Pathshala, Sectoral Growth of Indian Economy (P 10) Module Nos 11, 13, 14, 15

4. MP- Chapters 39, 48 and 49, and Chapter 22, PP. 285-89.

5. MP- Chapter 35.

<https://epgp.inflibnet.ac.in/ahl.php?csrno=11>, EPG Pathshala, Sectoral Growth of Indian Economy (P 10) Module No 18

6. S.K. Mishra and V. K. Puri, Indian Economy: Its Development Experience, 67th edition.

7. Uma Kapila, Indian Economy: Performance and Policy, latest edition

8. Gaurav Datt and Ashwani Mahajan, Datt and Sundharam Indian Economy, latest edition

9. <https://epgp.inflibnet.ac.in/ahl.php?csrno=11>, EPG Pathshala, Sectoral Growth of Indian Economy (P 10) Module Nos 1, 2, 3, 4,5, 6,7,8, 9, 10, 11,13,

### **Additional References:**

1. Kaushik Basu and Annemie Maertens (eds.) The New Oxford Companion to Economics in India (2 Volumes): 2 Volumes, 2011.

2. Pradip Kumar Biswas and Panchanan Das (eds.) Indian Economy: Reforms and Development, Springer, Singapore, (forthcoming) ISBN: 978-981-13-8268-0, 2019.

<https://www.springer.com/gp/book/9789811382680>

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly schedule	Unit no.	Hours	Course learning Outcomes	Teaching Learning Process*	Assessment Methods
1 to 3	1	12	Students will be able to understand the process of development of the Indian agricultural economy, its institutional framework facilitating use of inputs and technology.	Lectures in the classes on institutional framework facilitating usage of inputs and technology in agriculture followed by discussion with smaller group of students for further clarification on each of the points taught in the class as well as clarifying any query by the students.	Class test, oral presentation, group discussion and assignment on this topic.
4 to 6	2	13	Students would be able to critically evaluate different policy instruments used and their impacts in the context of Indian agriculture.	There would be lectures in the classes on different policy instruments used in Indian agriculture and their effects. These lectures would be followed by interaction with smaller group of students for further clarification of each of the points taught.	Class tests, oral presentation, group discussion and assignments on this topic.
7 to 9	3	15	Students will understand evolving structure, policy instruments and dynamics of Indian industries, including public sector and MSMEs.	There would be lectures in the classes on the evolving structure of industries, different policies used, as well as on MSMEs and public sector. Lectures would be complemented by tutorials involving close interaction with small group of students.	Class tests, oral presentation, group discussion and assignments on this topic.



10& 11	4	11	Students will understand financing pattern of Indian industries.	There would be lectures in the classes on industrial financing through SFCs, PIs, corporate debt market, bank finance, microfinance, FDI and FII. Lectures would be complemented by tutorials involving close interaction with small group of students.	Class tests, oral presentation, group discussion and assignments on this topic.
11 & 12	5	9	Students will understand the nuances of the service sector-led growth in India.	There would be detailed discussion on the growth and changes in the structure of service sector, including the role of reforms in it. Lectures would be complemented by tutorials involving close interaction with small group of students.	Class tests, oral presentation, group discussion and assignments on this topic.

\*Assessment methods listed here are indicative and may vary

### **Keywords**

Agriculture, manufacturing, trade, services, finance, SME, productivity, green revolution, FDI.

**B.A (VS) Material Management**  
**Semester III**  
**Paper: MM 3.4**  
**Computer Concepts and Software Packages**  
**Skill-Enhancement Elective Course - (SEC) Credit:4**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 40**

**Course Objective (2-3)**

By the end of the semester each student will be able to:

- understand and appreciate the application of computers including their evolution and characteristics
- grasp and perform number system conversion
- understand the fundamental hardware components, memory storage devices and software aspect required to resolve everyday issues
- understand the importance of operating system and demonstrate the use of different services provided by an OS
- fully grasp the networking concepts including architecture and topology, Internet terminology and working efficiently on a web browser
- comprehend the need and used of MS-Office and demonstrate the use of software for the word processing, spreadsheet related tasks and presentations
- outline the latest development in the field of computers such as artificial intelligence, virtual reality and Information Systems

**Course Learning Outcomes**

CO1: The student will be able to convert number system into any other number system with ease

CO2: Identify components of a computer system and use them appropriately to achieve a task

CO3: The student will be able to fully understand the importance of operating system and grasp its functioning

CO4: Grasp the significance and terminology of computer networking and Internet. The students can apply their comprehensive knowledge to real life situations

CO5: The students will be able to identify the required MS-Office component and apply the comprehensive knowledge to deliver the task

CO6: The student will be able to relate with the latest development in the field of computer and technology

## Contents

### Unit 1

#### **Basic Concepts** 05

Meaning, characteristics and applications of a computer, advantages and limitations of a computer, classification of computers based on technology, application and size, generation of computers, meaning of Data, Information and Knowledge, Data types, data storage, data representation such as ASCII, number system conversion.

### Unit 2

#### **Components of Computers** 05

Hardware components: input devices, output devices, system unit, Software components: Application software: general purpose packaged software and tailor – made software, System software: operating system, interpreter, compiler, linker, loader, Memory Storage devices, Types of programming languages.

### Unit 3

#### **Operating System** 05

Need and functions of an operating system, graphic user interface and character user interface, types of operating system (Batch Operating system, Real-time operating system, Time sharing operating system, distributed operating system and Multiprogramming operating system) Windows environment: application and document, Windows interface such as icons, lists, menus, dialog box, etc., Desktop, control panel, system tools, utilities such as calculator, calendar, etc., Explorer: file types, attributes, names, folders, drives, devices, File functions: create, open, close, delete, rename, move, cut, copy, paste, etc.

### Unit 4

#### **Introduction to Networks and Internet** 07

Meaning and types of networks - LAN, MAN and WAN, network topologies, network architecture, Internet, difference between internet and intranet, Basics: functions, growth, anatomy, uses, wireless and Wi-Fi, Internet services: ISP, types of accounts, World Wide Web: websites file transfer, browsing, searching, network and Internet terminology

### Unit 5

#### **Office Applications** 13

Meaning and applications of word processing, spreadsheets and presentation, MS word: formatting text, writing basic document using word, Header and Footer, page formatting, paragraph formatting, saving a document, printing a document. Mail Merge MS excel: creating a workbook, saving a workbook, editing a workbook, creating a series, use of basic formulae in Excel, sorting data, creating simple charts, use of functions in Excel: Mathematical, Logical- IF, AND, OR, NOT, Statistical. Application of Excel: Payroll, Basic Lease statement, Loan statement. MS PowerPoint: create animation of text, creating simple presentation including slide transitions, bullets etc

### Unit 6

#### **Latest developments** 05

Internet of things, Artificial Intelligence and virtual Reality, Meaning of Information systems, Types of IS-MIS, DSS, TPS

## Practical

**Time: 60 Minutes**

**Maximum Marks: 25**

Description of Question	Marks	Time Allowed
Lab questions testing various concepts MS-Word, MS-PowerPoint and MS-Excel as mentioned in Unit V (Office Applications) <b>ONLY</b>	25	60 minutes

- There is no Internal Assessment in the practical component of this paper.

## **References**

1. Computer Fundamentals and Essential Tools by H N Tiwari and Hem Chand Jain
2. Computer Applications in Business by Dr. Sushila Madan, Scholar Tech Press

## **Additional Resources:**

1. Computer Fundamentals by Dr. Anita Goel, Pearson Publication.
2. Microsoft Office 2010 by Bittu Kumar, V&S Publishers

## **Teaching Learning Process, Assessment Methods and Teaching Plan**

Week	Unit Number	Hours	Unit Name	Learning Outcome	Teaching Learning Process	Assessment Methods
1.25	1	5	Basic Concepts	The student will be able to convert number system into any other number system with ease	A general overview is undertaken on the basic concepts of computer	The assessment methods such as tests, assignments must identify the academic and professional skills in the students
1.25	2	5	Components of Computers	Identify components of a computer system and use them appropriately	A thorough discussion is undertaken to demonstrate the functioning of a computer	A combination of MCQs and assignments can be used to assess the students' understanding

				y to achieve a task	system. The student can understand the functioning of a computer system	
1.25	3	5	Operating System	The student will be able to fully understand the importance of operating system and grasp its functioning	Discussion is encouraged amongst the students so as to recognize the importance of an operating system in a computing environment.	Open-book and closed book tests along with viva voce
1.75	4	7	Introduction to Networks and Internet	Grasp the significance and terminology of computer networking and Internet. The students can apply their comprehensive knowledge to real life situations	An overview is given into the vast world of networking and Internet. Examples are discussed and demonstrated through PPTs so that the student can understand the importance of networking	Case study analysis and reports
3.25	5	13	Office Applications	The students will be able to identify the required MS-Office component and apply the comprehensive knowledge to deliver the task	Practical application of MS-Office is demonstrated in a lab environment and the student is encouraged to implement case studies	Practical assignments, observation and evaluation of practical skills
1.25	6	5	Latest Developments	The student will be able to relate with the	A Discussion is undertaken to discuss the latest	MCQs and viva voce

				latest development in the field of computer and technology	developments and examples are discussed through PPTs, case studies, etc	
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**Keywords**

Data, Information, Knowledge, number conversion, hardware, system software, application software, operating system, network, Internet, artificial intelligence, Information Systems

**B.A. (VS) Material Management  
Semester IV  
Paper: MM 4.1  
MIL II/ English II  
Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A (VS) Material Management  
Semester IV  
Paper: MM 4.2  
Purchase Management-II  
Core Course - (CC) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

To acquaint the student to ethical, legal, quality and other issues involved in purchase management. Also, to give him an understanding of procedure for international purchasing and import substitution.

**Course Learning Outcomes**

CO1: Ability to understand thoroughly buyer- seller relationship, its importance and other issues involved in it. Also, to learn ethical issues in purchasing.

CO2: Develop a thorough understanding of legal issues in purchasing by studying law of contract, contract of sale of goods, conditions and warranties, rules regarding transfer of property, Negotiable Instrument Act, IT Act, 2000.

CO3: Ability to develop an understanding of the procedure involved in insurance buying and claim management. Also to learn about quality control aspects in purchasing.

CO4: Develop an understanding of procedure, documentation and legal issues involved in international purchasing.

CO5: Understanding of concept of import substitution, its advantages and problems in it. Also learn about issues like research and development, transfer of technology, standardization.

**Contents**

Unit 1:

**Buyer- seller Relationship** 12

Importance of good buyer-seller relationship, Relation with supplier-policies and issues in relationship, Ethical issues in purchasing.

Unit 2

**Legal issues in Purchasing** 12

Law of Contract, Contract of Sale of Goods, Conditions and Warranties, Rules Regarding Transfer of Property. Negotiable Instrument Act, IT Act 2000

Unit 3

**Insurance Buying and Quality Control in Purchasing** 12

(a) **Insurance Buying:** Arranging adequate insurance cover and claim management.

(b) **Quality Control in Purchasing;** Concept of Total Quality Management (TQM), ISO 9000 standards and other certification, Role of Material Management in TQM. Value Analysis and Value Engineering and their benefits.



Unit 4:

**International Purchasing**

12

**International Purchasing:** Need for International Purchase, Direct and Indirect Buying. Procedure, Documentation, terms of payments and Legal-Framework of International Purchasing.

Unit 5:

**Import Substitution**

12

Import substitution: concept, needs and advantages. Research and Development, Transfer of Technology, Standardization, Problems in Import Substitution.

**References**

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2. Gopalakrishnan, P. and Sundareson, M., Materials Management: An Integrated Approach, Prentice Hall of India Pvt. Ltd., New Delhi.
3. Chunawalla, S.A., Materials and Purchase Management, Himalaya Publishing House, New Delhi
4. Verma, M.M., Essentials of Storekeeping and Purchasing, Sultan Chand and Sons, New Delhi.
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6. Sharma S.C., Material Management and Materials Handling, Khanna Publishers, New Delhi.
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9. Lee, L. and Dobler, D.W. (1984), Purchasing and Materials Management, McGraw Hill, New York
10. Bailky, P. and Farmer, D. (1977). Purchasing Principles and Techniques, Pitman, London
11. Menon K.S. (1995) Purchasing and Inventory Control, 3rd Ed. Wheeler Publishing, Allahabad
12. Zenz, G.J. (1981). Purchasing and the Management of Materials, John Wiley, New York
13. International Marketing and Purchasing of Industrial Goods, John Wiley, New York.
14. Combs, P.H. (1976). Handbook of International Purchasing, Cahners Books, Books, Boston

Note: Latest editions of the books should be used.

**Teaching Learning Process, Assessment methods and teaching plan**

Unit No.	Learning outcome	Teaching and Learning process	Assessment tasks
1 (2.4 weeks)	Ability to understand thoroughly buyer- seller relationship, its importance and other issues involved in it.	Delivery of lectures, explaining importance of good buyer-seller relationship, ethical issues in purchasing. Lectures	Asking students oral questions in the class Preparation of project.

	Also, to learn ethical issues in purchasing	will be aided by Power-Point Presentation. This will be followed with interactive discussion with students to improve their understanding of the topics.	
2 (2.4 weeks)	Develop a thorough understanding of legal issues in purchasing by studying law of contract, contract of sale of goods, conditions and warranties, rules regarding transfer of property, Negotiable Instrument Act, IT Act, 2000	Delivery of lectures, explaining Law of Contract, Contract of Sale of Goods, Conditions and Warranties, Rules Regarding Transfer of Property. Negotiable Instrument Act, IT Act, 2000. Lectures will be aided by Power-Point Presentation. This will be followed with interactive discussion with students to improve their understanding of the topics.	MCQ on the topic  Class test based on unit one and two
3 (2.4 weeks)	Ability to develop an understanding of the procedure involved in insurance buying and claim management. Also to learn about quality control aspects in purchasing	Lectures with Power Point Presentation explaining topics on Insurance Buying and Quality Control in Purchasing. This will be followed with interactive discussion with students to improve their understanding of the topics.	Asking students oral questions in the class  Presentation by students
4 (2.4 weeks)	Develop an understanding of procedure, documentation and legal issues involved in international purchasing	Delivery of lectures along with Power-Point Presentation explaining all issues relating to International Purchasing. This will be followed by an interactive discussion with students to improve their understanding of the topics.	Home assignment/project
5 (2.4 weeks)	Understanding of concept of import substitution, its advantages and problems in it. Also learn about issues like research and development, transfer	Delivery of lectures, explaining import substitution its concept, needs and advantages, research and development, transfer of technology, standardization, problems in import substitution.	Students Presentation  Class test based on units 3,4 and 5

	of technology, standardization	Lectures will be aided by Power-Point Presentation. This will be followed with interactive discussion with students to improve their understanding of the topics.	
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\*Assessment tasks listed here are indicative and may vary

**Keywords**

Buyer-seller relationship, ethical, Contract, Conditions, Warranties, Negotiable Instrument Act, 1881, Insurance, Quality, TQM, Value analysis, Value engineering, International purchase, legal framework, Import substitution research and development, technology, standardization

**B.A (VS) Material Management  
Semester IV  
Paper: MM 4.3  
Labour and Development in India  
Core Course - (CC) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The course is designed to equip the students with conceptual, empirical and legal issues with special reference to India. The focus of the course would be on the changing profile and position of labour in modern India and the specific problems in the post reform period. The role of state, nation and international labour organisations will be emphasized.

**Course Learning Outcomes**

CO1: The course will help students to understand basic theories of Labour market and Identify features and challenges of India's labour market

CO2: The course will inculcate a deep understanding regarding evolution of labour market and it will enable students to identify different forms of labour and also this unit provide knowledge about various labour laws associated with these forms of labour

CO3: The course will provide knowledge about the evolution of trade union movement in India and learners will be able to analyse the role of trade unions in the changing economic environment of the country

CO4: The course enables students to Identify the state intervention in labour market in the form of administration machinery, national commission on labour, Dispute settlement mechanism and Labour regulation.

CO5: This unit intends the learner to gain knowledge in the role of international agencies in setting labour standards in India

**Contents**

Unit 1:

**Economics of labour market** 12

1.1 Wage rate determination in labour market: Labour Demand, Labour Supply,  
Determination of wages, Minimum wage laws, Minimum wage legislation

1.2 India's labour market

a) Employment and unemployment: Concepts, measurement, trends and types of unemployment

b) Dynamics of economic and occupational structure: Growing importance of tertiary sector

Unit 2:

**Forms of labour** 18

2.1 Evolution of Labour market in India:

a) Pre- colonial pattern of Industrial Development

b) Post-colonial Pattern of Development: Industrialisation, Planning and achievements

## 2.2 Types of labour and associated labour legislation

- a) Organised and unorganised labour
- b) Rural Labour
- c) Migrant Labour
- d) Bonded labour
- e) Women and child labour

### Unit 3:

#### **Labour protest and Trade union movement**

12

3.1 Evolution and growth of trade union movement in India- Pre and post-independence period

3.2 Forms of Industrial action and Labour Protests

(Forms of Industrial action, Types of Disputes, Causes of Industrial disputes, Industrial Dispute act 1947, Modes of Protest)

### Unit 4:

#### **State and Labour**

12

4.1 a) Labour Administration – Union government and state government Machinery

b) Mechanism of Dispute settlement: Arbitration, Adjudication and other methods of dispute settlements

4.2 Regulation of Labour

(Factories act, Employees state Insurance act, Worker's compensation act etc.)

4.3 Role of the state in skill formation

### Unit 5:

#### **International Labour Organisation**

06

a) Structure and role of ILO

b) ILO programmes in India

### **References**

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2. Case, Karl E, and Fair, Ray, Principles of Economics, Pearson 8th edition
3. India Labour and employment Report 2014: Institute of Human development, Academic Foundation
4. Uma Kapila, Indian economy: Performance and Policies, Academic Foundation, latest edition
5. Uma Kapila, Indian economy since independence, Academic Foundation, Latest edition
6. Thirthankar Roy, the Economic history of India 1857-1947, Oxford Publication, second edition,  
(Chapter6: small scale industry, Chapter7: large scale Industry)
7. UNICEF Report, Overview of Internal Migration in India
8. Ravi.S. Srivastava, Bonded Labour in India: its incidence and pattern- working paper ILO
9. Shervick, Women's labour force participation in India: Why is it low? - ILO
10. Azadeh Barati, Rooh ollah Arab & Seyed Saadat Masoumi, Challenges and problems faced by women workers in India
11. Majnu, Women in Unorganised sector: problems and issues in India, International Journal of Applied Research 2017
12. Organising the unorganised- IGNOU BLD 102(2004)
13. P N Singh and Neerja Kumar, Employee relations management, Pearson
14. Sinha, PRN, Sinha, Indu bala and shekhar, Seema Priyadarshini, Industrial Relations, Trade Unions and Labour legislation, Pearson

15. J.P. Sharma, Simplified Approach to Labour Laws, Bharat Law House

16. Arun Monappa, Ranjeet Nambudiri and Patturaja Selvaraj, Industrial Relations and Labour Laws, McGraw Hill

### Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit no.	Hours	Course learning Outcomes	Teaching Learning Process	Assessment Methods
1-3 week	1.	12	The course will help students to understand basic theories of Labour market and identify features and challenges of India's labour market	Delivery of lectures. Providing theoretical understanding of Labour market, creating an understanding regarding the concepts of employment and unemployment, its measurement by looking in to secondary Labour Data. This will be followed with interactive discussion with students to improve their understanding of the topics.	Asking students oral questions in the class, preparation of assignments and class test.
4-6	2.	18	The course will inculcate a deep understanding regarding evolution of labour market and enable students to identify different forms of labour and provide knowledge about various labour laws associated with these forms of labour	Delivery of lectures explaining evolution of labour market, types of labour market and relevant labour market legislation. Interactive discussion with students to improve their understanding of the topics.	Asking students oral questions in the class, classroom presentation .class tests.
7-8	3.	12	Provide knowledge about the evolution of trade union movement in India and learn to analyse the role of trade unions in the changing economic environment of the country	Delivery of lectures explaining evolution and growth of Trade union movement, different forms of Industrial action, and Labour protests. a group Discussion may follow the lectures	Asking students oral questions in the class, preparation of assignments.

9-11	4.	12	The course enables students to Identify the state intervention in labour market in the form of administration machinery, national commission on labour and Dispute settlement mechanism	Delivery of lectures explaining the state intervention in labour market in the form of labour administration machinery, mechanism of settling labour disputes and labour regulation measures. The lectures may be conducted through power point presentation	Asking students oral questions in the class, conducting class test on the topics.
12	5.	6	This unit intends the learner to gain knowledge in the role of international agencies in setting labour standards in India	Delivery of lectures explaining the role of international Labour organisation in setting labour standards. A discussion on the organisational structure and influence of ILO on Indian labour legislation	Asking students oral questions in the class. Conducting class test on the topic

\*Assessment methods listed here are indicative and may vary

### **Keywords**

Unit 1. Labour markets, equilibrium wage, labour demand, labour supply, wage floor, minimum wage, Employment, unemployment, occupational structure, service sector, participation rate

Unit2. Economic Development, Industrial development, Economic planning, Organized workers Unorganized workers, Bonded labour, migration, Rural labour,

Unit 3. labour protest, Trade Unions, labour disputes, arbitration, adjudication, industrial action.

Unit4. labour administration, labour regulation

Unit 5. Labour policy, International Labour Organisation, Globalization.

**B.A (VS) Material Management**  
**Semester IV**  
**Paper: MM 4.4**  
**Business Communications and Personality Development**  
**Skill-Enhancement Elective Course - (SEC) Credit:4**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 48**

**Course Objective (2-3)**

To equip students of the B.A(VS) course to effectively acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.

**Course Learning Outcomes**

The course on Business Communication and Personality Development will help the learner to exhibit the following competencies and skills:

CO1: Enhanced knowledge of the Theory of Communication leading to a more adequate understanding of the nature and process of communication.

CO2: Demonstrate enhanced skills in reading, writing, comprehension, communication and speech. Deeper familiarity with different types of business correspondence, better writing skills and knowledge of various types of formal and informal communication including emails and social media generally employed in work spaces.

CO3: Familiarity with different types of reports and the process of planning and writing.

CO4: Suitable use of language and communication skills specifically within professional spaces. Enhanced verbal skills, improved vocabulary and grammar enhancing error free usage.

**Contents**

Unit 1 10  
Nature of Communication, Process of Communication, Types of Communication (verbal & Non-Verbal), Importance of Communication, Different forms of Communication, Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.

Unit 2 10  
Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter -office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

Unit 3 10  
Report Writing Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports. Vocabulary Words often confused, Words often misspelt, common errors in English.



#### Unit 4

10

Business Etiquettes, Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone, Handling business meetings, Role play on selected topics with case analysis and real-life experiences. Aids to correct Business writing, Practical Grammar (basic Fundamentals), Sentence errors -Punctuation, Vocabulary building.

#### Unit 5

8

Oral Presentation, Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. How to make a presentation, the various presentation tools, along with guidelines of effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, art of effective listening. Leadership – quality of a leader, leadership quiz with case study, knowing your skills and abilities. Introduction to group discussion techniques with debate and extempore, increase your professionalism. Audio Video recording and dialogue sessions on current topics, economy, education system, environment, politics.

#### **References**

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15. Stephen R. Covey; *The seven habits of highly effective people*

#### **Teaching Learning Process, Assessment Methods and Teaching Plan**

<b>Weekly Schedule</b>	<b>Unit no.</b>	<b>Hours</b>	<b>Course Learning Outcome</b>	<b>Teaching and Learning Process</b>	<b>Assessment Methods</b>
2.5	1.	10	Students would be able to demonstrate	Interactive lectures aim at introducing students to theory of	Quiz

			<p>basic understanding of what is communication. They would also be able to identify and analyse various forms of communication and barriers to communication.</p>	<p>communication which involves a study of nature, processes, and importance of communication. Thorough discussions, provide an in-depth study of different kinds of communication (for example, formal and informal, verbal and non-verbal) and how to express oneself most efficiently depending on the context. Detailed discussion upon possible barriers to communication and how to overcome them. The lectures make ample use to power point presentations, medias, and libraries to make classroom interactions more engaging for the students.</p>	<p>Class tests</p> <p>Presentations</p> <p>Assignments</p>
2.5	2.	10	<p>Demonstrate enhanced skills in reading, writing, comprehension, communication and speech.</p> <p>Deeper familiarity with different types of business correspondence, better writing skills and knowledge of various types of formal and informal communication including emails and social media generally</p>	<p>Introducing students to the theory aspect and enable them to learn and understand the various structures and formats of business correspondences such as letters, presentation, quotation, sales letters, claim and adjustment letters, memos, agenda, minutes, resume, etc. Enable them to understand their applications and facilitate the students in drafting various business correspondences through classroom exercises and assignments. The lectures will include use of power point presentations, reference</p>	<p>Exercises</p> <p>Class tests</p> <p>Presentations</p> <p>Assignments</p>

			employed in work spaces.	books, real time examples.	
2.5	3.	10	Familiarity with different types of reports and the process of planning and writing.	Introducing students to fundamentals of report writing, types of reports, their importance and applications. The lectures will include use of power point presentations, reference books, real time examples, classroom exercises.	Exercises  Class tests  Presentation  Assignments
2.5	4.	10	Students would learn appropriate non-verbal communication and would be equipped with skills and practical training on how to hold conversations on telephone, in person, or through emails. They would also be able to establish an understanding of fundamentals of practical grammar and develop a sufficiently strong vocabulary. Enhanced verbal skills, improved vocabulary and grammar enhancing error free usage.	Lectures are more practical and aim to acquaint students to non-verbal communication which involves development of appropriate body language and etiquettes. Role play on selected topics with case analysis of real-life experiences aids students to learn etiquettes of the written word, of the telephone, and how to hold business meetings. Theoretical discussion on fundamentals of grammar, challenges with syntax, sentence formation, and punctuation is followed by interactive exercises and language games to train students in usage of practical grammar and to build a strong vocabulary. Learning activities include word games like cups and letters, make a connection, two-word charade, etc.	Quiz  Presentations  Role plays  Class tests containing multiple choice questions and grammatical exercises  Assignments
2	5.	08	Greater acquaintance	Lecture on the fundamentals and	Quiz

			<p>with soft skills including social and professional etiquette leading to personality development and increased confidence. Recognition of and need for leadership qualities in a globalized work space and the necessity of developing these for success in the professional field. Improve speaking abilities through participation in group discussions and oral presentations.</p>	<p>structure of presentation, presentation skills, usage of presentation tools, multimedia and usage of vocabulary and grammar while preparing and presenting presentation. Classroom exercises on oral presentation and group discussion will be facilitated for students to participate.</p> <p>Lecture on leadership, qualities of a leader will be conducted with case studies of current and renowned leaders.</p> <p>Lecture resource will compose of reference books, Power point presentation and classroom exercises.</p>	<p>Class tests</p> <p>Presentations</p> <p>Assignments</p>
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\*Assessment methods listed here are indicative and may vary

### **Keywords**

Communication, Process, Types, Verbal-Non-Verbal, Barriers, Business Correspondence, Tenders, Memos, Resumes, Report Writing, Business Etiquettes, Personality development, Basic grammar, Vocabulary, Effective Presentation, Visual aids, Presentation tools, Leadership skills

**B.A (VS) Material Management**  
**Semester V**  
**Paper: MM 5.1**  
**Inventory System and Control Techniques**  
**Discipline Specific Elective - (DSE) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

To apprise the students about inventory systems, valuation of inventories, inventory decisions and inventory control techniques.

**Course Learning Outcomes**

CO1: Ability to understand the meaning and types of inventories, need and benefit of holding inventories. Also learn the concept and objectives of inventory management.

CO2: Develop a thorough understanding of different inventory systems, valuation of inventories as per relevant accounting standard under different systems and methods.

CO3: Ability to take inventory decisions relating to quantity order decision and reorder level decisions and solve practical problems associated with them.

CO4: Develop an understanding of other inventory control techniques like ABC Analysis, Material Turnover Ratio, FSN Analysis, JIT Approach, VED Analysis, Management of Process Inventories (WIP), Spares Parts Management

**Contents**

Unit 1:

**Inventories** 10

Meaning, types of inventories, definition as per relevant accounting standard, Need and benefit of holding inventories, objectives of inventory management.

Unit 2:

**Inventory systems and Valuation of Inventories** 15

Periodic inventory system, Perpetual inventory system including continuous stock taking. Valuation of inventories as per relevant accounting standard under different methods and systems, Inventory methods with specific reference to different industries

Unit 3:

**Inventory Decisions** 20

Types of inventory decisions, relevant costs involved in inventory decisions. Quantity order decision – Economic Order Quantity and its calculation as per tabular, graphical and mathematical approaches, EOQ with quantity discount, Re-order decision: Fixation of Various levels and determination of re-order point, safety stock etc. Q System, P system.

#### Unit 4:

#### **Other Inventory Control Techniques**

15

Selective Inventory Control – ABC Analysis, Material, Turnover Ratio: Calculation and Importance, FSN Analysis, JIT Approach, VED Analysis. Management of Process Inventories (WIP). Spares Parts Management.

#### **References**

1. Monga J.R. Financial Accounting, Mayur Paperbacks, New Delhi.
2. Sehgal, Ashok and Sehgal Deepak, Financial Accounting, Taxmann's New Delhi.
3. Singh, Surender. Elements of Cost Accounting Kitab Mahal, Allahabad/New Delhi
4. Maheshwari and Mittal, Cost Accounting: Principles and Practice, Shree Mahavir Book Depot, Delhi
5. Saxena V.K. & Vashisht C.D.: Cost Accounting, Sultan Chand and Sons, New Delhi

**Note: Latest editions of the textbooks should be used.**

#### **Teaching Learning Process, Assessment methods and Teaching plan**

<b>Unit No.</b>	<b>Learning outcome</b>	<b>Teaching and Learning process</b>	<b>Assessment tasks</b>
1 (2 weeks)	Ability to understand the meaning and types of inventories, need and benefit of holding inventories. Also learn the concept and objectives of inventory management.	Delivery of lectures, explaining meaning, types of inventories, definition as per relevant accounting standard, need and benefit of holding inventories, objectives of inventory management. Lectures will be aided by Power-Point Presentation. This will be followed with an interactive discussion with students to improve their understanding of the topics.	Asking students oral questions in the class  Preparation of project.
2 (3 weeks)	Develop a thorough understanding of different inventory systems, valuation of inventories as per relevant accounting standard under different systems and methods	Lectures with Power Point Presentation to develop a thorough understanding of different inventory systems, valuation of inventories as per relevant accounting standard under different systems and methods.	MCQ on the topic  Class test based on unit one and two.
3 (4 weeks)	Ability to take inventory decisions relating to quantity order decision and reorder level decisions and solve practical	Delivery of lectures along with Power Point Presentation to develop ability in students to take inventory decisions relating to quantity order	Asking students oral questions in the class  Problem solving exercise involving

	problems associated with them.	and reorder level and solve practical problems associated with them.	various inventory decisions.
4 (3 weeks)	Develop an understanding of other inventory control techniques like ABC Analysis, Material Turnover Ratio, FSN Analysis, JIT Approach, VED Analysis, Management of Process Inventories (WIP), Spares Parts Management	Lectures with Power Point Presentation to develop an understanding of other inventory control techniques like ABC Analysis, Material Turnover Ratio, FSN Analysis, JIT Approach, VED Analysis, Management of Process Inventories (WIP), Spares Parts Management	Home assignment/project  Presentation by students  Class test based on units three and four

**Keywords**

Inventories, Inventory management, Inventory system, Inventory valuation, Inventory Decisions, EOQ, Inventory control, Analysis

**B.A (VS) Material Management**  
**Semester V**  
**Paper: MM 5.2**  
**Internship Project / Project**  
**Generic Elective - (GE) Credit:6**

(2 Lectures+2 Tutorials per week per group+ 2 hours of field/library work per week)

**Course Objective (2-3)**

The objective of the course is to provide basic and hands on understanding of the issues facing business and industry. The course acquaints the student with the practical aspects of the vocational specialisation. This is an opportunity for the student to become familiar with industry practices related to the vocation that supplement classroom teaching. Also, working on a project enables the student to focus on the contemporary problems and challenges facing the industry.

Each student of a vocational course shall undergo practical internship of four weeks during the vacation in any approved business/ industrial/ government/ service organisation. The objective of this training is to get acquainted with the industrial/ business working environment. After completion of the training the student is required to submit a training report at the end of the semester. The student is also required to submit a performance certificate from the company/ organisation where she/he undertook the training.

The whole course is divided into two parts: -

**Part A**

It will provide the theoretical knowledge about research methods, data analysis, interpretation of data, report writing etc. This component of the course carries 50 marks (38 theory + 12 Internal Assessment).

**Part B**

It will comprise the internship/ project report and also carries 50 marks. It will be evaluated by two examiners one internal and one external. The exact date of submission of the Report will be notified by the college. Alternatively, if it is not possible to do industrial internship, the students will prepare a project report on a topic assigned to her/ him by the college. The project report will be evaluated as above.

**Course Learning Outcomes**

**Part A-**

CO1: Imparting knowledge about the basics of research-objectives, types, approaches, process and problems encountered in research

CO2: Develop the learning to define a research problem, facilitate understanding of sampling, data collection, construction of questionnaire



CO3: Develop an understanding of the basic tools of data analysis- Parametric & non parametric tests, interpretation of results & presentation.

CO4: Imparting learning of different aspects of report writing, process, contents of a report and referencing

## **Part B**

CO5: Prepare a project report relating to a well-defined area of research problem identified by the student

### **Part A: Theory-Business Research Methodology**

**Max. Marks: 50**

**Time Duration: 2 Hours**

**Total Lectures: 24**

Unit 1	04
Introduction: Research: meaning, objectives, types, approaches, significance, methods, process, criteria of good research, problems encountered	
Unit 2	06
Selecting and defining the research problem; literature Review; Research & Sampling design; Measurement & Data collection (primary & secondary); construction of questionnaire	
Unit 3	10
Parametric & non parametric tests (basic understanding); Data Analysis (central tendency, dispersion, correlation, t test, f test, z test), interpretation of results & presentation	
Unit 4	04
Report writing: significance, steps, layout, types of Reports, contents, Referencing	

### **Part B: Internship/ Project Report**

**Max Marks 50**

**Part B** comprises the internship/ project report and also carries 50 marks. It will be evaluated by two examiners one internal and one external. The exact date of submission of the Report will be notified by the college. Alternatively, if it is not possible to do industrial internship, the students will prepare a project report on a topic assigned to her/ him by the college. The project report will be evaluated as above.

## **References**

1. Kothari CR & Garg Gaurav (2019) Research Methodology: Methods & Techniques, New Age International Publishers.
2. Chawla Deepak & Sodhi Neena (Kindle edn) Research Methodology: Concept & cases 2<sup>nd</sup> edn, Vikas Publishing House Pvt. Ltd.
3. Kumar Ranjit (2014) A step by step guide for beginners, Sage Publications
4. Kiran Pandya, Smruti Bulsari, Sanjay Sinha (2011 kindle edn), SPSS in simple steps, dreamtech Press
5. SPSS in simple steps - Kiran Pandya, Smruti Bulsari, Sanjay Sinha

**Additional References:**

The book on the topic selected by the student

**Teaching Learning Process, Assessment Method and Teaching Plan**

<b>Unit no.</b>	<b>Course Learning Outcomes</b>	<b>Teaching Learning Process</b>	<b>Assessment Methods</b>
<b>Part A</b>			
1.(2 weeks)	Imparting knowledge about the basics of research-objectives, types, approaches, process and problems encountered in research	Delivery of lectures to explain the basics of research- explaining objectives, its types and approaches and the overall research process	Students' learning will be facilitated by asking oral questions in the class, class interaction and participation
2.(3 weeks)	Develop the understanding to define a research problem, facilitate understanding of sampling, data collection, construction of questionnaire	Lecture method combined with Power Point presentation. Specific research papers to be discussed in class to build an understanding.	Student to be asked to read specific research papers. Assignment related to relevant topics to be given to students.
3.(5 weeks)	Develop an understanding of the basic tools of data analysis- Parametric & non parametric tests, interpretation of results & presentation.	Delivery of Lectures to explain the various tests used to analyse different data types, interpretation of results and presentation. This will be followed by student interaction to improve their understanding of the topics.	Giving practical problems to students for hands- on learning experience (working with quantitative data)
4.(2 weeks)	Imparting learning of different aspects of report writing, process, contents of a report and referencing	Lectures method combined with discussions, case studies, virtual tools like presentation to be used to build an understanding of various aspects of report writing	Asking students questions in the class, one to one interaction to assess their basic understanding with regard to research problems
<b>Part B</b>			
5. (12 weeks)	Prepare a project report relating to a well-defined area of research problem identified by the	Discussions, one to one interaction with students in tutorial groups to be undertaken to help them identify research areas,	Continuous feedback and progress to be assessed during the course of the projects. Project reports to be evaluated at the end of the term by two

	student and approved by the supervisor	research gaps and topic for project reports	examiners i.e. one internal and one external.
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### **Keywords**

Research Problem, Research gap, objectives, Literature Review, Sampling design, primary data, secondary data, questionnaire, Data Analysis, Interpretation, Descriptive statistics, Report writing, Referencing

**B.A (VS) Material Management  
Semester V  
Paper: MM 5.3.1  
Financial Accounting  
Generic Elective - (GE) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The objective of the course is to make the students familiar with the basic theory, concepts and practices of financial accounting. It aims to enable the students to understand the techniques for preparing accounts in different business organizations excluding corporate entities.

**Course Learning Outcomes**

After completing the course, the students will be able to:

CO1: Understand the theoretical and practical framework of financial accounting and to acquire a basic understanding of IFRS, Ind-AS and latest Accounting Standards.

CO2: Understand the concept of Consignment, Joint Venture, Inland Branches and Hire-purchase transactions and learn the techniques of preparing accounts under each of these cases.

CO3: Develop understanding of Depreciation Accounting as per AS-10 ( PPE) .

CO4: Explain the concept of Partnership and preparation of accounts for reconstruction as well as dissolution of partnership firms.

CO5: Analyse the financial statements by preparing common size Balance Sheet, calculating various ratios and preparing Cash Flow statement.

**Contents**

Unit 1

**Introduction to Accounting**

12

Financial Accounting: Nature, scope and limitations.

Generally Accepted Accounting Principles (GAAP). Basic Concepts and Conventions, Accounting Standards: Meaning, Significance. IFRS and Ind AS, Accounting Process: From recording of transactions to preparation of final accounts. Rectification of errors. Bank Reconciliation statement.

Unit 2

**Accounting for Consignment, Joint venture and inland branches**

12

(i) Consignments: Features, Accounting treatment in the books of the consignor and consignee.

(ii) Accounting for Joint Ventures. When separate set of books are maintained. When records are maintained by a co-venturer of (a) all transactions (b) only his own transactions. (Memorandum joint venture account).

(iii) Accounting for Inland Branches (Dependent branches only), Ascertainment of Profit by Debtors method and Stock and Debtors method.

### Unit 3

#### **Depreciation Accounting and accounting for Hire purchase transactions** 12

i) Depreciation Accounting, Meaning of depreciation. Causes and need for providing depreciation. Accounting treatment including provision for depreciation accounting. Straight line method and diminishing balance method of charging depreciation, AS 10. Concept of cost model and revaluation model.

ii) Accounting for Hire Purchase Transactions. Journal entries and ledger accounts in the books of Hire Vendor and Hire Purchaser for large value items, including Default and repossession.

### Unit 4

#### **Partnership** 12

Admission, Retirement, Dissolution of Partnership Firms: Legal Position, Accounting for simple dissolution.

### Unit 5

#### **Managerial decision making** 12

Analysis of financial statements, Common size balance sheet, Ratio analysis, Cash Flow statement.

### **References**

1. J.R. Monga, Basic Financial Accounting, MKM Publication pvt ltd, Darya Gang, New Delhi
2. S.N. Maheshwari, Suneel K Maheshwari, Sharad K Maheshwari; Introduction to Accountancy, Vikas Publications, New Delhi.
3. R. NarayanaSwamy, "Financial Accounting" PHI Pvt., New Delhi
4. P.C. Tulsian, Financial Accounting, Tata McGraw Hill, New Delhi

### **Additional References:**

1. Charles T. Horngren, Gart L.Sundem, J.A.Elliot, D. R. Philbrick, Introduction to Financial Accounting, Pearson.
2. T. S Grewal, Introduction to Accounting, S.Chand and Co., New Delhi.
3. Ashok Sehgal and Deepak Sehgal, Fundamentals of Financial Accounting, Taxmann, New Delhi
4. S.P. Jain and K.L. Narang, Advanced Accounting, Kalyani Publishers New Delhi.
5. Naseem Ahmed, Nawab Ali Khan, M.L. Gupta, Financial Accounting, Ane Books Pvt. Ltd. New Delhi.

### **Teaching Learning Process, Assessment Method and Teaching Plan**

<b>Weekly Schedule</b>	<b>Unit No.</b>	<b>Hours</b>	<b>Course Learning Outcomes</b>	<b>Teaching Learning Outcomes</b>	<b>Assessment Methods</b>
2.4	1	12	Students will understand the theoretical and practical framework of financial accounting and acquire a basic	Class lectures about basics of accounting and accounting process.  Interactive discussion about	Home Assignment, Student presentation.

			understanding of IFRS, Ind-AS and latest Accounting Standards	Generally Accepted Accounting Principles, concepts, conventions and standards.	
2.4	2	12	Students will understand the concept of Consignment, Joint Venture, Inland Branches and Hire-purchase transactions and learn the techniques of preparing accounts under each of these cases.	Class lectures with the help of illustrations and numerical problems.	Home assignment, Class Test with numerical problems.
2.4	3	12	Students will develop an understanding of Depreciation Accounting as per AS-10 (PPE).	Lectures and class discussion about depreciation and different methods of depreciation. Numerical illustrations will be given.	Home assignment, Oral Test
2.4	4	12	Students will comprehend the concept of Partnership and preparation of accounts for reconstruction as well as dissolution of partnership firms.	Class lectures, interactive discussions, presentations and solving of numerical.	Home assignment, Quiz and MCQs
2.4	5	12	Students will understand how to prepare common size Balance Sheet, calculate various ratios, prepare Cash Flow Statement and analyze Financial Statements	Lectures will be supplemented with case studies and examples of analyses of Profit and Loss Account and Balance Sheet of actual companies.	Home assignment, Class Test with numerical.

\*Assessment tasks listed here are indicative and may vary.

### Keywords

Assets, Liabilities, Profit, Transactions, Journal Entry, Ledger account, Consignment, Hire-purchase, Joint Venture, Partnership, Branch.

**B.A (VS) Material Management  
Semester V  
Paper: MM 5.3.2  
Corporate Laws  
Generic Elective - (GE) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

- To introduce students to the legal nature, structure and functioning of a company and encouraging students to develop basic understanding of case laws and regulatory framework in corporate practice.
- To provide comprehensive knowledge and understanding of the provisions of Companies Act, 2013.
- To provide student knowledge of fundamental topics in company law including the inferences of separate corporate identity, limited liability, role and legal duties of promoters, board of directors and legal relationship with its various stakeholders.
- To provide basic understanding of Insolvency and Bankruptcy Code, 2016, regarding winding up of the corporate entities.

**Course Learning Outcomes**

After completing this course, the learners would be able to:

CO1: acquire knowledge about regulatory framework, legal structure, functioning, classification and online incorporation of a company and apply legal reasoning to analyse relevant case laws.

CO2: explain basic legal documents to be prepared by company and their significance and describe the importance of online filing of documents.

CO3: understand the concept of allotment of shares, rights and duties of shareholders of company along with developing understanding of dematerialization of securities.

CO4: acquire knowledge of the role and legal duties of key managerial personnel of a company and their interrelationship with the shareholders accompanied with the knowledge about provisions regarding convening and conducting of company meetings.

CO5: comprehend various modes of company's winding up and relate to the provisions of Insolvency and Bankruptcy code, 2016.

**Contents**

Unit 1

**Introduction**

12

Characteristics of a company; concept of lifting of corporate veil; Types of companies including private and public company, government company, foreign company, holding and subsidiary company, one person company, small company, producer company, association not for profit, illegal association; Formation of company, Promoters and their legal position, pre-incorporation contract, online registration of a company.

## Unit 2

### **Documents**

12

Memorandum of association, articles of association, Alteration and doctrine of ultra vires, doctrine of constructive notice and Indoor Management, prospectus, shelf prospectus and red herring prospectus, misstatement in a prospectus; Book Building process, Online filing of documents.

## Unit 3

### **Share Capital**

12

Issue, allotment and forfeiture of shares, issue of bonus shares, transmission of shares; buyback and provisions regarding buyback; share certificate and share warrant; Members and shareholder – their rights and duties; Depositories Act 1996 - definitions, rights and obligations of depositories, participants, issuers and beneficial owners. Prohibition of insider trading. Provisions relating to payment of dividend, provisions relating to books of account, provisions relating to audit.

## Unit 4

### **Management**

16

Directors, classification of directors: additional, alternate, women director, independent director, small shareholders' director; legal position; appointment, disqualifications, removal of directors; powers and duties; board meetings; key managerial personnel, managing director, manager, corporate social responsibility.

Types of general meeting: annual general meeting, extraordinary meeting, convening and conduct of meetings, requisites of a valid meeting; postal ballot, e –voting.

## Unit 5

### **Winding up of companies**

08

Concept and modes of winding up, compulsory winding up by the tribunal under Companies Act; voluntary liquidation of corporate persons under the insolvency and Bankruptcy Code, 2016, corporate insolvency resolution process. National Company Law Tribunal (NCLT), Appellate Tribunal (NCLAT).

### **References**

1. Kuchhal MC “Company law ” Mahavir Publications
2. Dagar Inderjeet and Agnihotri Anurag “Corporate laws” Galgotia publishing company, New Delhi
3. Sharma J. P, “An Easy Approach to Corporate Laws”, Ane Books Pvt Ltd, New Delhi.
4. Singh Avtar “Company Law” Allahabad Law House.

### **Additional References:**

1. Charlesworth & Morse, “Company Law”, Sweet & Maxwell”, London, U.K.
2. Gowar, LCB, “Principles of Modern Company Law”, Stevens & Sons, London.
3. Bharat Law House, New Delhi, “Manual of Companies Act, Corporate Laws and SEBI Guidelines”.
4. Kannal, S., & V.S. Sowrirajan, “Company Law Procedure”, Taxman’s Allied Services(P) Ltd., New Delhi (Latest Edn)



## Teaching Learning Process. Assessment Methods, Teaching Plan

<b>Weekly Schedule</b>	<b>Unit no.</b>	<b>Hours</b>	<b>Course learning outcomes</b>	<b>Teaching and learning Process</b>	<b>Assessment methods</b>
1 to 2 weeks	1	12	Students will be able to acquire knowledge about regulatory framework, legal structure, functioning, classification and online incorporation of a company and apply legal reasoning to analyse relevant case laws.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented with discussions on leading case laws.	Quiz, oral/ written tests in the tutorial class, case laws solving exercise.
3 to 5 weeks	2	12	Students will be able to explain basic legal documents to be prepared by company and their significance and describe the importance of online filing of documents.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by showing the documents of some companies on their websites and displaying the MCA -21 portals for easy access of public documents and various online services.	Student presentations/ Descriptive and critical reasoning home assignments for the internal assessment.
6 to 7 weeks	3	12	Students will be able to understand the concept of allotment of shares, rights and duties of shareholders of company along with developing understanding of	Classroom lecture method using white board and visual aids like	Problem – solving exercises, Student presentations, Oral/Written

			dematerialization of securities.	PowerPoint presentation supplemented by showing the functioning of some depository participants on internet.	Tests in the tutorials.
8 to 10 weeks	4	16	Students will be able to acquire knowledge of the role and legal duties of key managerial personnel of a company and their interrelationship with the shareholders accompanied with the knowledge about provisions regarding convening and conducting of company meetings.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by the annual report of some companies.	MCQ, Student presentation, Descriptive and critical reasoning assignment on the topic covered.
11 to 12 weeks	5	8	Students will be able to comprehend various modes of company's winding up and relate to the provisions of Insolvency and Bankruptcy code, 2016.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by the real-life cases of winding up of companies under IBC code.	Class test for the award of internal assessment marks and providing feedback to the students.

\*Assessment Methods listed here are indicative and may vary.

### Keywords

Companies Act 2013, Lifting of corporate veil, Memorandum of association, Articles of association, Prospectus, Meetings, Dematerialisation, Shares, Dividend, Directors, Winding up, Descriptive Assignments E - Resources, Case Studies.

**B.A (VS) Material Management**  
**Semester V**  
**Paper: MM 5.4**  
**Productivity Management**  
**Skill-Enhancement Elective Course - (SEC) Credit:4**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 48**

**Course Objective (2-3)**

To familiarize students with the different concepts of productivity management and to apply them in business.

**Course Learning Outcomes**

CO1: to develop the understanding of conceptual framework of productivity, value analysis and value engineering.

CO2: to develop ability to understand productivity management, trends in productivity management. Also, learning to examine, analyze, evaluate, and apply forecasting techniques to the productivity management

CO3: to develop understanding of concept work study, method study and different factors affecting it.

CO4: understanding the concept of work measurement and its elements.

CO5: The students will learn the BPR and application of BPR in productivity improvement

**Contents**

Unit 1

**Introduction** 08

Productivity concepts, Macro and Micro factors of productivity, productivity benefit model, productivity cycles. Value Analysis and Value Engineering: Concept – Procedure – Application and role in Productivity

Unit 2

**Productivity Management** 10

Productivity Management: Productivity measurement, Approaches to increase Productivity, Facility Location, Capacity Planning, Layout Planning, Design of Production Planning, Operation Scheduling and Sequencing; productivity improvement model and techniques

Unit 3

**Work Study** 10

Importance of work study, Method Study and Work Measurement Pioneers of Performance Measurement. Method Study: Meaning, Need for Method Study, Procedure of Method Study – Principles of Motion Economy.

#### Unit 4

##### **Work Measurement**

10

Techniques of Work Measurement include estimating, stopwatch time study, predetermined time standards, and synthetic estimates of work times, activity sampling. Computation of Standard Time, elements, types of elements, Performance rating, allowances – Need for Allowances – Types of Allowances

#### Unit 5

##### **Business Process Re-engineering**

10

Concept of BPR, process of BPR, prerequisites for effective BPR implementation, Application of BPR in productivity improvement. Total Productivity Management (TPM): Meaning and objectives of TPM; Methodology of TPM, gains of TPM.

#### **References**

1. Productivity engineering and management - Sumanth, D.J. - Tata McGraw-Hill, New Delhi.
2. Organisational transformation and process re-engineering - Edsomwan, J.A. British Library Cataloging in Pub. data .
3. Productivity Plus: How Today's Best Run Companies Are Gaining the Competitive Edge - John G., Jr. Belcher - Butterworth-Heinemann
4. Business Process Improvement: The Breakthrough Strategy for Total Quality, Productivity and Competitiveness - H. James Harrington - McGraw-Hill

#### **Additional References**

1. Handbook for Productivity Measurement and Improvement - Carl G. Thor - Productivity Press
2. Re-engineering and re-inventing the enterprise - Rastogi, P.N., - Wheeler publications, New Delhi.
3. Productivity Management – Systems approach - Premvrat, Sardana, G.D. and Sahay, B.S. - Narosa Publications, New Delhi
4. The new Manufacturing Architecture – Mahadevan
5. Work Study – ILO

**Note: The latest edition of books need to be used**

### **Teaching Learning Process, Assessment methods and Teaching plan**

<b>Unit No.</b>	<b>Learning outcome</b>	<b>Teaching and Learning process</b>	<b>Assessment tasks</b>
1 (2 weeks)	To develop the understanding of conceptual framework of productivity, value analysis and value engineering	Delivery of lectures, explaining productivity concepts, macro and micro factors of productivity, productivity benefit model, productivity cycles, Concept – Procedure – Application of value analysis and value	Asking students oral questions in the class

		engineering. Lectures will be aided by Power-Point Presentation. This will be followed with interactive discussion with students to improve their understanding of the topic.	
2 (2.5 weeks)	To develop ability to understand productivity management, trends in productivity management. Also, learning to examine, analyze, evaluate, and apply forecasting techniques to the productivity management	Lectures with Power Point Presentation explaining productivity management i.e. productivity measurement, approaches to increase productivity, Facility Location, Capacity Planning, Layout Planning, Design of Production Planning, Operation Scheduling and Sequencing; productivity improvement model and techniques. This will be followed with interactive discussion with students to improve their understanding of the topic.	MCQ on the topic  Preparation of project.  Class test based on unit one and two
3 (2.5 weeks)	To develop understanding of concept of work study, method study and different factors affecting them.	Delivery of lectures to develop an understanding of work study, method study and different factors affecting them. Lectures will be aided by Power-Point Presentation. This will be followed with interactive discussion with students to improve their understanding of the topics.	Asking students oral questions in the class  Presentation by students
4 (2.5 weeks)	Understanding the concept of work measurement and its elements	Delivery of lectures along with Power-Point Presentation to develop an understanding of techniques of Work Measurement: estimating, stopwatch time study, predetermined time standards, and synthetic estimates of work times, activity sampling. Computation of Standard Time, elements, types of elements, Performance	Home assignment/project

		rating, allowances – Need for Allowances – Types of Allowances. This will be followed with interactive discussion with students to improve their understanding of the topics.	
5 (2.5 weeks)	The students will learn the BPR and application of BPR in productivity improvement	Lectures with Power Point Presentation explaining the concept of BPR, process of BPR, prerequisites for effective BPR implementation, Application of BPR in productivity improvement. Total Productivity Management (TPM): Meaning and objectives of TPM; Methodology of TPM, gains of TPM. This will be followed with interactive discussion with students to improve their understanding of the topic.	Students Presentation  Class test based on units 3,4 and 5

### Keywords

Productivity, value analysis, value engineering, Facility Location, Capacity Planning, Layout Planning, Production Planning, Operation Scheduling and Sequencing; Work study, Method Study, Work Measurement, Performance Measurement, Work Measurement, Stopwatch Time Study, Activity Sampling, Standard Time, Performance Rating, Allowances, BPR, TPM

**B.A (VS) Material Management**  
**Semester VI**  
**Paper: MM 6.1**  
**Material Logistics and Distribution Management**  
**Discipline Specific Elective - (DSE) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The course acquaints the student to the concept and importance of material logistics and distribution task like transportation and warehousing.

**Course Learning Outcomes**

CO1: Ability to understand thoroughly the concept, importance and various tasks of material logistics and planning.

CO2: Develop a thorough understanding of different modes of transport used for movement of materials, their relative advantages and disadvantages, suitability.

CO3: Ability to develop an understanding of air, water and ocean mode of transport, their regulatory, infrastructural and operational aspects.

CO4: Develop an understanding of the concept of Multi-Model Transport System and Containerization along with their advantages.

CO5: Understanding the concept of warehousing, its elements and functions, role of warehousing in economic development of a country, types of warehousing and their relative advantages, costs associated with warehousing, Warehousing Corporations in India, their objectives and functions.

**Contents**

Unit 1

**Material Logistics**

12

Concept and Importance of Material Logistics. Logistic Tasks: Follow-up of Order, Transportation, Warehousing, Inventory Control, Information Monitoring. Logistic Planning: Major Aspects and Factors. Logistics costs.

Unit 2

**Transportation- Road and Rail Transport**

12

A Brief Study of different modes of transport used for movement of materials, their relative advantages, disadvantages and suitability.

**Road Transport:** Road System, Role of Road Transport in Movement of Materials, Role of National Highway Authority of India, Limitations of Road Transport System, Consignment Note.

**Rail transport:** India Railway Network and Role in Transportation of Materials and Cargo, Consignment Note.

### Unit 3

#### **Air, Water and Ocean Transport System**

12

**Air transport:** Role of Air Transport in Domestic and International Transportation of Goods. Role of Ministry of Civil Aviation, Airport Authority of India and Directorate General of Civil Aviation, Air Waybill, Contract of Affraightment.

**Water transport:** Inland Water Transport: Role of Inland Water Transport: their suitability and limitations. Inland Waterways in India: Role of Inland Waterways Authority of India.

**Ocean transport:** Role of Ocean Transport in International Trade, Structure of Shipping Services – Liner Shipping and Tramp/Charter Shipping, Conference System and Determination of Rates, Bill of Lading and Charter Party.

### Unit 4

#### **Multi-Model Transport System**

12

Concept and advantages of Multi-Model Transport System. Containerization: Need and Advantages of Containerization, Inland Container Depots (ICDs) and Container Freight Stations (CFSs)

### Unit 5

#### **Warehousing**

12

Concept of Warehousing (Warehouse, Depositor and Warehouseman), Elements and Functions of Warehousing. Role of Warehousing in Economic Development, Types of Warehousing, Advantages of a Public Warehouse, Costs Associated with Warehousing, Warehousing Corporations in India, Objectives and Functions of Warehousing Corporations

### **References**

1. Dutta A.K., Materials Management: Procedures, Text and cases, Prentice Hall of India Pvt. Ltd., New Delhi.
2. Gopalakrishnan, P. and Sundareson, M., Materials Management: An Integrated Approach, Prentice Hall of India Pvt. Ltd., New Delhi.
3. Verma, M.M., Essentials of Storekeeping and Purchasing, Sultan Chand and Sons, New Delhi.
4. Shah N.M. An Integrated concept of Materials Management, Indian Institute of Materials Management, Baroda Branch, Baroda.
5. Sharma S.C., Material Management and Materials Handling, Khanna Publishers, New Delhi.
6. Pooler Victor H. Purchasing and Supply Management, Creating the Vision, New York, Chapman & Hall,
7. Arnold, Champman and Ramakrishnan, Introduction to Materials Management 5th ed., 2007 Pearson Education, Inc
8. Dutta A.K., Material Management, Inventory Control and Logistics, Jaicoi Publishing House, Mumbai.
9. Roy Chaudhary, E.K.: Logistics Management
10. Sharma SC: Warehousing and Distribution
11. Martin Christopher: Logistics – The Strategic I

**Note: Latest editions of the textbooks should be used.**



## Teaching Learning Process, Assessment and Teaching Plan

Unit No.	Learning outcome	Teaching and Learning Process	Assessment tasks
1. (2.4 weeks)	Ability to understand thoroughly the concept, importance and various tasks of material logistics and planning thereof	Delivery of lectures, explaining thoroughly the concept, importance and various tasks of material logistics like transportation, warehousing, inventory control, information monitoring and planning thereof. Lectures will be aided by Power-Point Presentation. This will be followed with interactive discussion with students to improve their understanding of the topics.	Asking students oral questions in the class
2. (2.4 weeks)	Develop a thorough understanding of different modes of transport used for movement of materials, their relative advantages and disadvantages, suitability and learning in detail road and rail transport system	Lectures with Power Point Presentation to develop a thorough understanding of different modes of transport used for movement of materials, their relative advantages and disadvantages, suitability and also learning in detail road and rail transport. This will be followed with interactive discussion with students to improve their understanding of the topics.	MCQ on the topic  Preparation of project.  Class test based on unit one and two
3. (2.4 weeks)	Ability to develop an understanding of air, water and ocean modes of transport, their regulatory, infrastructural and operational aspects	Delivery of lectures along with Power Point Presentation to develop an understanding of air, water and ocean modes of transport, their regulatory, infrastructural and operational aspects. Their role in national and international trade will also be discussed. This will be	Asking students oral questions in the class  Presentation by students

		followed with interactive discussion with students to improve their understanding of the topics	
4. (2.4 weeks)	Develop an understanding of concept and advantages of Multi-Model Transport System and containerization	Lectures with Power Point Presentation to develop an understanding of concept and advantages of Multi-Model Transport System. Containerization: Need and Advantages of Containerization, Inland Container Depots (ICDs) and Container Freight Stations (CFSs) This will be followed with interactive discussion with students to improve their understanding of the topics.	Home assignment/project
5. (2.4 weeks)	Understanding of concept of concept of warehousing, elements and functions of warehousing, role of warehousing in economic development of a country, types of warehousing and their relative advantages, costs associated with warehousing, Warehousing Corporations in India, objectives and functions of these Warehousing Corporations	Delivery of lectures to develop an understanding of the concept of warehousing, elements and functions of warehousing, role of warehousing in economic development of a country, types of warehousing and their relative advantages, costs associated with warehousing, Warehousing Corporations in India, objectives and functions of these Warehousing Corporations. Lectures will be aided by Power-Point Presentation. This will be followed with interactive discussion with students to improve their understanding of the topics.	Students Presentation  Class test based on units 3,4 and 5

### Keywords

Material logistics, Inventory control, Transport, Movement of materials, Transport, Air, Water, Ocean, Multi-model transport system, Containerization, Warehousing

**B.A (VS) Material Management**  
**Semester VI**  
**Paper: MM 6.2.1**  
**Globalization**  
**Discipline Specific Elective - (DSE) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The paper is designed to familiarise the students with the concept of globalisation and integration of developing countries with the world economy. The aim of the paper is to provide a critique of globalisation and stress on local/ national policies than follow the one - size - fits - all approach.

**Course Learning Outcomes**

Globalization is gradually becoming unavoidable phenomenon worldwide which dominates political and economic discourse. It is making the world smaller by increasing the international exchange of goods, resources, services, information, knowledge and culture. It helps in improving a social and academic life. It is therefore very much the need of the hour as the student acquires knowledge about this aspect. After studying the subject, the student can think globally and deliver the best available in the global market.

CO1: It aims to widen the outlook of students in understanding of our economy in the backdrop of world economy. It gives an overview of how the process of globalization has changed over time.

CO2: It gives an understanding of not only economic but also social impact of globalization.

CO3: It explains to the students how production process is no more limited to the boundaries of nations, but it is integrated with other nations through global value chain.

CO4: It explains how globalization requires new approaches to economic and social policies due to decline in authority of nation-state. The students also get an overview of the impact of globalization on environmental conditions. CO5: The course makes the students avail of existing global organizations that govern the process of globalization.

**Contents**

Unit 1 09  
Meaning and contents of globalization.  
Comparative analysis of past and present of globalization.

Unit 2 15  
Benefits of globalization: role of globalization in reducing inequality and poverty, expansion of markets, free movement of goods, services and factors of production.  
Distribution of benefits of globalization shared by developing and developed countries.

<u>Unit 3</u>	10
Globalization and the world economy- production, global value chains. A case of simultaneous integration and segmented production.	
<u>Unit 4</u>	16
Critique of globalization: globalization and neo-liberalism, Decline in authority of nation state and reduction of policy space. The way forward-stress on local/ regional/ national than global economy, Environment and globalization.	
<u>Unit 5</u>	10
Global governance: IMF, World Bank, WTO. Role of WTO in global governance. Missing institutions.	

### References

1. Nayyar, Deepak. Rethinking Development Economics. Ch-3 Globalization and development (Pg 64-70)
2. Reddy, D. Narashima. Globalization and its discontents, Revisited. Economic globalization: Past and present.
3. Veltmeyer, Henry and James Petras. Globalization Unmasked. Ch-1 Globalization or Imperialism.
4. Nayyar, Deepak. Trade and Globalization. Ch-3 and Ch-14.
5. Nayyar, Deepak. Governing Globalization. Ch-6 Cross border movements of people.
6. Nayyar, Deepak. Rethinking Development Economics. Ch-3 Globalization and Development (Pg 70-79)
7. Nathan, Dev, Meenu Tiwari and Sandip Sarkar. Labour in Global Value Chain in -Asia. Ch. 1 Introduction.
8. Ritzer, George. Globalization: A basic Text. Ch-8 Global Economic Flows.
9. Munck, Ronald. Global and Social Exclusion. Ch-2 and 3.
10. Ritzer, George. Globalization: A Basic Text. Ch-5 Neo- liberalism.
11. Nayyar, Deepak. Trade and Globalization. Ch-13 Globalization and development strategies (Pg 360-365).
12. Kumar, Vinod and Manju Joshi. Challenges of Globalization. Economic, social and environmental challenges of globalization.
13. Nayyar, Deepak. Trade and Globalization. Globalization and development strategies (Pg 417-427).
14. Nayyar, Deepak and Julius Court. Governing Globalization- Issues and institution. Emerging issues and missing institutions (Pg 20-24).

### Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly schedule	Unit no.	Hours	Course learning Outcomes	Teaching Learning Process	Assessment Methods
1 to 2	1.	9	It aims to widen the outlook of students in understanding of our economy in the backdrop of world economy.	Theory classes on concept of globalization. Discussion on how globalization	Multiple choice questions, class test

			It gives an overview of how the process of globalization has changed over time.	has changed over a period	
3 to 6	2.	15	It gives an understanding of not only economic but also social impact of globalization.	Theory classes to understand impacts of globalization on inequality and poverty. Case studies on differential impact of globalization on different countries	Group discussions and Presentations
7&8	3.	10	It explains to the students how production process is no more limited to the boundaries of nations, but it is integrated with other nations through global value chain.	Theory classes on the concept of global value chains and integration of production process.	Class tests and MCQ's
9- 11	4.	16	It explains how globalization requires new approaches to economic and social policies due to decline in authority of nation-state.  The students also get an overview of the impact of globalization on environmental conditions.	Theory classes on role of nation state and decline in its power with globalisation. Understanding neo-liberalism with class discussions	Group discussions and power point presentations
11 & 12	5.	10	The course makes the students avail of existing global organizations that govern the process of globalization.	Discussion of global governance and need for institutions in various areas.	MCQ and class tests

\*Assessment tasks listed here are indicative and may vary

**Keywords**

Globalisation, Global value chain, neo- liberalism, WTO, World Bank, IMF.

**B.A (VS) Material Management**  
**Semester VI**  
**Paper: MM 6.2.2**  
**Supply Chain Management**  
**Discipline Specific Elective - (DSE) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

To acquaint the student about the production process pertaining to an Industrial unit and also to develop skills in the areas of Supply Chain Management.

**Course Learning Outcomes**

CO1: Ability to develop an understanding of supply chain management in an organization.

CO2: Develop an understanding of certain enabling concepts in supply, like different types of buyer-supplier relationship, ERP Systems, Negotiations, Bidding and Information sharing

CO3: Ability to understand statistical presentation of data and measurement of central tendency. Also, to learn the theory of probability.

CO4: Develop an understanding of conceptual framework of Quality Management Support System and various measures adopted therein.

**Contents**

Unit 1

**Supply Chain Management** 15

Supply management an organization spanning activity. How purchasing becomes supply management? Supply Management and the Bottom line. The four phases of supply management. (Generation of requirement, sourcing, pricing and post-Award activities). Supply management systems: B2B, Strategic Supply Management

Unit 2

**Enabling Concepts in Supply** 15

Buyer-supplier relationship: Developing and Managing collaboration and Alliance relationship. Cross-functional teams and supply-Management Activities. Challenges and problems with cross functional approach, ERP Systems, Negotiations and Bidding, Information sharing.

Unit 3

**Statistical Presentation** 15

Elements of data representation for (i) Tabulation and cumulative frequency, (ii) histogram, (iii) measures of central Tendency, (iv) Probability Theory (Basic concepts excluding non-conditional and Bayes Theorem)

Unit 4

**Quality Management Concepts** 15

ISO Certification. Methods of Control: Product, Process, Risk, Evolution, Management Approaches, Quality Management Support System. R Chart, P Chart and X charts; Acceptance Sampling & OC Curve in production Control.

## References

1. Vohra N.D., Quantative Techniques in Management, 3rd edition, McGraw Hill
2. Anderson, Sweeney & Williams, Quantative Methods for Business, South Western Cengage.
3. Render Barry, Stair, Hanna & Badri, Quantative Analysis for Management, 10th Edition, Prentice Hall
4. Saxena, Anurag & Kaushik Sircar, Logistics & SCM, Jaico Publishing House
5. Fawcett, Ellram & Ogden, Supply Chain Management, From Vision to Implementation, Pearson education
6. Chopra S, Meinde P & Kalra D.V. SCM-Strategy Planning & Operation, 3rd Edition, Pearson Education
7. Bowersox D, Class J. David & Cooker, Supply Chain Logistics Management, McGraw Hill

## Teaching Learning Process, Assessment methods and teaching plan

Unit No.	Learning outcome	Teaching and Learning process	Assessment tasks
1 (3 weeks)	Ability to develop an understanding of supply chain management an organization	Delivery of lectures to develop an understanding of supply chain management an organization. Lectures will be aided by Power-Point Presentation. This will be followed with interactive discussion with students to improve their understanding of the topics.	Asking students oral questions in the class  Student presentations.
2 (3 weeks)	Develop an understanding of certain enabling concepts in supply like different types of buyer-supplier relationship, ERP Systems, Negotiations, Bidding and Information sharing	Delivery of lectures along with Power Point Presentation explaining buyer-supplier relationship, developing and managing collaboration and alliance relationship. Cross-functional teams and supply-Management Activities. Challenges and problems with cross functional approach, ERP Systems, Negotiations and Bidding, Information	MCQ on the topic  Preparation of project.  Class test based on unit one and two



		sharing. This will be followed with interactive discussion with students to improve their understanding of the topics.	
3 (3 weeks)	Ability to understand statistical presentation of data and measurement of central tendency. Also learn the theory of probability	Lectures with Power Point Presentation to develop an understanding of statistical presentation of data and measurement of central tendency. Also learn the theory of probability. Problem solving exercise on the topic.	Asking students oral questions in the class  Presentation by students
4 (3 weeks)	Develop an understanding of conceptual framework of Quality Management Support System and various measures adopted therein.	Lectures with Power Point Presentation to develop a complete understanding of conceptual framework of Quality Management Support System and various measures adopted therein. This will be followed with interactive discussion with students to improve their understanding of the topics.	Home assignment/project  Class test based on units 3 and 4

### Keywords

Supply chain management, Buyer seller relationship, Information sharing, Data representation, Quality management, Risk

**B.A (VS) Material Management  
Semester VI  
Paper: MM 6.3.1  
Business Law  
Generic Elective - (GE) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The objective of this course is to impart basic knowledge of the important business legislations along with relevant case laws to the students in order to make them better corporate professional who will be an asset to their organizations.

**Course Learning Outcomes**

CO1: The students will have skills to understand different provisions of Indian Contract Act.

CO2: The students will have understanding of specific contracts like contract of indemnity and guarantee, bailment and agency.

CO3: The students will be able to distinguish between condition and warranty, Performance of contract of sale and rights of unpaid seller. The students will also be able to understand consumer rights and consumer grievance redressal mechanism

CO4: The students will be able to know the process of creation and dissolution of LLP. Students will also learn the issue of negotiable instruments and understanding of different provisions of Negotiable Instrument Act.

CO5: The students will be equipped with the various provisions of Information Technology Act such as digital signature and E-Governance.

**Contents**

Unit 1

**The Indian Contract Act, 1872** 20

Contract – meaning, characteristics and kinds, Essentials of valid contract - Offer and acceptance, consideration, capacity to contract, free consent, legality of objects, Void agreements, Discharge of contract – modes of discharge including breach and its remedies, Contingent contracts, Quasi contracts.

Unit 2

**The Indian Contract Act, 1872: Specific Contracts** 10

Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency

Unit 3

**The Sale of Goods Act, 1930** 12

Contract of sale, meaning and difference between sale and agreement to sell, Conditions and warranties, Transfer of ownership in goods including sale by non-owners, Performance of contract of sale, Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.

**Consumer Protection Act**-Introduction, Definitions, Rights of Consumers, Nature and Scope of Complaints, Remedies Available to Consumers, Grievance redressal mechanism.

Unit 4

**LLP 2008 and Negotiable Instruments Act**

12

**The Limited Liability Partnership Act, 2008**

Salient Features of LLP, Difference between LLP and Partnership, LLP Agreement, Partners and Designated Partners, Incorporation of LLP,

**The Negotiable Instruments Act, 1881**

Meaning and Characteristics of Negotiable Instruments: Promissory Note, Bill of Exchange, Cheque, Holder and Holder in due Course, Privileges of Holder in Due Course, Crossing of Cheque, Dishonour of Cheques.

Unit 5

**Information Technology Act 2000**

06

Introduction, Digital Signature, difference between digital and E-signature, Electronic Governance, Attribution, Acknowledgement and Dispatch of Electronic Records, Secure Electronic Records and Secure Digital Signatures, Regulation and powers of Certifying Authorities, Digital Signature Certificates, Offences.

**References**

1. Kuchhal, M.C. and Vivek Kuchhal, *Business Law*, Vikas Publishing House, New Delhi.
2. Dagar Inderjeet & Agnihotri Anurag “Business Law” Sage Text, New Delhi
3. Singh, Avtar, *Business Law*, Eastern Book Company, Lucknow.

**Additional References**

1. Maheshwari & Maheshwari, *Business Law*, National Publishing House, New Delhi.

**Note: Latest edition of text books may be used.**

**Teaching Learning Process, Assessment Method, and Teaching Plan**

Weekly Schedule	No of lecturers	Unit no.	Course learning Outcomes	Teaching Learning Process	Assessment Methods
1 to 4	20	1.	The students will have skills to understand different provisions of Indian Contract Act.	The lecture will be delivered with the help of leading cases in order to explain the essential of valid contract and discharge of contract.	Quiz, MCQ, Assignment
5 to 6	10	2.	The students will have understanding of specific contracts like contract of indemnity and guarantee, bailment and agency.	The Lecture will be delivered for describing Contract of Indemnity, Guarantee, Bailment and Agency	MCQ and student presentations.

7 to 8	12	3.	The students will be able to distinguish between condition and warranty, Performance of contract of sale and rights of unpaid seller. The students will also be able to understand consumer rights and consumer grievance redressal mechanism	Class room lecture will be on different aspects of the sale of goods Act with the help of leading cases and examples.  Further the lecture will focus on the different concepts of Consumer Protection Act.	Student presentations, MCQ and assignments.
9to10 (with mid break)	12	4.	The students will be able to know the process of creation and dissolution of LLP. Students will also learn the issue of negotiable instruments and understanding of different provisions of Negotiable Instrument Act.	Lecture on different aspects of the The Limited Liability Partnership Act, 2008 and The Negotiable Instruments Act, 1881 with the help of leading cases and examples.	MCQ, presentation, Assignment
11 to 12	6	5.	The students will be equipped with the various provisions of Information Technology Act such as digital signature and E-Governance.	There will class room lecture for students explaining the different aspects of Information Technology Act 2000.	MCQ, Presentation and Class test.

\*Assessment tasks listed here are indicative and may vary.

### **Keywords**

Contract, breach, condition, warranty, unpaid seller, cheque, LLP, digital signature

**B.A (VS) Material Management  
Semester VI  
Paper: MM 6.3.2  
Materials Planning and Control  
Generic Elective - (GE) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

To apprise the student to the concept of material planning and control and various methods and techniques used for the purpose.

**Course Learning Outcomes**

CO1: Understanding budgetary control system as a tool of managerial planning and control, develop ability to prepare various types of budget.

CO2: Develop ability to understand standard costing system as a tool of managerial control; calculation of variances in respect of material cost. Analysing the causes and fixation of responsibility for adverse material variances.

CO3: Understanding the concept of marginal cost and marginal costing, learning of cost-volume-profit analysis and break-even analysis through statements, mathematical and graphical approaches; identification of key factor and determination of profitability; determination of cost indifference point. Identification of relevant costs in decision making. Ability to solve simple decision-making problems including make or buy decisions, domestic versus international purchase decisions, determination of optimum mix with or without key factor, pricing decisions, etc.

CO4: Develop ability to learn the use of computers in material planning, purchases, storage, issue and inventory control. Learn about Integrated Information System for Material Management.

CO5: Facilitating basic understanding of the procedure of evaluation of material management function and various tools and techniques used for the purpose.

**Contents**

Unit 1

**Budgetary Control**

12

Meaning of Budget, Types of Budgets, Budgetary Control System, Material Requirement Planning, Principal Budget Factor, Budget Manual, Preparation of Different Types of Budgets Like Sales, Production, Material Consumption, Purchase Budget etc. Fixed and Flexible Budgeting

Unit 2

**Standard Costing**

12

Meaning of standard cost, Standard Costing System, Material Cost Variance Analysis. Analysing the causes and fixation of responsibility for adverse material variances

### Unit 3

#### **Elements of Marginal Costing and Decision Making**

12

Marginal Cost, Fixed and Variable Costs (Period and Product Costs), Marginal Costing System, Marginal Cost Equation, Profit – Volume Ratio, Break Even Point, Break Even Chart, Margin of Safety, Cost-Volume Profit Analysis and its Uses, Identification of key factor and determination of profitability, Concept of Relevant Costs in Decision Making. Simple Decision-Making Problems including Make or Buy Decision, Domestic versus International Purchase, determination of optimum mix with or without key factor, pricing decisions, determination of cost indifference point etc.

### Unit 4

#### **Computers in Material Management**

12

Use of Computers in Material Planning, Purchase, Store, Issue and Inventory Control. Integrated Information System for Material Management.

### Unit 5

#### **Evaluation of Material Management Function**

12

Evaluation of Material Management Function: Meaning and Procedure. Evaluation Tools, Ratios and Techniques.

### **References**

1. Dutta A.K., Materials Management: Procedures, Text and cases, Prentice Hall of India Pvt. Ltd., New Delhi
2. Gopalakrishnan, P. and Sundarson, M., Materials Management: An Integrated Approach, Prentice Hall of India Pvt. Ltd., New Delhi
3. Singh, Surender, Management Accounting, PHI Learning, New Delhi
4. Maheshwari & Mittal, Management Accounting, Shree Mahavir Book, Depot, New Delhi
5. Saxena, V.K. and Vashist CD, Cost and Management Accounting, Sultan Chand and Sons, New Delhi
6. Shah N.M. An Integrated concept of Materials Management, Indian Institute of Materials Management, Baroda Branch, Baroda

**Note: Latest editions of the textbooks should be used**

### **Teaching Learning Process, Assessment methods and Teaching plan**

<b>Unit No.</b>	<b>Learning outcome</b>	<b>Teaching and Learning process</b>	<b>Assessment tasks</b>
1 (2.4 weeks)	Understanding budgetary control system as a tool of managerial planning and control, develop ability to prepare various types of budget.	Delivery of lectures along with Power Point Presentation explaining meaning of budget, types of budgets, budgetary control system, material requirement planning, principal budget factor, budget manual, solution of practical problems on preparation of different	Asking students oral questions in the class  Giving practical problems as home assignment.

		types of budgets like Sales, Production, Material Consumption, Purchase Budget etc. Fixed and Flexible Budgeting. This will be followed with interactive discussion with students to improve their understanding of the topics.	
2 (2.4 weeks)	Develop ability to understand standard costing system as a tool of managerial control; calculation of variances in respect of material cost. Analyzing the causes and fixation of responsibility for adverse material variances	Lectures with Power Point Presentation explaining meaning of standard cost, standard costing system, material cost variance analysis. Analyzing the causes and fixation of responsibility for adverse material variances. Solution of practical problems on Material Cost Variance.	MCQ on the topic  Giving practical problems as home assignment.  Class test based on unit one and two
3 (2.4 weeks)	Understanding the concept of marginal cost and marginal costing, learning of cost-volume-profit analysis and break-even analysis through statements, mathematical and graphical approaches; identification of key factor and determination of profitability; determination of cost indifference point. Identification of relevant costs in decision making.	Lectures with Power Point Presentation explaining concept of marginal cost and marginal costing, learning of cost-volume-profit analysis and break-even analysis through statements, mathematical and graphical approaches; Practical problems on identification of key factor and determination of profitability; determination of cost indifference point. Ability to solve simple decision-making problems including make or buy Decision, domestic versus international purchase, determination of optimum mix with or without key factor, pricing decisions, etc.	Giving practical problems as home assignment.
4 (2.4 weeks)	Develop ability to learn the use of computers in material planning, purchases, storage, issue and inventory control. Learn about	Delivery of lectures through Power Point Presentation explaining use of computers in material planning, purchase, store, issue and inventory	Home assignment/project

	Integrated Information System for Material Management.	control. Integrated Information System for Material Management. This will be followed with interactive discussion with students to improve their understanding of the topics.	
5 (2.4 weeks)	Facilitating basic understanding of the procedure of evaluation of material management function and various tools and techniques used for the purpose	Delivery of lectures along with Power Point Presentation developing a basic understanding of the procedure of evaluation of material management function and various tools and techniques used for the purpose. This will be followed with interactive discussion with students to improve their understanding of the topics.	Students Presentation Class test based on units 3,4 and 5

### Keywords

Budget, Budgetary Control, Standard Cost, Marginal cost, Decision making, Computers, Material Planning, Inventory Control, Material Management function



**B.A (VS) Material Management  
Semester VI  
Paper: MM 6.4  
Quality Management  
Skill-Enhancement Elective Course - (SEC) Credit:4**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 48**

**Course Objective (2-3)**

To familiarize students with the different concepts of quality management and to apply them in business.

**Course Learning Outcomes**

CO1: Develop ability to understand conceptual framework of quality management and its application in the company's strategic plans.

CO2: Understanding the different perspectives of quality management and its philosophies for better implementation.

CO3: Ability to learn and implement the quality policy of company assuming that customer is king and the focus of quality control is on him.

CO4: Develop ability to learn quality function deployment and the importance of customer satisfaction management.

CO5: Understanding the concept of total quality management and different quality management standards

**Contents**

Unit 1

**Quality, strategic planning, and competitive advantage** 08

Brief History - Modern developments in quality - A race without a finish line. Definition of quality, quality in manufacturing and service systems. Economic issues - quality and price, quality and market Share, quality and cost, quality & competitive advantage

Unit 2

**Perspectives on Leadership for Quality** 10

Leadership for Quality: The Balridge View of Leadership. The Deming Management Philosophy – Profound Knowledge: The Impact of Profound Knowledge, Deming's 14 Points for management. The Juran Philosophy, The Juran Quality Trilogy. The Crosby Philosophy.

Unit 3

**Customer Focus** 10

The Customer-driven quality cycle, identifying customer needs, achieving customer requirements in production, implications of the customer-driven quality cycle. Managing and organization for quality, Quality policy, Quality objectives, Quality and organization culture, cross-functional teams, supplier/customer partnerships.

#### Unit 4

### **Quality Function Deployment**

10

The quality function deployment process, Building the house of quality, Implementing quality function deployment. Designing quality into services: Service needs identification, Service system design. Customer Satisfaction Measurement Techniques - Customer relationship management techniques.

#### Unit 5

### **Total Quality Management**

10

Introduction, Meaning and dimensions of quality, Quality control techniques, Quality based strategy, Total quality management (TQM), Organization for total quality management, Quality control and quality assurance, Quality Management Standards: (Introductory aspects only):

- The ISO 9001:2000 Quality Management System Standard
- The ISO 14001:2004 Environmental Management System Standard
- ISO 27001:2005 Information Security Management System
- ISO / TS16949:2002 for Automobile Industry e. CMMI Fundamentals & Concepts

### **References**

- Lt. Gen. H. Lal, "Total Quality Management", Eastern Limited,
- Greg Bounds, "Beyond Total Quality Management", McGraw Hill,
- Menon, H.G, "TQM in New Product manufacturing", McGraw Hill.
- Handbook of quality standards

### **Additional References**

- Total Quality Management – Sundarajan
- Quality Control & Total Quality Management – Jain
- The essence of Total Quality Management – Hunsen & Ghare

Note: Latest edition of the book should be used.

## **Teaching Learning Process, Assessment methods and teaching plan**

<b>Unit No.</b>	<b>Learning outcome</b>	<b>Teaching and Learning process</b>	<b>Assessment tasks</b>
1 (2 weeks)	Develop ability to understand conceptual framework of quality management and its application in the company's strategic plans.	Delivery of lectures through Power Point Presentation, explaining brief history of Modern developments in quality - A race without a finish line. Definition of quality, quality in manufacturing and service systems. Economic issues - quality and price, quality and market Share, quality and cost, etc. This will be followed with interactive discussion with	Asking students oral questions in the class

		students to improve their understanding of the topics.	
2 (2.5 weeks)	Understanding the different perspectives of quality management and its philosophies for better implementation	Lectures with Power Point Presentation explaining leadership for quality: The Balridge View of Leadership. The Deming Management Philosophy – Profound Improvededge: Deming's 14 Points for management. The Juran Philosophy, The Juran Quality Trilogy. The Crosby Philosophy. This will be followed with interactive discussion with students to improve their understanding of the topics.	MCQ on the topic Assignment work Class test based on unit one and two
3 (2.5 weeks)	Ability to learn and implement the quality policy of company assuming that customer is king and the focus of quality control is on him	Lectures with Power Point Presentation to develop an ability to learn the topics on quality policy of company like Customer-driven quality cycle, identifying customer needs, achieving customer requirements in production, implications of the customer-driven quality cycle.  Managing and organization for quality, Quality objectives, Quality and organization culture, cross-functional teams, supplier/customer partnerships. This will be followed with interactive discussion with students to improve their understanding of the topics.	Home assignment.  Study of Quality policy of a company.
4 (2.5 weeks)	Develop ability to learn quality function deployment and the importance of customer satisfaction management	Lectures with Power Point Presentation to develop an understanding of the quality function deployment process, Building the house of quality, Implementing quality function deployment. Designing quality into services: Service needs identification, Service system design. Customer Satisfaction Measurement Techniques - Customer relationship management techniques. This	Home assignment/project

		will be followed with interactive discussion with students to improve their understanding of the topic.	
5 (2.5 weeks)	Understanding the concept of total quality management and different quality management standards	<p>Delivery of lectures along with Power Point Presentation explaining the introduction, meaning and dimensions of quality, Quality control techniques, Quality based strategy, Total quality management (TQM), Organization for total quality management, Quality control and quality assurance, Quality Management Standards: (Introductory aspects only):</p> <p>a. The ISO 9001:2000 Quality Management System Standard</p> <p>b. The ISO 14001:2004 Environmental Management System Standard</p> <p>c. ISO 27001:2005 Information Security Management System</p> <p>d. ISO / TS16949:2002 for Automobile Industry e. CMMI Fundamentals &amp; Concepts. This will be followed with interactive discussion with students to improve their understanding of the topics.</p>	<p>Students Presentation</p> <p>Class test based on units 3,4 and 5</p>

### Keywords

Quality, market share, competitive advantage, Leadership, philosophy, profound knowledge, trilogy, Customer, cycle, policy, culture, Process, system, design, TQM, assurance, standards

# दिल्ली विश्वविद्यालय

# UNIVERSITY OF DELHI

Bachelor of Arts (Vocational Studies) Management and Marketing of  
Insurance

(Effective from Academic Year 2019-20)



**Revised Syllabus as approved by**

**Academic Council**

Date:

No:

**Executive Council**

Date:

No:

**Applicable for students registered with Regular Colleges, Non Collegiate  
Women's Education Board and School of Open Learning**

## **Preamble**

The objective of any programme at Higher Education Institute is to prepare their students for the society at large. The University of Delhi envisions all its programmes in the best interest of their students and in this endeavour it offers a new vision to all its Under-Graduate courses. It imbibes a Learning Outcome-based Curriculum Framework (LOCF) for all its Under Graduate programmes.

The LOCF approach is envisioned to provide a focused, outcome-based syllabus at the undergraduate level with an agenda to structure the teaching-learning experiences in a more student-centric manner. The LOCF approach has been adopted to strengthen students' experiences as they engage themselves in the programme of their choice. The Under-Graduate Programmes will prepare the students for both, academia and employability.

Each programme vividly elaborates its nature and promises the outcomes that are to be accomplished by studying the courses. The programmes also state the attributes that it offers to inculcate at the graduation level. The graduate attributes encompass values related to well-being, emotional stability, critical thinking, social justice and also skills for employability. In short, each programme prepares students for sustainability and life-long learning.

The new curriculum of B.A. (VS) Management and Marketing of Insurance offers the knowledge of the basics of insurance, reinsurance, and the insurance industry in general, all its formats, both in theory and practice. It also imparts knowledge of distribution, selling and marketing of financial and advisory services, in insurance sector.

The University of Delhi hopes the LOCF approach of the programme B.A. (VS) Management and Marketing of Insurance will help students in making an informed decision regarding the goals that they wish to pursue in further education and life, at large.

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# **1. INTRODUCTION TO PROGRAMME**

With the liberalisation of the insurance sector, several new insurance companies have sprung up, adding both breadth and depth to the insurance sector. A major spin-off of this explosion is the creation of new employment opportunities in the hitherto closed and low profile sector. Insurance offers both direct and indirect employment opportunities. Insurance is a unique service industry in that it draws upon a variety of other disciplines. Most of the employees would be hired for its sales and marketing, distribution, and customer care departments. However, there are some highly skilled jobs in insurance.

## **2. LEARNING OUTCOME BASED APPROACH TO CURRICULUM PLANNING**

### **2.1 Nature and extent of the B.A (VS) Marketing Management in Insurance**

In modern times, insurance is one of the essential financial services for mankind. Insurance signifies an agreement between two parties, to cover and protect against any kind of future eventualities and dangers to life and property and binding the parties to the future obligations. Insurance companies operate in life, general, and reinsurance businesses. Besides, there are specialists' insurers also in the field of insurance. With the liberalisation of the insurance sector, the sector has evolved and witnessed the transformational changes including entry of global players in life, general and reinsurance space, offering multiplicity choices in terms of reach, products, and in sale and servicing of policies to customers. The rapidly growing insurance sector has a high potential for growth due to the rise in the number of middle-class families along with the rising income level, being one among the fastest developing economies of the world. As such, several new insurance companies have sprung up, (68 to be precise) adding both breadth and depth to the insurance sector. A major spin-off of this explosion is the creation of new employment opportunities in the hitherto closed and low profile sector. Insurance offers both direct and indirect employment opportunities. It has emerged as the favourite career choice for young people.

Insurance is a unique service industry in that it draws upon a variety of other disciplines. Most of the employees are hired for sales and marketing, distribution, and customer care departments in the insurance industry. Hence, the need for trained and skilled professionals in insurance.

However, insurance professionals on their part need to understand the customers' fully, be responsive, and protect their interest. Besides, insurance professionals, on their part, should work towards cost reduction along with achieving sustainability and profitability for the insurers. In a way, insurance should be made more affordable in terms of its reach and cost, by insurers and insurance professionals. This course is designed to build the capabilities of the students for their preparations in the field of insurance and its ancillaries. At the same time, there are some highly skilled jobs in the insurance sector.

## 2.2 Aims of Bachelor's degree programme in (CBCS) B.A. (VS) Management and Marketing of Insurance

- To provide an in-depth study of life and non-life insurances with its branches, focusing on the regulatory framework, principles, elements and practices used for insurance, risk management, new –age policies, underwriting considerations, individual and group insurances, claim settlement, surveyor’s role, marketing and distribution of insurance products.
- To provide comprehensive and practical knowledge to the students with examples from actual insurance cases and prepare them to act as a guard against any future uncertainty and risks and to succeed in the financial services sector.
- To explain role of Insurance Regulatory and Development Authority of India (IRDAI) as the controlling body which oversees different aspects, functioning and regulation of various insurance companies in India, providing guidelines, and safeguarding the interest of the insurance policy holders.
- To comprehend importance of financial protection and security for the individuals and their families, exploring different types of insurance products.
- To provide framework of reinsurance and the importance of reinsurance for strengthening the insurance sector with the sufficient funds to handle the insurance claims.
- To understand reinsurance principles, provisions of the reinsurance agreement, regulations and administration.
- To identify growth and development of the insurance sector seeing that the demand for the trained government and private professional life insurers, insurance agents, insurance marketers and actuaries in the market has drastically risen.
- To reflect latest developments and emerging issues through the legislative changes and various aspects of insurance sector to provide the student comprehensive understanding of the insurance business practices.
- To impart knowledge of emerging issues in the insurance market and emerging technologies that assist in various insurance functions.

## 3. GRADUATE ATTRIBUTES IN SUBJECT

### 3.1 Disciplinary knowledge

To have knowledge of their discipline and will attain professional and technical skills to effectively integrate knowledge with practice.

### 3.2 Communication Skills

To equip them with verbal and written communication skills to be able to communicate with all the stakeholders confidently and with clarity.

### 3.3 Problem solving

To apply relevant skills, methods, techniques and subject knowledge for constructing viable solutions for the theoretical and real-life problems.

### 3.4 Analytical reasoning

To demonstrate and critically evaluate with basic analytical skills and logical approach in the insurance and financial service sector related issues.

### 3.5 Research-related skills

To comprehend, consolidate, extend, apply and update their discipline's knowledge and skills for undertaking research proposals and continuous academic and professional growth.

### 3.6 Cooperation/Team work

To demonstrate the social skills for the team formations and becoming effective team members and collaborating with the group as a leader and an efficient team member with the use of the pedagogical tools of role play for various illustrative cases.

### 3.7 Reflective thinking

To use critical and high order thinking skills while reviewing, analysing and assessing the complex problem solutions and making judgements by applying specific strategies and relating the disciplinary knowledge to the situation.

### 3.8 Information/digital literacy

To demonstrates basic knowledge of computers and use of software's such as word, excel & power point.

### 3.9 Self-directed learning

To take initiatives for some topics and identify resources and study material for additional learning, individually or in groups and to use the strategies to meet learning goals in self - learning environment, under the guidance of the mentor.

### 3.10 Leadership readiness/qualities

To be equipped and prepared for their professional development by building a robust foundation through basic insurance principles and be responsible citizens and future leaders who value the importance of learning about insurance and be prepared for their prospective professions.

### 3.11 Lifelong learning

Update their subject knowledge and skills for continuous academic and professional growth.

### 3.12 Reflective thinking

To use critical and high order thinking skills while reviewing, analysing and assessing the complex problem solutions and making judgements by applying specific strategies and relating the disciplinary knowledge to the situation.

### 3.13 Self-directed learning

To take initiatives for some topics and identify resources and study material for additional learning, individually or in groups and to use the strategies to meet learning goals in self - learning environment, under the guidance of the mentor.

## 4 **Qualification Descriptors for Graduates B.A (VS) MMI**

The students of Management and Marketing of Insurance (MMI) course should be able to:

- demonstrate conceptual knowledge and understanding of different subjects of this course. critically evaluate and apply the cognitive skills of the discipline in varied

situations. undertake decision-making and perform an analysis of the problems in their respective area of study.

- use various techniques studied, for the analysis of real-life problems and to propose solutions for them.
- acquire further learning, education and training that will help to develop professional and analytical skills, even to become an entrepreneur or to set up a start-up.

## **5 Programme Learning Outcome in Course**

The key learning objectives of this programme are:

- to impart knowledge of the basics of insurance, reinsurance, and the insurance industry in general, all its formats, both in theory and practice as well as the insurance production process in detail.
- to impart knowledge of distribution, selling, and marketing of financial and advisory services, including insurance.
- to help in the acquisition and development of selling and marketing skills required in the selling of financial and advisory services, including insurance.
- to impart the knowledge of skills, insurance and organisational, required in the insurance industry.
- the knowledge of careers and job prospects in the insurance sector. However, insurance education has to be more practical in nature.
- to acquire ability to analyse, evaluate and summarize information from a wide variety of sources in an effective manner.

## 6 STRUCTURE OF IN B.A (VS) MMI

<b>B.A. (Vocational Studies) Management and Marketing of Insurance</b>			
<b>Three-Year (6-Semester)</b>			
<b><u>Course Structure Under LOCF</u></b>			
<b>B.A. (VS) Management and Marketing of Insurance</b>			
<b><u>Semester – I</u></b>			<b>Credits</b>
MMI 1.1	Environmental Studies/ Language: English/Hindi/Modern Indian Language	Ability Enhancement Compulsory Course (AECC)	4
1.2	English I / MIL I	Core Discipline	6
1.3	Risk Management and Insurance	Core Discipline	6
1.4	Principles of Microeconomics	Core Discipline	6
<b><u>Semester – II</u></b>			
MMI 2.1	Language: English/Hindi/Modern Indian Language/ Environmental Studies	Ability Enhancement Compulsory Course (AECC)	4
2.2	MIL I / English I	Core Discipline	6
2.3	Insurance Law and Regulation	Core Discipline	6
2.4	Macroeconomics	Core Discipline	6
<b><u>Semester – III</u></b>			
MMI 3.1	English/ MIL II	Core Discipline	6
3.2	Principle of Life Insurance	Core Discipline	6
3.3	Indian Economy- Sectoral Issues	Core Discipline	6
3.4	Computer Concepts and Software Packages	Skill Enhancement Course (SEC)	4
<b><u>Semester – IV</u></b>			
MMI 4.1	MIL II / English II	Core Discipline	6
4.2	General Insurance-I	Core Discipline	6
4.3	Labour and Development in India	Core Discipline	6
4.4	Business Communications and personality Development	Skill Enhancement Course (SEC)	4
<b><u>Semester – V</u></b>			
MMI 5.1	General Insurance-II	Elective Core – Discipline Based	6
5.2	Internship Project / Project	Elective Core – Generic	6
5.3	5.3.1-Financial Accounting	Elective Core – Generic	6
	Or		
	5.3.2 Corporate Laws		

5.4	Insurance Marketing	Skill Enhancement Course (SEC)	4
<b><u>Semester – VI</u></b>			
MMI 6.1	Practice of Life Insurance and Health Insurance	Elective Core – Discipline Based	6
6.2	6.2.1 Globalization	Elective Core – Discipline Based	6
	Or		
	6.2.2 International Financial Management		
6.3	6.3.1 Business Law	Elective Core – Generic	6
	Or		
	6.3.2 Service Marketing		
6.4	Underwriting and Claim Management in Insurance	Skill Enhancement Course (SEC)	4

**B.A. (VS) Management and Marketing of Insurance**  
**Semester I**  
**Paper: MMI 1.1**  
**Environmental Studies/ Language: English/Hindi/Modern Indian Language**  
**Ability Enhancement Compulsory Course - (AECC) Credit:4**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Management and Marketing of Insurance**

**Semester I**

**Paper: MMI 1.2**

**English I/ MIL I**

**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**



**B.A. (VS) Management and Marketing of Insurance**  
**Semester I**  
**Paper: MMI 1.3**  
**Risk Management and Insurance**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

- To provide basic understanding of the concepts of risk, risk management, insurance and their importance.
- To impart understanding of the process of risk management in detail and insurance as a risk management tool.
- To explain special features of insurance, insurance contracts, and reinsurance contracts, working in the insurance business, law of the large number and its importance in insurance.
- To act as a stepping stone for pursuing a higher professional qualification in the fields of risk management and insurance.

**Course Learning Outcomes**

After studying this paper, the student will be able to:

CO1: demonstrate competency in understanding the concept of risk and uncertainty and classify risks, level of risk, and explain the behavioural aspect of risk and economics of insurance.

CO2: understand insurable and non-insurable risks, ideal requisites for insurability of risk and identify the role of risk management and insurance in economic development and as a social security tool.

CO3: understand the managerial function of risk management and its process and working of insurance and reinsurance businesses.

CO4: understand the KYC norms and anti-money laundering guidelines as applied to insurers and insured along with describing the issuance of electronic-insurance policy (or digitisation of insurance policies).

CO5: explain the role of insurance repositories and intermediaries and General Insurance Corporation of India (GIC), our national reinsurer.

**Contents**

**Unit 1: Risk and Uncertainty**

12

Concepts, causes, degree, classification, and cost. Insurable risk. Risk and economic development. Psychology and attitude towards risk. Managing risk and uncertainty. Cash flow at risk, Value at risk.

**Unit 2: Risk Management and its managerial aspects** 12  
 Risk management-concept, evolution, purpose, scope, importance, and its future. Role of risk management in economic growth. Risk management function. Risk Manager. Managerial Aspects- goals, identification, evaluation, risk response, and plan administration.

**Unit 3: Insurance** 12  
 Nature, purpose, functions, classification and scope, limitations, and production process. Risk and insurance. Economic development and insurance. Insurance as a social security tool. Economics of insurance.

**Unit 4: Insurance Contract** 12  
 Nature-subject-matter of insurance and subject-matter of the contract of insurance, features-as per Contract Act, special features, evidence, and documents. Payment of premium. e-insurance policy and Insurance Repositories. KYC norms and anti-money laundering guidelines for insurers.

**Unit 5: Reinsurance Contract** 12  
 Meaning and purpose. Forms and Types- facultative, treaty, proportional, and non-proportional. National Reinsurer- GIC. Insurance companies as consumers.

**References**

1. S. Arunajatesan & T. R. Viswanathan, Risk Management and Insurance, (2009), Macmillan Publishers Ltd.
2. E. T. Vaughan & T. Vaughan, Fundamentals of Risk Management and Insurance, Ninth Ed. (2003)
3. George E. Rejda, Principles of Risk Management and Insurance, Tenth Ed. (2011), Pearson Education.
4. John J. Hampton, Essentials of Risk Management and Insurance, (1993), American Management Association (amacom).
5. Julia Holyoake & Bill Weipers, Insurance, (2002), Institute of Financial Services, U. K. (AITBS Publishers & Distributors (Regd.), Delhi-51.
6. Mark S. Dorfman, Introduction to Risk Management and Insurance, Eighth Ed, Prentice-Hall.
7. Kshitiz Patukale, Insurance for Everyone, (2009), Macmillan India Ltd.

**Teaching Learning Process, Assessment Methods and Teaching Plan**

Weekly schedule	Unit no.	Hours	Course learning Outcomes	Teaching Learning process	Assessment methods
1 to 3	1.	12	The student will demonstrate competency in understanding the concept of risk and uncertainty and classify risks, level of risk, and explain the behavioural aspect of risk and	Classroom lecture method using white board and visual aids like PowerPoint presentation to make the student understand the types of risks relating to the behavioural aspects of risk in insurance.	Multiple Choice Quizzes, Group Discussions in the tutorial class.

			economics of insurance.		
4 to 6	2.	12	The student will understand insurable and non-insurable risks, ideal requisites for insurability of risk and identify the role of risk management and insurance in economic development and as a social security tool.	Classroom lecture using white board and Inquiry-based teaching using visual aids along with student interaction to emphasise the role of insurance in the economic progress and social security with the examples through case studies.	Descriptive and critical reasoning home assignments for the internal assessment.
7&8	3.	12	The student will understand the managerial function of risk management and its process and working of insurance and reinsurance businesses.	Classroom lecture using whiteboard and visual aids like PowerPoint presentation to focus on managing the risk and relating it to the working of the insurance business.	Problem – solving exercises, student presentations.
9& 10	4.	12	The student will understand the KYC norms and anti-money laundering guidelines as applied to insurers and insured along with describing the issuance of electronic-insurance policy (or digitisation of insurance policies)	Classroom lecture using whiteboard and visual aids in the lecture to optimise student learning process supplementing with the e-resources for the concept of e-insurance policy.	Descriptive and critical home assignments.
11 & 12	5.	12	The student will be able to explain	Classroom lecture, Inquiry-based	Class test for the award of internal

			the role of insurance repositories and intermediaries and General Insurance Corporation of India (GIC), our national reinsurer.	teaching, use of visual aids and interaction with the students.	assessment marks and providing feedback to the students to further improve their academic performance.
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**\*Assessment tasks listed here are indicative and may vary.**

**Keywords**

Risk Management, Insurance, Insurable risk, Economies of insurance, insurance contract, E-insurance policy, Insurance Repositories, Reinsurance Contract, GIC, Power Point Presentation, Experiential learning, Virtual Learning.

**B.A. (VS) Management and Marketing of Insurance**

**Semester I**

**Paper: MMI 1.4**

**Principles of Microeconomics**

**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Management and Marketing of Insurance**  
**Semester II**  
**Paper: MMI 2.1**  
**Language: English/ Hindi/ Modern Indian Language/ Environmental Studies**  
**Ability Enhancement Compulsory Course - (AECC) Credit:04**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Management and Marketing of Insurance**

**Semester II**

**Paper: MMI 2.2**

**MIL/ English I**

**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Management and Marketing of Insurance**  
**Semester II**  
**Paper: MMI 2.3**  
**Insurance law and Regulations**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

- To help students learn and understand the common law and the basic principles, on which the whole premise of insurance is based.
- To provide comprehensive knowledge and understanding of the legal and regulatory environment around insurance.
- To impart understanding of the role of the insurance regulator, as a supervisory and developing body.
- To serve as a foundation for most of the remaining papers of insurance.

**Course Learning Outcomes**

After completing this course, the learners would be able to:

CO1: understand fully the leading principle of insurance - the indemnity.

CO2: describe the application of the principle of insurable interest, the universal principle of insurance, without which no insurance is possible.

CO3: understand the importance of the principle of 'proximate' cause, the universal principle of insurance, and its application to locate the real cause of loss or damage under an insurance policy.

CO4: understand the need for regulation and regulatory norms for solvency, investment and policy holder's protection.

CO5: understand the regulations, circulars, orders issued by the insurance regulatory body from time to time.

**Contents**

**Unit 1: Indemnity**

12

The guiding principle-meaning, purpose, application, measurements, methods, and extensions. Subrogation-meaning, time, rights, effects, and modification. Contribution meaning, time, essentials, methods, and modification.

**Unit 2: Insurable Interest**

12

Meaning, nature, purpose, wager, types, persons, and time. Transfer of interest and policy.



**Unit 3: Utmost good faith and Proximate Cause** 12  
 Utmost good faith- meaning, purpose, breach, and effect. Non-disclosure and concealment. Misrepresentation and fraud. Modification and recent trends. Proximate Cause- meaning, purpose, evolution, rules, and modification.

**Unit 4: Insurance Law** 12  
 Need. Indian Insurance Industry- backdrop. The Insurance Act, 1938(as amended and relevant chapters and sections). The Insurance Regulatory and Development Authority Act, 1999 (as amended). The Regulatory Body-IRDA- functions, powers, and role. Self-regulation by insurers.

**Unit 5: Regulation** 12  
 Regarding registration of insurers, need for capital in insurance-capital adequacy, and solvency requirements. Risk based capital for insurers. Regulation concerning investment of funds and protection of policyholders' interest. Redressal of grievance

**References**

1. D. S. Hansell, Elements of Insurance, (1979), Macdonald & Evans.
2. W. A. Dinsdale & D. C. Macmurdie, Elements of Insurance, (1980), Pitman Publishing Ltd., London.
3. S. R. Diacon& R. L. Carter, Success in Insurance, (1984), John Murray (Publishers) Ltd., London.
4. P.S. Palande, R. S. Shah & M. C. Lunawat, Insurance in India, Response Books.
5. The Institute of Company Secretaries of India, Banking & Insurance- Law & Practice, (2010), Taxmann.
6. F. G. Crane, Insurance – Principles and Practice, (1980), John Wiley & Sons, New York.
7. Julia Holyoake & Bill Weipers, Insurance, (2002), Institute of Financial Services, (UK).
8. George E. Rejda, Principles of Risk Management and Insurance, Tenth Ed. (2011), Pearson Education.
9. Mark S. Dorfman, Introduction to Risk Management and Insurance, Eighth Ed., Prentice- Hall

**Additional Resources:**

1. Insurance Institute of India, Mumbai
2. IC- 01, Principles of Insurance.

**Teaching Learning Process, Assessment Methods and Teaching Plan**

Weekly schedule	Unit no.	Hours	Course learning Outcomes	Teaching Learning Process	Assessment Methods
1 to 3	1.	12	Students will be acquainted with the guiding principle of indemnity, its importance, application, measurement, and modification.	Lecture method and students' discussion on the concept of indemnity, its role in the insurance industry, the concept of Contribution, it's meaning, and their essentials, methods.	Multiple choice questions and student presentation in the tutorial class.
4 to 6	2.	12	Students will have gained knowledge of insurable interest,	Theory classes on insurable interest. Illustrative and	Quiz ,group presentation and descriptive

			the meaning, purpose, and its types.	PowerPoint presentation of its purpose and types.	home assignment or internal assessment.
7 & 8	3.	12	Students will have acquired in-depth knowledge of the Utmost good faith and Proximate Cause	Theory classes on the concept of utmost good faith, their effects. Discussion on the concepts Non-disclosure and concealment. Group discussion on the proximate cause.	MCQs on concepts for a class activity and assignment related to relevant topics.
9 & 10	4.	12	Students will have gathered detailed information on Indian Insurance Industry, Insurance Act, 1938 and The Insurance Regulatory and Development Authority Act, 1999 (as amended).	Interactive discussion on the history of Indian Insurance Industry and the main highlight of it. PowerPoint presentation on the structure of IRDAI and Insurance Act.	Quiz on Insurance Act and IRDAI.
11 & 12	5.	12	Students will be aware of regarding the registration of insurers, capital in insurance, capital competence, and solvency requirements.	Detailed discussion on the norms of registration of insurers, general characteristics of capital competence, discussion on solvency requirement and redressal grievance.	Class test on relevant topics.

**\*Assessment tasks listed here are indicative and may vary.**

### **Keywords**

Indemnity, subrogation, Insurable Interest, Utmost good faith, Proximate Cause, The Insurance Regulatory and Development Authority Act, 1999, Regulatory Body, Periodic Assessment, Group Discussions, Power Point Presentation, Experiential Learning.

**B.A. (VS) Management and Marketing of Insurance**  
**Semester II**  
**Paper: MMI 2.4**  
**Macroeconomics**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Management and Marketing of Insurance**  
**Semester III**  
**Paper: MMI 3.1**  
**English II/ MIL II**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Management and Marketing of Insurance**  
**Semester III**  
**Paper: MMI 3.2**  
**Principles of Life Insurance**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

- To enable students, understand the basic elements of life insurance, types of contract, protection and investment plans, terms and conditions incorporated in a policy and benefits offered under it. It will also help the student to know about common 'riders' available in life insurance.
- To impart knowledge of new-age policies like term plans, market-linked plans, variable plans, and guaranteed plans, retirement plans and various plans available in the market.
- To assist students, learn the elements of pricing in fixing rate, underwriting considerations, and selection of lives.
- To assist in the understanding of group insurance as a type of life insurance and its importance in expanding the reach of life insurance in the country.

**Course Learning Outcomes**

After completing this course, the learners would be able to:

CO1: understand the importance and benefits of life insurance and also find the measure of human life in economic terms together with the methods involved therein and thereby calculate the sum assured in life insurance.

CO2: understand the nature of a life insurance contract, the applicability of the principles of insurance to it, and the policy form along with the contents of a typical life insurance policy.

CO3: understand the conventional life insurance policies-savings-cum-investment plans along with the term plans- offering pure protection.

CO4: understand the unit-linked insurance plans, variable life plans, child and woman plans, and specific need plans. Also to understand the retirement needs of people and accordingly suggest a plan specific to their needs.

CO5: know the concept of underwriting, underwriting factors, primary underwriting, financial underwriting and the role of advisors in this regard. Also, understand the basics of premium and its calculation under a typical life insurance policy.

## **Contents**

- Unit 1: Life Insurance** 12  
Concept, purpose, and scope. Major Reforms in Indian Insurance sector. Financial needs and role of life insurance in financial planning. Tax benefits. Human life value approach. Evaluating life insurance needs-different methods. Stages in human life in relation to the amount of insurance required. Re-evaluating life insurance need. Rider benefits
- Unit 2: Policy Form** 12  
Life insurance contract- definition, and special features, Types of the life insurance contract. Tax benefits. Parties to a life insurance contract. Contents of a typical life insurance policy - Conditions and privileges-free look period, payment of premium, grace days, loading charges, auto cover, forfeiture, proof of age, suicide, revival of lapsed policy, non-forfeiture regulations, indisputable policy assignment and trade in policies, nomination, travel, residence and occupation, and other restrictive conditions. Policy as property- attachable or not.
- Unit 3: Conventional Policies** 12  
Types of Life insurance plans, Term Vs Traditional Plan, Whole life plan, Endowment plan, and Money back plan. The concept of Joint life policy and Partnership plan. Special policies for Women and Children. Retirement plans. Single versus regular premium policies.
- Unit 4: ULIP's and special Policies** 12  
Unit linked insurance policies - concept, features, merits, demerits. Types of ULIP by purpose and death benefit. Different types of ULIP charges. ULIP vs Traditional plan. Variable life policies-concept, pros, and cons. Special Policies - credit, differently abled person and for others.
- Unit 5: Underwriting and Pricing** 12  
Underwriting- meaning, purpose, factors. Medical examination in the underwriting process. Classification of risk under underwriting. sources of information, primary underwriting, financial underwriting, and methods.  
Pricing- meaning, objectives, steps, and factors. Level premium. Transparency in the pricing of insurance. Customer responsiveness.

## **References**

1. H. S. N. Murthy & Sarma Modern Law of Insurance in India, Fourth Ed. (2002), Universal Book Traders, Delhi.
2. Keneth Black, JR. & Harold D. Skipper JR., Life and Health Insurance, Thirteen Ed. (2000), Pearson Education.
3. K.C. Mishra & C. S. Kumar, Life Insurance- Principles and Practice, (2009), Cengage Learning India Pvt. Ltd.
4. H. Narayanan, Indian Insurance- A Profile, (2006), jaico Publishing House.
5. Shashidharan K. Kuty, Managing Life Insurance, (2008), Prentice- Hall of India Pvt. Ltd.
6. H. Sadhak, Life Insurance in India, Response Books, New Delhi- 1.
7. Kaninika Mishra, Fundamentals of Life Insurance, (2010), PHI Learning Pvt. Ltd.

**Additional References:**

Publications of Insurance Institute of India, Mumbai-

1. IC- 22- Life Assurance Underwriting
2. IC- 23- Application of Life Insurance
3. IC- 24- Legal Aspects of Life Insurance
4. IC- 33- Life Insurance

**Teaching Learning Process, Assessment Methods and Teaching Plan**

<b>Weekly schedule</b>	<b>Unit no.</b>	<b>Hours</b>	<b>Course Learning Outcomes</b>	<b>Teaching Learning Process</b>	<b>Assessment Methods</b>
1 to 3	1.	12	The student will be able to understand the importance and benefits of life insurance and also find the measure of human life in economic terms together with the methods involved therein and thereby calculate the sum assured in life insurance.	Classroom lecture method using a whiteboard and visual aids like PowerPoint presentation along with student interaction and group discussions.	Problem Solving Exercises, MCQs Group discussion in the tutorial class.
4 to 6	2.	12	The student will be able to understand the nature of a life insurance contract, the applicability of the principles of insurance to it and the policy form along with the contents of a typical life insurance policy.	Classroom lecture method using a whiteboard and visual aids along with student interaction.	Descriptive home assignments for the internal assessment.
7&8	3.	12	The student will be able to understand the conventional life insurance policies- savings-cum-investment plans along with the term plans- offering pure protection.	Classroom lecture method using a whiteboard along with PowerPoint presentation.	Problem – solving exercises, student presentations, MCQs in the tutorials.

9& 10	4.	12	The student will be able to understand the unit-linked insurance plans, variable life plans, child and woman plans, and specific need plans. Also to understand the retirement needs of people and suggest suitable plans.	Classroom lecture method using a whiteboard and visual aids in the lecture to optimise the outcome of the student learning process.	Descriptive and critical reasoning home assignments for the internal assessment.
11 & 12	5.	12	The student will be able to know the concept of underwriting, underwriting factors, primary underwriting, financial underwriting and the role of advisors in this regard. Also to understand the basics of premium along with its calculation under a typical life insurance policy.	Classroom lecture method using a whiteboard teaching, use of visual aids and interacting with students on select issues.	Class test for the award of internal assessment marks and providing feedback to students with a view to further improve their academic performance.

**\*Assessment tasks listed here are indicative and may vary.**

### **Keywords**

Endowment, Traditional, ULIP, Joint life, Underwriting, Responsiveness, Power Point Presentation, Group Discussion, E-Learning



**B.A. (VS) Management and Marketing of Insurance**  
**Semester III**  
**Paper: MMI 3.3**  
**Indian Economy – Sectoral Issues**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**lectures: 60**

**Course Objective (2-3)**

The objective of the course is to provide the students a basic understanding of evolution of different sectors of Indian economy in the course of its development after independence. It would help them meaningfully reflect on the issues that the individual sectors are currently embroiled.

**Course Learning Outcomes**

After completing this course, the students would be able to:

CO1: understand the process of development of the Indian agricultural economy, its institutional framework facilitating use of inputs and technology.

CO2: critically evaluate different policy instruments used and their impacts in the context of Indian agriculture.

CO3: understand evolving structure, policy instruments and dynamics of Indian industries, including public sector and MSMEs.

CO4: understand financing pattern of Indian industries.

CO5: understand the nuances of the service sector-led growth in India.

**Contents**

**Unit 1: Agriculture: Institutional Framework and Inputs 12**

Agriculture and Economic Development.

Institutional framework of Indian agriculture: Land tenure system and land Reforms.

Agricultural inputs: Seeds, fertilizers, agro-chemicals, machinery with special reference to green revolution;

Agricultural labour and issues related to wage and employment.

**Unit 2: Policy Instruments for Agriculture and Agricultural Growth 13**

Agricultural price policy, Food management & food security in India

Agricultural marketing in India: issues, challenges & recent developments

Role of institutional and technological factors in agricultural growth: new technology – Green revolution and post reform developments.

Agricultural investment - Public and Private

<b>Unit 3: Industrial</b>	15
Phases of growth and evolving structure of industry	
Industrial and Licensing Policies in the Pre-and Post-reform periods: Role of large, medium, small and micro industries	
Reforms and changing role of public sector	
<b>Unit 4: Industrial Finance and Foreign Investment</b>	11
Changes in the pattern of industrial financing - SFCs, PIs, corporate debt market, bank finance, microfinance	
Foreign Direct investment	
Foreign Institutional Investment	
<b>Unit 5: Service Sector</b>	09
Importance of service sector in Indian economy	
Growth and changes in the structure of service sector - the role of reforms	
Major components of service sector	
The issue of service sector led growth in India.	

## References

1. Mishra & Puri (MP) Chapters 17, 20, 21, and 25.  
<https://epgp.inflibnet.ac.in/ahl.php?csrno=11>, EPG Pathshala, Sectoral Growth of Indian Economy (P 10) Module Nos 1, 2, 3,4, 5, 9
2. MP - Chapters 18, 20, 21, 22, 23.  
<https://epgp.inflibnet.ac.in/ahl.php?csrno=11>, EPG Pathshala, Sectoral Growth of Indian Economy (P 10) Module Nos 6, 7, 8.
3. MP - Chapters 26, 28, 29, 30 and 31.  
<https://epgp.inflibnet.ac.in/ahl.php?csrno=11>, EPG Pathshala, Sectoral Growth of Indian Economy (P 10) Module Nos 11, 13, 14, 15
4. MP- Chapters 39, 48 and 49, and Chapter 22, PP. 285-89
5. MP- Chapter 35  
<https://epgp.inflibnet.ac.in/ahl.php?csrno=11>, EPG Pathshala, Sectoral Growth of Indian Economy (P 10) Module No 18
1. S.K. Mishra and V. K. Puri, Indian Economy: Its Development Experience, 67th edition.
2. Uma Kapila, Indian Economy: Performance and Policy, latest edition
3. Gaurav Datt and Ashwani Mahajan, Datt and Sundharam Indian Economy, latest edition
4. <https://epgp.inflibnet.ac.in/ahl.php?csrno=11>, EPG Pathshala, Sectoral Growth of Indian Economy (P 10) Module Nos 1, 2, 3, 4,5, 6,7,8, 9, 10, 11,13,

## Additional References:

1. Kaushik Basu and Annemie Maertens (eds.) The New Oxford Companion to Economics in India (2 Volumes): 2 Volumes, 2011.
2. Pradip Kumar Biswas and Panchanan Das (eds.) Indian Economy: Reforms and Development, Springer, Singapore, (forthcoming) ISBN: 978-981-13-8268-0, 2019.

<https://www.springer.com/gp/book/9789811382680>

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly schedule	Unit no.	Hours	Course learning Outcomes	Teaching Learning Process*	Assessment Methods
1 to 3	1	12	Students will be able to understand the process of development of the Indian agricultural economy, its institutional framework facilitating use of inputs and technology.	Lectures in the classes on institutional framework facilitating usage of inputs and technology in agriculture followed by discussion with smaller group of students for further clarification on each of the points taught in the class as well as clarifying any query by the students.	Class test, oral presentation, group discussion and assignment on this topic.
4 to 6	2	13	Students would be able to critically evaluate different policy instruments used and their impacts in the context of Indian agriculture.	There would be lectures in the classes on different policy instruments used in Indian agriculture and their effects. These lectures would be followed by interaction with smaller group of students for further clarification of each of the points taught.	Class tests, oral presentation, group discussion and assignments on this topic.
7 to 9	3	15	Students will understand evolving structure, policy instruments and dynamics of Indian industries, including public sector and MSMEs.	There would be lectures in the classes on the evolving structure of industries, different policies used, as well as on MSMEs and public sector. Lectures would be complemented by tutorials involving close interaction with small group of students.	Class tests, oral presentation, group discussion and assignments on this topic.
10 & 11	4	11	Students will understand financing pattern of Indian industries.	There would be lectures in the classes on industrial financing through SFCs, PIs, corporate debt market, bank finance, microfinance, FDI and FII. Lectures would be complemented by tutorials involving close interaction with small group of students.	Class tests, oral presentation, group discussion and assignments on this topic.
11 & 12	5	9	Students will understand the	There would be detailed discussion on the growth and	Class tests, oral

			nuances of the service sector-led growth in India.	changes in the structure of service sector, including the role of reforms in it. Lectures would be complemented by tutorials involving close interaction with small group of students.	presentation, group discussion and assignments on this topic.
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**\*Assessment tasks listed here are indicative and may vary.**

**Keywords**

Agriculture, manufacturing, trade, services, finance, SME, productivity, green revolution, FDI.

**B.A. (VS) Management and Marketing of Insurance**  
**Semester III**  
**Paper: MMI 3.4**  
**Computer Concepts and Software Packages**  
**Skill Enhancement Course - (SEC) Credit:4**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 40**

**Course Objective (2-3)**

By the end of the semester each student will be able to:

- understand and appreciate the application of computers including their evolution and characteristics
- grasp and perform number system conversion
- understand the fundamental hardware components, memory storage devices and software aspect required to resolve everyday issues
- understand the importance of operating system and demonstrate the use of different services provided by an OS
- fully grasp the networking concepts including architecture and topology, Internet terminology and working efficiently on a web browser
- comprehend the need and used of MS-Office and demonstrate the use of software for the word processing, spreadsheet related tasks and presentations
- outline the latest development in the field of computers such as artificial intelligence, virtual reality and Information Systems.

**Course Learning Outcomes**

CO1: The student will be able to convert number system into any other number system with ease

CO2: Identify components of a computer system and use them appropriately to achieve a task

CO3: The student will be able to fully understand the importance of operating system and grasp its functioning

CO4: Grasp the significance and terminology of computer networking and Internet. The students can apply their comprehensive knowledge to real life situations

CO5: The students will be able to identify the required MS-Office component and apply the comprehensive knowledge to deliver the task

CO6: The student will be able to relate with the latest development in the field of computer and technology

## **Contents**

<b><u>Unit 1: Basic Concepts</u></b>	05
Meaning, characteristics and applications of a computer, advantages and limitations of a computer, classification of computers based on technology, application and size, generation of computers, meaning of Data, Information and Knowledge, Data types, data storage, data representation such as ASCII, number system conversion.	
<b><u>Unit 2: Components of Computers</u></b>	05
Hardware components: input devices, output devices, system unit, Software components: Application software: general purpose packaged software and tailor – made software, System software: operating system, interpreter, compiler, linker, loader, Memory Storage devices, Types of programming languages.	
<b><u>Unit 3: Operating System</u></b>	05
Need and functions of an operating system, graphic user interface and character user interface, types of operating system - (Batch Operating system, Real-time operating system, Time sharing operating system, distributed operating system and Multiprogramming operating system) Windows environment: application and document, Windows interface such as icons, lists, menus, dialog box, etc., Desktop, control panel, system tools, utilities such as calculator, calendar, etc., Explorer: file types, attributes, names, folders, drives, devices, File functions: create, open, close, delete, rename, move, cut, copy, paste, etc.	
<b><u>Unit 4: Introduction to Networks and Internet</u></b>	07
Meaning and types of networks - LAN, MAN and WAN, network topologies, network architecture, Internet, difference between internet and intranet, Basics: functions, growth, anatomy, uses, wireless and Wi-Fi, Internet services: ISP, types of accounts, World Wide Web: websites file transfer, browsing, searching, network and Internet terminology	
<b><u>Unit 5: Office Applications</u></b>	13
Meaning and applications of word processing, spreadsheets and presentation, MS word: formatting text, writing basic document using word, Header and Footer, page formatting, paragraph formatting, saving a document, printing a document. Mail Merge MS excel: creating a workbook, saving a workbook, editing a workbook, creating a series, use of basic formulae in Excel, sorting data, creating simple charts, use of functions in Excel: Mathematical, Logical- IF, AND, OR, NOT, Statistical. Application of Excel: Payroll, Basic Lease statement, Loan statement. MS PowerPoint: create animation of text, creating simple presentation including slide transitions, bullets etc.	
<b><u>Unit 6: Latest developments</u></b>	05
Internet of things, Artificial Intelligence and virtual Reality, Meaning of Information systems, Types of IS-MIS, DSS, TPS	

## Practical

**Time: 60 Minutes**

**Maximum Marks: 25**

Description of Question	Marks	Time Allowed
Lab questions testing various concepts MS-Word, MS-PowerPoint and MS-Excel as mentioned in Unit V (Office Applications) <b>ONLY</b>	25	60 minutes

- There is no Internal Assessment in the practical component of this paper.

### References:

1. Computer Fundamentals and Essential Tools by H N Tiwari and Hem Chand Jai
2. Computer Applications in Business by Dr. Sushila Madan, Scholar Tech Press

### Additional Resources:

1. Computer Fundamentals by Dr. Anita Goel, Pearson Publication.
2. Microsoft Office 2010 by Bittu Kumar, V&S Publisher

### Teaching Learning Process, Assessment Methods and Teaching Plan

Week	Unit Number	Hours	Unit Name	Learning Outcome	Teaching Learning Process	Assessment Methods
1.25	1	5	Basic Concepts	The student will be able to convert number system into any other number system with ease	A general overview is undertaken on the basic concepts of computer	The assessment methods such as tests, assignments must identify the academic and professional skills in the students
1.25	2	5	Components of Computers	Identify components of a computer system and use them	A thorough discussion is undertaken to demonstrate the functioning of a	A combination of MCQs and assignments can be used

				appropriately to achieve a task	computer system. The student can understand the functioning of a computer system	to assess the students' understanding
1.25	3	5	Operating System	The student will be able to fully understand the importance of operating system and grasp its functioning	Discussion is encouraged amongst the students so as to recognize the importance of an operating system in a computing environment.	Open-book and closed book tests along with viva voce
1.75	4	7	Introduction to Networks and Internet	Grasp the significance and terminology of computer networking and Internet. The students can apply their comprehensive knowledge to real life situations	An overview is given into the vast world of networking and Internet. Examples are discussed and demonstrated through PPTs so that the student can understand the importance of networking	Case study analysis and reports
3.25	5	13	Office Applications	The students will be able to identify the required MS-Office component and apply the comprehensive knowledge to deliver the task	Practical application of MS-Office is demonstrated in a lab environment and the student is encouraged to implement case studies	Practical assignments, observation and evaluation of practical skills
1.25	6	5	Latest Developments	The student will be able to relate with the latest development in the field of computer and technology	A Discussion is undertaken to discuss the latest developments and examples are discussed through PPTs,	MCQs and viva voce



					case studies, etc.	
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**Keywords**

Data, Information, Knowledge, number conversion, hardware, system software, application software, operating system, network, Internet, artificial intelligence, Information Systems

**B.A. (VS) Management and Marketing of Insurance**

**Semester IV**

**Paper: MMI 4.1**

**MIL II/ English II**

**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Management and Marketing of Insurance**  
**Semester IV**  
**Paper-MMI 4.2**  
**General Insurance-I**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

- To provide understanding of the major branches of general insurance like motor, marine, and fire insurance as well as rural, social and micro insurance to the student.
- To acquaint students with common policies available in respective branches of general insurance, along with their features and benefits.
- To acquaint students with the prevailing practices and procedures on renewal, pricing, and claim settlement in major branches of general insurance.
- To provide knowledge of on-going changes and challenges in the general insurance space.

**Course Learning Outcomes**

After completing this course, the learners would be able to:

CO1: understand the concept of motor, marine, fire, rural, social and micro insurance which are the major branches of general insurance.

CO2: delineate the characteristics of the motor, marine, fire, rural, social and micro insurance and explain various conditions and warranties attached to general insurance policies.

CO3: know common policies sold in general insurance including loss of profits or intangibles.

CO4: learn claim settlement process in motor insurance for both own damage and third-party claim.

CO5: learn about various social security schemes in India, and learn the use of technology in motor and crop insurance for better enhancement of customer experience.

**Unit 1: Motor Insurance**

12

Introduction to Motor Insurance, Marketing in Motor Insurance, Type of policies, Underwriting in Motor Insurance, Own damage motor insurance claims, IT Applications in Motor Insurance, Claim tribunal, Third Party Liability Insurance, exceptions, conditions, deductibles, No claim bonus, Procedures for Filing motor insurance claim, fraud management and internal audit. Claim Settlement process-own damage and third party liability.

### Unit 2: Marine Insurance

12

Conceptual Background, meaning, and nature, fundamental principles. Warranties-meaning, nature, effect, and types. The implied warranty of the sea worthiness of the ship. Risk-commencement, duration, and termination. Types of cover, the process of marine claim, Reinsurance, Maritime Frauds.

### Unit 3: Fire Insurance

12

History of Fire Insurance, Meaning, purpose & functions of Fire Insurance. Application of basic principles, Subject matter of fire insurance, Classification of Risks; Standard Fire and Special Peril policy: scope, exclusions, conditions and add on covers. Special Policies-floater policy and declaration policy. The concept of reinstatement in fire insurance.

### Unit 4: Rural and Social Insurance

12

Meaning and features, need for rural and social insurance in India. Insurance and social insurance. Opportunities and challenges. Insurer obligations towards the rural and social sector in India. Social security schemes in life, accident, and health insurance.

### Unit 5: Micro Insurance

12

Micro Insurance-Introduction, needs, and characteristic. Micro insurance and traditional insurance. The scenario of micro insurance in India, Types of rural and micro insurance products, opportunities and challenges. Delivery channels in micro insurance. Micro insurance regulations, 2015. Micro insurance as part of CSR for insurers.

### References

1. Avtar Singh, M. N.Srinivasan's Principles of Insurance Law, Eighth Ed. (2006), Wadhwa& CO. Nagpur
2. K. C.Misra& C. S. Kumar, General Insurance- Principles and Practice, (2009), Gengage Learning India Pvt. Ltd
3. Indian Institute of Banking & Finance, Mumbai, Insurance Product, Second Ed. (2007), Taxmann.
4. Murthy, K. S. N. & K. V. S. Sarma, Modern Law of Insurance in India, Fourth Ed. (2002), Butterworth
5. Sharda Kumaraswamy & V.Kumaraswamy, Corporate Insurance, (2005), Tata McGraw- Hill Publishing Co. Ltd., New Delhi.

### Additional Resources:

Publications of the Insurance Institute of India, Mumbai –

5. IC- 34-General Insurance
6. IC- 57-Fire and Consequential Loss Insurance
7. IC- 67-Marine Insurance
8. IC- 72- Motor Insurance
9. IC- 78- Miscellaneous Insurance.

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly schedule	Unit no.	Hours	Course learning Outcomes	Teaching Learning Process	Assessment Methods
1 to 3	1.	12	The students will be acquainted with the knowledge of motor insurance, own damage (OD) insurance and third-party (TP) liability and claim settlement process in motor insurance.	Theory classes on the concept of motor insurance. Illustrative and PowerPoint presentation on own damage and third-party liability in motor insurance. Discussion on various motor insurance provider in India.	Multiple choice questions and student presentation on related concepts.
4 to 6	2.	12	The students will gain the knowledge of fundamental principles of marine insurance. Concept of Warranties, both express and implied one. Implied warranty of seaworthiness of the ship and legality of the voyage.	Theory classes to understand marine, cargo, and freight insurance. Illustrative PowerPoint presentation on types of marine insurance and processing of a marine cargo claim.	Quiz and group presentation.
7&8	3.	12	The students will acquire in-depth knowledge of fire insurance and its need, subject matter of fire insurance and provisions of Standard Fire and Special Peril Policy along with the add on covers.	Theory classes and discussion on the standard fire and special peril policy. PowerPoint presentation on scope, exclusion and add on covers and supplementing through the specimen copies of special fire insurance policies.	MCQs on what is covered and what is not covered under the standard fire and peril policy and assignments related to the topic.
9& 10	4.	12	The students have gathered detailed information on rural and social insurance in India. It will help them to learn opportunities and challenges in the Indian insurance market. Insurer obligations towards	Theory classes and interactive discussion on the available social security schemes in life, accident, and health insurance. Theory classes on rural and social insurance in India.	Quiz on social security schemes.

			the rural and social sector in India.		
11 & 12	5.	12	The students become aware of Micro Insurance, its needs, characteristics, opportunities and challenges for insurers in rural and social insurance along with the types of rural and micro insurance products.	Theory classes and detailed discussion on the norms for micro insurance as given by IRDAI from time to time along with using visual aids and e-resources for providing the knowledge of micro insurer's adherence to CSR norms.	Class test on relevant topics.

**\*Assessment tasks listed here are indicative and may vary**

### **Keywords**

Motor Insurance, Underwriting in Motor Insurance, Marine Insurance, Reinsurance, Fire Insurance, Special Peril policy, Rural and Social insurance, Micro Insurance, micro insurance products, Micro insurance regulations, 2015, e-resources, Power point presentation.

**B.A. (VS) Management and Marketing of Insurance**

**Semester IV**

**Paper: MMI 4.3**

**Labour and Development in India**

**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The course is designed to equip the students with conceptual, empirical and legal issues with special reference to India. the focus of the course would be on the changing profile and position of labour in modern India and the specific problems in the post reform period. The role of state, nation and international labour organisations will be emphasized.

**Course Learning Outcomes**

CO1: The course will help students to understand basic theories of Labour market and Identify features and challenges of India's labour market

CO2: The course will inculcate a deep understanding regarding evolution of labour market and it will enable students to identify different forms of labour and also this unit provide knowledge about various labour laws associated with these forms of labour

CO3: The course will provide knowledge about the evolution of trade union movement in India and learners will be able to analyse the role of trade unions in the changing economic environment of the country

CO4: The course enables students to Identify the state intervention in labour market in the form of administration machinery, national commission on labour, Dispute settlement mechanism and Labour regulation.

CO5: This unit intends the learner to gain knowledge in the role of international agencies in setting labour standards in India

**Contents**

**Unit 1: Economics of labour market**

12

1.1 Wage rate determination in labour market: Labour Demand, Labour Supply, Determination of wages, Minimum wage laws, Minimum wage legislation

1.2 India's labour market

a) Employment and unemployment: Concepts, measurement, trends and types of unemployment

b) Dynamics of economic and occupational structure: Growing importance of tertiary sector

**Unit 2: Forms of labour**

18

2.1 Evolution of Labour market in India:

a) Pre- colonial pattern of Industrial Development

b) Post-colonial Pattern of Development: Industrialisation, Planning and achievements

## 2.2 Types of labour and associated labour legislation

- a) Organised and unorganised labour
- b) Rural Labour
- c) Migrant Labour
- d) Bonded labour
- e) Women and child labour

### **Unit:3 Labour protest and Trade union movement**

12

3.1 Evolution and growth of trade union movement in India- Pre and post-independence period

3.2 Forms of Industrial action and Labour Protests

(Forms of Industrial action, Types of Disputes, Causes of Industrial disputes, Industrial Dispute act 1947, Modes of Protest)

### **Unit:4 State and Labour**

12

4.1 a) Labour Administration – Union government and state government Machinery

b) Mechanism of Dispute settlement: Arbitration, Adjudication and other methods of dispute settlements

4.2 Regulation of Labour

(Factories act, Employees State Insurance act, Worker's compensation act etc.)

4.3 Role of the state in skill formation

### **Unit 5: International Labour Organisation**

06

a) Structure and role of ILO

b) ILO programmes in India

### **References**

1. Mankiw, Principles of Economics, Cengage learning, 6th edition
2. Case, Karl E, and Fair, Ray, Principles of Economics, Pearson 8th edition
3. India Labour and employment Report 2014: Institute of Human development, Academic Foundation
4. Uma Kapila, Indian economy: Performance and Policies, Academic Foundation, latest edition
5. Uma Kapila, Indian economy since independence, Academic Foundation, Latest edition
6. Thirthankar Roy, the Economic history of India 1857-1947, Oxford Publication, second edition, (Chapter6: small scale industry, Chapter7: large scale Industry)
7. UNICEF Report, Overview of Internal Migration in India
8. Ravi.S. Srivastava, Bonded Labour in India: its incidence and pattern- working paper ILO
9. Shervick, Women's labour force participation in India: Why is it low? - ILO
10. Azadeh Barati, Rooh ollah Arab & Seyed Saadat Masoumi, Challenges and problems faced by women workers in India.
11. Majnu, Women in Unorganised sector: problems and issues in India, International Journal of Applied Research 2017
12. Organising the unorganised- IGNOU BLD 102(2004)
13. P N Singh and Neerja Kumar, Employee relations management, Pearson
14. Sinha, PRN, Sinha, Indu bala and shekhar, Seema Priyadarshini, Industrial Relations, Trade Unions and Labour legislation, Pearson
15. J.P. Sharma, Simplified Approach to Labour Laws, Bharat Law House
16. Arun Monappa, Ranjeet Nambudiri and Patturaja Selvaraj, Industrial Relations and Labour Laws, McGraw Hill



## Teaching Learning Process, Assessment Methods and Teaching Plan

Week ly Schedule	Unit no.	Hours	Course learning Outcomes	Teaching Learning Process	Assessment Methods
1-3 week	1.	12	The course will help students to understand basic theories of Labour market and identify features and challenges of India's labour market	Delivery of lectures. Providing theoretical understanding of Labour market, creating an understanding regarding the concepts of employment and unemployment, its measurement by looking in to secondary Labour Data. This will be followed with interactive discussion with students to improve their understanding of the topics.	Asking students oral questions in the class, preparation of assignments and class test.
4-6	2.	18	The course will inculcate a deep understanding regarding evolution of labour market and enable students to identify different forms of labour and provide knowledge about various labour laws associated with these forms of labour	Delivery of lectures explaining evolution of labour market, types of labour market and relevant labour market legislation. Interactive discussion with students to improve their understanding of the topics.	Asking students oral questions in the class, classroom presentation . Class tests.
7-8	3.	12	Provide knowledge about the evolution of trade union movement in India and learn to analyse the role of trade unions in the changing economic environment of the country.	Delivery of lectures explaining evolution and growth of Trade union movement, different forms of Industrial action, and Labour protests. a group Discussion may follow the lectures	Asking students oral questions in the class, preparation of assignments .
9-11	4.	12	The course enables students to Identify the state intervention in labour market in the form of administration machinery, national commission on labour and Dispute settlement mechanism	Delivery of lectures explaining the state intervention in labour market in the form of labour administration machinery, mechanism of settling labour disputes and labour regulation measures. The lectures may be conducted	Asking students oral questions in the class, conducting class test on the topics.

				through power point presentation	
12	5.	6	This unit intends the learner to gain knowledge in the role of international agencies in setting labour standards in India	Delivery of lectures explaining the role of international Labour organisation in setting labour standards. A discussion on the organisational structure and influence of ILO on Indian labour legislation	Asking students oral questions in the class. Conducting class test on the topic

**\*Assessment methods listed here are indicative and may vary**

**Keywords**

Unit 1. Labour markets, equilibrium wage, labour demand, labour supply, wage floor, minimum wage, Employment, unemployment, occupational structure, service sector, participation rate

Unit2. Economic Development, Industrial development, Economic planning, Organised workers Unorganised workers, Bonded labour, migration, Rural labour,

Unit 3. labour protest, Trade Unions, labour disputes, arbitration, adjudication, industrial action.

Unit4. labour administration, labour regulation

Unit 5. Labour policy, International labour organisation, Globalisation.

**B.A. (VS) Management and Marketing of Insurance**  
**Semester IV**  
**Paper: MMI 4.4**  
**Business Communication and Personality Development**  
**Skill Enhancement Course - (SEC) Credit:4**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

To equip students of the B.A(VS) course to effectively acquire skills in reading, writing, comprehension and business communication, as also to use electronic media for business communication.

**Course Learning Outcomes**

The course on Business Communication and Personality Development will help the learner to exhibit the following competencies and skills:

CO1: Enhanced knowledge of the Theory of Communication leading to a more adequate understanding of the nature and process of communication.

CO2: Demonstrate enhanced skills in reading, writing, comprehension, communication and speech. Deeper familiarity with different types of business correspondence, better writing skills and knowledge of various types of formal and informal communication including emails and social media generally employed in work spaces.

CO3: Familiarity with different types of reports and the process of planning and writing.

CO4: Suitable use of language and communication skills specifically within professional spaces. Enhanced verbal skills, improved vocabulary and grammar enhancing error free usage.

**Content**

Unit 1: 04  
Nature of Communication, Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication, Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.

Unit 2: 08  
Business Correspondence: Letter Writing, presentation, inviting quotations, Sending quotations, Placing orders, inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter -office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

Unit 3: 04  
Report Writing Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports. Vocabulary Words often confused, Words often misspelt, common errors in English.

#### Unit 4:

12

Business Etiquettes, Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone, Handling business meetings, Role play on selected topics with case analysis and real life experiences. Aids to correct Business writing, Practical Grammar (basic Fundamentals), Sentence Errors-Punctuation, Vocabulary building.

#### Unit 5:

20

Oral Presentation, Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. How to make a presentation, the various presentation tools, along with guidelines of effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, art of effective listening. Leadership – quality of a leader, leadership quiz with case study, knowing your skills and abilities. Introduction to group discussion techniques with debate and extempore, increase your professionalism. Audio Video recording and dialogue sessions on current topics, economy, education system, environment, politics.

#### **References**

1. R. C Bhatia. *Business Communication*. Ane Books Pvt Ltd, New Delhi
2. Department of English, University of Delhi. 2009. *Business English*. New Delhi: Pearson Publication, 2011.
3. Scot, O. *Contemporary Business Communication*. Biztantra, New Delhi
4. Choli, Mark and Geetha Nagaraj. *English Basics: A Companion to Grammar and Writing*. Cambridge, UK: Cambridge UP, 2004.
5. Tickoo M.L, A.E. Subramaniam and P. R. Subramaniam. *Intermediate Grammar, Usage and Composition*. 1976. New Delhi: Orient Blackswan, 2012
6. Lesikar, R.V & Flatley, M.E. *Basic Business Communication Skills for Empowering the Internet Generation*. Tata McGraw Hill Publishing Co Ltd. New Delhi
7. McGraw E.H., S.J. *Basic Managerial Skills for All*. Fourth Edn. Prentice Hall of India Pvt. Ltd, New Delhi.
8. Lesikar, R.V. & Flatley, M.E.; *Basic Business Communication Skills for Empowering the Internet Generation*, Tata McGraw Hill Publishing Company Ltd. New Delhi.
9. Bovee, and Thill, *Business Communication Today*, Pearson Education
10. Shirley Taylor, *Communication for Business*, Pearson Education
11. Locker and Kaczmarek, *Business Communication: Building Critical Skills*, TMH
12. Sinha, K.K., *Business Communication*, Galgotia and Sons, New Delhi.
13. Reuben, Ray; *Communication today – understanding creating skills*, Himalaya Publishing House, 2001.
14. E. H. McGraw, S. J.; *Basic Managerial Skills for All*. Fourth Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
15. Stephen R. Covey; *The seven habits of highly effective people*

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit no.	Hours	Course Learning Outcome	Teaching Learning Process	Assessment Methods
1	1.	04	Students would be able to demonstrate basic understanding of what is communication. They would also be able to identify and analyse various forms of communication and barriers to communication.	Interactive lectures aim at introducing students to theory of communication which involves a study of nature, processes, and importance of communication. Thorough discussions provide an in-depth study of different kinds of communication (for example, formal and informal, verbal and non-verbal) and how to express oneself most efficiently depending on the context. Detailed discussion upon possible barriers to communication and how to overcome them. The lectures make ample use to power point presentations, medias, and libraries to make classroom interactions more engaging for the students.	Quiz  Class tests  Presentations  Assignments
2	2.	08	Demonstrate enhanced skills in reading, writing, comprehension, communication and speech.  Deeper familiarity with different types of business correspondence, better writing skills and knowledge of various types of formal and informal communication including emails and social media generally employed in work spaces.	Introducing students to the theory aspect and enable them to learn and understand the various structures and formats of business correspondences such as letters, presentation, quotation, sales letters, claim and adjustment letters, memos, agenda, minutes, resume, etc. Enable them to understand their applications and facilitate the students in drafting various business correspondences through classroom exercises and assignments. The lectures will include use of power	Exercises  Class tests  Presentations  Assignments

				point presentations, reference books, real time examples.	
1	3.	04	Familiarity with different types of reports and the process of planning and writing.	Introducing students to fundamentals of report writing, types of reports, their importance and applications. The lectures will include use of power point presentations, reference books, real time examples, classroom exercises.	Exercises  Class tests  Presentation  Assignments
3	4.	12	Students would learn appropriate non-verbal communication and would be equipped with skills and practical training on how to hold conversations on telephone, in person, or through emails. They would also be able to establish an understanding of fundamentals of practical grammar and develop a sufficiently strong vocabulary. Enhanced verbal skills, improved vocabulary and grammar enhancing error free usage.	Lectures are more practical and aim to acquaint students to nonverbal communication which involves development of appropriate body language and etiquettes. Role play on selected topics with case analysis of real life experiences aids students to learn etiquettes of the written word, of the telephone, and how to hold business meetings. Theoretical discussion on fundamentals of grammar, challenges with syntax, sentence formation, and punctuation is followed by interactive exercises and language games to train students in usage of practical grammar and to build a strong vocabulary. Learning activities include word games like cups and letters, make a connection, two word charade, etc.	Quiz  Presentations  Role plays  Class tests containing multiple choice questions and grammatical exercises

					Assignments
5	5.	20	Greater acquaintance with soft skills including social and professional etiquette leading to personality development and increased confidence. Recognition of and need for leadership qualities in a globalized work space and the necessity of developing these for success in the professional field. Improve speaking abilities through participation in group discussions and oral presentations.	<p>Lecture on the fundamentals and structure of presentation, presentation skills, usage of presentation tools, multimedia and usage of vocabulary and grammar while preparing and presenting presentation. Classroom exercises on oral presentation and group discussion will be facilitated for students to participate.</p> <p>Lecture on leadership, qualities of a leader will be conducted with case studies of current and renowned leaders.</p> <p>Lecture resource will compose of reference books, powerpoint presentation and classroom exercises.</p>	<p>Quiz</p> <p>Class tests</p> <p>Presentations</p> <p>Assignments</p>

**\*Assessment methods listed here are indicative and may vary**

**Keywords**

Communication, Process, Types, Verbal-Non-Verbal, Barriers, Business Correspondence, Tenders, Memos, Resumes, Report Writing, Business Etiquettes, Personality development, Basic grammar, Vocabulary, Effective Presentation, Visual aids, Presentation tools, Leadership skills

**B.A. (VS) Management and Marketing of Insurance**  
**Semester V**  
**Paper: MMI 5.1**  
**General Insurance II**  
**Elective Core –Discipline Based - (DSE) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

- To help students understand basics of major types of general insurance, like a personal accident, travel, liability, (public and private) and miscellaneous insurances.
- To aim at providing comprehensive knowledge of the major policies available with insurers along with their terms and conditions, all risks policy, add-ons and customization of policies.
- To provide an understanding of the claim settlement process along with the role of surveyors and loss assessors in this regard.
- To provide understanding of liability insurance, the most promising area in general insurance, its need for everyone, its special features, and the available policies along with their terms and conditions.

**Course Learning Outcomes**

After completing this course, the learners would be able to:

CO1: apprehend the nature and scope of personal accident insurance.

CO2: gain knowledge about liability insurance and its special features.

CO3: understand concept, benefits, and applicability of public liability insurance, a kind of compulsory insurance.

CO4: understand various package policies and their utility for homeowners and shopkeepers.

CO5: understand the importance and role of Fidelity (crime) insurance.

**Contents**

**Unit 1: Personal Accident and Travel Insurance**

12

Personal Accident Policy- Meaning, Feature, and Scope, Classification, benefits. General conditions. Cumulative bonus and extensions. Exclusions and Inclusions. Group personal accident policies. Add on Benefits.

Travel Insurance: domestic and overseas policies, Coverage, Types of risks covered under travel insurance. Claim process.

**Unit 2: Liability Insurance**

12

Concept and need of liability insurance, types of liability insurance, Basis of liability- direct, vicarious, tort, legal and contractual, various types of risks covered, factors influence premium, claim process. First party and third party insurance.



### **Unit 3: Public Liability**

12

Meaning, features, and types, need and scope of public liability insurance, Exclusions. Benefits of public liability insurance. The basis of premium and sum assured. Applicability under the Public Liability Act, 1991. Employer Liability- under the Employees Compensation Act, 1923 and The Fatal Accidents Act, 1855. Product Liability Insurance. Professional Liability Insurance.

### **Unit 4: Miscellaneous Insurance (a)**

12

Meaning and Features, Burglary insurance, different policies under burglary insurance. Baggage insurance, claims, and coverage. Money in transit insurance. Bank Indemnity insurance, coverage and exclusions. Jewellery insurance. Wedding insurance. Pet insurance. Credit insurance.

### **Unit 5 Miscellaneous Insurance (b)**

12

Fidelity Insurance- Meaning, features, and coverage, types of fidelity insurance policies, settlement of claims. Contract of guarantee (surety ship) and guarantee insurance. Commercial Fidelity Policies. Court Bonds. Boiler and machinery insurance. All Industrial Risks Insurance. Pollution Insurance. First Loss Insurance.

### **References**

1. Avtar Singh, M. N. Srinivasan's Principles of Insurance Law, Eighth Ed. (2006), Wadhwa & Co., Nagpur.
2. Corporate Insurance, Sharda kumaraswamy & V. Kumaraswamy, (2005), Tata McGraw- Hill Publishing CO. Ltd. New Delhi.
3. K. C. Mishra & G. E. Thomas, General Insurance- Principles and Practice, (2009), Cengage Learning India Pvt.
4. IC-34- General Insurance
5. General Insurance- Personal, The ICAI University.

### **Additional Resources**

Publications of Insurance Institute of India.

1. IC-11- Practice of General Insurance.
2. IC-73- Personal Accident, Sickness, and Miscellaneous Insurance
3. IC- 74- Liability Insurance
4. IC- 78- Miscellaneous Insurance
5. IC-79- Liability and Engineering Insurance

## Teaching Learning Process, Assessment Methods and Teaching Plan

<b>Weekly schedule</b>	<b>Unit no.</b>	<b>Hours</b>	<b>Course learning Outcomes</b>	<b>Teaching Learning Process</b>	<b>Assessment Methods</b>
1 to 3	1.	12	The students will be acquainted with the knowledge of personal accident policy and travel insurance and their general conditions.	Theory classes on exclusions and inclusions. Illustrative and PowerPoint presentation on individual and group personal accident policies as well as available add on benefits.	Multiple choice questions and student presentation on the various concepts.
4 to 6	2.	12	The students will have gained the knowledge of liability insurance, their types, and basis of liability.	Theory classes to understand the concept of a vicarious, tort, legal and contractual liabilities. Illustrative PowerPoint presentations to explain the factors influencing premium and claim process under first party (OD) and third party (TP) in motor insurance.	Quiz and group presentation.
7&8	3.	12	The students will have acquired in-depth knowledge of public liability insurance and the basis of premium and sum assured in liability insurance.	Theory classes on applicability under the Public Liability Act, 1991, Employer Liability- under the Employees Compensation Act, 1923 and The Fatal Accidents Act, 1855. Discussion on the Product Liability Insurance and Professional Liability Insurance.	MCQs on public liability insurance and assignment related to topics covered.
9& 10	4.	12	The students will have gathered detailed information on Burglary insurance, different policies under burglary insurance.	Theory classes and interactive discussion on baggage insurance, their claims, and coverage. PowerPoint presentation on money in transit insurance, bank Indemnity insurance,	Quiz on miscellaneous insurance.

				Jewellery insurance, and wedding insurance.	
11 & 12	5.	12	The students will become aware of general suretyship and fidelity insurance and types of fidelity insurance policies.	Theory classes and detailed discussion on the commercial fidelity policies, court bonds. Theory class on Boiler and machinery insurance.	Class test on relevant topics.

**\*Assessment tasks listed here are indicative and may vary.**

### **Keywords**

Personal Accident, Travel Insurance, Burglary Insurance, Fidelity Insurance

**B.A. (VS) Management and Marketing of Insurance**  
**Semester V**  
**Internship Project / Project**  
**Paper: MMI 5.2**  
**Elective Core –Generic Based Credit:6**

**(2 Lectures+2 Tutorials per week per group+ 2 hours of field/library work per week)**

**Course Objective (2-3)**

The objective of the course is to provide basic and hands on understanding of the issues facing business and industry. The course acquaints the student with the practical aspects of the vocational specialisation. This is an opportunity for the student to become familiar with industry practices related to the vocation that supplement classroom teaching. Also, working on a project enables the student to focus on the contemporary problems and challenges facing the industry.

Each student of a vocational course shall undergo practical internship of four weeks during the vacation in any approved business/ industrial/ government/ service organisation. The objective of this training is to get acquainted with the industrial/ business working environment. After completion of the training the student is required to submit a training report at the end of the semester. The student is also required to submit a performance certificate from the company/ organisation where she/he undertook the training.

The whole course is divided into two parts: -

**Part A**

It will provide the theoretical knowledge about research methods, data analysis, interpretation of data, report writing etc. This component of the course carries 50 marks (38 theory + 12 Internal Assessment).

**Part B**

It will comprise the internship/ project report and also carries 50 marks. It will be evaluated by two examiners one internal and one external. The exact date of submission of the Report will be notified by the college. Alternatively, if it is not possible to do industrial internship, the students will prepare a project report on a topic assigned to her/ him by the college. The project report will be evaluated as above.

**Course Learning Outcomes**

**Part A-**

CO1: Imparting knowledge about the basics of research-objectives, types, approaches, process and problems encountered in research

CO2: Develop the learning to define a research problem, facilitate understanding of sampling, data collection, construction of questionnaire

CO3: Develop an understanding of the basic tools of data analysis- Parametric & non parametric tests, interpretation of results & presentation.

CO4: Imparting learning of different aspects of report writing, process, contents of a report and referencing

### **Part B-**

CO5: Prepare a project report relating to a well-defined area of research problem identified by the student

### **Part A: Theory-Business Research Methodology**

**Max. Marks: 50  
2 Hours**

**Time Duration:**

**Total Lectures: 24**

Unit 1: 04  
Introduction: Research: meaning, objectives, types, approaches, significance, methods, process, criteria of good research, problems encountered

Unit 2: 06  
Selecting and defining the research problem; literature Review; Research & Sampling design; Measurement & Data collection (primary & secondary); construction of questionnaire

Unit 3: 10  
Parametric & non parametric tests (basic understanding); Data Analysis (central tendency, dispersion, correlation, t test, f test, z test), interpretation of results & presentation

Unit 4: 04  
Report writing: significance, steps, layout, types of Reports, contents, Referencing

### **Part B: Internship/ Project Report**

**Max Marks 50**

It will comprise the internship/ project report and also carries 50 marks. It will be evaluated by two examiners one internal and one external. The exact date of submission of the Report will be notified by the college. Alternatively, if it is not possible to do industrial internship, the students will prepare a project report on a topic assigned to her/ him by the college. The project report will be evaluated as above.

### **References**

1. Kothari CR & Garg Gaurav (2019) Research Methodology: Methods & Techniques, New Age International Publishers.
2. Chawla Deepak & Sodhi Neena (Kindle edn) Research Methodology: Concept & cases 2<sup>nd</sup> edn, Vikas Publishing House Pvt. Ltd.
3. Kumar Ranjit (2014) A step by step guide for beginners, Sage Publications

4. Kiran Pandya, Smruti Bulsari, Sanjay Sinha (2011 kindle edn), SPSS in simple steps, dreamtech Press

### Teaching Learning Process, Assessment Method and Teaching Plan

Unit no.	Course Learning Outcomes	Teaching Learning Process	Assessment Methods
<b>Part A</b>			
1.(2 weeks)	Imparting knowledge about the basics of research-objectives, types, approaches, process and problems encountered in research	Delivery of lectures to explain the basics of research- explaining objectives, its types and approaches and the overall research process	Students' learning will be facilitated by asking oral questions in the class, class interaction and participation
2.(3 weeks)	Develop the understanding to define a research problem, facilitate understanding of sampling, data collection, construction of questionnaire	Lecture method combined with Power Point presentation. Specific research papers to be discussed in class to build an understanding.	Student to be asked to read specific research papers. Assignment related to relevant topics to be given to students.
3.(5 weeks)	Develop an understanding of the basic tools of data analysis- Parametric & non parametric tests, interpretation of results & presentation.	Delivery of Lectures to explain the various tests used to analyse different data types, interpretation of results and presentation. This will be followed by student interaction to improve their understanding of the topics.	Giving practical problems to students for hands- on learning experience (working with quantitative data)
4.(2 weeks)	Imparting learning of different aspects of report writing, process, contents of a report and referencing	Lectures method combined with discussions, case studies, virtual tools like presentation to be used to build an understanding of various aspects of report writing	Asking students questions in the class, one to one interaction to assess their basic understanding with regard to research problems
<b>Part B</b>			
5.(12 weeks)	Prepare a project report relating to a well-defined area of research problem identified by the student and approved by the supervisor	Discussions, one to one interaction with students in tutorial groups to be undertaken to help them identify research areas, research gaps and topic for project reports	Continuous feedback and progress to be assessed during the course of the projects. Project reports to be evaluated at the end of the term by two examiners i.e. one internal and one external.

**Key words:**

Unit 1: Research Problem, Research gap, objectives

Unit 2: Literature Review, Sampling design, primary data, secondary data, questionnaire

Unit 3: Data Analysis, Interpretation, Descriptive statistics

Unit 4: Report writing, Referencing

**B.A. (VS) Management and Marketing of Insurance**  
**Semester V**  
**Paper: MMI 5.3.1**  
**Financial Accounting**  
**Elective Core –Generic Based Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The objective of the course is to make the students familiar with the basic theory, concepts and practices of financial accounting. It aims to enable the students to understand the techniques for preparing accounts in different business organizations excluding corporate entities.

**Course Learning Outcomes**

After completing the course, the students will be able to:

CO1: Understand the theoretical and practical framework of financial accounting and to acquire a basic understanding of IFRS, Ind-AS and latest Accounting Standards.

CO2: Understand the concept of Consignment, Joint Venture, Inland Branches and Hire-purchase transactions and learn the techniques of preparing accounts under each of these cases.

CO3: Develop understanding of Depreciation Accounting as per AS-10 (PPE) .

CO4: Explain the concept of Partnership and preparation of accounts for reconstruction as well as dissolution of partnership firms.

CO5: Analyse the financial statements by preparing common size Balance Sheet, calculating various ratios and preparing Cash Flow statement.

**Concepts**

**Unit 1: Introduction to Accounting**

12

Financial Accounting: Nature, scope and limitations. Generally Accepted Accounting Principles (GAAP). Basic Concepts and Conventions, Accounting Standards: Meaning, Significance. IFRS and IndAS.

Accounting Process: From recording of transactions to preparation of final accounts. Rectification of errors. Bank Reconciliation statement.

**Unit 2: Accounting for Consignment, Joint venture and inland branches**

12

(i) Consignments: Features, Accounting treatment in the books of the consignor and consignee.

(ii) Accounting for Joint Ventures. When separate set of books are maintained. When records are maintained by a co-venturer of:

(a) all transactions

(b) only his own transactions. (Memorandum joint venture account).

(iii) Accounting for Inland Branches (Dependent branches only). Ascertainment of Profit by Debtors method and Stock and Debtors method.



**Unit 3: Depreciation Accounting and accounting for Hire purchase transactions** 12

- (i) Depreciation Accounting. Meaning of depreciation. Causes and need for providing depreciation. Accounting treatment including provision for depreciation accounting. Straight line method and diminishing balance method of charging depreciation.  
AS 10. Concept of cost model and revaluation model.
- (ii) Accounting for Hire Purchase Transactions. Journal entries and ledger accounts in the books of Hire Vendor and Hire Purchaser for large value items, including Default and repossession.

**Unit 4: Partnership** 12

Admission, Retirement, Dissolution of Partnership Firms: Legal Position, Accounting for simple dissolution.

**Unit 5: Managerial decision making** 12

Analysis of financial statements, Common size balance sheet, Ratio analysis, Cash Flow statement.

**References**

1. J.R. Monga, Basic Financial Accounting, MKM Publication pvt ltd, Darya Gang, New Delhi
2. S.N. Maheshwari, Suneel K Maheshwari, Sharad K Maheshwari; Introduction to Accountancy, Vikas Publications, New Delhi.
3. R. Narayana Swamy, "Financial Accounting" PHI Pvt., New Delhi
4. P.C. Tulsian, Financial Accounting, Tata McGraw Hill, New Delhi

**Additional References:**

1. Charles T. Horngren, Gart L. Sundem, J.A. Elliot, D.R. Philbrick, Introduction to Financial Accounting, Pearson.
2. T.S Grewal, Introduction to Accounting, S. Chand and Co., New Delhi.
3. Ashok Sehgal and Deepak Sehgal, Fundamentals of Financial Accounting, Taxmann, New Delhi
4. S.P. Jain and K.L. Narang, Advanced Accounting, Kalyani Publishers New Delhi
5. T Naseem Ahmed, Nawab Ali Khan, M.L. Gupta, Financial Accounting, Ane Books Pvt. Ltd. New Delhi

**Teaching Learning Process, Assessment Method and Teaching Plan**

Weekly Schedule	Unit No.	Hours	Course Learning Outcomes	Teaching Learning Outcomes	Assessment Methods
2.4	1	12	Students will understand the theoretical and practical framework of financial accounting and acquire a basic understanding of IFRS, Ind-AS and latest Accounting Standards	Class lectures about basics of accounting and accounting process.  Interactive discussion about Generally Accepted Accounting Principles, concepts, conventions and standards.	Home Assignment, Student presentation.

2.4	2	12	Students will understand the concept of Consignment, Joint Venture, Inland Branches and Hire-purchase transactions and learn the techniques of preparing accounts under each of these cases.	Class lectures with the help of illustrations and numerical problems.	Home assignment, Class Test with numerical problems.
2.4	3	12	Students will develop an understanding of Depreciation Accounting as per AS-10 ( PPE).	Lectures and class discussion about depreciation and different methods of depreciation. Numerical illustrations will be given.	Home assignment, Oral Test
2.4	4	12	Students will comprehend the concept of Partnership and preparation of accounts for reconstruction as well as dissolution of partnership firms.	Class lectures, interactive discussions, presentations and solving of numerical.	Home assignment, Quiz and MCQs
2.4	5	12	Students will understand how to prepare common size Balance Sheet, calculate various ratios, prepare Cash Flow Statement and analyze Financial Statements	Lectures will be supplemented with case studies and examples of analyses of Profit and Loss Account and Balance Sheet of actual companies.	Home assignment, Class Test with numerical.

**\*Assessment tasks listed here are indicative and may vary.**

### **Keywords**

Assets, Liabilities, Profit, Transactions, Journal Entry, Ledger account, Consignment, Hire-purchase, Joint Venture, Partnership, Branch.

**B.A. (VS) Management and Marketing of Insurance**  
**Semester V**  
**Paper: MMI 5.3.2**  
**Corporate Laws**  
**Elective Core –Generic Based Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective**

- To introduce students to the legal nature, structure and functioning of a company and encouraging students to develop basic understanding of case laws and regulatory framework in corporate practice.
- To provide comprehensive knowledge and understanding of the provisions of Companies Act, 2013.
- To provide students' knowledge of fundamental topics in company law including the inferences of separate corporate identity, limited liability, role and legal duties of promoters, board of directors and legal relationship with its various stakeholders.
- To provide basic understanding of Insolvency and Bankruptcy Code, 2016, regarding winding up of the corporate entities.

**Course Learning Outcomes**

After completing this course, the learners would be able to:

CO1: acquire knowledge about regulatory framework, legal structure, functioning, classification and online incorporation of a company and apply legal reasoning to analyse relevant case laws.

CO2: explain basic legal documents to be prepared by company and their significance and describe the importance of online filing of documents.

CO3: understand the concept of allotment of shares, rights and duties of shareholders of company along with developing understanding of dematerialization of securities.

CO4: acquire knowledge of the role and legal duties of key managerial personnel of a company and their interrelationship with the shareholders accompanied with the knowledge about provisions regarding convening and conducting of company meetings.

CO5: comprehend various modes of company's winding up and relate to the provisions of Insolvency and Bankruptcy code, 2016

**Contents**

**Unit 1: Introduction**

12

Characteristics of a company; concept of lifting of corporate veil; Types of companies including private and public company, government company, foreign company, holding and subsidiary company, one-person company, small company, producer company, association not for profit, illegal association; Formation of company, Promoters and their legal position, pre-incorporation contract, online registration of a company.

**Unit 2: Documents** 12  
Memorandum of association, articles of association, Alteration and doctrine of ultra vires, doctrine of constructive notice and Indoor Management, prospectus, shelf prospectus and red herring prospectus, misstatement in a prospectus; Book Building process, Online filing of documents.

**Unit 3: Share Capital** 12  
Issue, allotment and forfeiture of shares, issue of bonus shares, transmission of shares; buyback and provisions regarding buyback; share certificate and share warrant; Members and shareholder – their rights and duties; Depositories Act 1996 - definitions, rights and obligations of depositories, participants, issuers and beneficial owners. Prohibition of insider trading. Provisions relating to payment of dividend, provisions relating to books of account, provisions relating to audit.

**Unit 4: Management** 16  
Directors, classification of directors: additional, alternate, women director, independent director, small shareholders' director; legal position; appointment, disqualifications, removal of directors; powers and duties; board meetings; key managerial personnel, managing director, manager, corporate social responsibility.  
Types of general meeting: annual general meeting, extraordinary meeting, convening and conduct of meetings, requisites of a valid meeting; postal ballot, e –voting.

**Unit 5: Winding up of companies** 08  
Concept and modes of winding up, compulsory winding up by the tribunal under Companies Act; voluntary liquidation of corporate persons under the insolvency and Bankruptcy Code, 2016, corporate insolvency resolution process. National Company Law Tribunal (NCLT), Appellate Tribunal (NCLAT)

## **References**

1. Kuchhal MC “Company law” Mahavir Publications
2. Dagar Inderjeet and Agnihotri Anurag “Corporate laws” Galgotia publishing company, New Delhi
3. Sharma J. P, “An Easy Approach to Corporate Laws”, Ane Books Pvt Ltd, New Delhi.
4. Singh Avtar “Company Law” Allahabad Law House

Note: Latest edition of text books may be used.

## **Additional References:**

1. Charlesworth & Morse, “Company Law”, Sweet & Maxwell”, London, U.K.
2. Gowar, LCB, “Principles of Modern Company Law”, Stevens & Sons, London.
3. Bharat Law House, New Delhi, “Manual of Companies Act, Corporate Laws and SEBI Guidelines”.
4. Kannal, S., & V.S. Sowrirajan, “Company Law Procedure”, Taxman’s Allied Services(P) Ltd., New Delhi (Latest Edition)

## Teaching Learning Process, Assessment Methods and Teaching Plan

<b>Weekly Schedule</b>	<b>Unit no.</b>	<b>Hours</b>	<b>Course learning outcomes</b>	<b>Teaching and learning Process</b>	<b>Assessment methods</b>
1 <sup>st</sup> and 2 <sup>nd</sup> week	1	12	Students will be able to acquire knowledge about regulatory framework, legal structure, functioning, classification and online incorporation of a company and apply legal reasoning to analyse relevant case laws.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented with discussions on leading case laws.	Quiz, oral/ written tests in the tutorial class, case laws solving exercise.
3 <sup>rd</sup> to 5 <sup>th</sup> week	2	12	Students will be able to explain basic legal documents to be prepared by company and their significance and describe the importance of online filing of documents.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by showing the documents of some companies on their websites and displaying the MCA - 21 portals for easy access of public documents and various online services.	Student presentations/ Descriptive and critical reasoning home assignments for the internal assessment.
6 <sup>th</sup> and 7 <sup>th</sup> week	3	12	Students will be able to understand the concept of allotment of shares, rights and duties of shareholders of company along with developing understanding of dematerialization of securities.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by showing the functioning of some depository participants on internet.	Problem – solving exercises, Student presentations, Oral/Written Tests in the tutorials.
8 <sup>th</sup> to 10 <sup>th</sup> week	4	16	Students will be able to acquire knowledge of the role and legal duties of key managerial personnel of a company and their interrelationship with the shareholders	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by the	MCQ, Student presentation, Descriptive and critical reasoning assignment on the topic covered.

			accompanied with the knowledge about provisions regarding convening and conducting of company meetings.	annual report of some companies.	
11 <sup>th</sup> and 12 <sup>th</sup> week	5	8	Students will be able to comprehend various modes of company's winding up and relate to the provisions of Insolvency and Bankruptcy code, 2016.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by the real life cases of winding up of companies under IBC code.	Class test for the award of internal assessment marks and providing feedback to the students.

\*Assessment tasks listed here are indicative and may vary.

### **Keywords**

Companies Act 2013, Lifting of corporate veil, Memorandum of association, Articles of association, Prospectus, Meetings, Dematerialisation, Shares, Dividend, Directors, Winding up, Virtual learning, Descriptive Assignments, Case Laws, Power Point.

**B.A. (VS) Management and Marketing of Insurance**  
**Semester V**  
**Paper: MMI 5.4**  
**Insurance Marketing**  
**Skill Enhancement Course (SEC)-Credit:4**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 48**

**Course Objective (2-3)**

- To provide the specific knowledge and skills in the marketing and distribution of insurance products, both life, and non-life to students.
- To explain the students to gain an access point into the enthralling and challenging area of insurance marketing.
- To assist the students to build a career in the distribution of insurance by becoming a professional insurance advisor. It can also assist the students to have a career in the distribution of other financial and advisory services.
- To impart knowledge to the student to even set up or join the business of insurance broking, if he or she has the entrepreneurial ability in him or her.

**Course Learning Outcomes**

CO1: acquire the knowledge of selling and buying processes, selling techniques, selling traits, buyer behaviour, with other tips and tricks in insurance selling.

CO2: grasp a comprehensive understanding about various distribution channels in urban and rural markets along with their importance and uses

CO3: explain about various sales promotion activities in insurance market.

CO4: become a professional advisor or sales manager, also building understanding about how to manage a large sales force of advisors.

CO5: understand the uses and significance of technological tools in insurance selling and related services, study the significance of customer driven strategy

**Contents**

**Unit 1: Selling Insurance** 10

Marketing Concepts. Nature and Scope of Insurance marketing. Impact of Macro and Micro environment on Insurance Marketing, Sales jobs, and its elements. Insurance advisor profession- issues and challenges. Buying motives for insurance. Selling techniques-inside response and conditioned response. Advisor's selling. The paradox of choice. Rebating.

**Unit 2: Distribution Channels** 10

Meaning and importance. Insurance-a distribution led product. Designing of Distribution Channels. Channels-In person-advisors and brokers, advisor's edge. Bancassurance distribution model-types, benefits and future. Distance mode-meaning, form, benefits, and guidelines. Multi distribution in insurance. Cross selling. Rural market distribution-brick and mortar, hub and spoke, wrapping up with other products.

**Unit 3: Selling Process** 10

Importance of Promotion in Insurance Marketing. Stages in selling process-prospecting-meaning, importance, and methods. Pre-approach- meaning and importance. Selling Approach-Selling yourself, uncovering the need, need analysis, presentation, features and benefits, relating benefit with need, objections and resistance handling, and procrastination. Motivation - importance, and methods. Saying ‘no’ to customers. Accepting ‘no’ from customers. Attributes of a strong sales person. Importance and role of sales manager.

**Unit 4: Managing the Sales force** 10

Large sales force-merits and demerits. Role of the sales manager. Setting up sales targets. Methods of evaluating sales performance. Management Information System- sales management information system, cost control. The importance of information and communication in insurance.

**Unit 5: Technology Tools and Customer Service** 08

Website Content Management System (CMS), Customer relationship management (CRM)- Overview, Tools for customer acquisition, customer service-data mining, creating a customer service culture. Misspelling and Twisting-measures to control it by norms and ethical code. Creating customer service culture

**References**

1. G.N. Bajpai, Marketing Insurance, (2004), Global Business Press.
2. B. Raman, Selling Life Insurance – The Practical Way, (2009), Macmillan.
3. Insurance Institute of India, Mumbai, IC- 31- Insurance Salesmanship.
4. Bill Donaldson, Sales Management- Theory and Practice, (1998), Palgrave.
5. Padmalatha Suresh & Justin Paul, Management of Banking and Financial Services, Second Ed. (2010), Pearson.
6. Kshitiz Patukale, Insurance for Everyone, (2009), Macmillan India Ltd.

**Teaching Learning Process, Assessment Methods and Teaching Plan**

<b>Weekly schedule</b>	<b>Unit no.</b>	<b>Hours</b>	<b>Course Learning Outcomes</b>	<b>Teaching Learning Process</b>	<b>Assessment Methods</b>
1 to 3	1.	10	Student will understand basics of marketing and selling of Insurance, issues and challenges of insurance profession.	Discussions on basics of marketing and selling of insurance will be undertaken to enhance student understanding along with relevant case studies. Help students understand the basic techniques of selling	Students’ learning will be assessed through their interaction and class participation
4 to 6	2.	10	Enhancing student’s knowledge about various distribution channels, Strategies to sell Insurance products, channels employed,	Lecture method combined with presentations. Case based approach to be used to understand about channel distribution and rural marketing	Power point presentations to be made by students and evaluated. Assignment



			multi distribution strategy		related to relevant topics to be given to students.
7 & 8	3.	10	Acquaint students with sales promotion in insurance, selling and buying process, different types of selling styles, motivation to sales, after sales,	Lecture method combined with presentations. Insurance sector-based case study to be discussed to understand the sales promotion techniques and sales process.	Class participation and interaction to enable basic understanding. Case based approach combined with question answer session to be undertaken.
9& 10	4.	10	To grasp comprehensive understanding of-careers like professional advisor or sales managers, how to manage a large sales force of advisors, MIS system	Lecture method to explain the nature of sales profession, the tasks of a sales manager, performance evaluation methods. Also, class interactions to be undertaken to understand student's perspective of a sales job.	Class participation and interaction to enable basic understanding combined with question answer sessions. Assignment related to relevant topics to be given to students.
11 & 12	5.	08	Understand the uses and significance of technological tools in insurance selling and related services, study the significance of customer driven strategy	Discussions, Case studies, virtual tools like presentation to be used to build an understanding of CRM as a tool, and important aspects of customer service	Discussion method to encourage student participation to enhance his knowledge. Class tests for the award of internal assessment marks to be conducted.

**\*Assessment tasks listed here are indicative and may vary.**

### **Keywords**

CMS, Insurance Marketing, PowerPoint presentation, Group Discussion

**B.A. (VS) Management and Marketing of Insurance**  
**Semester VI**  
**Paper: MMI 6.1**  
**Practice of Life Insurance and Health Insurance**  
**Elective Core –Discipline Based-(DSE) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

- To impart knowledge of prevailing practices in life insurance across life insurers in the country.
- To make student aware about the policy form, its wording and impact, options, benefits, and riders available under it. Alteration of the policy of terms and conditions during its tenure.
- To make the student aware about the claim settlement process, payment of claims, discharge voucher, and beneficiary or nominee's rights. Insurance Laws (Amendment) Act, 2015.
- To provide understanding of the basics of health insurance, types of policies-protection and indemnity, terms and conditions, exclusions, claim settlement, cashless mode, and intermediaries' role. Developments and advancements in health insurance.

**Course Learning Outcomes**

After completing this course, the learners would be able to:

CO1: understand the policy servicing during its period by intermediaries and insurers.

CO2: learn about IRDAI's guidelines on pre-sale and post-sale servicing of insurance policies.

CO3: describe the importance of answering queries and complaints of customers for better customer experience and grievance handling.

CO4: understand the need and benefits of health insurance, its scope and coverage, indemnity and benefits policies, and policy terms and conditions.

CO5: know about claims servicing in life and health insurance, as insurers exist for payment of claims.

**Contents**

**Unit 1: Policy Servicing**

12

Meaning, facets and need. IRDA's guidelines- both pre-sale and post-sale. Advisor's/Broker's role in service. Answering queries and complaints of customers. Tapping technology to stay competitive- technological barriers- faceless technology. Service with sensitivity.

**Unit 2: Servicing Activities during the policy term**

12

premium notice, premium collection and processing, change in mode of premium payment, lapse intimation, revival, alterations, non-forfeiture- surrender and paid up, loans, foreclosure, change in name of beneficiaries, issue of duplicate policy, Unsolicited policies and other services under the policy.

### Unit 3: Claim Services

12

Meaning and importance. Maturity and death claim- documents required and the procedure to make a claim, processing of claims, early and fraudulent claims, supplementary benefit payments, and claimant's title. Settlement options. Claim concession. Repudiation of claims and grievance redressal.

### Unit 4: Health Insurance (a)

12

Meaning, and need. Salient features, and how much. Indian scenario and players in the field. Healthcare delivery system. Basic health policy- scope and renewal. Family floater policy. Elderly and group health policies. Long term policy. Social security schemes. The problem of moral hazard and adverse selection- the insurer's response and experience pricing. Claim settlement- tackling inflated and fraudulent claims.

### Unit 5: Health Insurance-(b)

12

Cost control by insurers- preventive health care, and customer responsiveness. Developments- policies sold by life and non- life insurers- the trend world over. Market linked plans. Savings linked plans. Composite products through a single insurer. Loss of income and other expenses covers. Riders. Tax benefits. Portability.

### **References**

1. H. Sadhak , Life Insurance in India, Response Books, New Delhi.
2. K. C. Mishra & C. S. Kumar, Life Insurance- Principles and Practice, (2009), Cengage Learning India Pvt. Ltd.
3. Kenneth Black, JR. & Harold D. Skipper, JR. Life and Health Insurance, Thirteenth Ed. (2000), Pearson Education.
4. Shashidharan K. Kutty, (2008), Prentice- Hall of India Pvt. Ltd.
5. Rejda, George, Principles of Risk Management and Insurance. Pearson.

### **Additional Resources:**

Publications of the Insurance Institute of India-

1. IC- 02- Practice of Life Insurance
2. IC - 27 - Health Insurance
3. IC- 33- Life Insurance
4. IC- 78- Miscellaneous Insurance.

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly schedule	Unit no.	Hours	Course learning Outcomes	Teaching Learning Process	Assessment Methods
1 to 3	1.	12	Students will be acquainted with the concept of policy servicing and IRDAI's guidelines in this aspect. Students will also learn about the advisor's /Broker's role in selling and servicing policies.	Theory classes and interactive discussion on the answering queries and complaints of customers. PowerPoint presentation on tapping technology for issuance and servicing policies and removing technological barriers for some customers.	Multiple choice questions and student presentation.
4 to 6	2.	12	Students will gain knowledge on servicing activities during the policy period and concepts like policy term, premium notice, premium collection, and processing.	Theory classes on servicing activities like the change of policyholder's address, change in the mode and manner of premium payment, lapse intimation, revival, and alterations, etc. Illustrative and PowerPoint presentation on non-forfeiture benefits, surrender, paid up and grant of loan against a policy.	Quiz and group presentation.
7&8	3.	12	Students will acquire in-depth knowledge of the claim services and maturity and death claim.	Theory classes on the concept of claim services, documents required and the procedure to make a claim. Discussion of different settlement options offered by insurers at the time of claim.	MCQs on concepts of claim services and settlement process.
9& 10	4.	12	Students will acquire detailed information on the Indian scenario and players in the field of health insurance and healthcare delivery system along with the types of policies available in the market and latest	Theory classes and interactive discussion on the basic health policy-scope and renewal, concept of family floater policy. Use of PowerPoint presentation and e-resources on the comprehensive health	Quiz on the health insurance sector in India.

			developments in the field of health care and health regulations in India.	insurance policy and the group health policy.	
11 & 12	5.	12	Students will be aware of preventive health care and its role, customer responsiveness, and market-linked plans.	Theory classes and detailed discussion on indemnity benefit, and disease-specific plans of different insurers supplementing with the e-resources on the concepts of riders, tax benefits, and portability of health policies.	Class test on relevant topics.

**\*Assessment tasks listed here are indicative and may vary**

**Keywords**

Repudiation, social security, Healthcare delivery, Market Linked, Unsolicited policies, Power Point Presentation, Group Discussion, E-Resources.

**B.A. (VS) Management and Marketing of Insurance**  
**Semester VI**  
**Paper: MMI 6.2.1**  
**Globalization**  
**Elective Core – Discipline Based (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The paper is designed to familiarise the students with the concept of globalisation and integration of developing countries with the world economy. The aim of the paper is to provide a critique of globalisation and stress on local/ national policies than follow the one - size - fits - all approach.

**Course Learning Outcomes**

Globalization is gradually becoming unavoidable phenomenon worldwide which dominates political and economic discourse. It is making the world smaller by increasing the international exchange of goods, resources, services, information, knowledge and culture. It helps in improving a social and academic life. It is therefore very much the need of the hour as the student acquires knowledge about this aspect. After studying the subject, the student can think globally and deliver the best available in the global market.

CO1: It aims to widen the outlook of students in understanding of our economy in the backdrop of world economy. It gives an overview of how the process of globalization has changed over time.

CO2: It gives an understanding of not only economic but also social impact of globalization.

CO3: It explains to the students how production process is no more limited to the boundaries of nations, but it is integrated with other nations through global value chain.

CO4: It explains how globalization requires new approaches to economic and social policies due to decline in authority of nation-state. The students also get an overview of the impact of globalization on environmental conditions.

CO5: The course makes the students avail of existing global organizations that govern the process of globalization.

**Contents**

<u>Unit 1:</u>	09
Meaning and contents of globalization.	
Comparative analysis of past and present of globalization.	
 <u>Unit 2:</u>	 15
Benefits of globalization: role of globalization in reducing inequality and poverty, expansion of markets, free movement of goods, services and factors of production.	
Distribution of benefits of globalization shared by developing and developed countries.	

<u>Unit 3:</u> Globalization and the world economy- production, global value chains. A case of simultaneous integration and segmented production.	10
<u>Unit 4:</u> Critique of globalization: globalization and neo-liberalism. Decline in authority of nation state and reduction of policy space. The way forward-stress on local/ regional/ national than global economy. Environment and globalization.	16
<u>Unit 5:</u> Global governance: IMF, World Bank, WTO. Role of WTO in global governance. Missing institutions.	10

## References

1. Nayyar, Deepak. Rethinking Development Economics. Ch-3 Globalization and development (Pg 64-70)
2. Reddy, D. Narashima. Globalization and its discontents, Revisited. Economic globalization: Past and present.
3. Veltmeyer, Henry and James Petras. Globalization Unmasked. Ch-1 Globalization or Imperialism.
4. Nayyar, Deepak. Trade and Globalization. Ch-3 and Ch-14.
5. Nayyar, Deepak. Governing Globalization. Ch-6 Cross border movements of people.
6. Nayyar, Deepak. Rethinking Development Economics. Ch-3 Globalization and Development (Pg 70-79)
7. Nathan, Dev, Meenu Tiwari and Sandip Sarkar. Labour in Global Value Chain in -Asia. Ch. 1 Introduction.
8. Ritzer, George. Globalization: A basic Text. Ch-8 Global Economic Flows.
9. Munck, Ronald. Global and Social Exclusion. Ch-2 and 3.
10. Ritzer, George. Globalization: A Basic Text. Ch-5 Neo- liberalism.
11. Nayyar, Deepak. Trade and Globalization. Ch-13 Globalization and development strategies (Pg 360-365).
12. Kumar, Vinod and Manju Joshi. Challenges of Globalization. Economic, social and environmental challenges of globalization.
13. Nayyar, Deepak. Trade and Globalization. Globalization and development strategies (Pg 417-427).
14. Nayyar, Deepak and Julius Court. Governing Globalization- Issues and institution. Emerging issues and missing institutions (Pg 20-24).

## Teaching Learning Process, Assessment Methods and Teaching Plan

Week ly sched ule	Unit no.	Hou rs	Course learning Outcomes	Teaching Learning Process	Assess ment Metho ds
1 to 2	1.	9	It aims to widen the outlook of students in understanding of our economy in the backdrop of world economy.  It gives an overview of how the process of globalization has changed over time.	Theory classes on concept of globalization. Discussion on how globalization has changed over a period	Multipl e choice questio ns, class test
3 to 6	2.	15	It gives an understanding of not only economic but also social impact of globalization.	Theory classes to understand impacts of globalization on inequality and poverty. Case studies on differential impact of globalization on different countries	Group discussi ons and Present ations
7&8	3.	10	It explains to the students how production process is no more limited to the boundaries of nations, but it is integrated with other nations through global value chain.	Theory classes on the concept of global value chains and integration of production process.	Class tests and MCQ's
9- 11	4.	16	It explains how globalization requires new approaches to economic and social policies due to decline in authority of nation-state.  The students also get an overview of the impact of globalization on environmental conditions.	Theory classes on role of nation state and decline in its power with globalisation. Understanding neo-liberalism with class discussions	Group discussi ons and power point present ations
11 & 12	5.	10	The course makes the students avail of existing global organizations that govern the process of globalization.	Discussion of global governance and need for institutions in various areas.	MCQ and class tests

**\*Assessment tasks listed here are indicative and may vary**

### **Keywords**

Globalisation, Global value chain, neo- liberalism, WTO, World Bank, IMF.



**B.A. (VS) Management and Marketing of Insurance**  
**Semester VI**  
**Paper: MMI 6.2.2**  
**International Financial Management**  
**Elective Core –Discipline Based-(DSE) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

- To give an overview of the international financial markets.
- To help the students to understand the international monetary system and its evolution.
- To give basic knowledge about exchange rates and exchange rate risk management.
- To give basic knowledge about investment in international securities and derivatives.

**Course Learning Outcomes**

After studying this course the students will be able to:

CO1: comprehend the development of the international monetary system.

CO2: gain knowledge about International Monetary Fund and the institutions which facilitate international flow of funds.

CO3: get an overview of exchange rate theories and learn to calculate different types of exchange rates.

CO4: learn how to manage risk and return of investment in international securities.

CO5: learn how to manage translation, transaction and real operating exposure risk due to changes in the exchange rate.

**Contents**

**Unit 1: Introduction**

12

International Monetary System and its evolution: Gold Standard, Bretton Woods System, Exchange rate regime since mid-1970s. European Monetary System. International Monetary Fund (including FSB, ACU) World Bank, BRICS Bank, IFC.

**Unit 2: Foreign Exchange Market Operations**

12

Foreign exchange market: Spot and forward markets. Forward premium and discount. Participants in foreign exchange market, Covered Interest Arbitrage, Hedging and Speculation. Foreign Exchange Rates: Bid and Ask, Direct and Indirect, Merchant and Interbank, Cross Rate and Vehicle Currency, Spot and Forward, Nominal and Real Exchange Rate. Factors affecting exchange rates.

International Parity Conditions: Purchasing Power Parity (PPP), International Fisher Effect, Interest Rate Parity (IRP).

**Unit 3: Exchange rate risk management** 12  
 Transaction, Translation, Economic and Operating exposure – their measurement and management. Assessment and management of political risk and country risk.  
 International flow of funds: SWIFT, CHIPS, LIBOR, MIBOR, Letter of credit, Letter of undertaking.

**Unit 4: International Financial Market** 12  
 International Debt Market: Investing in International Bonds, Yield on the Bonds, Risk in International Bonds, ECB.  
 International Equity Market: Returns and Exchange Rate, International Portfolio: Risk and Returns. International CAPM. ADR, GDR, IDR.

**Unit 5: Foreign Exchange Derivatives** 12  
 Currency Derivative Market, Forward and Future Contracts, Hedging with Forward and Future Contracts. Options: Option Terminology, Payoffs of Option, Moneyness of Options. Currency and Interest rate swaps.

**References**

1. Levi, Maurice, *International Finance*, Routledge,
2. Madura, Jeff, '*International Financial Management*', Cengage Learning.
3. Srivastava. Rajiv, *International Finance*, Oxford, New Delhi.
4. Siddaiah Thummuluri, *International Financial Management*, Pearson,

**Additional References:**

1. Eun, Cheol S. and Resnick, Bruce G., *International Financial Management*', Tata McGraw-Hill, New Delhi
2. Apte P.G., *Multinational Financial Management*, Tata McGraw Hill, New Delhi
3. Shapiro, Allen C., *Multinational Financial Management*, Wiley, New Delhi,
4. Agnihotri Anurag, *International Financial Management*, Sage Texts, New Delhi

**Teaching Learning Process, Assessment Methods and Teaching Plan**

Weekly Schedule	Unit no.	Hours	Course Learning Outcomes	Teaching Learning Process	Assessment Methods
2.4	1.	12	Students will comprehend the development of the international monetary system and its functioning. Students will gain knowledge about International Monetary Fund and the institutions which	There will be discussion on the global financial system and global financial institutions like IMF, world bank, MIGA etc.  Further students will be made aware of exchange rate evolution.	Quizzes, MCQ, Presentation, Case discussion on currency war and other issues.

			facilitate international flow of funds.		
2.4	2.	12	Students will gain knowledge about international financial market operations and develop understanding of factors determining exchange rates. They will study exchange rate theories and learn to calculate different types of exchange rates	There will be discussions and lectures on various aspects of international financial market operations.  Numericals will be done on calculation of different quotations, forward premium and arbitrage gain/ loss	MCQ, Presentation, class test and project.
2.4	3.	12	Students will learn how to manage risk and return on investment in international securities.  They will learn about different types of exposures and how to manage risk due to changes in the exchange rate.	There will be discussions and lectures on different types of risk faced by MNCs, measurement of exposures and their management.  Numerical problem solving sessions will be conducted on measurement and management of different types of exposures .	Case study  MCQ, presentation by students based on exposures faced by different companies from real examples.
2.4	4.	12	Students will learn about different sources of global finance.	The students will learn about different sources of global finance like ADR, GDR, ECB and procedure of getting funds from these sources with the help of lectures, discussions and role playing.	Student presentation on the procedures and MCQ on concepts.
2.4	5.	12	Students will gain working knowledge of Foreign Exchange	There will be lectures and numerical problem	Class test and MCQ

			Derivatives like forward , futures, options, swap	solving sessions on concept, pricing of derivatives.	
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**\*Assessment methods listed here are indicative and may vary.**

**Keywords**

Foreign exchange, Exposure, SDR, ADR, GDR, Derivatives, Exchange rate, Swift, IMF.

**B.A. (VS) Management and Marketing of Insurance**  
**Semester VI**  
**Paper: MMI 6.3.1**  
**Business Law**  
**Elective Core –Generic -Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The objective of this course is to impart basic knowledge of the important business legislations along with relevant case laws to the students in order to make them better corporate professional who will be an asset to their organizations.

**Course Learning Outcomes**

CO1: The students will have skills to understand different provisions of Indian Contract Act.

CO2: The students will have understanding of specific contracts like contract of indemnity and guarantee, bailment and agency.

CO3: The students will be able to distinguish between condition and warranty, Performance of contract of sale and rights of unpaid seller. The students will also be able to understand consumer rights and consumer grievance redressal mechanism

CO4: The students will able to know the process of creation and dissolution of LLP. Students will also learn the issue of negotiable instruments and understanding of different provisions of Negotiable Instrument Act.

CO5: The students will be equipped with the various provisions of Information Technology Act such as digital signature and E-Governance.

**Contents**

**Unit 1: The Indian Contract Act, 1872** 20  
Contract – meaning, characteristics and kinds, Essentials of valid contract - Offer and acceptance, consideration, capacity to contract, free consent, legality of objects, Void agreements, Discharge of contract – modes of discharge including breach and its remedies, Contingent contracts, Quasi contracts.

**Unit 2: The Indian Contract Act, 1872: Specific Contracts** 10  
Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency

**Unit 3: The Sale of Goods Act, 1930** 12  
Contract of sale, meaning and difference between sale and agreement to sell, Conditions and warranties, transfer of ownership in goods including sale by non-owners, Performance of contract of sale, Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.

**Consumer Protection Act**-Introduction, Definitions, Rights of Consumers, Nature and Scope of Complaints, Remedies Available to Consumers, Grievance redressal mechanism.

**Unit 4: LLP 2008 and Negotiable Instruments Act**

12

**The Limited Liability Partnership Act, 2008:**

Salient Features of LLP, Difference between LLP and Partnership, LLP Agreement, Partners and Designated Partners, Incorporation of LLP,

**The Negotiable Instruments Act, 1881:**

Meaning and Characteristics of Negotiable Instruments: Promissory Note, Bill of Exchange, Cheque, Holder and Holder in due Course, Privileges of Holder in Due Course, Crossing of Cheque, Dishonour of Cheques.

**Unit 5: Information Technology Act 2000:**

06

Introduction, Digital Signature, difference between digital and E-signature, Electronic Governance, Attribution, Acknowledgement and Dispatch of Electronic Records, Secure Electronic Records and Secure Digital Signatures, Regulation and powers of Certifying Authorities, Digital Signature Certificates, Offences.

**References**

1. Kuchhal, M.C. and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
2. Dagar Inderjeet & Agnihotri Anurag "Business Law" Sage Texts, New Delhi.
3. Singh, Avtar, *Business Law*, Eastern Book Company, Lucknow.

**Additional References**

1. Maheshwari & Maheshwari, Business Law, National Publishing House, New Delhi.

**Note: Latest edition of text books may be used.**

**Teaching Learning Process, Assessment Methods and Teaching Plan**

Weekly Schedule	No of lecturers	Unit no.	Course learning Outcomes	Teaching Learning Process	Assessment Methods
1to4	20	1.	The students will have skills to understand different provisions of Indian Contract Act.	The lecture will be delivered with the help of leading cases in order to explain the essential of valid contract and discharge of contract.	Quiz, MCQ, Assignment
5to6	10	2.	The students will have understanding of specific contracts like contract of indemnity and guarantee , bailment and agency.	The Lecture will be delivered for describing Contract of Indemnity, Guarantee, Bailment and Agency	MCQ and student presentations.
7 to8	12	3.	The students will be able to distinguish between condition and warranty, Performance of	Class room lecture will be on different aspects of the sale of goods Act with the help of leading cases and examples.	Student presentations, MCQ and assignments.

			contract of sale and rights of unpaid seller. The students will also be able to understand consumer rights and consumer grievance redressal mechanism	Further the lecture will focus on the different concepts of Consumer Protection Act.	
9to10 (with mid break)	12	4.	The students will be able to know the process of creation and dissolution of LLP. Students will also learn the issue of negotiable instruments and understanding of different provisions of Negotiable Instrument Act.	Lecture on different aspects of the Limited Liability Partnership Act, 2008 and The Negotiable Instruments Act, 1881 with the help of leading cases and examples.	MCQ, presentation, Assignment
11 to 12	6	5.	The students will be equipped with the various provisions of Information Technology Act such as digital signature and E-Governance.	There will class room lecture for students explaining the different aspects of Information Technology Act 2000.	MCQ, Presentation and Class test.

**\*Assessment tasks listed here are indicative and may vary.**

**Keywords**

Contract, breach, condition, warranty, unpaid seller, cheque, LLP, digital signature

**B.A. (VS) Management and Marketing of Insurance**  
**Semester VI**  
**Paper: MMI 6.3**  
**Service Marketing**  
**Elective Core –Generic -Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

- To provide an understanding of the essentials of services marketing, including financial and advisory services.
- To impart knowledge about the acquisition of selling skills for creative and professional selling.
- To help students acquire, adept and develop marketing, selling and organizational skills required in the area of services marketing.
- To help students learn about the promotion of insurance and the prevailing insurance market in the country.

**Course Learning Outcomes**

After completing this course, the learners would be able to:

CO1: understand the basics of marketing and selling, selling cycle and the different basis of marketing; explain the meaning and features of goods and services, the difference between the two and the goods-services continuum.

CO2: comprehend personal selling and salesmanship, different types of selling styles and relationship marketing and describe the role of customer relationship management in the marketing of insurance.

CO3: understand the nature and marketing of services particularly financial and advisory services; explaining the concept and strategies of commoditization in the service sector.

CO4: acquire an understanding of present-day insurance market including the rural market and about changing Indian millennial buyer.

CO5: gain an understanding of promotion and distribution of insurance by advisors, insurers and the regulatory body.

**Content**

**Unit 1: Marketing and Selling-(a)**

12

Marketing- evolution-the old and the new concept. Redefining the four P's of marketing. Marketing rules. Consumer insights. Selling-meaning and nature. Compare and contrast marketing and selling. Selling cycle. Goods- Services Continuum, Relationship marketing. Experimental marketing. Experiential Marketing. Promise based marketing. Digital marketing.



## Unit 2: Marketing and Selling-(b)

12

Importance of selling and type of product. The importance of selling and stage in the purchase process. Traditional selling-personal selling and salesmanship. Different types of Selling styles- application based on product/services. Relationship marketing versus Relationship selling. Customer relationship Management-Concept, benefits, types, the role of CRM in the marketing of services like insurance, IDIC Model.

## Unit 3: Marketing of Services

12

Services-meaning, features, and type. Product versus Service. Three stage model of service consumption, Application of 7 P's of marketing to Services, Financial and advisory services. Nature of the insurance industry. Role and benefits of relationship marketing in insurance. Marketing services require sensitivity. Commoditization of insurance. De-commoditization strategies. Factors determining service quality of an insurance company (SERVEQUAL Model)

## Unit 4: Understanding of insurance market

12

Insurance Market- meaning, composition, structure, and competition. Insurance outlook in India-insurance penetration and density. Changing the profile of Indian insurance buyer. Strategies for marketing of insurance. Multilevel Marketing in Insurance. Channels of distribution of insurance products. The new rural and sub-urban market. Taking insurance to rural India-strategies for the rural push. Transparency in dealings.

## Unit 5: Promotion of insurance

12

Promotion - meaning and role. Integrated marketing communication -Promotional Mix-personal and impersonal- their use. Personal selling versus advertising. Factors influencing the promotional mix. Brand building- meaning, strategies, Understanding Indian Landscape for building service brands, Promotional Marketing- meaning and uses. IRDAI's role. Insurance is the subject-matter of solicitation.

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2. Gray Armstrong & Philip Kotler, Marketing – An Introduction, Fifth Ed., (2000), Pearson Education, Asia.
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5. K. Rama Mohana Rao, Services Marketing, First Ed., (2005), Pearson Education.
6. P. S. Palande, R. S. Shah & M. L. Lunawat, Insurance in India, (2003), Response Books.
7. Carl McDaniel, Charles W. Lamb, & Joseph F. Hair, Jr., Principles of Marketing, (2008), Cengage learnings

## **Additional References:**

Insurance Institute of India, Mumbai:

1. IC-12- Insurance Business Environment.
2. IC-88- Marketing and Public Relation

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly schedule	Unit no.	Hours	Course Learning Outcomes	Teaching Learning Process	Assessment Methods
1 to 3	1.	12	The student will understand the basics of marketing and selling, selling cycle and about the different basis of marketing; explain the meaning and features of goods and services, the difference between the two and the goods-services continuum.	Discussions on the basics of marketing and selling will be undertaken to enhance student understanding along with relevant case studies. Helping students identify goods- services on Goods-Service continuum through case-based examples.	Students' learning will be assessed through their interaction and class participation.
4 to 6	2.	12	The student will comprehend personal selling and salesmanship, selling process as well as buying process, different types of selling styles and about the relationship marketing;	Lecture method combined with presentations. Service sector-based case study to be discussed to understand the significance of relationship marketing in this sector.	PowerPoint presentations on service-based firms to be made by students and evaluated.
7&8	3.	12	The student will understand the nature and marketing of services particularly financial and advisory services; explaining the concept and strategies of commoditization in the service sector.	Lecture method to provide an understanding of services and background of the financial sector to be combined with presentations.	Assignment related to relevant topics to be given to students.
9& 10	4.	12	The student will acquire an understanding of present-day insurance market including the rural market and changing Indian millennial buyer.	Lecture method to explain the significance of the Insurance sector in India, rural market growth potential, challenges. Students to be asked to collect data on various strategies employed by the government to promote insurance in India. Also, insurance companies case study to be discussed.	Discussion method to encourage student participation to enhance his knowledge.

11 & 12	5.	12	The student will gain an understanding of promotion and distribution of insurance by advisors, insurers and the regulatory body.	Discussion to be undertaken to explain promotion as a tool for marketing, provide insights on different promotional strategies, brand building, and IRDAI's role.	Class tests for the award of internal assessment mark to be conducted.
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**\*Assessment tasks listed here are indicative and may vary.**

### **Keywords**

Fours P's, Seven P's, CRM, IDIC, SERVEQUAL, Multilevel Marketing, Rural, Sub-Urban, IRDAI,

**B.A. (VS) Management and Marketing of Insurance**  
**Semester VI**  
**Paper: MMI 6.4**  
**Underwriting and Claim Management in Insurance**  
**Elective Core –Generic -Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

- To impart sound understanding of the principles and practices of life and general insurance underwriting, the relationship between underwriting and the insurer's solvency, underwriting factors and key insurability criteria followed by insurers, role of the underwriter., underwriting department in an insurance company, underwriting profits.
- To familiarize students with the major methods and techniques of underwriting, both in life and general insurance, selection of lives in life insurance, group insurance underwriting, pricing of risks and rate.
- To understand claim settlement process in life and general insurance, role of surveyors and intermediaries, payment of claims and signing of discharge voucher by insured. The regulatory framework for insurers to follow in this regard.
- To understand claim management by insurers.

**Course Learning Outcomes**

After completing this course, the learners would be able to:

CO1: understand the fundamentals of underwriting, both in life and general insurance.

CO2: describe actuarial principles and various risk classes and their assessment factors in individual assurance underwriting.

CO3: list the methods and techniques used in making an underwriting decision through numerical rating system and explain various common underwriting lapses and their impact.

CO4: explain the role of intermediaries and actuary in underwriting and pricing of risks, understand the claim process in insurance, especially in general insurance., understand the role of surveyors in claim processing and in claim management.

CO5: explain the regulatory norms and understand claim management by insurers.

## Contents

<b>Unit 1: Underwriting Basics</b>	10
Meaning and Fundamentals of underwriting, Importance of sound underwriting. The significance of underwriting & pricing, Assumptions on pricing and other contingency risks to solvency & their inter relationship with underwriting. Underwriting of Life Insurance, Underwriting of General Insurance.	
<b>Unit 2: Adverse Selection and Persistency</b>	10
Actuarial Principles. Organization of underwriting. Principles of being Equitable to Policy Holders. Underwriting Philosophy & Guidelines. Risk classes & risk assessment factors in individual assurance underwriting and in-group underwriting and renewal cases. Underwriting Regulations & requirements, Field underwriting, Tele-underwriting.	
<b>Unit 3: Making an underwriting decision</b>	10
The numerical rating system, policy issue, postponement, Declinature of proposal rationale, Group Life Insurance Underwriting, Technology in underwriting, common underwriting lapses and their impact.	
<b>Unit 4: Claim Management</b>	10
The concept, importance, and classification of claims. Claims management procedure and system for different types of claims. Role of the insured & insurer in claim management, the importance of investigations and the role of Investigators.	
<b>Unit 5: Regulatory framework</b>	08
Regulatory and legal aspects of claims management, the relevance of different claim-documents, disputed and complicated claims and grievance redressal mechanism including reference to arbitration.	

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1. Life Insurance Underwriting by I.I.I.
2. Life Insurance volume I, II & III by ICFAI
3. Life & Health Insurance by Skipper & Black
4. Principles of Risk Management and Insurance by George Rejda (Pearson Education)
5. Life and Health Insurance, Black, Jr. Kenneth and Horold Skipper, (13th Edition), Pearson (Indian Economy Edition).
6. Rejda, George, (13th Edition), Principles of Risk Management and Insurance, Economy Indian Edition).
7. Risk Management and Insurance, Trieschman, Gustavson and Hoyt, Western College, Cincinnati, Ohio.
8. Life Insurance, S. Heubner (LBRARO).
9. Claims Management, ICFAI Vol. I & II.

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly schedule	Unit no.	Hours	Learning outcome	Teaching and Learning Process	Assessment method
1 to 3	1.	10	The student will acquire an understanding of the fundamentals of underwriting, both in life and general insurance.	Classroom lecture, visual aids like PowerPoint presentation shall be used to cover the basics of the underwriting of life and general insurance.	Multiple Choice Quizzes, Group Discussion in the tutorials on the fundamentals and importance of underwriting in insurance.
4 to 6	2.	10	The student should be able to describe actuarial principles and various risk classes and their assessment factors in individual insurance underwriting.	Classroom lecture, interactive discussion-based teaching, use of visual aids to describe the actuarial principles used by an insurer.	Descriptive and critical reasoning home assignments for the internal assessment.
7&8	3.	10	The student should be able to list the methods and techniques used in making an underwriting decision through numerical rating system and explain other common underwriting methods.	Classroom lecture and PowerPoint presentation shall be used to make the student understand the types of risks associated with life and general insurance.	Problem – solving exercises, evaluating presentations made by students to improve their academic understanding.
9& 10	4.	10	The student should be able to acquire explain the role of intermediaries and actuary in underwriting and pricing of risks, understand the claim process in insurance, especially in general insurance., understand	Classroom lecture, interactive teaching using visual aids while delivering the lecture to optimise student learning of the concepts.	Descriptive and critical reasoning home assignments or project for internal assessment.

			the role of surveyors in claim processing and in claim management.		
11 & 12	5.	08	The student should be able to explain the regulatory norms and understand claim management by insurers.	Classroom lecture, interactive teaching using visual aids to make them understand the claim management process adopted by insurers.	Class test for the award of internal assessment marks and providing feedback to the students with a view to further improve their academic performance.

**\*The assessment tasks listed here are indicative and may vary.**

**Keywords**

Underwriting, Actuarial Principles, Field Underwriting, Tele Underwriting, Claim Management, Legal aspects

# दिल्ली विश्वविद्यालय UNIVERSITY OF DELHI

Bachelor of Arts (Vocational Studies) Tourism Management

(Effective from Academic Year 2019-20)



**Revised Syllabus as approved by**

**Academic Council**

Date:

No:

**Executive Council**

Date:

No:

**Applicable for students registered with Regular Colleges, Non Collegiate  
Women's Education Board and School of Open Learning**



## **Preamble**

The objective of any programme at Higher Education Institute is to prepare their students for the society at large. The University of Delhi envisions all its programmes in the best interest of their students and in this endeavour it offers a new vision to all its Under-Graduate courses. It imbibes a Learning Outcome-based Curriculum Framework (LOCF) for all its Under Graduate programmes.

The LOCF approach is envisioned to provide a focused, outcome-based syllabus at the undergraduate level with an agenda to structure the teaching-learning experiences in a more student-centric manner. The LOCF approach has been adopted to strengthen students' experiences as they engage themselves in the programme of their choice. The Under-Graduate Programmes will prepare the students for both, academia and employability.

Each programme vividly elaborates its nature and promises the outcomes that are to be accomplished by studying the courses. The programmes also state the attributes that it offers to inculcate at the graduation level. The graduate attributes encompass values related to well-being, emotional stability, critical thinking, social justice and also skills for employability. In short, each programme prepares students for sustainability and life-long learning.

The new curriculum of B.A. (VS) Tourism Management offers updated subject knowledge and skills for continuous academic and professional growth in the field of tourism. Through this discipline, student will attain professional and technical skills to effectively integrate knowledge with practice.

The University of Delhi hopes the LOCF approach of the programme B.A. (VS) Tourism Management will help students in making an informed decision regarding the goals that they wish to pursue in further education and life, at large.

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# **1. INTRODUCTION TO PROGRAMME**

Tourism is a socio-economic phenomenon, it has enormous economic implications; it is an important means of peace, harmony, socio-economic development, cultural integration entrepreneurship and employment generations. It promotes sustainable development and environmental conservation simultaneously. Intellectuals and researchers both, from developed & developing countries have appropriately acknowledged the necessity of tourism education. The success of tourism industry depends upon the effective & efficient trained human resource. The proper education of tourism discipline can create the effective and efficient tourism professional. This course attempts to discuss the various facets of tourism education. Tourism is the amalgamation of the various industries and disciplines so this course creates a better understanding of different fields of tourism education like transportation industry, hospitality industry, management of various tourism business and other connected disciplines and industries. It's an emerging field of higher study, policy makers, administrators, researchers become more aware about the impacts of tourism education. Imparting proper tourism education results in increased employment opportunities, high level public awareness and change in taste and preferences. Indian tourism is enriched with varied and vast tourism resources, it needs professionally trained human resource to develop and promote the Indian tourism products to the global market. In present scenario Tourism industry and education both are the major concerns of the world. Developing nations and least developed nations both are attempting to project their tourism in the knowledge based society. Managerial skills in tourism industry are the need of hour in present time to cater the needs of experienced, enriched and technology equipped tourists.

## **2. LEARNING OUTCOME BASED APPROACH TO CURRICULUM PLANNING**

### **2.1 Nature and extent of the B.A. (VS) Tourism Management**

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. Tourism is multidisciplinary in approach, tourism students study about Sociology to know why do people travel? Does a consumer's social position have any influence on his decision about the type of product he is going to buy? What is the role of education in choosing a type of holiday? Are tourism products or tourist destinations subject to fashion? How important is disposable income of potential tourists? Tourism students study Economics to understand the Input-output analysis; Tourism Satellite Accounts; yield management; political constraints and incentives including taxation policies; Tourism takes the help of Psychology to know the types of tourists; dealing with "difficult clients"; psychological barriers to travelling. Characterise people who prefer to travel in groups and those who travel independently. Why should they be handled in a different way? Tourism as a fashion; changing visitors' tastes and preferences; Anthropology is also a part of tourism education which explain the different phenomenon like dealing with clients according to their types; solving problems. It takes the help of Political Science to know about the political stability; foreign affairs and diplomacy; types of barriers to travel; How can a government intervene (incentive and disincentive policies)? Visa policy (time demanding, costly, etc.); currency policy (unfavourable exchange rates, day limits, extra charges); customs policy can

be either incentive. Geography helps understanding the tourist regions according to the WTO; characteristic features of regions and their strengths and weaknesses; proximity; accessibility; climate; risks; level of development; etc. Tourism also takes the help of Ecology to develop the understanding about sustainable development of tourism, carrying capacities, Limits of Acceptable Change; zoning; site planning; landscaping; architectural design of buildings; Visitor Management Systems (controlling visitor flow); waste management; ecological means of transport within the destination; Agriculture: Rural tourism; accommodation at farm houses (at operating farms); supply of local products; Parks and Recreation: Attractions; holiday centres; theme parks; animation in resorts; Urban and Regional Development: National heritage; tourism in historic town centres; tourist flow management; carrying capacities of a region, see also ecology; Discuss the links between the level of tourism and the infrastructure of the region. Which institutions and local authorities are vital for the development of the tourism industry? Discuss the benefits of tourism as an important job generator for local population. Different functional areas of management are also useful for tourism study like Marketing which helps in understanding Supply-side and demand-side oriented market research; niche markets; target groups; advertising; promotional campaigns; in-house marketing; role of “word-of-mouth” marketing; loyalty programmes; special offers; ability of decision-makers to market and promote the destination effectively; Tourism Law helps in understanding Customer protection, contracts, documents, insurance policies laws related to hotel and frontier formalities. Business studies is useful in understanding the Structure of companies; competence; types of management; chains versus independent establishments and globalisation versus national identity; forms of ownership; human resources- recruitment, training; Transportation is useful in understanding the accessibility; transport infrastructure; types of transport and their specifics; fleet planning; types of travel documents; loyalty programmes and their consequences for the number of passengers; Hotel and Restaurant Administration is useful to understand specific features of running a hotel or an independent restaurant; types of rates; occupancy; specific features of jobs in hospitality; specific requirements on labour force, see also: business; Education: Types of schools; in-house training courses; certificates and their compatibility

## 2.2 Aims of Bachelor's degree programme in (CBCS) B.A. (VS) Tourism Management

The overall aims of bachelor's degree programme in tourism are to:

- i. Interpret practical, theoretical and personal skills required for management roles within a variety of international hotel and tourism organisations.
- ii. Synthesise strategic, organisational and marketing processes of a commercial hospitality enterprise within the context of the global nature of the business.
- iii. Cultivate a professional management attitude by nurturing the creative development of innovative ideas and solutions.
- iv. Confidently debate, research and synthesise theories while evaluating organisational learning.
- v. Critically analyse different multilateral institutions and transnational organisations including an evaluation of their impacts involved in international tourism and heritage tourism management

### **3. GRADUATE ATTRIBUTES IN SUBJECT**

#### **3.1 Lifelong Learning**

Update their subject knowledge and skills for continuous academic and professional growth.

#### **3.2 Disciplinary Knowledge**

To have knowledge of their discipline and will attain professional and technical skills to effectively integrate knowledge with practice.

#### **3.3 Communication Skill**

To equip them with verbal and written communication skills to be able to communicate with all the stakeholders confidently and with clarity.

#### **3.4 Cooperation/Team work**

A graduate entrepreneur uses his creativity and applies strategic thinking to create effective business plans along with creative social opportunities to strengthen his coursework and build his professional network with real-world experience.

#### **3.5 Information/digital literacy**

Demonstrates basic knowledge of computers and use of software's such as word, excel & power point.

#### **3.6 Self-directed learning**

To take initiatives for some topics and identify resources and study material for additional learning, individually or in groups and to use the strategies to meet learning goals in self-learning environment, under the guidance of the mentor.

#### **3.7 Research-related skills**

To comprehend, consolidate, extend, apply and update their discipline's knowledge and skills for undertaking research proposals and continuous academic and professional growth.

#### **3.7 Problem solving**

As a student in the program, one learns to work effectively as both a member and a leader in team problem-solving and decision-making situations, incorporate the perspectives and contributions of individuals from diverse groups to create inclusive work environments, demonstrate professional preparation and conduct to meet professional standards in business settings, and employ multiple mediums of communication in a variety of business settings to express, assimilate, and analyse information and ideas to facilitate collaboration and achieve goals.

#### **3.8 Self-directed learning**

To take initiatives for some topics and identify resources and study material for additional learning, individually or in groups and to use the strategies to meet learning goals in self-learning environment, under the guidance of the mentor.

## 4. Qualification Description

Bachelor's degrees in Tourism are awarded to students who have demonstrated:

- A systematic understanding of key aspects of their field of study, including acquisition of coherent and detailed knowledge, at least some of which is at, or informed by, the forefront of defined aspects of a discipline.
- An ability to deploy accurately established techniques of analysis and enquiry within a discipline.
- Conceptual understanding that enables the student:
  - To devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of a discipline
  - To describe and comment upon particular aspects of current research, or equivalent advanced scholarship, in the discipline.
- An appreciation of the uncertainty, ambiguity and limits of knowledge.
- The ability to manage their own learning, and to make use of scholarly reviews and primary sources (for example, refereed research articles and/or original materials appropriate to the discipline).

Holders of the qualification will be able to:

- Apply the methods and techniques that they have learned to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects
- Critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete), to make judgements, and to frame appropriate questions to achieve a solution - or identify a range of solutions - to a problem
- Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

And holders will have:

- The qualities and transferable skills necessary for employment requiring:
  - The exercise of initiative and personal responsibility
  - Decision-making in complex and unpredictable
  - The ability needed to undertake appropriate further training of a professional

## 5. Programme Learning Outcome in Course

Graduates of the Bachelor of Tourism Management will be able to:

1. Context of Tourism
  - Contextualize tourism within broader cultural, environmental, political and economic dimensions of society.
  - Critique tourism practices for their implications locally and globally.

## 2. Knowledge of Tourism

- Interpret and evaluate tourism as a phenomenon and as a business system.
- Explain the diverse nature of tourism, including culture and place, global/local perspectives, and experience design and provision.
- Identify and assess relationships and networks relative to building tourism capacity.

## 3. Professional Skills

- Apply relevant technology for the production and management of tourism experiences.
- Plan, lead, organize and control resources for effective and efficient tourism operations.
- Create, apply, and evaluate marketing strategies for tourism destinations and organizations.
- Develop and evaluate tourism policy and planning initiatives.

## 4. Ethics and Values

- Demonstrate commitment to ethical practices of tourism.
- Actively engage in the world as global citizens.
- Practice empathy and respect for diversity and multicultural perspectives.
- Apply principles of sustainability to the practice of tourism in the local and global context.

## 5. Communication

- Select and deploy task-appropriate forms of oral, written, digital, and graphic communication.
- Value and practice active listening, critical thinking, and critical reading.
- Distinguish and produce forms of communication relevant to academia, business, government, and industry.
- Assess, evaluate, and employ appropriate communication tools for discussions within and between teams and members, various audiences, decision-making teams, and corporate communication tasks.

## 6. Critical Thinking & Problem Solving

- Apply problem solving and critical analysis within diverse contexts.

## 7. Leadership & Teamwork

- Work collaboratively in groups, both as a leader and a team member, in diverse environments, learning from and contributing to the learning of others.



## 6. STRUCTURE OF IN B.A (VS) Tourism Management

<b>B.A. (Vocational Studies) Tourism Management</b>			
<b>Three-Year (6-Semester)</b>			
<b><u>Course Structure Under LOCF</u></b>			
<b>B.A. (VS) Tourism Management</b>			
<b><u>Semester – I</u></b>			<b>Credits</b>
<b>TM 1.1</b>	Environmental Studies/ Language: English/Hindi/Modern Indian Language	Ability Enhancement Compulsory Course (AECC)	4
<b>1.2</b>	English I / MIL I	Core Discipline	6
<b>1.3</b>	History of Tourism-I	Core Discipline	6
<b>1.4</b>	Fundamentals of Management	Core Discipline	6
<b><u>Semester – II</u></b>			
<b>TM 2.1</b>	Language: English/Hindi/Modern Indian Language/ Environmental Studies	Ability Enhancement Compulsory Course (AECC)	4
<b>2.2</b>	MIL I / English I	Core Discipline	6
<b>2.3</b>	History of Tourism-II	Core Discipline	6
<b>2.4</b>	Entrepreneurship and Small Business	Core Discipline	6
<b><u>Semester – III</u></b>			
<b>3.1</b>	English/ MIL II	Core Discipline	6
<b>3.2</b>	Concepts and Impacts of Tourism	Core Discipline	6
<b>3.3</b>	Tourism Marketing	Core Discipline	6
<b>3.4</b>	Computer Concepts and Software Packages	Skill Enhancement Course (SEC)	4
<b><u>Semester – IV</u></b>			
<b>4.1</b>	MIL II / English II	Core Discipline	6
<b>4.2</b>	Profile of Modern Tourism	Core Discipline	6
<b>4.3</b>	Managerial Accounting and Finance in Tourism	Core Discipline	6
<b>4.4</b>	Business Communications and personality Development	Skill Enhancement Course (SEC)	4
<b><u>Semester – V</u></b>			
<b>5.1</b>	Tourism Undertaking	Elective Core – Discipline Based	6
<b>5.2</b>	Internship Project / Project	Elective Core – Generic	6
<b>5.3</b>	5.3.1-Corporate Laws	Elective Core – Generic	6
	Or		
	5.3.2 Culture in Indian Subcontinent I		
<b>5.4</b>	Airport Handling	Skill Enhancement Course (SEC)	4
<b><u>Semester – VI</u></b>			

<b>6.1</b>	Procedure and Operation in the Tourism Business	Elective Core – Discipline Based	6
<b>6.2</b>	6.2.1 Globalization	Elective Core – Discipline Based	6
	Or		
	6.2.2 Conservation and Preservation of Nature and Culture		
<b>6.3</b>	6.3.1 Business Law	Elective Core – Generic	6
	Or		
	6.3. 2 Culture in Indian Subcontinent II		
<b>6.4</b>	6.4.1-E-Commerce Or 6.4.2- Business Tourism and Hospitality	Skill Enhancement Course (SEC)	4

**B.A. (VS) Tourism Management**  
**Semester I**  
**Paper: TM 1.1**  
**Environmental Studies/ Language: English/Hindi/Modern Indian Language**  
**Ability Enhancement Compulsory Course - (AECC) Credit:4**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Tourism Management  
Semester I  
Paper: TM 1.2  
English I/ MIL I  
Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Tourism Management**  
**Semester I**  
**Paper: TM 1.3**  
**History of Tourism-I**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

- Develop perceptions of people and the world.
- Understand the concepts of motivation and determinants of travel, tourism, holiday and leisure in tourism historicity.
- Study the evolution of diverse cultural milieu and traditions in the ancient and medieval world and their impact on tourism practices and products.
- Knowledge of world tourist attractions of the past and to develop an appreciation of the ancient and medieval heritage.
- Learn the historical evolution of hospitality sector and travel related services.
- Critical evaluation of the role of state, governance, patronage and associations in the expansion of tourism and travel in the ancient and medieval world.

**Course Learning Outcomes**

There are various academic outcomes of the paper entitled History of Tourism. Methodologically speaking History and Tourism are interrelated and interwoven in multiple ways. Nevertheless, some of outcomes could be surmised in following manners:

CO1: The students would be equipped with diverse historical knowledge like chronology, places, events, experiences and narratives as well as understanding the idea of Travelling and Tourism in historical context. This knowledge will give them insights into the functioning of the Tourism sector in the contemporary world and society.

CO2: This course will demonstrate the knowledge of various civilizations, urbanism and cultural traits to situate the development of travelling and Tourism in chronological contexts. It would explain the development of various traditions, practices and pilgrimages and would enable the students to understand the cultural root of the development of modern sport tourism as well.

CO3: This course will inculcate organizing capability and virtues required to lead the group and organization in an effective and efficient manner.

CO4: The students will learn critical analysis of the historical events and narratives. Students would be able to find the job opportunity in the field of cultural studies & practices.

## Contents

### Unit 1: 15

**History of Tourism as a new discipline-** Evolution of Tourism as an academic subject, Tourism and other social sciences. Methodology for History of Tourism. Primary and Secondary sources for studying History of Tourism, Chronological Division of History of Tourism, Chronological Division of History of Tourism, Travellers and Travelogues of Ancient and Medieval world -Megasthenes, Hsuan Tsang, Ibn Battuta and Marco Polo.

### Unit 2: 15

**The Concept of Tourism: An Overview-** Tourism- Definition, Types and Determinants, Difference between Travel and Tourism, Concepts of Excursion, Holiday, Sightseeing, Tourists and Mass Tourism, Tourism Products – definition and characteristics.

### Unit 3: 15

**Idea of Tourism as a cultural practice Ancient Civilizations -Social-** Economic conditions and Tourism: Egypt, Mesopotamia, India, China, Rome, Greece (case studies of Giza, Ziggurat of Ur, Sanchi, Terracotta army of Shaanxi, Rome and Athens).  
**Medieval Civilizations**  
Rise and fall of early empires, Byzantine, Christian and Islamic Civilizations. Tourism activity in the ancient and medieval world, Seven Wonders of the ancient and medieval World, Pilgrimage (Hindu, Buddhist, Jain, Christian and Islamic), Tourism and Spectator Sports (Olympics, chariot races and gladiator fights), Resorts and Spas, Royal Tourism and Educational tours.

### Unit 4: 15

**Concept of Discovery and Touristic Patterns-**  
Urbanization- Rome and Varanasi, interlinking of politics, religion, trade, entertainment and tourism.  
Trade Routes- Silk Route, Spice Route and Incense Route.  
Cultural Interactions, Diffusion and experimentation, Birth of new art forms, music, Theatre and Sculpture

### **Practical**

Study visit to a museum / heritage site is mandatory to understand the finer nuances of history, travel and tourism.

## References

1. Koshar, Rudy, ed. Histories of Leisure. Oxford: Berg, 2002.
2. Holden, A (Ed) Tourism Studies and the social sciences. Abington, UK: Routledge. 2005
3. Löfgren, Orvar. On Holiday: A History of Vacationing. Berkeley: University of California Press, 1999.
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13. Amar Farouqui 'Early Social Formation', Manak Delhi .2001
14. Rakesh Kumar, *Ancient and Medieval World: From evolution of Humans to the Crisis of Feudalism*, Sage Texts, new Delhi, 2018
15. Burkhardt \_\_\_\_\_ and Madlik 'Tourist Past, Present and Future': Butterworth Heinemann, several editions
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17. Herbert "Heritage Tourism and Society".
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20. McIntosh, Goldner, Ritchie "Tourism: Principles, Practices, Philosophy"- John Wiley, New York, 1995
21. Nisbet "Social Change and History"- Oxford University Press, 1972
22. Nora Starr. "Viewpoint"- Prentice Hall, 1997
23. Ratnagar "Trading Ecounters"- Oxford University Press. New Press, 2004
24. T. Walter Wallbank "Civilisations Past and Present"- Scott Foresman, London, 1978
25. Urry, J (1990), *The Tourist Gaze : Leisure and Travel in contemporary Societies*. Sage Publication: London
26. Aitchison , C and F. Jordon (1998) , *Gender, Space and Identity: Leisure, Culture and Commerce* . Eastbourne
27. K Kinnaird , D Hall (ed) 1994. *Tourism a Gender Analysis*. Wiley
28. Himanshu Prabha Ray. 1987. *Monastery and Guild: Commerce under Satavahana*. Oxford University Press.

Additional Resources:

### **Classical Readings**

### **Historical Text**

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit No.	Hours	Course learning outcome	Teaching and Learning Process	Assessment Methods*
3	1	15	The students would be equipped with diverse historical knowledge like chronology, places, events, experiences and narratives as well as understanding the idea of Travelling and Tourism in historical context. This knowledge will give them insights into the functioning of the Tourism sector in the contemporary world and society.	Class lectures, PPTs, critical essays, articles, books and discussions.	Assignments, projects, presentations, class tests.
3	2	15	This course will demonstrate the knowledge of various civilizations to situate the development of travelling and Tourism in chronological context. It would explain the development of various traditions, practices and traits as the cultural roots of the development of world tourism as well.	Class lectures, PPTs, Books, seminars, films and documentaries.	Assignments, quiz, article reviews and MCQs.
3	3	15	This course will inculcate organizing capability and virtues required to lead the group and organization in an effective and efficient manner.	Class lectures, PPTs. Interaction with Urban planners, Pilgrimage tourism policy makers and planner, visit to heritage cities.	Assignments, Presentations Heritage video making, Group discussions/oral tests.
3	4	15	The students will learn critical analysis of the historical events and narratives. Students	Class lectures, PPTs Discussions, visit to museums, Screening of Documentaries.	Assignments, Travelogue



			would be able to find the job opportunity in the field of cultural studies & practices.		writing presentations, Mapping, book review.
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**\*The assessment methods listed here are indicative and may vary.**

**Keywords**

History, Travel, Tourism, Chronology, Culture, Evolution, Diffusion, Heritage, Civilization, Ancient, Medieval, Travellers, Travelogue, Urbanization, Pilgrimage, Empires, Religion

**B.A. (VS) Tourism Management**  
**Semester I**  
**Paper: TM 1.4**  
**Fundamentals of Management**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

- To acquaint the students with the Principles, functions and practice of management and provide them practical exposure giving stories of success/failure businessmen.
- To acquaint the students with the basics of Commerce and Business; concepts and functions of Business Organization and provide them practical exposure of entrepreneurial role in business using commerce lab work and assignments.

**Course Learning Outcomes**

CO1: To make students aware of concept of Commerce, trade and business and alternative sources of financing.

CO2: To provide students with adequate knowledge of alternatives forms of organizations and factors influencing the choice of suitable form of business.

CO3: To discuss the basic concept of Joint Stock Company and its basic requirements.

CO4: To make students understand the basic concepts of Management, Leadership and planning its relevance for Tourism sector.

CO5: To acquaint students with meaning, features and principles of Organization.

**Contents**

Unit 1: 12  
Concepts: Business, trade, industry and commerce – Business: Features of business – Trade: Classification, Aids to Trade – Industry: Classification – Commerce - Relationship between trade, industry and commerce - Business Organization: Concept - Functions of Business. Sources of finance: Long Term, Short Term.

Unit 2: 12  
Business Organization: Forms of Business Organization – Classification – Factors influencing the choice of suitable form of organization. Sole Proprietorship: Meaning – Characteristics – Advantages & Disadvantages. Partnership: Meaning – Characteristics – Kinds of partners -- Rights and obligations of partners. Joint Hindu Family Business: Characteristics – Advantages and limitations. One Person Company-Advantages and Limitations.

Unit 3: 12  
Joint Stock Company: Meaning – Characteristics – Advantages - Kinds of Companies – Difference between private and public companies – Promotion of A Company: Stages - Promoters – Characteristics – Registration – Capital subscription – Commencement of Business – Preparation of Important documents: Memorandum of Association: Significance, Clauses – Articles of Association: Contents – Prospectus: Meaning and Contents. Meetings: types and procedure to hold.

Unit 4: 12  
Management: Meaning – Significance- Management Vs Administration – Functions of management – Levels of Management – Skills of management – Leadership: Leader Vs Manager - Traits of successful Leaders - Scientific Management: Features - Fayol's Principles of Management. Planning: Meaning – Significance – Types of Plans.

Unit 5: 12  
Organizing: Meaning – Features – the process of organization – Principles of organization - Elements of organizations – Organization chart. Delegation of authority: Meaning - Elements – Principles – Types – Difficulties in delegation – Guidelines for making delegation effective. Centralization – Decentralization: Meaning – Differences between delegating and decentralization. Selection and recruitment, Motivation and its techniques.

## References

1. Govindarajan and Natarajan: Principles of Management, PHI
2. Bhushan YK: Business Organization and Management, Sultan Chand
3. RK Sharma and Shashi K Gupta: Industrial Organization and Management, Kalyani
4. CB Gupta: Industrial Organization and Management, Sultan Chand
5. Sherlekar: Business Organization and Management, Himalaya
6. Talloo: Business Organization and Management, Tata
7. Subba Rao P: Management and Organizational Behavior, Himalaya
8. Satyaraju & Parthasarathy: Management- Text & Cases, PHI
9. Chandra Bose: Principles of Management & Administration, PHI
10. Aryasree & Murthy: Industrial Organization and Management, Tata McGraw Hill
11. Surendar & Madhavi: Industrial Organization & Management, Himalaya
12. Bhatia RC: Business Organization & Management, Ane Books
13. Robins SP: Management, PHI
14. Rao VSP: Management, Excel
15. Gupta CB: Entrepreneurship Development in India, Sultan Chand
16. Prasad LM: Management, Sultan Chand
17. Dubrin: Essentials of Management, Cengage
18. Moshal: Organization and Management, Galgotia

## Additional References:

1. Gupta CB: Entrepreneurship Development in India, Sultan Chand
2. Bhatia RC: Business Organization and Management, Ane Books
3. Prasad L M: Management, Sultan Chand
4. Subba Rao P: Management and Organizational Behaviour, Himalaya

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly schedule	Unit no.	Hours	Course learning Outcomes	Teaching Learning Process	Assessment Methods
1 to 3	I	12	Students will be able to understand the concept of Business, commerce and trade and relationship between them. Functions of business and sources of finance.	Theory classes on the topic business, commerce and trade with examples. Discussion on various sources of finance to support business.	Class Assignment and student's presentation on relevant topics.
4 to 6	2	12	Students will have acquired the knowledge on basic forms of business organization and its influencing factors.	Theory classes to understand different forms of business organizations. Different case studies will also be discussed.	Interactive and question-answer sessions. Telling practical relevance of the study, using illustrations.
7 & 8	3	12	Students will have acquired in-depth knowledge of Joint stock company, Promoters, Memorandum of Association, Articles of Association and Prospectus.	Theory classes with relevant case studies. Power Point presentation will also be used to make understand the topic. Practical examples to be put before the students.	MCQ on MOA, AOA and Prospectus.
9 & 10	4	12	Students will get information on Management and administration. Functions, level and skills of Management. Information on leadership and scientific management. Fayol's Principles of Management will also be discussed.	Interactive discussion on What is management and how management work in administration.  Using Group Discussion method and Problem solving method in tutorial classes	Pupils presentation and question answer session.
11 & 12	5	12	Students will make aware of Organization. Principles and	Detailed discussion on concept of organization. Difference between	Class test and Viva-voce on relevant topic.

			elements of organization. Delegation and decentralization of authority.	Delegation and decentralization of authority.	
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**\*The assessment methods listed here are indicative and may vary.**

**Keywords**

Trade, Sole proprietorship, Joint Hindu Family, Joint stock Company, Leadership

**B.A. (VS) Tourism Management  
Semester II  
Paper: TM 2.1  
Language: English/ Hindi/ Modern Indian Language/ Environmental Studies  
Ability Enhancement Compulsory Course - (AECC) Credit:04**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Tourism Management  
Semester II  
Paper: TM 2.2  
MIL I/ English I  
Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Tourism Management**  
**Semester II**  
**Paper: TM 2.3**  
**History of Tourism-II**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

- Develop perceptions of people and the world in modern and contemporary period.
- Understand the concepts of motivation and determinants of travel, tourism, holiday and leisure in tourism modernity.
- Study the evolution of diverse cultural milieu and traditions in the modern and contemporary world and their impact on tourism practices and products.
- Knowledge of world tourist attractions of the modern and contemporary period and to develop an appreciation of its heritage.
- Learn the modern and contemporary concepts of hospitality sector and travel related services.
- Critical evaluation of the role of state, governance, patronage, regulatory bodies and associations in the phenomenal expansion of tourism and travel in the modern and contemporary world.

**Course Learning Outcomes**

There are various academic outcomes of the paper entitled History of Tourism. Methodologically speaking History and Tourism are interrelated and interwoven in multiple ways. Nevertheless, some of outcomes could be surmised in following manners:

CO1: The students would be equipped with diverse historical knowledge like chronology, places, events, experiences and narratives. This knowledge will give them insights to understand the contemporary world and society.

CO2: This paper will impart the required skills to understand tourism industry.

CO3: This course will inculcate organizing capability and virtues required to lead the group and organization in an effective and efficient manner.

CO4: The students will learn critical analysis of the historical events and narratives. Students would be able to find the job opportunity in the field of cultural studies & practices.

**Contents**

Unit 1:

15

Major Socio-Cultural Processes and Development of Tourism in Modern Age  
Sea Voyages, Vasco De Gama and Columbus, Renaissance, Grand Tours, Reformation,  
French Revolution, Industrial Revolution, Imperialism, Nationalism and National  
Movements in Asia (including Japan) Socialism and growth of Tourism in the modern  
period.



Unit 2: 15  
Tourism Boom in the 19th and 20th centuries  
1. Rise of International Tourism, World Cruises, Automobile and Coach Tours, Resort Tourism, Role of Infrastructure, Tourism as an Industry.  
2. Tourist boom between the World Wars, Tourism and Economy and Crises, Social Changes, Transport and Technological Advances, Air Tourism, Gender and Tourism, Politics and Tourism, League of Nations, IUOTO, Bermuda Agreement, IATA, Emergence of Tourism Services Organizations and Civil Aviation

Unit 3: 15  
Tourism Phenomena after Second World War  
Long Hauls, Tremendous expansion of Thomas Cook and Package Tours Charters, Role of escorts and guides, Social Reforms and Tourism, Tourism in Newly Independent Countries, Tourism and Globalization, Emergence of Tourism Organizations and Standardization of services.

Unit 4: 15  
Tourism as a Globalized System  
The Expansion of Tourism and Globalization, New Approaches to Travel and Tourism, Revolution in accommodation sector, Gender and Tourism, Tourism and Five-year Plans in India, SWOT analysis of National Tourism Policy 2002, Hospitality sector, emergence of different types of hotels, motels, inns and theme based resorts and restaurants.

### **Practical**

Study visit to a travel company office is mandatory to observe travel operations and gain first-hand experience.

### **References**

1. Koshar, Rudy, ed. *Histories of Leisure*. Oxford: Berg, 2002.
2. Holden, A (Ed) *Tourism Studies and the social sciences*. Abington, UK: Routledge. 2005
3. Löfgren, Orvar. *On Holiday: A History of Vacationing*. Berkeley: University of California Press, 1999.
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5. Réau, Bertrand. "Commentary: The Historical Social Science of Tourism." *Journal of Tourism History* 6, nos. 2-3 (August-November 2014): 210-222.
6. Borocz, Jozsef. "Travel-Capitalism: The Structure of Europe and the Advent of the Tourist," *Comparative Studies in Society and History* 34, no. 4 (Oct. 1992): 708-741.
7. Buckley, Peter J. and Stephen F. Witt. "Tourism in the Centrally-Planned Economies of Europe," *Annals of Tourism Research* 17, no. 1 (1990): 7-18.
8. Carden-Coyne, Ana. *Reconstructing the Body: Classicism, Modernism, and the First World War*. Oxford: Oxford University Press, 2009.
9. Glover, Nikolas. "Co-produced Histories: Mapping the Uses and Narratives of History in the Tourist Age," *Public Historian* 30, no. 1 (Feb., 2008): 105-124.

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14. Peter Hulme and Tim Youngs (ed) *Cambridge companion to travel writing*. 2002
15. Cunningham ,H (1980) *Leisure and Travel in the industrial revolution* , 1 edn., London : Croome Helm .
16. Cunningham H (1985) *Leisure in Working class England*, 1 edn., England: Crooms Helm .
17. Gipling William (1770) 'The Grand Tour and After ' , in 2 (ed.) *Cambridge companion to travel writing* . Cambridge: Cambridge University Press, pp. 30.
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21. Maston T.W (1993) *Social policy in th Third Reich, The working class and "the national community"*, England : Oxford .Burkhardt and Madlik 'Tourist Past,Present and Future': Butterworth Heinemann, several editions
22. Gilbert Sigeauxz "History of Tourism".
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26. Nisbet "Social Change and History"- OxfordUniversity Press, 1972
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35. Pubby, V 1988. *Simla: Then and Now Summer Capital of Raj*. New Delhi; Indus Publishing Company

### **Additional Resources:**

1. James Boswell, *Boswell on the Grand Tour: Germany and Switzerland*, edited by Frederick Pottle. New York: McGraw Hill, 1953. First published 1764.

2. Edward Gibbon, *Memoirs of My Life and Writings*. Boston, MA and London: Ginn & Co., 1898.
3. Johann Wolfgang von Goethe, *Goethe's Letters from Switzerland and Travels in Italy*. New York: Worthington, 1885.
4. Samuel Johnson and James Boswell. *A Journey to the Western Islands of Scotland and A Journal of a Tour to the Hebrides*, edited by Peter Levi. New York: Penguin, 1984. First published 1775 and 1786.
5. Tobias Smollett, *Travels through France and Italy*, edited by Frank Felsenstein. Buffalo, NY: Broadview, 2011. First published 1766.
6. Mary Wollstonecraft, *Letters Written in Sweden, Norway, and Denmark*, edited by Tone Brekke and Jon Mee. Oxford: Oxford University Press, 2009. First published 1796 in London by J. Johnson.

### **Teaching Learning Process, Assessment Methods and Teaching Plan**

<b>Weekly Schedule</b>	<b>Unit no-</b>	<b>Hours</b>	<b>Course learning outcome</b>	<b>Teaching and learning Process</b>	<b>Assessment Methods*</b>
3	1	15	The students would be equipped with diverse historical knowledge like chronology, places, events, experiences and narratives. This knowledge will give them insights to understand the contemporary world and society.	Class lectures, PPTs, critical essays, articles, books and discussions.	Assignments, projects, presentations, class tests.
3	2	15	It will enable students to understand the context and causality to comprehend the development of Tourism industry in the 19 <sup>th</sup> and 20 <sup>th</sup> century. It will give them insights to expand the idea of various dimensions of tourism.	Class lectures, PPTs, Book reviews, seminars, films and documentaries.	Assignments, quiz, class tests, MCQ, debates.

3	3	15	Students will be able to critically engage in understanding the historical context in which Tourism evolved after the Second World War.	Class lectures, ppts, interaction with tourism policy makers and planners, visit to eminent travel agencies.	Assignments, presentations, visit reports.
3	4	15	Students will be able to explain the various facets of Globalization and its relationship with the growth of Tourism. They will be in position to comprehend the development of hospitality sector in India and in the Global contexts.	Class lectures, PPTs, discussions.	Class tests, assignments.

**\*the assessment methods listed here are indicative and may vary.**

### **Keywords**

Movements, Renaissance, Humanism, Reason, Liberty, Equality, Fraternity, Nationalism, Democracy, Revolution, Feminism, Gender, Change, Continuity, Industry, Reform, Globalization, Adventure

**B.A. (VS) Tourism Management**  
**Semester II**  
**Paper: TM 2.4**  
**Entrepreneurship and Small Business**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The objectives of the course are: to orient the learner toward entrepreneurship as a career option, develop creative thinking and behaviour for effectiveness at work and in life, to make the students aware about the various entrepreneurial skills and the importance of entrepreneurship in successful running of enterprises, to understand the importance of writing of a proposal and its significance and to develop critical thinking to every aspect of business and industry.

**Course Learning Outcomes**

CO1: Knowledge of basic concept of entrepreneurship, dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, enetpreneurship, ecopreneurship, and social entrepreneurship.

CO2: Understanding of entrepreneurship and micro, small and medium enterprises, concept of business groups and role of business houses and family business in India, the contemporary role models in Indian business: their values, business philosophy and behavioural orientations, conflict in family business and its resolution, managerial roles and functions in a small business, entrepreneur as the manager of his business, the need and the extent of professionalization of management in small business.

CO3: Conversant with public and private system of stimulation, support and sustainability of entrepreneurship, requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, role of industries/entrepreneur's associations and self-help groups, the concept, role and functions of business incubators, angel investors, venture capital and private equity fund.

CO 4: Enable to write the business plan/project proposal, contents of business plan/ project proposal, designing business processes, identifying location, layout, operation, planning & control and able to present the project for appraisal by external agencies, such as financial/non- financial institutions.

CO5: Able to make preliminary contracts with the vendors, suppliers, bankers, principal customers. Also capable of operations management: designing and redesigning business processes, layout, production planning & control, implementing quality management and productivity improvement programmes. Basic awareness of manual and computerized office systems and procedures, introductory word processing, spreadsheet preparation and data sorting and analysis, internet browsing.

## Contents

<u>Unit 1:</u>	10
Meaning, elements, determinants and importance of entrepreneurship, Entrepreneurship and creative response to the society' problems, Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, enetpreneurship, ecopreneurship, and social entrepreneurship.	
<u>Unit 2:</u>	10
Entrepreneurship and Micro, Small and Medium Enterprises, Concept of business groups and role of business houses and family business in India, The contemporary role models in Indian business: their values, business philosophy and behavioural orientations, Conflict in family business and its resolution, Managerial roles and functions in a small business, Entrepreneur as the manager of his business, the need and the extent of professionalization of management in small business.	
<u>Unit 3:</u>	10
Public and private system of stimulation, support and sustainability of entrepreneurship, Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of industries/entrepreneur's associations and self-help groups. The concept, role and functions of business incubators, angel investors, venture capital and private equity fund.	
<u>Unit 4:</u>	15
Sources of business ideas and tests of feasibility, Significance of writing the business plan/project proposal, Contents of business plan/ project proposal, Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered), Project submission/presentation and appraisal thereof by external agencies, such as financial/non- financial institutions.	
<u>Unit 5:</u>	15
Mobilizing resources for start-up, Accommodation and utilities, Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems. Operations management: designing and redesigning business processes, layout, production planning & control, implementing quality management and productivity improvement programmes. Input-analysis, throughput analysis and output analysis, Basic awareness of inventory methods, Basic awareness about the need for and means of environment (eco) friendliness and energy management, Organization of business office. Basic awareness of manual and computerized office systems and procedures, Introductory word processing, spreadsheet preparation and data sorting and analysis, internet browsing.	

## References

1. Kuratko and Rao, Entrepreneurship: A South Asian Perspective, Cengage Learning.
2. Desai, Vasant, Dynamics of Entrepreneurial Development and Management. Mumbai, Himalaya Publishing House.
3. Dollinger, Mare J. Entrepreneurship: Strategies and Resources. McGraw Hill.
4. Holt, David H. Entrepreneurship: New Venture Creation. Prentice-Hall of India, New Delhi.
5. Jain, Arun Kumar. Competitive Excellence: Critical Success Factors. New Delhi: Viva Books Limited
6. Panda, Shiba Charan. Entrepreneurship Development. New Delhi, Anmol Publications.
7. Plsek, Paul E. Creativity, Innovation and Quality. (Eastern Economic Edition), New Delhi: Prentice-Hall of India.
8. SIDBI Reports on Small Scale Industries Sector.
9. Singh, Nagendra P. Emerging Trends in Entrepreneurship Development. New Delhi: ASEED.

## Teaching and learning process, Assessment methods and Teaching Plan

Unit No.	Course learning outcomes	Teaching and learning process	Assessment method
1 (2 weeks)	Knowledge of basic concept of entrepreneurship, dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, enetpreneurship, ecopreneurship, and social entrepreneurship.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
2 (2 weeks)	Understanding of entrepreneurship and micro, small and medium enterprises, concept of business groups and role of business houses and family business in India, the contemporary role models in Indian business: their values, business philosophy and behavioral orientations, conflict in family business and its resolution, managerial roles and functions in a small business, entrepreneur as the manager of his business, the need and the extent of professionalization of management in small business.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
3 (2 weeks)	Conversant with public and private system of stimulation, support and sustainability of entrepreneurship, requirement, availability and access to finance, marketing assistance,	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments,

	technology, and industrial accommodation, role of industries/entrepreneur's associations and self-help groups, the concept, role and functions of business incubators, angel investors, venture capital and private equity fund.	study, Project, Expert lecture from industries and companies, Tutorial	Presentation, evaluation of project
4 (3 weeks)	Enable to write the business plan/project proposal, contents of business plan/ project proposal, designing business processes, identifying location, layout, operation, planning & control and able to present the project for appraisal by external agencies, such as financial/non-financial institutions.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project
5 (3 weeks)	Able to make preliminary contracts with the vendors, suppliers, bankers, principal and customers. Also capable of operations management: designing and redesigning business processes, layout, production planning & control, implementing quality management and productivity improvement programmes. Basic awareness of manual and computerized office systems and procedures, introductory word processing, spreadsheet preparation and data sorting and analysis, internet browsing.	Lecture, Interactive sessions, Power point presentation, Group discussion, Case studies, Simulation, Role playing, Field study, Project, Expert lecture from industries and companies, Tutorial	Term paper, Quiz, Multiple choice questions, Class test, Assessment of assignments, Presentation, evaluation of project

### Keywords

Entrepreneurship, Project Proposals, Preliminary Contracts, Venture Capital, Operations Management



**B.A. (VS) Tourism Management  
Semester III  
Paper: TM 3.1  
English II/ MIL II  
Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Tourism Management**  
**Semester III**  
**Paper: TM 3.2**  
**Concepts and Impacts of Tourism**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The module will give an overview of the world's largest and fastest growing industry groupings. It focuses on various aspects which help the students in acquiring both theoretical and practical knowledge. The course is designed in a manner that trains the students by imparting skills that are mandatory in travel and tourism industry.

**Course Learning Outcomes**

After completing this course, the learners would be able to:

CO1: understand the concepts and typology of tourism.

CO2 delineate the various impacts generated by tourism.

CO3: know the demand and supply characteristics of tourism and also explains the different motivational theories related to tourism.

**Contents**

Unit 1: 20  
Definition and concept of tourism. Leisure and Recreation, Excursionist, Business tourism, VFR, Mass tourism, Adventure tourism, Sports tourism, Rural tourism, Tourism education, Typology of tourism, Tourism statistics, Difference between visitors, tourists and excursionist, Tourism as an industry.

Unit 2: 20  
Tourism impacts- Political, Social, Cultural, Environment and Economic, Tourism multiplier, National and International concerns and problems.

Unit 3: 20  
Demand- Supply Characteristics, Concepts, Definition and indicators of demand, Measuring demand for tourism, International and Domestic tourism, Technological progress and Globalisation, Concept and Resources for Ecotourism, Motivation for tourism.

**References**

1. Burkart, A.J & Heinemann Medlik, Tourism: Past. Present and Future, Professional Publishing, London, 1986 reprint
2. Mill, Robert, The Tourism System: An Introductory Text, Hall International, London, 1992.

3. Kamra, Krishan, Basics of Tourism: Theory, Operation, Kanishka Publishers, New Delhi, 2002.
4. Bhatia, A.K. International Tourism Marketing, Sterling, New Delhi, 2008
5. Dr. S. K. Kabia-Tourism and Environment
6. Wahab, S.E. Tourism Management, Tourism International Press, London, 1986.
7. Dr. Jasbir Singh, Eco-Tourism, I.K. International Publishing, New Delhi, 2010.

**Additional References:**

1. Wahab, S.E. Tourism Management, Tourism International Press, London, 1986.
2. Dr. Jasbir Singh, Eco-Tourism, I.K. International Publishing, New Delhi, 2010

**Teaching Learning Process, Assessment Methods and Teaching Plan**

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching Learning Process	Assessment Methods
1 to 4	1	20	The student will be able to acquire a basic understanding of the concepts and typology of tourism.	Discussion and Power point Presentation on concept of tourism typology of tourism , typology of travellers, tourism statistics and various aspects of tourism industry.	Student presentations, class quiz and projects on various tourism related issues of the unit.
5 to 8	2	20	The student will be able to understand the various impacts like economic, ecological and sociocultural, generated by tourism.	Teaching through PPTs and various videos available on internet about the the various impacts generated by tourism.	Class test, Assignments, seminar.
9 to 12	3	20	The student would be able to know the demand and supply characteristics of tourism and also explains the different motivational theories related to tourism.	Lectures will be supplemented with case studies and real examples of demand and supply in the various sectors of tourism and travel industry. Theories of motivation would be made clear through PPT's & Videos.	MCQ on the topic, Questions on Case study would be evaluated.

\*Assessment tasks listed here are indicative and may vary.

**Keywords**

Leisure, Recreation, Excursionist, Business Tourism, VFR, Mass Tourism, Adventure Tourism, Sports Tourism, Rural Tourism. Tourism education, Typology of Tourism, Tourism Statistics, Visitors, Tourists, excursionist, Tourism Impacts, Tourism multiplier, Demand-Supply Measuring demand for Tourism, Technological progress, Globalization, Ecotourism, Motivation for tourism.

**B.A. (VS) Tourism Management**  
**Semester III**  
**Paper: TM 3.3**  
**Tourism Marketing**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The module includes the operation techniques of tourism marketing. It enables basic knowledge of marketing principals, study to suitability of alternative promotional approaches and to formulate marketing plans for tourism industry.

**Course Learning Outcomes**

After completing this course, the learners would be able to:

CO1: Understand the basic knowledge of the concepts of marketing like needs, wants, demands, market and marketing. Explain the concept of market segmentation & need for market research in tourism industry. List the phases of a destination according to the life cycle theory.

CO2: Apprehend the ingredients of marketing mix including its expanded versions. It also gives an insight into pricing methods - the factor influencing the pricing decision, pricing objectives and pricing policies.

CO3: Understand the concept of destination planning and diversification; destination marketing. This unit also focuses on the marketing in new digital age - E - Business, E-Commerce and E-Marketing.

**Contents**

<u>Unit 1:</u>	20
Core concepts in marketing, Needs, Wants and Demands, Products, Customer value and satisfaction, Quality, Exchange and transactions, Markets and marketing, Segmentation of tourism market- Concept, Justification, Importance and Bases, Market research- Methods, Research problem areas, Marketing research in the tourism industry, Tourism life cycle.	
<u>Unit 2:</u>	20
Tourism marketing mix- 8 P's, Methods of pricing, Factors influencing the pricing decisions, Pricing objectives, Pricing policies, Service characteristics of tourism, Unique features of tourism demand and Tourism product, Branding and Packaging, Conditions that support branding.	
<u>Unit 3:</u>	20
Destination planning and Product diversification, Destination marketing, Marketing strategy in the new digital age- E-business, E-Commerce and E-marketing, Complementary marketing, Role of media in promotion of tourism, T.V. / Radio, Newspaper, Travel	

magazines, Documentaries, Guide books, Travel writers, Electronic. Tourism promotion: Advertising, Public relations, Sales promotion and Personal selling.

## Reference

1. Kotler Philip, Marketing Management: Analysis, Planning Implementation, and Control, Prentice Hall of India, New Delhi.
2. Brigs, Susan- Successful Tourism Marketing: A Practical Handbook, Kogan Page, London, 1997.
3. Middleton- Victor T.C Marketing in Travel and Tourism, Oxford, 1994
4. Brunt, Paul- Market Research in Travel and Tourism, Butterworth Heinemaun, 1997
5. Hollway, J.C. Marketing for Tourism (Harlow: Longman, 1995)
6. Nama Kumari and Rama Swami- Marketing Management

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching Learning Process	Assessment Methods
1 to 4	1.	20	Students will gain the basic knowledge of the concepts of marketing like needs, wants, demands, market and marketing, market segmentation & need for market research in tourism industry.	Theory classes to understand the concepts of marketing. Illustrative and PowerPoint presentation on marketing segmentation and need of market research in tourism industry.	Class quizzes, multiple choice questions and student presentation on the various concepts.
5 to 8	2	20	Students will have able to explain the ingredients of the marketing mix, including its expanded versions. Students will get inside into pricing methods - the factor influencing the pricing decision, pricing objectives and pricing policies.	Theory classes to understand the concepts of marketing mix, Pricing methods. Illustrative and PowerPoint presentation on characteristics of tourism product and Branding & Packaging.	MCQ on marketing mix & pricing methods. Group presentation on Characteristics of tourism product.
8 to 12	3	20	Students will have able to explore the concept of destination planning and diversification; destination marketing. Students will also be acquainted with the marketing in new digital age -	Theory classes and interactive discussion on Destination Planning and Product Diversification. Destination Marketing. Marketing	Assignment related to topic covered and class test.

			E - Business, E-Commerce and E-Marketing.	strategy in the new digital Age-E-Business, E-Commerce and E-Marketing. Complementary Marketing. Role of Media in promotion of Tourism	
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**\*Assessment tasks listed above are indicative and may vary.**

**Keywords**

Concepts of Marketing, Needs, Wants, Demands, Customer value & satisfaction, quality, exchange, Transactions, Segmentation, Market Research, Tourism life cycle, Tourism Marketing Mix, Pricing, Branding, packaging, Destination Planning, Product Diversification. Destination Marketing, Digital Age-E-Business, E-Commerce, E-Marketing. Complementary Marketing, Tourism Promotion.

**B.A. (VS) Tourism Management**  
**Semester III**  
**Paper: TM3.4**  
**Computer Concepts and Software Packages**  
**Skill Enhancement Course - (SEC) Credit:4**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 40**

**Course Objective (2-3)**

By the end of the semester each student will be able to:

- understand and appreciate the application of computers including their evolution and characteristics
- grasp and perform number system conversion
- understand the fundamental hardware components, memory storage devices and software aspect required to resolve everyday issues
- understand the importance of operating system and demonstrate the use of different services provided by an OS
- fully grasp the networking concepts including architecture and topology, Internet terminology and working efficiently on a web browser
- comprehend the need and used of MS-Office and demonstrate the use of software for the word processing, spreadsheet related tasks and presentations
- outline the latest development in the field of computers such as artificial intelligence, virtual reality and Information Systems.

**Course Learning Outcomes**

CO1: The student will be able to convert number system into any other number system with ease

CO2: Identify components of a computer system and use them appropriately to achieve a task

CO3: The student will be able to fully understand the importance of operating system and grasp its functioning

CO4: Grasp the significance and terminology of computer networking and Internet. The students can apply their comprehensive knowledge to real life situations

CO5: The students will be able to identify the required MS-Office component and apply the comprehensive knowledge to deliver the task

CO6: The student will be able to relate with the latest development in the field of computer and technology



## **Contents**

<b><u>Unit 1: Basic Concepts</u></b>	05
Meaning, characteristics and applications of a computer, advantages and limitations of a computer, classification of computers based on technology, application and size, generation of computers, meaning of Data, Information and Knowledge, Data types, data storage, data representation such as ASCII, number system conversion.	
<b><u>Unit 2: Components of Computers</u></b>	05
Hardware components: input devices, output devices, system unit, Software components: Application software: general purpose packaged software and tailor – made software, System software: operating system, interpreter, compiler, linker, loader, Memory Storage devices, Types of programming languages.	
<b><u>Unit 3: Operating System</u></b>	05
Need and functions of an operating system, graphic user interface and character user interface, types of operating system - (Batch Operating system, Real-time operating system, Time sharing operating system, distributed operating system and Multiprogramming operating system) Windows environment: application and document, Windows interface such as icons, lists, menus, dialog box, etc., Desktop, control panel, system tools, utilities such as calculator, calendar, etc., Explorer: file types, attributes, names, folders, drives, devices, File functions: create, open, close, delete, rename, move, cut, copy, paste, etc.	
<b><u>Unit 4: Introduction to Networks and Internet</u></b>	07
Meaning and types of networks - LAN, MAN and WAN, network topologies, network architecture, Internet, difference between internet and intranet, Basics: functions, growth, anatomy, uses, wireless and Wi-Fi, Internet services: ISP, types of accounts, World Wide Web: websites file transfer, browsing, searching, network and Internet terminology	
<b><u>Unit 5: Office Applications</u></b>	13
Meaning and applications of word processing, spreadsheets and presentation, MS word: formatting text, writing basic document using word, Header and Footer, page formatting, paragraph formatting, saving a document, printing a document. Mail Merge MS excel: creating a workbook, saving a workbook, editing a workbook, creating a series, use of basic formulae in Excel, sorting data, creating simple charts, use of functions in Excel: Mathematical, Logical- IF, AND, OR, NOT, Statistical. Application of Excel: Payroll, Basic Lease statement, Loan statement. MS PowerPoint: create animation of text, creating simple presentation including slide transitions, bullets etc.	
<b><u>Unit 6: Latest developments</u></b>	05
Internet of things, Artificial Intelligence and virtual Reality, Meaning of Information systems, Types of IS-MIS, DSS, TPS	

## Practical

**Time: 60 Minutes**

**Maximum Marks: 25**

Description of Question	Marks	Time Allowed
Lab questions testing various concepts MS-Word, MS-PowerPoint and MS-Excel as mentioned in Unit V (Office Applications) <b>ONLY</b>	25	60 minutes

- There is no Internal Assessment in the practical component of this paper.

### References:

1. Computer Fundamentals and Essential Tools by H N Tiwari and Hem Chand Jai
2. Computer Applications in Business by Dr. Sushila Madan, Scholar Tech Press

### Additional Resources:

1. Computer Fundamentals by Dr. Anita Goel, Pearson Publication.
2. Microsoft Office 2010 by Bittu Kumar, V&S Publishers

## Teaching Learning Process, Assessment Methods and Teaching Plan

Week	Unit Number	Hours	Unit Name	Learning Outcome	Teaching Learning Process	Assessment Methods
1.25	1	5	Basic Concepts	The student will be able to convert number system into any other number system with ease	A general overview is undertaken on the basic concepts of computer	The assessment methods such as tests, assignments must identify the academic and professional skills in the students
1.25	2	5	Components of Computers	Identify components of a computer system and use them appropriately to achieve a task	A thorough discussion is undertaken to demonstrate the functioning of a computer system.	A combination of MCQs and assignments can be used to assess the

					The student can understand the functioning of a computer system	students' understanding
1.25	3	5	Operating System	The student will be able to fully understand the importance of operating system and grasp its functioning	Discussion is encouraged amongst the students so as to recognize the importance of an operating system in a computing environment.	Open-book and closed book tests along with viva voce
1.75	4	7	Introduction to Networks and Internet	Grasp the significance and terminology of computer networking and Internet. The students can apply their comprehensive knowledge to real life situations	An overview is given into the vast world of networking and Internet. Examples are discussed and demonstrated through PPTs so that the student can understand the importance of networking	Case study analysis and reports
3.25	5	13	Office Applications	The students will be able to identify the required MS-Office component and apply the comprehensive knowledge to deliver the task	Practical application of MS-Office is demonstrated in a lab environment and the student is encouraged to implement case studies	Practical assignments, observation and evaluation of practical skills
1.25	6	5	Latest Developments	The student will be able to relate with the latest development in the field of computer and technology	A Discussion is undertaken to discuss the latest developments and examples are discussed through PPTs, case studies, etc.	MCQs and viva voce

**\*Assessment methods listed here are indicative and may vary**

### **Keywords**

Data, Information, Knowledge, number conversion, hardware, system software, application software, operating system, network, Internet, artificial intelligence, Information Systems

**B.A. (VS) Tourism Management  
Semester IV  
Paper: TM 4.1  
MIL II/ English II  
Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**\*Course Contents to be Provided by Respective Concerned  
Department**

**B.A. (VS) Tourism Management**  
**Semester IV**  
**Paper: TM 4.2**  
**Profile of Modern Tourism**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

This module will give an overview of tourism industry and different related organisations. It also enables them to understand the basic concept and environment of modern tourism. It focuses on seasonality problems and measures to counter it, motivation and nature of consumption, principle of resort development, mass tourism and new destinations.

**Course Learning Outcomes**

After completing this course, the learners would be able to:

CO1: Apprehend the concept of domestic tourism and international tourism further it clarifies the transport policy, heritage policy and commercial policy.

CO2: To understand the seasonality in Indian tourism season. Further it inspects the impacts of terrorism and communalism on tourism. It also explains the special interest tourism and its resources like wildlife, national parks and other Eco tourism resources.

CO3: Explains the motivation and nature of consumption of tourism products and services further it focuses on the concept of private public partnership in tourism sector small and medium enterprises in tourism industry and principles of development.

**Contents**

<u>Unit 1:</u>	20
Tourism policy and Services- concept of tourism policy, National Tourism Policy of India, Health and Medical tourism, Emerging trends and new thrust areas of tourism, 7th Five Year Plan and Tourism, 11th Five Year Plan and Tourism, Development of Tourism in 12th Five Year Plan, Future prospects of tourism in India.	
<u>Unit 2:</u>	20
Seasonality- Indian tourism seasons, Tourism and Terrorism, Tourism and Communalism, Fairs and Festivals, Counter seasonal policy, Special interest tourism and its resources, Wildlife sanctuaries and National parks, Wildlife tourism.	
<u>Unit 3:</u>	20
Motivation and nature of Consumption, Tourism products and services, Salient features of tourism product, Public sector and private sector partnership in tourism sector, Small and Medium enterprises in the tourism industry, Principles of resort development, Mass tourism and new destinations.	

## References

1. Abraham, Pizen and YoelMansfiel, Ed. Consumer Behaviour in Travel and Tourism
2. Butterworth and HeinemanBurkhardt and Medlik -Tourism Past Present and Future.
3. Jones and Radcllfe” Leisure and Tourism- Longman Harlem
4. K. Ghimire” The Native Tourist”- Earthscan, London,
5. Pearce and Butler Ed. “Contemporary Issues in Tourism Development- Routledge, London.
6. Robinson- “The Geography of Tourism”

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching Learning Process	Assessment Methods
1 to 4	1.	20	Students will understand the various tourism Policy, Five Year Plans. Medical Tourism. Emerging trends and new thrust area of Tourism. Students will have familiar with the future prospects of Tourism in India.	A discussion on overview of tourism planning and policy, Heritage and cultural policy. Medical tourism and future prospect of tourism in India.	MCQ on the topic
5 to 8	2	20	The students will have gathered detailed information on Seasonality, Tourism Related Issues, Special interest tourism and its resources. Wild Life Tourism.	Lectures are supplemented with case studies and real examples of tourism and terrorism, Communalism, case study on wild life sanctuaries.	Students group presentation on Various topics.
8 to 12	3	20	Students will become aware of Motivation and it’s application in tourism industry, tourism Products and services, Public sector and Private Sector partnership in tourism along with principle of resort development.	Theory classes and interactive discussion on motivational theories, tourism products and it’s features. PowerPoint presentation on PPP (Public-private-partnership) model and resort development principle.	Multiple choice questions and assignments related to topic covered.

\*Assessment tasks listed above are indicative and may vary.

**Keywords**

Domestic Tourism, National Tourism Policy, Medical Tourism. Emerging trends, New thrust area of Tourism, Five year plans, Seasonality, Terrorism, Communalism, Counter seasonal policy, Wildlife tourism, Motivation, Consumption. Tourism Products, Services, Public sector and Private Sector partnership in tourism sector. Small and medium enterprises, resort development, Mass Tourism, New Destinations.

**B.A. (VS) Tourism Management**  
**Semester IV**  
**Paper: TM 4.3**  
**Managerial Accounting and Finance in Tourism**  
**Core Discipline - (CD) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

- To give knowledge about the double entry system of accounting and the method of preparing financial statements.
- To give basic knowledge about raising of funds and managing them efficiently.
- To help the students in acquiring analytical skills to enable them to take managerial decisions.

**Course Learning Outcomes**

CO1: will get acquainted with the financial statements, their components and how information from business transactions is translated into these statements.

CO2: will gain knowledge about accounting for non- profit organisations, hotels and travel organisations.

CO3: will acquire basic knowledge of mechanised system of accounting.

CO4: will acquire the basic knowledge required for managing finances in the short term and the long term.

CO5: will gain an overview of the specialised financial institution for the tourism sector- "Tourism Finance Corporation of India ltd"

CO6: will learn techniques to enable them to make decisions.

**Contents**

**Unit 1: Introduction to Accounting** 16  
Financial Accounting: Nature, scope and limitations. Basic Concepts and Conventions.  
Accounting Process: From recording of transactions to preparation of final accounts.  
Subsidiary books, Bank Reconciliation statement.

**Unit 2: Depreciation Accounting** 12  
Meaning of depreciation, causes, need for providing depreciation. Straight line method and diminishing balance method of providing for depreciation.  
Accounting for Non-profit organizations. Accounting for hotels and travel organisations. Mechanised system of accounting. Cash flow Statement.



**Unit 3: Basics of financial management** 12

Meaning, scope and objectives of financial management.

Capital Budgeting- meaning, importance, techniques- ARR, PB, NPV, IRR, PI.

Working capital management – concept, determinants of working capital. Estimation of working capital.

**Unit 4: Financial planning** 12

Sources of finance: Short term, medium term and long term sources of finance.

Tourism Finance Corporation of India: Objectives and functions.

Capital structure: Meaning, determinants. Cost of capital and optimum capital structure.

Budgeting: Meaning of budgets, objectives of budgeting. Types of budgets.

**Unit 5: Managerial Decision making** 08

Financial statement analysis, Ratio analysis.

Cost-volume-profit analysis

**References**

1. Anthony and Reece, Management Accounting Principles: Text and cases
2. J.R. Monga, Basic Financial Accounting, MKM Publication pvt ltd, Darya Gang, New Delhi
3. T. S Grewal, Introduction to Accounting, S. Chand and Co., New Delhi.
4. Surender Singh, Rajeev Kaur, Basic Financial Management, Mayur Paperbacks, Noida.
5. Surender Singh, Management Accounting, PHI Learning Pvt ltd, Delhi.
6. Khan and Jain, Management Accounting, McGraw Hill Education Pvt Ltd, Chennai.

**Additional References**

1. S.N. Maheshwari, Suneel K Maheshwari, Sharad K Maheshwari; Introduction to Accountancy, Vikas Publications, New Delhi.
2. S.N. Maheshwari, Sharad K Maheshwari, Accounting for Management, Sultan Chand & sons., New Delhi.
3. Prasanna Kumar J.P, Linda N Daniel, Mruthyunjaya V Pagad , Cost and Financial management for Hotels ,McGraw Hill Education Pvt Ltd, Chennai.

**Teaching Learning Process, Assessment Methods and Teaching Plan**

Weekly Schedule	Unit no.	Hours	Course learning Outcomes	Teaching and learning activities	Assessment Methods
3.2	1.	16	Students will get acquainted with the financial statements, their components and how information from business transactions is translated into these statements.	Class lectures about basics of accounting and accounting process. Interactive discussion about GAAP, concepts	MCQ and Home Assignments.

				conventions and accounting Standards	
2.4	2.	12	Students will gain knowledge about accounting for non-profit organisations, hotels and travel organisations. They will also acquire basic knowledge of mechanised system of accounting.	Class lectures with the help of illustrations and numerical problems. Power point presentations.	MCQ, class test with numerical problems.
2.4	3.	12	Students will acquire the basic knowledge required for managing finances in the short term and the long term.	Interactive discussion about financial management and its scope. Class lectures with the help of illustrations and numerical problems.	MCQ, home assignment and oral test.
2.4	4.	12	Students will get knowledge about capital structure and various sources of finance. They will also gain an overview of budgeting and the specialised financial institution for the tourism sector- "Tourism Finance Corporation of India ltd"	Class lectures with the help of illustrations and numerical problems. Interactive discussion about various sources of finance.	MCQ, quiz and class test.
1.6	5.	8	Students will learn different techniques to enable them to make managerial decisions.	Class lectures will be supplemented with case studies and illustrations of analysis of financial statement of actual companies.	Class test and Power point presentations.

**\*Assessment methods listed here are indicative and may vary.**

### **Keywords**

Accounting, Profit and loss Account, Balance sheet, Cash flow statement, Financial, management, Capital Budgeting, Capital, Capital structure, Break-even point, Ratios.

**B.A. (VS) Tourism Management**  
**Semester IV**  
**Paper: TM 4.4**  
**Business Communication and Personality Development**  
**Skill Enhancement Course - (SEC) Credit:4**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 48**

**Course Objective (2-3)**

To equip students of the B.A(VS) course to effectively acquire skills in reading, writing, comprehension and business communication, as also to use electronic media for business communication.

**Course Learning Outcomes**

The course on Business Communication and Personality Development will help the learner to exhibit the following competencies and skills:

CO1: Enhanced knowledge of the Theory of Communication leading to a more adequate understanding of the nature and process of communication.

CO2: Demonstrate enhanced skills in reading, writing, comprehension, communication and speech. Deeper familiarity with different types of business correspondence, better writing skills and knowledge of various types of formal and informal communication including emails and social media generally employed in work spaces.

CO3: Familiarity with different types of reports and the process of planning and writing.

CO4: Suitable use of language and communication skills specifically within professional spaces. Enhanced verbal skills, improved vocabulary and grammar enhancing error free usage.

**Content**

<u>Unit 1:</u> Nature of Communication, Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication, Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.	04
<u>Unit 2:</u> Business Correspondence: Letter Writing, presentation, inviting quotations, Sending quotations, Placing orders, inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter -office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.	08
<u>Unit 3:</u> Report Writing Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports. Vocabulary Words often confused, Words often misspelt, common errors in English.	04

Unit 4: 12  
Business Etiquettes, Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone, Handling business meetings, Role play on selected topics with case analysis and real life experiences. Aids to correct Business writing, Practical Grammar (basic Fundamentals), Sentence Errors-Punctuation, Vocabulary building.

Unit 5: 20  
Oral Presentation, Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. How to make a presentation, the various presentation tools, along with guidelines of effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, art of effective listening. Leadership – quality of a leader, leadership quiz with case study, knowing your skills and abilities. Introduction to group discussion techniques with debate and extempore, increase your professionalism. Audio Video recording and dialogue sessions on current topics, economy, education system, environment, politics.

## References

1. R. C Bhatia. *Business Communication*. Ane Books Pvt Ltd, New Delhi
2. Department of English, University of Delhi. 2009. *Business English*. New Delhi: Pearson Publication, 2011.
3. Scot, O. *Contemporary Business Communication*. Biztantra, New Delhi
4. Cholij, Mark and Geetha Nagaraj. *English Basics: A Companion to Grammar and Writing*. Cambridge, UK: Cambridge UP, 2004.
5. Tickoo M.L, A.E. Subramaniam and P. R. Subramaniam. *Intermediate Grammar, Usage and Composition*. 1976. New Delhi: Orient Blackswan, 2012
6. Lesikar, R.V & Flatley, M.E. *Basic Business Communication Skills for Empowering the Internet Generation*. Tata McGraw Hill Publishing Co Ltd. New Delhi
7. McGraw E.H., S.J. *Basic Managerial Skills for All*. Fourth Edn. Prentice Hall of India Pvt. Ltd, New Delhi.
8. Lesikar, R.V. & Flatley, M.E.; *Basic Business Communication Skills for Empowering the Internet Generation*, Tata McGraw Hill Publishing Company Ltd. New Delhi.
9. Bovee, and Thill, *Business Communication Today*, Pearson Education
10. Shirley Taylor, *Communication for Business*, Pearson Education
11. Locker and Kaczmarek, *Business Communication: Building Critical Skills*, TMH
12. Sinha, K.K., *Business Communication*, Galgotia and Sons, New Delhi.
13. Reuben, Ray; *Communication today – understanding creating skills*, Himalaya Publishing House, 2001.
14. E. H. McGraw, S. J.; *Basic Managerial Skills for All*. Fourth Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
15. Stephen R. Covey; *The seven habits of highly effective people*

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit no.	Hours	Course Learning Outcome	Teaching Learning Process	Assessment Methods
1	1.	04	Students would be able to demonstrate basic understanding of what is communication. They would also be able to identify and analyse various forms of communication and barriers to communication.	Interactive lectures aim at introducing students to theory of communication which involves a study of nature, processes, and importance of communication. Thorough discussions provide an in-depth study of different kinds of communication (for example, formal and informal, verbal and non-verbal) and how to express oneself most efficiently depending on the context. Detailed discussion upon possible barriers to communication and how to overcome them. The lectures make ample use to power point presentations, medias, and libraries to make classroom interactions more engaging for the students.	Quiz  Class tests  Presentations  Assignments
2	2.	08	Demonstrate enhanced skills in reading, writing, comprehension, communication and speech.  Deeper familiarity with different types of business correspondence, better writing skills and knowledge of various types of formal and informal communication including emails and social media generally	Introducing students to the theory aspect and enable them to learn and understand the various structures and formats of business correspondences such as letters, presentation, quotation, sales letters, claim and adjustment letters, memos, agenda, minutes, resume, etc. Enable them to understand their applications and facilitate the students in drafting various business correspondences through classroom exercises and assignments. The lectures will include use of power	Exercises  Class tests  Presentations  Assignments

			employed in work spaces.	point presentations, reference books, real time examples.	
1	3.	04	Familiarity with different types of reports and the process of planning and writing.	Introducing students to fundamentals of report writing, types of reports, their importance and applications. The lectures will include use of power point presentations, reference books, real time examples, classroom exercises.	Exercises  Class tests  Presentation  Assignments
3	4.	12	Students would learn appropriate non-verbal communication and would be equipped with skills and practical training on how to hold conversations on telephone, in person, or through emails. They would also be able to establish an understanding of fundamentals of practical grammar and develop a sufficiently strong vocabulary. Enhanced verbal skills, improved vocabulary and grammar enhancing error free usage.	Lectures are more practical and aim to acquaint students to nonverbal communication which involves development of appropriate body language and etiquettes. Role play on selected topics with case analysis of real life experiences aids students to learn etiquettes of the written word, of the telephone, and how to hold business meetings. Theoretical discussion on fundamentals of grammar, challenges with syntax, sentence formation, and punctuation is followed by interactive exercises and language games to train students in usage of practical grammar and to build a strong vocabulary. Learning activities include word games like cups and letters, make a connection, two word charade, etc.	Quiz  Presentations  Role plays  Class tests containing multiple choice questions and grammatical exercises  Assignments
5	5.	20	Greater acquaintance with soft skills including social and professional etiquette	Lecture on the fundamentals and structure of presentation, presentation skills, usage of	Quiz

			<p>leading to personality development and increased confidence. Recognition of and need for leadership qualities in a globalized work space and the necessity of developing these for success in the professional field. Improve speaking abilities through participation in group discussions and oral presentations.</p>	<p>presentation tools, multimedia and usage of vocabulary and grammar while preparing and presenting presentation. Classroom exercises on oral presentation and group discussion will be facilitated for students to participate.</p> <p>Lecture on leadership, qualities of a leader will be conducted with case studies of current and renowned leaders.</p> <p>Lecture resource will compose of reference books, PowerPoint presentation and classroom exercises.</p>	<p>Class tests</p> <p>Presentations</p> <p>Assignments</p>
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**\*Assessment methods listed here are indicative and may vary**

**Keywords**

Communication, Process, Types, Verbal-Non-Verbal, Barriers, Business Correspondence, Tenders, Memos, Resumes, Report Writing, Business Etiquettes, Personality development, Basic grammar, Vocabulary, Effective Presentation, Visual aids, Presentation tools, Leadership skills

**B.A. (VS) Tourism Management**  
**Semester V**  
**Paper: TM 5.1**  
**Tourism Undertaking**  
**Elective Core-Discipline Based (EC) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The learning objectives of this module is to enable the students to describe the key characteristics of the travel services sector, define key travel services terminology, identify key travel services and organisations in India and abroad and to explain the importance of freedoms of air and open skies policy.

**Course Learning Outcomes**

After completing this course, the learners would be able to:

CO1: Apprehend the concept of various Modes of transport in India, to aim at providing few case studies of Air India and other important International Airlines.

CO2: To gain knowledge about the operations and modus operandi of the travel agency and Tour operation business units, which are working as the intermediaries in the tourism industry. To provide an understanding of the procedures of setting up a travel agency and its functions.

CO3: To aim at providing knowledge about roles and functions of the various national and international organisations of tourism along with freedoms of air and open Sky policy.

**Contents**

Unit 1: 20  
Modes of transport- Rail, Road, Air and sea, Elements of transportation, Political influences on transport for tourism, Regulation of competitions, Role of Railways in promotion of domestic tourism, Important tourist trains in India, Case study of Air India and a few important International Airlines Accommodation and Caterings- Types of Hotel, Procedure of categorisation and classification of hotels, Accommodation and the tourism, product quality issues, New concepts and development in accommodation.

Unit 2: 20  
Definition of Travel agency and Tour operators, Itinerary making and Costing, Approval of travel agency by department of tourism Government of India, Rules and Regulations for approval, Classification of Travel agents and Forms of organisations, Functions of Travel agency and Tour operators, Tour planning.



Tourism organisations and their role in Tourism development, Local- DTTDC, RTDC, MPSTDC. National- IATO, TAAI, ITDC. International- IATA, ICAO, UNWTO, Freedom of Air, Open Skies policy.

### References

1. Achariya “Civil Aviation and Tourism Management”
2. Mill and Morrison- “The Tourism System”
3. Murphy- “Transport and Distribution”
4. Jagmohan Negi -Travel Agency Operations and Concepts and Principles
5. S. P. Singh-Travel Tourism Management
6. Hollander S. - Passenger Transportation (Michigan: Michigan State University)

### Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching Learning Process	Assessment Methods
1 to 4	1.	20	The students will be acquainted with the knowledge of various modes of transportation. They will acquire knowledge about Accommodation and Catering- Types of hotel, procedure of categorization and classification of hotels,	Theory classes on Modes of transportation and their importance in tourism industry, Accommodation and their types. Discussion on role of Railways in promotion of tourism.	Class test on relevant topics.
5 to 8	2.	20	The students will become aware of Travel Agency and Tour Operators, Itinerary making and costing, Approval of Travel Agency by Department of Tourism, Govt. of India	Theory classes and detailed discussion on Travel Agency and Tour Operators, Approval of Travel Agency. Students will have practical knowledge of itinerary Making.	Home assignment on making itinerary and project on Various topics.
8 to 12	3	20	The students will have acquired in-depth knowledge of various National and International Tourism Organizations and their role in Tourism Development.	Illustrative PowerPoint presentations to explain the role of various tourism organisations in the development of tourism.	Quiz on various Organisations.

**\*Assessment tasks listed above are indicative and may vary.**

#### Keywords

Transportation, Accommodation, Catering, Quality issues, Travel Agency and Tour Operators, Itinerary, Tour planning, DTTDC, RTDC, MPTDC, IATO, TAAI, ITDC, IATA, ICAO, UNWTO, Freedoms of air, Open skies policy.

**B.A. (VS) Tourism Management**  
**Semester V**  
**Paper: TM 5.2**  
**Internship Project / Project**  
**Elective Core – Generic (GE) Credit:6**

**(2 Lectures+2 Tutorials per week per group+ 2 hours of field/library work per week)**

**Course Objective (2-3)**

The objective of the course is to provide basic and hands on understanding of the issues facing business and industry. The course acquaints the student with the practical aspects of the vocational specialisation. This is an opportunity for the student to become familiar with industry practices related to the vocation that supplement classroom teaching. Also, working on a project enables the student to focus on the contemporary problems and challenges facing the industry.

Each student of a vocational course shall undergo practical internship of four weeks during the vacation in any approved business/ industrial/ government/ service organisation. The objective of this training is to get acquainted with the industrial/ business working environment. After completion of the training the student is required to submit a training report at the end of the semester. The student is also required to submit a performance certificate from the company/ organisation where she/he undertook the training.

The whole course is divided into two parts: -

**Part A**

It will provide the theoretical knowledge about research methods, data analysis, interpretation of data, report writing etc. This component of the course carries 50 marks (38 theory + 12 Internal Assessment).

**Part B**

It will comprise the internship/ project report and also carries 50 marks. It will be evaluated by two examiners one internal and one external. The exact date of submission of the Report will be notified by the college. Alternatively, if it is not possible to do industrial internship, the students will prepare a project report on a topic assigned to her/ him by the college. The project report will be evaluated as above.

**Course Learning Outcomes**

**Part A-**

CO1: Imparting knowledge about the basics of research-objectives, types, approaches, process and problems encountered in research

CO2: Develop the learning to define a research problem, facilitate understanding of sampling, data collection, construction of questionnaire

CO3: Develop an understanding of the basic tools of data analysis- Parametric & non parametric tests, interpretation of results & presentation.

CO4: Imparting learning of different aspects of report writing, process, contents of a report and referencing

**Part B-**

CO5: Prepare a project report relating to a well-defined area of research problem identified by the student

**Part A: Theory-Business Research Methodology**

**Max. Marks: 50**

**Time Duration: 2 Hours**

**Total Lectures: 24**

<u>Unit 1:</u> Introduction: Research: meaning, objectives, types, approaches, significance, methods, process, criteria of good research, problems encountered	04
<u>Unit 2:</u> Selecting and defining the research problem; literature Review; Research & Sampling design; Measurement & Data collection (primary & secondary); construction of questionnaire	06
<u>Unit 3:</u> Parametric & non parametric tests (basic understanding); Data Analysis (central tendency, dispersion, correlation, t test, f test, z test), interpretation of results & presentation	10
<u>Unit 4:</u> Report writing: significance, steps, layout, types of Reports, contents, Referencing	04

**Part B: Internship/ Project Report**

**Max Marks 50**

It will comprise the internship/ project report and also carries 50 marks. It will be evaluated by two examiners one internal and one external. The exact date of submission of the Report will be notified by the college. Alternatively, if it is not possible to do industrial internship, the students will prepare a project report on a topic assigned to her/ him by the college. The project report will be evaluated as above.

## References

1. Kothari CR & Garg Gaurav (2019) Research Methodology: Methods & Techniques, New Age International Publishers.
2. Chawla Deepak & Sodhi Neena (Kindle edn) Research Methodology: Concept & cases 2<sup>nd</sup> edn, Vikas Publishing House Pvt. Ltd.
3. Kumar Ranjit (2014) A step by step guide for beginners, Sage Publications
4. Kiran Pandya, Smruti Bulsari, Sanjay Sinha (2011 kindle edition), SPSS in simple steps, dreamtech Press

## Teaching Learning Process, Assessment Method and Teaching Plan

Unit no.	Course Learning Outcomes	Teaching Learning Process	Assessment Methods
<b>Part A</b>			
1.(2 weeks)	Imparting knowledge about the basics of research-objectives, types, approaches, process and problems encountered in research	Delivery of lectures to explain the basics of research- explaining objectives, its types and approaches and the overall research process	Students' learning will be facilitated by asking oral questions in the class, class interaction and participation
2.(3 weeks)	Develop the understanding to define a research problem, facilitate understanding of sampling, data collection, construction of questionnaire	Lecture method combined with Power Point presentation. Specific research papers to be discussed in class to build an understanding.	Student to be asked to read specific research papers. Assignment related to relevant topics to be given to students.
3.(5 weeks)	Develop an understanding of the basic tools of data analysis- Parametric & non parametric tests, interpretation of results & presentation.	Delivery of Lectures to explain the various tests used to analyse different data types, interpretation of results and presentation. This will be followed by student interaction to improve their understanding of the topics.	Giving practical problems to students for hands- on learning experience (working with quantitative data)
4.(2 weeks)	Imparting learning of different aspects of report writing, process, contents of a report and referencing	Lectures method combined with discussions, case studies, virtual tools like presentation to be used to build an understanding of various aspects of report writing	Asking students questions in the class, one to one interaction to assess their basic understanding with regard to research problems
<b>Part B</b>			
5.(12 weeks)	Prepare a project report relating to a well-defined area of research problem identified by the student and approved by the supervisor	Discussions, one to one interaction with students in tutorial groups to be undertaken to help them identify research areas, research gaps and topic for project reports	Continuous feedback and progress to be assessed during the course of the projects. Project reports to be evaluated at the end of the term by two examiners i.e. one

			internal and one external.
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**Key words:**

- Unit 1: Research Problem, Research gap, objectives
- Unit 2: Literature Review, Sampling design, primary data, secondary data, questionnaire
- Unit 3: Data Analysis, Interpretation, Descriptive statistics
- Unit 4: Report writing, Referencing

**B.A. (VS) Tourism Management**  
**Semester V**  
**Paper: TM 5. 3. 1**  
**Corporate Laws**  
**Elective Core – Generic (GE) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective**

- To introduce students to the legal nature, structure and functioning of a company and encouraging students to develop basic understanding of case laws and regulatory framework in corporate practice.
- To provide comprehensive knowledge and understanding of the provisions of Companies Act, 2013.
- To provide students' knowledge of fundamental topics in company law including the inferences of separate corporate identity, limited liability, role and legal duties of promoters, board of directors and legal relationship with its various stakeholders.
- To provide basic understanding of Insolvency and Bankruptcy Code, 2016, regarding winding up of the corporate entities.

**Course Learning Outcomes**

After completing this course, the learners would be able to:

CO1: acquire knowledge about regulatory framework, legal structure, functioning, classification and online incorporation of a company and apply legal reasoning to analyse relevant case laws.

CO2: explain basic legal documents to be prepared by company and their significance and describe the importance of online filing of documents.

CO3: understand the concept of allotment of shares, rights and duties of shareholders of company along with developing understanding of dematerialization of securities.

CO4: acquire knowledge of the role and legal duties of key managerial personnel of a company and their interrelationship with the shareholders accompanied with the knowledge about provisions regarding convening and conducting of company meetings.

CO5: comprehend various modes of company's winding up and relate to the provisions of Insolvency and Bankruptcy code, 2016

**Contents**

**Unit 1: Introduction**

12

Characteristics of a company; concept of lifting of corporate veil; Types of companies including private and public company, government company, foreign company, holding and subsidiary company, one-person company, small company, producer company, association not for profit, illegal association; Formation of company, Promoters and their legal position, pre-incorporation contract, online registration of a company.

**Unit 2: Documents** 12  
Memorandum of association, articles of association, Alteration and doctrine of ultra vires, doctrine of constructive notice and Indoor Management, prospectus, shelf prospectus and red herring prospectus, misstatement in a prospectus; Book Building process, Online filing of documents.

**Unit 3: Share Capital** 12  
Issue, allotment and forfeiture of shares, issue of bonus shares, transmission of shares; buyback and provisions regarding buyback; share certificate and share warrant; Members and shareholder – their rights and duties; Depositories Act 1996 - definitions, rights and obligations of depositories, participants, issuers and beneficial owners. Prohibition of insider trading. Provisions relating to payment of dividend, provisions relating to books of account, provisions relating to audit.

**Unit 4: Management** 16  
Directors, classification of directors: additional, alternate, women director, independent director, small shareholders' director; legal position; appointment, disqualifications, removal of directors; powers and duties; board meetings; key managerial personnel, managing director, manager, corporate social responsibility.  
Types of general meeting: annual general meeting, extraordinary meeting, convening and conduct of meetings, requisites of a valid meeting; postal ballot, e –voting.

**Unit 5: Winding up of companies** 08  
Concept and modes of winding up, compulsory winding up by the tribunal under Companies Act; voluntary liquidation of corporate persons under the insolvency and Bankruptcy Code, 2016, corporate insolvency resolution process. National Company Law Tribunal (NCLT), Appellate Tribunal (NCLAT)

## References

7. Kuchhal MC “Company law” Mahavir Publications
8. Dagar Inderjeet and Agnihotri Anurag “Corporate laws” Galgotia publishing company, New Delhi
9. Sharma J. P, “An Easy Approach to Corporate Laws”, Ane Books Pvt Ltd, New Delhi.
10. Singh Avtar “Company Law” Allahabad Law House

Note: Latest edition of text books may be used.

## Additional References:

1. Charlesworth & Morse, “Company Law”, Sweet & Maxwell”, London, U.K.
2. Gowar, LCB, “Principles of Modern Company Law”, Stevens & Sons, London.
3. Bharat Law House, New Delhi, “Manual of Companies Act, Corporate Laws and SEBI Guidelines”.
4. Kannal, S., & V.S. Sowrirajan, “Company Law Procedure”, Taxman’s Allied Services(P) Ltd., New Delhi (Latest Edition)

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit no.	Hours	Course learning outcomes	Teaching and learning Process	Assessment methods
1 <sup>st</sup> and 2 <sup>nd</sup> week	1	12	Students will be able to acquire knowledge about regulatory framework, legal structure, functioning, classification and online incorporation of a company and apply legal reasoning to analyse relevant case laws.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented with discussions on leading case laws.	Quiz, oral/ written tests in the tutorial class, case laws solving exercise.
3 <sup>rd</sup> to 5 <sup>th</sup> week	2	12	Students will be able to explain basic legal documents to be prepared by company and their significance and describe the importance of online filing of documents.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by showing the documents of some companies on their websites and displaying the MCA - 21 portals for easy access of public documents and various online services.	Student presentations/ Descriptive and critical reasoning home assignments for the internal assessment.
6 <sup>th</sup> and 7 <sup>th</sup> week	3	12	Students will be able to understand the concept of allotment of shares, rights and duties of shareholders of company along with developing understanding of dematerialization of securities.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by showing the functioning of some depository participants on internet.	Problem – solving exercises, Student presentations, Oral/Written Tests in the tutorials.
8 <sup>th</sup> to 10 <sup>th</sup> week	4	16	Students will be able to acquire knowledge of the role and legal duties of key managerial personnel of a company and their interrelationship with the shareholders accompanied with the knowledge about provisions regarding	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by the annual report of some companies.	MCQ, Student presentation, Descriptive and critical reasoning assignment on the topic covered.



			convening and conducting of company meetings.		
11 <sup>th</sup> and 12 <sup>th</sup> week	5	8	Students will be able to comprehend various modes of company's winding up and relate to the provisions of Insolvency and Bankruptcy code, 2016.	Classroom lecture method using white board and visual aids like PowerPoint presentation supplemented by the real life cases of winding up of companies under IBC code.	Class test for the award of internal assessment marks and providing feedback to the students.

**\*Assessment tasks listed here are indicative and may vary.**

**Keywords**

Companies Act 2013, Lifting of corporate veil, Memorandum of association, Articles of association, Prospectus, Meetings, Dematerialisation, Shares, Dividend, Directors, Winding up, Virtual learning, Descriptive Assignments, Case Laws, Power Point.

**B.A. (VS) Tourism Management**  
**Semester V**  
**Paper: TM 5. 3. 2**  
**Culture in Indian Subcontinent I**  
**Elective Core – Generic (GE) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective**

This course is designed for vocational students to understand the Indian cultural traditions and heritage from ancient to contemporary times. It highlights the plurality of Indian culture through the medium of language, literature, music, dance and architecture. This paper will acquaint the students with their culture and its finer nuances for the tourism industry. It would also further help in tourism and policy making.

**Course Learning Outcomes**

CO1: Helps in better understanding of Indian history and its relationship with development of tourism industry.

CO2: Helps in the preparation of competitive exams from tourism stream.

CO3: Also helps in the preparation of projects and assignments on history based subjects during training and internship with tourism based work profile.

CO4: In long run, this course facilitates their comprehension of the tourism industry better and further policy making of the same.

**Contents**

Unit 1: 15  
Definitions of Culture and its various aspects:

- I. Perspective on Cultures: Indian Cultural tradition: An overview
- II. Plurality of Cultures: Social Content of Culture, Patriarchy and Gender issues.

Unit 2: 15  
Language and Literature, Sanskrit: Kavya - Kalidasa's Meghdoot , Prakrit:GathaSaptasati, Development of vernacular language and literature, Indo-Persian Literature: Amir Khusro's works, Urdu poetry and prose: Ghalib, Hindi prose and poetry : Bharatendu Harishchandra , Mahadevi Verma

Unit 3: 15  
performing=" arts, =" hindustani,=" carnic=" classical=" music=" ,devotional=" music:=" bhakti and sufi : Mira Bai, Tuka Ram, Namdev, Nanak, Chaitanya Mahaprabhu, Classical and Folk Dance: Vishnu Narayan Bhatkhande and his contributions , Theatre: Classical, Folk, Colonial and Modern

## Unit 4:

15

Architecture: Meanings, form and Function, Urbanisation. Rock-cut-Mamallapuram, Structural – temple architecture- Khajuraho complex and Tanjavur temple; Fort –Agra and Golconda forts; Palace-*Dargah* at Fatehpur Sikri; Colonial – Lutyen’s Delhi, Victoria Terminus (Chhartrapati Shivaji Terminus Railway Station, Mumbai), Victoria Memorial (Kolkata)

### Practical

visit to a museum/ historical site.

### References

1. Asher Catherine, (ed.): Perceptions of India’s Visual Past, AIIS, Delhi, 1994. • Asher Catherine, Architecture of Mughal India.
2. Basham A.L., The Wonder that was India. Volume I, New Delhi.
3. Brown Percy, Indian Architecture, Buddhist Hindu and Islamic, Vol. I, II, Mumbai, 1956.
4. Chandra Prainod, ed, Studies in Indian Temple Architecture; Chapter 1. AIIS, 1975.
5. Deva, B.C., An introduction to Indian Music, Delhi, 1973. B.A. (VS) Tourism Management CBCS
6. Maxwell, T.S., Image: Text and Meaning: Gods of South Asia, OUP, Delhi.
7. Tillotson G, Havelis of Rajasthan.
8. Zimmer, H., Myths and Symbolism in Indian Art and Civilization, Princeton Press, • New Jersey, N.D.
9. Cohn. Bernard, India: The Social Anthropology of a Civilization in Bernard Cohn Omnibus,
10. OUP, 2004. • VatasayanaKapila; Indian Classical Dance, Publications Divisions, New Delhi, 1974 (in Hindi Translation)

### Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly schedule	Unit no-	Hours	Course learning outcome	Teaching and learning Processes	Assessment Methods
1-3	1	15	Idea of Indian culture in the formation of policy making. Genders sensitize the students for helping them work with different NGO related jobs.	Interactive sessions in the class and content writing on the above mentioned topic.	Oral Presentation and question-answer sessions
4-6	2	15	Enable the students to have an understanding about the evolution of various Indian	Poetry reading sessions, enactment of some acts from the relevant dramas.	Power Point Presentation and evaluation

			languages and related literature.		
7-9	3	15	Encourage the students to understand the rich cultural heritage of India through classical dance and music	Take them for different dance, music related cultural festivals. Classroom workshop, showcase the biography of the dancers and musicians, screening of related documentaries/ short films/ movies.	Project Report and evaluation
10-12	4	15	Helping the students in appreciating the architectural forms and the changing patterns from ancient times till modern times.	Visit to different architectural sites like Qutub Minar complex, Taj Mahal, Rashtrapati Bhawan etc.	Class Tests

**\*Assessment tasks listed here are indicative and may vary.**

### **Keywords**

Culture, Plurality, Traditions, Heritage, Theatre, Music, Dance, Ancient, Medieval

**B.A. (VS) Tourism Management**  
**Semester V**  
**Paper: TM 5. 4**  
**Airport Handling**  
**Skill Enhancement Course (SEC) Credit:4**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 48**

**Course Objective**

The course exposes students to knowledge on Airport Handling. It equips them with skills of how to manage embarkation and disembarkation process enabling them to become an effective airport executive. The students will get the essential skills in the handling of documentations for facilitation purpose.

**Course Learning Outcomes**

After completing this course, the learners would be able to:

CO1: Understand the Air Geography of tourism in which students will be able to learn the concepts of time zones and calculations of flying time, elapsed time and ground time in airline industry.

CO2: Explain the role and functions of different national and international organisations of aviation industry.

CO3: Understand airfare calculation, global indicators. Further It will develop the understanding of the contents of official airline guide (OAG).

CO4: Understand the various international frontier formalities like passport, visa, custom regulations and health regulations. Further the course contents enable the students to understand the travel information manual (TIM), airport handling procedure and passenger needing special attention in airline industry.

CO5: Delineate the concept of plastic money and digital transactions in air travel, classes of air travel and process of embarkation and disembarkation at airport.

**Contents**

Unit 1: 10  
Air Geography- IATA areas, Sub areas, Sub regions, Time calculation- GMT variations, Concept of Standard Time and Daylight-saving time, Calculation of elapsed time, Flying time and Ground time.

Unit 2: 10  
Aviation organisation: AAI, IATA and ICAO: Functions, Role, relevance in the Aviation sector.

Unit 3: 10  
Familiarization with OAG- 3 letters city code and airport code, airline designated code, minimum connecting time, Global Indicator, Familiarization with air tariff, Currency regulations.

Unit 4: 10  
Familiarization with TIM, Passport, Visa, Custom Regulations, Health regulations and Airport Tax, Passengers needing special attention.

Unit 5: 08  
Credit Cards- Concept, Types, Benefits and Different types of credit cards, Fare construction- Passenger ticket, Embarkation and Disembarkation Process, Mixed class journey, Around The World fares (RTW), Special fairs.

**References:**

1. JagmohanNegi, 'Air travel Ticketing and Fare construction', Kanishka, New Delhi,
2. Stephen Shaw, 'Airlines in Shifts &Mgt', Ashgate Pub, USA
3. R. Doganis, 'Airport Business'
4. K.Sikdar, All you wanted to know about airlines functions
5. Journal of Air Transport Management by Elsevier Science
6. Joel Lech, 'Airfare secrets exposed', Powell Books, London, 2002

**Additional References:**

1. OAG, Consultant, IATA, Geneva
2. Air Tariff Book.

**Teaching Learning Process, Assessment Methods and Teaching Plan**

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching Learning Process	Assessment Methods
1to 3	1	10	The student will be able to Understand the Air Geography of tourism in which students will be able to learn the concepts of time zones and calculations of flying time, elapsed time and ground time in airline industry.	Class lectures, PPT's & Map reading to develop understanding of air geography. Videos related to different time zones on the earth will be shown to the students. Calculation of flying time, elapsed time and ground time will be explained through various real life examples and numerical.	Presentations on IATA areas, class quiz and assignments on various topics of air geography.
4 and 5	2	10	The student will be able to explain the role and functions of different national and international	Teaching through PPTs and Class Lectures.	Class test, seminar.

			organisations of aviation industry.		
6 to9	3	10	The student would be able to know the airfare calculation, global indicators. Further It will develop the understanding of the contents of official airline guide (OAG).	Lecture will be supplemented with map to understand the various global Indicators of aviation geography. PPT's and videos on OAG.	MCQ on the fare calculation and G.I's, Case studies on various airlines.
10 and 11	4	10	The students would be able to understand the various international frontier formalities like passport, visa, custom regulations and health regulations. Further the course contents enable the students to understand the travel information manual (TIM), airport handling procedure and passenger needing special attention in airline industry.	Class lectures, Discussion, and workshop on various aspects of Frontier formalities.	Group presentation, and MCQ
12 and 13	5	08	The students will be able to delineate the concept of plastic money and digital transactions in air travel, classes of air travel and process of embarkation and disembarkation at airport.	Theory classes and interactive discussion on Plastic money, digital transaction, Videos on embarkation and disembarkation.	Quiz and class test.

**\*Assessment tasks listed here are indicative and may vary.**

### **Keywords**

IATA areas, GMT variation, standard time, Daylight saving time, calculation of elapsed time, flying time, ground time, AAI, IATA and ICAO, city code, airport code, airline designated code, minimum connecting time, global indicator, TIM, Passport, Visa, Custom Regulations, Health Regulations, Airport Tax, Embarkation, Disembarkation Process. Mixed class journey, around the world fares (RTW).

**B.A. (VS) Tourism Management**  
**Semester V**  
**Paper: TM 6.1**  
**Procedure and Operations in the Tourism Business**  
**Elective Core-Discipline Based (DSE) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective**

The students will understand the conceptual meaning of travel business and its operation. The module is also aimed to describe the role of information technology in tourism, GATS, issues relating to tourism laws and escorting ethics.

**Course Learning Outcomes**

CO1: The first unit outlines the process of facilitation, C.R.S. and G.D.S.

CO2: The second unit explains the difference between travel agency and tour operator, functions of a travel agency, organisation structure of travel agency.

CO3: The third unit goes on to explore the concept of various hotel procedures and international agreements like GATS.

**Contents**

Unit 1: 20  
Facilitation - Passport, Visas, immigration, customs, health requirements, travel insurance, Airport handling. Ticketing procedures, Credit and Commissions. Alliances and Loyalty programs. CRS and GDS. GITs and FITs.

Unit 2: 20  
Tourism Product and Services. New technologies. Role of Information Technology in tourism. Travel related services and business, Difference between travel agent and tour operator, Functions of travel agency, Organisational structure and various departments of a travel agency, Principles of managements and its application in travel trade.

Unit 3: 20  
Tour operational techniques - departure, hotel procedures, aboard the coach, activities in the bus, the driver relationship, meeting individual needs, group identification, shopping, sight-seeing, special interest, free time, emergency procedures, finance and accounting. Tourism trade and consumer protection acts, issues relating to tourism laws and legislation, international agreements viz. GATS, tour escorting ethics.

**References**

1. Bull, A. The Economics of Travel and Tourism, Longman: UK.
2. Jagmohan Negi-Travel Agency & Tour Operations
3. IATO Manuals and reports.
4. Report of National Committee on Tourism, Know India, 1988.



5. National Action Plan, 1992.
6. Various Reports of United Nations World Tourism Organizations.
7. Bezbaruah, M.P. Indian Tourism beyond the Millennium, Gyan Publication, New Delhi, 1999

### **Teaching Learning Process, Assessment Methods and Teaching Plan**

<b>Weekly Schedule</b>	<b>Unit No.</b>	<b>Hours</b>	<b>Learning outcome</b>	<b>Teaching Learning Process</b>	<b>Assessment Methods</b>
1 to 4	1	20	The student will be able to Understand the process of facilitation, C.R.S. and G.D.S.	Class lectures, PPT's & for theoretical part. Videos and training on software's of reservation will make the student user friendly with the cutting edge technology of the tourism industry.	Presentations on IATA areas, class quiz and assignments on various topics of air geography.
5 to 8	2	20	The student will be able to explain the difference between travel agency and tour operator, functions of a travel agency and organisation structure of travel agency.	Teaching through PPTs and Class Lectures. Interactive discussion over functioning and structure of the travel agency and tour operators.	Class test, seminar.
9 to 12	3	20	The student would be able to know the concept of various hotel procedures and international agreements like GATS.	Lecture will be supplemented with the videos and case studies to understand the various procedures and departments of a hotel. Further PPT and lectures will be delivered on various international laws like GATS	MCQ on various international laws and presentation and Case studies on hospitality industry.

**\*Assessment tasks listed here are indicative and may vary.**

#### Keywords

Frontier Formalities, Tourist Facilitation, Ticketing procedures, Alliances and Loyalty programs. CRS and GDS. GITs and FITs, IT in Tourism, Tourism Intermediaries, Tourism Products, Travel Agency, Tour Operation Techniques, Tourism Products.

**B.A. (VS) Tourism Management**  
**Semester VI**  
**Paper: MM 6.2.1**  
**Globalization**  
**Elective Core – Discipline Based (DSE) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The paper is designed to familiarise the students with the concept of globalisation and integration of developing countries with the world economy. The aim of the paper is to provide a critique of globalisation and stress on local/ national policies than follow the one - size - fits - all approach.

**Course Learning Outcomes**

Globalization is gradually becoming unavoidable phenomenon worldwide which dominates political and economic discourse. It is making the world smaller by increasing the international exchange of goods, resources, services, information, knowledge and culture. It helps in improving a social and academic life. It is therefore very much the need of the hour as the student acquires knowledge about this aspect. After studying the subject, the student can think globally and deliver the best available in the global market.

CO1: It aims to widen the outlook of students in understanding of our economy in the backdrop of world economy. It gives an overview of how the process of globalization has changed over time.

CO2: It gives an understanding of not only economic but also social impact of globalization.

CO3: It explains to the students how production process is no more limited to the boundaries of nations, but it is integrated with other nations through global value chain.

CO4: It explains how globalization requires new approaches to economic and social policies due to decline in authority of nation-state. The students also get an overview of the impact of globalization on environmental conditions.

CO5: The course makes the students avail of existing global organizations that govern the process of globalization.

**Contents**

Unit 1: 09  
Meaning and contents of globalization.  
Comparative analysis of past and present of globalization.

Unit 2: 15  
Benefits of globalization: role of globalization in reducing inequality and poverty, expansion of markets, free movement of goods, services and factors of production.  
Distribution of benefits of globalization shared by developing and developed countries.

<u>Unit 3:</u> Globalization and the world economy- production, global value chains. A case of simultaneous integration and segmented production.	10
<u>Unit 4:</u> Critique of globalization: globalization and neo-liberalism. Decline in authority of nation state and reduction of policy space. The way forward-stress on local/ regional/ national than global economy. Environment and globalization.	16
<u>Unit 5:</u> Global governance: IMF, World Bank, WTO. Role of WTO in global governance. Missing institutions.	10

## **References**

1. Nayyar, Deepak. Rethinking Development Economics. Ch-3 Globalization and development (Pg 64-70)
2. Reddy, D. Narashima. Globalization and its discontents, Revisited. Economic globalization: Past and present.
3. Veltmeyer, Henry and James Petras. Globalization Unmasked. Ch-1 Globalization or Imperialism.
4. Nayyar, Deepak. Trade and Globalization. Ch-3 and Ch-14.
5. Nayyar, Deepak. Governing Globalization. Ch-6 Cross border movements of people.
6. Nayyar, Deepak. Rethinking Development Economics. Ch-3 Globalization and Development (Pg 70-79)
7. Nathan, Dev, Meenu Tiwari and Sandip Sarkar. Labour in Global Value Chain in -Asia. Ch. 1 Introduction.
8. Ritzer, George. Globalization: A basic Text. Ch-8 Global Economic Flows.
9. Munck, Ronald. Global and Social Exclusion. Ch-2 and 3.
10. Ritzer, George. Globalization: A Basic Text. Ch-5 Neo- liberalism.
11. Nayyar, Deepak. Trade and Globalization. Ch-13 Globalization and development strategies (Pg 360-365).
12. Kumar, Vinod and Manju Joshi. Challenges of Globalization. Economic, social and environmental challenges of globalization.
13. Nayyar, Deepak. Trade and Globalization. Globalization and development strategies (Pg 417-427).
14. Nayyar, Deepak and Julius Court. Governing Globalization- Issues and institution. Emerging issues and missing institutions (Pg 20-24).

## Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly schedule	Unit no.	Hou rs	Course learning Outcomes	Teaching Learning Process	Assessment Methods
1 to 2	1.	9	It aims to widen the outlook of students in understanding of our economy in the backdrop of world economy.  It gives an overview of how the process of globalization has changed over time.	Theory classes on concept of globalization. Discussion on how globalization has changed over a period	Multiple choice questions, class test
3 to 6	2.	15	It gives an understanding of not only economic but also social impact of globalization.	Theory classes to understand impacts of globalization on inequality and poverty. Case studies on differential impact of globalization on different countries	Group discussions and Presentations
7&8	3.	10	It explains to the students how production process is no more limited to the boundaries of nations, but it is integrated with other nations through global value chain.	Theory classes on the concept of global value chains and integration of production process.	Class tests and MCQ's
9- 11	4.	16	It explains how globalization requires new approaches to economic and social policies due to decline in authority of nation-state.  The students also get an overview of the impact of globalization on environmental conditions.	Theory classes on role of nation state and decline in its power with globalisation. Understanding neo-liberalism with class discussions	Group discussions and power point presentations
11 & 12	5.	10	The course makes the students avail of existing global organizations that govern the process of globalization.	Discussion of global governance and need for institutions in various areas.	MCQ and class tests

**\*Assessment tasks listed here are indicative and may vary**

### Keywords

Globalisation, Global value chain, neo- liberalism, WTO, World Bank, IMF.

**B.A. (VS) Tourism Management**  
**Semester VI**  
**Paper: TM 6.2.2**  
**Conservation and Preservation of Nature and Culture**  
**Elective Core – Discipline Based (DSE) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective**

A crucial course for undergraduates of all streams, this course addresses the contemporary environmental themes and concerns. Important themes of nature are environment history, impact of colonialism on forests and rivers, resource use and conflict, development, vulnerability & disaster. The objective of this course is to develop an understanding and appreciation of culture in South Asia built around diverse regions, languages, religions and traditions.

**Course Learning Outcomes**

CO1: It will enable students to garner the historical knowledge of colonial and post-colonial objectives in environmental policy making and governance in South Asia (India).

CO2: It will inculcate knowledge about natural resources (rights, control & vulnerability) mainly forests and water. Additionally, it discusses about the city & its environment.

CO3: It will give insights into various traditions, religions, languages, cultures of India and the role of State.

CO4: It will provide knowledge about the values of tangible & intangible heritage and the World Heritage Movement. Students will be able to decipher the role of government in the conservation and preservation of heritage.

CO5: It will inculcate knowledge of laws related with Heritage, Environment and Intellectual property.

**Contents**

Unit 1: 12  
Approaches to environmental history, The emergence of a field and its multi-disciplinary orientations South Asian landscapes, Environmental thought and environmentalism, Colonialism and environmental change.

Unit 2: 12  
The politics of resource control and extraction over forests, Water politics, The city and its environment, Disasters and vulnerability.

Unit 3: 12  
Defining National and Regional Culture, Rediscovering Religion, Tradition and Myth, Language, Literature and State, Unity in Diversity

Unit 4: 12  
Tangible and intangible Cultural Heritage, Role of Individual, Government and Private Institutions in Heritage Maintenance, Conservation and Preservation, World Heritage movement, Intellectual Property Rights and Human Right, Development of International Environmental Law, Indian Environment laws.

Unit 5: 12  
Intellectual Property Rights and Human Rights, Development of International Environmental Law, Indian Environmental laws, Heritage laws.

### References

1. Arnold, David and Ramachandra Guha, eds. Nature, Culture and Imperialism: Essays on the Environmental History of South Asia. New Delhi: Oxford University Press, 2001.
2. Mahesh Rangarajan & K. Sivaramakrishanan, eds. India's Environmental History vol.I &II. Permanent Black 2012.
3. Burke III, Edmund, and Kenneth Pomeranz, eds. The Environment and World History. Berkeley: University of California Press, 2009.
4. Grove, Richard and Vinita Damodaran. 'Historiography of Environmental History.' In Does Environmental History Matter: Shikar, Subsistence, Sustenance and the Sciences, ed. by Ranjan Chakrabarti. Kolkata: Readers Service, 2006
5. Geertz, Clifford. The Interpretation of Cultures. New York, 197
6. Barbara T. Hoffman, Art and cultural heritage: law, policy, and practice, Cambridge University Press, 2006
7. Mourrison Kathleen D, Daroji Valley; Landscape History, Place & the making of Dryland Reservoir System, 2009,

### Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching and Learning Process	Assessment methods*
2.4	1	12	The students will gain the historical knowledge of colonial and post-colonial objectives in environmental policy making and governance in South Asia (India).	Theory classes, lectures & interaction on Historical writings, the colonial rule and its impact on environment & socio-economic consequences.	Student presentations on the basis of various articles, debates. Class tests.  Cultural mapping of South Asia.
2.4	2	12	It will inculcate knowledge about natural resources (rights, control & vulnerability) mainly forests and water. Additionally, it	Teaching through PPTs and audio-visual resources about the concept of environment & associated vulnerabilities, a case	Assignments, Group Discussion, Workshops, Seminars and video making.

			discusses about the city & its environment.	study of Bhopal & Bhuj.	
2.4	3	12	Will give insights into various traditions, religions & cultures of India and the role of State.	Lecture, Demonstration, Visit to heritage sites & nature walks, screening of documentaries.	Assignments, MCQs Project report, Study trip, Book review.
2.4 (excluding mid sem. break)	4	12	It will provide knowledge about the values of tangible & intangible heritage and the World Heritage Movement. Students will be able to decipher the role of government in the conservation and preservation of heritage.	Class lectures, Cultural events, interaction with government and NGOs related with nature tourism & culture-heritage tourism.	Assignments, Class Test, Visit report of museum/fair/monument.
2.4	5	12	It will inculcate the knowledge of laws related with Heritage, Environment and Intellectual property.	Class Lectures, Discussion & case studies, Interaction with Heritage and environmental Government and non-governmental agencies.	Assignments, Class test, moot court.

**\*The assessment methods listed here are indicative and may vary.**

### **Keywords**

Nature, Culture, Conservation, Environmentalism, Religion, Landscape, Language, Literature, Diversity, Heritage, Tangible, Intangible, Disaster, International Law, Intellectual Property Rights, Human Rights

**B.A. (VS) Tourism Management**  
**Semester VI**  
**Paper: TM 6.3.1**  
**Business Law**  
**Elective Core – Generic (GE) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective (2-3)**

The objective of this course is to impart basic knowledge of the important business legislations along with relevant case laws to the students in order to make them better corporate professional who will be an asset to their organizations.

**Course Learning Outcomes**

CO1: The students will have skills to understand different provisions of Indian Contract Act.

CO2: The students will have understanding of specific contracts like contract of indemnity and guarantee, bailment and agency.

CO3: The students will be able to distinguish between condition and warranty, Performance of contract of sale and rights of unpaid seller. The students will also be able to understand consumer rights and consumer grievance redressal mechanism

CO4: The students will able to know the process of creation and dissolution of LLP. Students will also learn the issue of negotiable instruments and understanding of different provisions of Negotiable Instrument Act.

CO5: The students will be equipped with the various provisions of Information Technology Act such as digital signature and E-Governance.

**Contents**

**Unit 1: The Indian Contract Act, 1872 20**

Contract – meaning, characteristics and kinds, Essentials of valid contract - Offer and acceptance, consideration, capacity to contract, free consent, legality of objects, Void agreements, Discharge of contract – modes of discharge including breach and its remedies, Contingent contracts, Quasi contracts.

**Unit 2: The Indian Contract Act, 1872: Specific Contracts 10**

Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency

**Unit 3: The Sale of Goods Act, 1930 12**

Contract of sale, meaning and difference between sale and agreement to sell, Conditions and warranties, transfer of ownership in goods including sale by non-owners, Performance of contract of sale, Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.

**Consumer Protection Act**-Introduction, Definitions, Rights of Consumers, Nature and Scope of Complaints, Remedies Available to Consumers, Grievance redressal mechanism.



**Unit 4: LLP 2008 and Negotiable Instruments Act**

12

**The Limited Liability Partnership Act, 2008:**

Salient Features of LLP, Difference between LLP and Partnership, LLP Agreement, Partners and Designated Partners, Incorporation of LLP,

**The Negotiable Instruments Act, 1881:**

Meaning and Characteristics of Negotiable Instruments: Promissory Note, Bill of Exchange, Cheque, Holder and Holder in due Course, Privileges of Holder in Due Course, Crossing of Cheque, Dishonour of Cheques.

**Unit 5: Information Technology Act 2000:**

06

Introduction, Digital Signature, difference between digital and E-signature, Electronic Governance, Attribution, Acknowledgement and Dispatch of Electronic Records, Secure Electronic Records and Secure Digital Signatures, Regulation and powers of Certifying Authorities, Digital Signature Certificates, Offences.

**References**

1. Kuchhal, M.C. and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
2. Dagar Inderjeet & Agnihotri Anurag "Business Law" Sage Texts, New Delhi.
3. Singh, Avtar, *Business Law*, Eastern Book Company, Lucknow.

**Additional References**

1. Maheshwari & Maheshwari, Business Law, National Publishing House, New Delhi.

**Note: Latest edition of text books may be used.**

**Teaching Learning Process, Assessment Methods and Teaching Plan**

Weekly Schedule	No of lecturers	Unit no.	Course learning Outcomes	Teaching Learning Process	Assessment Methods
1 to 4	20	1.	The students will have skills to understand different provisions of Indian Contract Act.	The lecture will be delivered with the help of leading cases in order to explain the essential of valid contract and discharge of contract.	Quiz, MCQ, Assignment
5 to 6	10	2.	The students will have understanding of specific contracts like contract of indemnity and guarantee, bailment and agency.	The Lecture will be delivered for describing Contract of Indemnity, Guarantee, Bailment and Agency	MCQ and student presentations.
7 to 8	12	3.	The students will be able to distinguish between condition and warranty, Performance of contract of sale and	Class room lecture will be on different aspects of the sale of goods Act with the help of leading cases and examples.	Student presentations, MCQ and assignments.

			rights of unpaid seller. The students will also be able to understand consumer rights and consumer grievance redressal mechanism	Further the lecture will focus on the different concepts of Consumer Protection Act.	
9 to 10 (with mid break)	12	4.	The students will be able to know the process of creation and dissolution of LLP. Students will also learn the issue of negotiable instruments and understanding of different provisions of Negotiable Instrument Act.	Lecture on different aspects of the Limited Liability Partnership Act, 2008 and The Negotiable Instruments Act, 1881 with the help of leading cases and examples.	MCQ, presentation, Assignment
11 to 12	6	5.	The students will be equipped with the various provisions of Information Technology Act such as digital signature and E-Governance.	There will class room lecture for students explaining the different aspects of Information Technology Act 2000.	MCQ, Presentation and Class test.

**\*Assessment tasks listed here are indicative and may vary.**

**Keywords**

Contract, breach, condition, warranty, unpaid seller, cheque, LLP, digital signature

**B.A. (VS) Tourism Management**  
**Semester VI**  
**Paper: TM 6.3.2**  
**Culture in Indian Subcontinent- II**  
**Elective Core – Generic (GE) Credit:6**

**Duration: 3 hours**

**Marks: 100**

**Lectures: 60**

**Course Objective**

This course is designed for vocational students to understand the Indian cultural traditions from ancient to contemporary times. It explains classical and popular art forms, communication and patronage. This paper will acquaint the students with their culture and its finer nuances for the tourism industry. It would also further help in tourism and policy making.

**Course Learning Outcomes**

CO1: Helps in better understanding of Indian history and its relationship with development of tourism industry.

CO2: Helps in the preparation of competitive exams from tourism stream.

CO3: Also helps in the preparation of projects and assignments on history based subjects during training and internship with tourism based work profile.

CO4: In long run, this course facilitates their comprehension of the tourism industry better and further policy making of the same.

**Contents**

Unit 1: 15  
Perceptions of visual Past and Present, Sculpture and Painting: Silpashastric normative tradition, Classicism – Narrative and Sculptural, Mural and Fresco paintings: Ajanta caves, Bagh caves, Alchi Murals, Post Classicism – Pallava – Chola: Chola Bronzes

Unit 2: 20  
Early Medieval idiom- Illustrated texts: Jaina and Pala manuscripts, Horoscopes. Medieval idiom- Mughal paintings, painters and illustrated texts. Late Medieval idiom - An overview of school of paintings from 18th century CE onwards. Modern – company school, Ravi Varma, Bengal School, Amrita Shergil and Progressive Artists.

Unit 3: 10  
Popular Culture a) Folk Lore and Oral tradition of *Kathas*, narratives, legends and proverbs, Linkages of bardic and literary traditions. b) Festivals, fairs and fasts; Links with *tirtha*, pilgrimage and localities. c) Textile and Crafts; the Culture of Food.

Unit 4: 10  
Communication, Patronage and Audiences: a) Court Merchant groups and communities. b) Culture as Communication.

Nationalism and the issue of Culture; Institutions of Cultural Practices: Colonial and Post-Colonial.

### Practical

visit to a museum / historical site.

### References

1. Banerjea J.N.: The Development of Hindu Iconography, Calcutta, 1956
2. Bussagli M and Srivaramamurthy C.: 5000 Years of Indian Art, New York, n.d. History and Culture of the Indian People, Bharatiya Vidya Bhavan Series.
3. Huntington Susan L: The Art of Ancient India, Tokyo New York, 1985.
4. Kramrisch, Stella, The Art of Mukherji: Folk Art of India
5. Rizvi, S.A.A.: The Wonder that Was India: Volume II., New Delhi.
6. Huntington Susan L: The Art of Ancient India, Tokyo New York, 1985. History and Culture of the Indian People, Bharatiya Vidya Bhavan Series.
7. Mukherji: Folk Art of India
8. Rizvi, S.A.A.: The Wonder that Was India: Volume II., New Delhi. Mitter Partha: Art and Nationalism in Colonial India, OUP, Delhi
9. Miller Barbara Stoler: The Powers of Art: Patronage in Indian Culture, OUP, Delhi 1992. Mitter Partha: Art and Nationalism in Colonial India, OUP, Delhi.
10. Miller Barbara Stoler: The Powers of Art: Patronage in Indian Culture, OUP, Delhi 1992.
11. Mitter Partha: Much Maligned Monsters, Oxford, 1977
12. Mitter Partha: Art and Nationalism in Colonial India, OUP, Delhi.

### Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit No	Hours	Course learning outcome	Teaching and learning Process	Assessment Methods
1-3	1	15	Help the students in the understanding of different styles of painting present during ancient times.	visit to various museums, archaeological cave sites, screening of related documentaries	Power Point Presentations
4-7	2	20	Help the students to understand the Indian culture through the rich cultural heritage of painting from ancient to modern times and the various stages of evolution associated with them.	Take the students to museums that show case paintings, documentaries/ films on the famous painters.	Project Preparation and evaluation on various topics
8 & 9	3	10	Make the student understand the rich cultural through the	Visit to cultural fairs like Pushkar, Surajkund etc.	Prepared report (textual and visual) and their evaluation.

			intangible sources like food, textile. Make them also familiar with the concept of <i>Tirtha yatras</i> . Explain the regional textile and food variations like Chanderi from Madhya Pradesh, Katha from West Bengal, Dhokla from Gujrat and Idli from Tamil Nadu.etc.		
10 &11	4	10	Establish an understanding with the students as to how communication plays the most essential role in the decimation of culture across boundaries.	Power point presentation from students to evaluate how they understand communication as a method of cultural understanding. Conduct quiz	Class Tests
12	5	05	To make the students understand how nationalism is integral to the emergence of the new cultural practices during national movement and post-independence.	Showcasing documentaries of the various state sponsored institutions that act as patrons for the cultural practices, visit to related museums and exhibitions.	Class Tests

### Keywords

Visual Past, Frescos and Mural paintings, Pallava and Chola Bronzes, Mughal Paintings, Miniatures, Manuscripts, Pilgrimage, Craft, Food, Textiles Colonial and Post-Colonial

**B.A. (VS) Tourism Management**  
**Semester VI**  
**Paper: TM 6.4.1**  
**E-Commerce**  
**Skill Enhancement Course (SEC) Credit:4**

**Duration: 3 hours**

**Marks: 100**

**lectures: 48**

**Course Objective (2-3)**

The objectives of the course are to introduce the concept of electronic commerce, and to understand how electronic commerce is affecting business enterprises, governments, consumers and people in general. In addition, student become familiar with mechanism for conducting business transactions through electronic means

**Course Learning Outcomes**

CO1: To enable the students to tell about E-Commerce its meaning, nature, concepts, types, and reasons for transacting online, e-commerce business models.

CO2: Students will be able to explain technologies used in E-commerce, dynamics of World Wide Web and internet.

CO3: Students will be able to appreciate E commerce security environment, security threats in the E-commerce environment, technology solutions, IT Act 2000.

CO4: Students will be able to recognize E- Payments system including models and methods, digital signatures, payment gateways, and risks involved in E-payments.

CO5: Students will be able to understand about online business transactions, online marketing, E-tailing, online services, auctions, online portal and online learning.

**Contents**

Unit 1 10  
Introduction: Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, e-commerce business models (introduction, key elements of a business model and categorising major E-commerce business models), forces behind e-commerce.

Unit 2 08  
Technology: Technologies used in E-commerce, The dynamics of world wide web and internet (meaning, evolution and features) ; Designing, building and launching E-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in-house development of a website)

Unit 3 10  
Security and encryption: Need and concepts, The E commerce security environment: (dimension, definition and scope of E-security), security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber vandalism etc.), technology solutions (Encryption, security channels of communication,

protecting networks and protecting servers and clients), Information Technology Act 2000 (meaning and provisions)

**Unit 4**

10

E- Payments system: Models and methods of E - payments (Debit Card, Credit Card, smart cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting etc.), risks involved in E-payments.

**Unit 5**

10

Online business transactions: meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like banking, insurance, payment of utility bills, online marketing, E-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment).

**References**

1. Management Information System: Jawadekar
2. Management Information System: Laudon & Laudon
3. The Essential Guide to Knowledge management: Amrit Tiwana
4. The GIS Book: George B. Karte.
5. Internet (Use of Search Engines Google & yahoo etc.)
6. E - Commerce: Milind Oka
7. E - Commerce: C.V.S. Murty
8. Fire Wall and Internet Security: William Cheswick, Stevens, Aviel Rubin
9. E-Governance Case Studies - Ashok Agarwal

**Teaching Learning Process, Assessment Methods and Teaching Plan**

<b>Weekly Schedule</b>	<b>Unit No.</b>	<b>Hours</b>	<b>Learning outcome</b>	<b>Teaching Learning Process</b>	<b>Assessment Methods</b>
2.5	1	10	To enable the students to tell about E-Commerce its meaning, nature, concepts, types, advantages, disadvantages and reasons for transacting online, e-commerce business models.	Lecture to discuss E-Commerce, and related concepts.	Student PPTs
2	2	08	Students will be able to explain technologies used in E-commerce, dynamics of world wide web and internet.	Lecture and discussion in detail about E – Commerce technology and www.	Assignment

2.5	3	10	Students will be able to appreciate E commerce security environment, security threats in the E-commerce environment, technology solutions, IT Act 2000 (meaning and provisions)	Lecture and PPTs to discuss security environment and IT Act 2000	Questing & answering in class
2.5	4	10	Students will be able to recognize E- Payments system including models and methods of E - payments, digital signatures, payment gateways, online banking, risk involved in E-payments.	Discussion in detail on various methods on E payments	Class test
2.5	5	10	Students will be able to understand about Online business transactions its meaning, purpose, advantages and disadvantages, online marketing, E-tailing, online services , auctions, online portal, online learning.	Discussion and PPTs on online business transactions including online auction, E – tailing online learning.	Questing & answering in class

### Key Words

E-Commerce, Information Technology Act, 2000, E-Payment Gateways, E-tailing



**B.A. (VS) Tourism Management**  
**Semester VI**  
**Paper: TM 6.4.2**  
**Business Tourism and Hospitality**  
**Skill Enhancement Course (SEC) Credit:4**

**Duration: 3 hours**

**Marks: 100**

**lectures: 48**

**Course Objective (2-3)**

The objective of this module is to make the students aware about the various aspects of business tourism and hospitality. The course will deal with various aspects of event management, hotel operation and MICE. The module is also prescribed to appraise students about the tourism resources of important countries like US, Australia, South Africa and important European countries.

**Course Learning Outcomes**

This Module is prescribed to apprise students about the important departments of a classified hotel and to understand various aspects related to accommodation and MICE market. After reading this module student will learn about hospitality industry and will be able to handle the MICE market. Students will also learn the activities of various departments of a hotel. This module will help the students in serving the burgeoning Mice sector which requires professionally trained young man powers.

CO1: The first unit outlines the structure of business tourism further it explains the role of travel agency in the management of conference. It also explains the history and functions of ICPB and ICCA.

CO2: The second unit explains and investigates the definition of MICE and Theming & event design

CO3: The third unit goes on to explore the concept of hotel industry. It explains the various functions and customer handling by the different departments of a hotel. further Some cases of different countries are discussed.

**Contents**

Unit 1: 16  
Business Travel, Categories of Business Travel. Business Tourism Market. Role of Events in the promotion of Tourism. Types of Events - Cultural, Festival, Religious and Business. Role of Travel agency in the management of conferences. History and functions of ICPB and ICCA.

Unit 2: 16  
Concept of MICE, Introduction of Meetings, Conferences/Conventions and Exhibitions. Staging Events- Theming and event design, choice of venue, audience. The Stage -Power, Lights, Sound. Audio-visual, Catering and Hospitality.

### Unit 3:

16

Role of Hospitality in Development of Tourism Industry. Departments of Hotel Operations and Room Division Viz. Front Office, House Keeping, Food and Beverage. Customer Satisfaction and Customer Handling.

Lessons to be learnt from other countries experiences with special reference to Switzerland, South Africa, China, US, Australia and France.

### References

1. Amid. M.M. Tourism and Hotel Industry in India. 1976
2. Conard Lashley Hospitality Management
3. Brain Cooper and Brain Floody Caper – Start and run Profitable Restaurants.
4. Sudhir Andrews- Front Office
5. Hall and Sharples- Food Tourism
6. Jagmohan Negi- Hospitality Management

### Additional References:

1. Alastair. M. Morrison – Hospitality and Travel Marketing (Ney York: Delemer)

### Teaching Learning Process, Assessment Methods and Teaching Plan

Weekly Schedule	Unit No.	Hours	Learning outcome	Teaching Learning Process	Assessment Methods
1 to 4	1	16	The student will be able to Understand the structure of business tourism further it explains the role of travel agency in the management of conference. Learning outcomes will create the awareness about some organisations of MICE industry like ICPB and ICCA.	Class lectures, PPT's & interactive sessions on various categories of business tourism, conference management by travel agency and functions and history of ICPB and ICCA.	Presentations on IATA areas, class quiz and assignments on various topics of air geography.
5 to 8	2	16	The student will be able to explain the definition of MICE and theming & event design -	Teaching through PPTs and Class Lectures. Videos related to theming and event designing will be shown to the students.	Class test, seminar. Group Presentations, workshop on event designing.
9 to 12	3	16	The student would be able to explore the concept of hotel	Lecture will be supplemented with class discussion and	MCQ on the hotel procedures and various Case study

			industry. It explains the various functions and customer handling by the different departments of a hotel. further Some cases of different countries are discussed.	case studies of hospitality industry of various countries including India.	related to the hotel industry.
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**\*Assessment tasks listed here are indicative and may vary.**

**Keywords**

MICE, ICPB and ICCA, Events, Meetings, Hospitality, Exhibition, Convention, Symposium, Conference, Seminar, Incentive Tours, Housekeeping, Front Office, Rooms Division, Food and Beverages.

दिल्लीविश्वविद्यालय  
UNIVERSITY OF DELHI

Six-Month **Ability Enhancement Compulsory Course (AECC-I)**  
**Environmental Studies**  
at Undergraduate Level

*Learning Outcome-based Curriculum Framework*  
(Effective from Academic Year 2019–20)



Revised Syllabus as approved by

**Academic Council**

Date: 15 July

No:

**Executive Council**

Date:

No:

Applicable for students registered with Regular Colleges,  
Non Collegiate Women's Education Board and School of Open Learning

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## Introduction

**Content:** The Compulsory course on Environmental Studies at Undergraduate level (AECC-I) aims to train students to cater to the need for ecological citizenship through development of a strong foundation on the critical linkages between ecology-society-economy.

## Learning Outcome based approach to Curriculum Planning

### 1. Graduate Attributes in Subject

- a. **Disciplinary knowledge**  
Enable students to develop a comprehensive understanding of various facets of life forms, ecological processes, and the impacts on them by humans during the Anthropocene era.
- b. **Critical thinking**  
Build capabilities to identify relevant environmental issues, analyse the various underlying causes, evaluate the practices and policies, and develop framework to make informed decisions.
- c. **Moral and ethical awareness/reasoning**  
Develop empathy for all life forms, appreciation for the various ecological linkages within the web of life, awareness and responsibility towards environmental protection and nature preservation.

### 2. Programme Learning Outcome in course

*The course will empower the undergraduate students through:*

- i. Gaining of in-depth knowledge on natural processes and resources that sustain life and govern economy.
- ii. Understanding and predicting the consequences of human actions on the web of life, global economy, and quality of human life.
- iii. Development of critical thinking for shaping strategies (scientific, social, economic, administrative, and legal) for environmental protection, conservation of biodiversity, environmental equity, and sustainable development.
- iv. Acquisition of values and attitudes towards understanding complex environmental-economic-social challenges, and active participation in solving current environmental problems and preventing the future ones.
- v. Encouraging adoption of sustainability as a practice in life, society, and industry.

### 3. Qualification Description

Graduates will evolve into ecologically, environmentally, and socially informed and responsible citizens who are empowered to protect the natural resources while ensuring sustainable lifestyle and developmental model.

## Environmental Studies

### Compulsory course on Environmental Studies at UG level (AECC I)

#### Course Learning Outcomes

*The course will empower the undergraduate students by helping them to:*

- i. Gain in-depth knowledge on natural processes and resources that sustain life and govern economy.
- ii. Understand the consequences of human actions on the web of life, global economy, and quality of human life.
- iii. Develop critical thinking for shaping strategies (scientific, social, economic, administrative, and legal) for environmental protection, conservation of biodiversity, environmental equity, and sustainable development.
- iv. Acquire values and attitudes towards understanding complex environmental-economic- social challenges, and active participation in solving current environmental problems and preventing the future ones.
- v. Adopt sustainability as a practice in life, society, and industry.

#### Unit 1

##### Introduction to Environmental Studies (2 lectures)

- Multidisciplinary nature of environmental studies; components of environment: atmosphere, hydrosphere, lithosphere, and biosphere
- Scope and importance; Concept of sustainability and sustainable development; Brief history of environmentalism

##### Suggested Readings

1. Raven, P.H, Hassenzahl, D.M., Hager, M.C, Gift, N.Y., and Berg, L.R. (2015). *Environment*, 8th Edition. Wiley Publishing, USA. **Chapter 1** (Pages: 1-17); **Chapter 2** (Pages: 22-23); **Chapter 3** (Pages: 40, 41); **Chapter 4** (Pages: 64, 66).
2. Singh, J.S., Singh, S.P., and Gupta, S.R. (2017). *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi. **Chapter 1** (Page: 3-28).

#### Unit 2

##### Ecosystems (6 lectures)

- Definition and concept of Ecosystem
- Structure of ecosystem (biotic and abiotic components); Functions of Ecosystem: Physical (energy flow), Biological (food chains, food web, ecological succession), and Biogeochemical (nutrient cycling) processes. Concepts of productivity, ecological pyramids and homeostasis
- Types of Ecosystems: Tundra, Forest, Grassland, Desert, Aquatic (ponds, streams, lakes, rivers, oceans, estuaries); importance and threats with relevant examples from India
- Ecosystem services (Provisioning, Regulating, Cultural, and Supporting); Ecosystem preservation and conservation strategies; Basics of Ecosystem restoration

### Suggested Readings

1. Odum, E.P., Odum, H.T., and Andrews, J. (1971). *Fundamentals of Ecology*. Saunders, Philadelphia, USA. **Chapter 1** (Pages: 1-16); **Chapter 2** (Pages: 18-76); **Chapter 10** (Pages: 414-458).
2. Raven, P.H., Hassenzahl, D.M., Hager, M.C, Gift, N.Y., and Berg, L.R. (2015). *Environment*, 9th Edition. Wiley Publishing, USA. **Chapter 3** (Pages: 38-52); **Chapter 4** (Pages: 53-62); **Chapter 5** (Pages: 100-103); **Chapter 6** (Pages: 106-128).
3. Singh, J.S., Singh, S.P., and Gupta, S.R. (2017). *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi. **Chapter 13** (Pages: 307-323); **Chapter 18** (Pages: 420-442); **Chapter 28** (Pages: 747-769).

## Unit 3

### Natural Resources (8 lectures)

- Land resources: Minerals, soil, agricultural crops, natural forest products, medicinal plants, and forest-based industries and livelihoods; Land cover, land use change, land degradation, soil erosion, and desertification; Causes of deforestation; Impacts of mining and dam building on environment, forests, biodiversity, and tribal communities
- Water resources: Natural and man-made sources; Uses of water; Over exploitation of surface and ground water resources; Floods, droughts, and international & inter-state conflicts over water
- Energy resources: Renewable and non-renewable energy sources; Use of alternate energy sources; Growing energy needs; Energy contents of coal, petroleum, natural gas and bio gas; Agro-residues as a biomass energy source
- Case studies: Contemporary Indian issues related to mining, dams, forests, energy, etc (e.g., National Solar Mission, Cauvery river water conflict, Sardar Sarovar dam, Chipko movement, Appiko movement, Tarun Bharat Sangh, etc)

### Suggested Readings

1. Gadgil, M. and Guha, R. (1993). *This Fissured Land: An Ecological History of India*. University of California Press, Berkeley, USA. (pp. 1-245).
2. McCully, P. (1996). *Rivers no more: the environmental effects of dams*, In: *Silenced Rivers: The Ecology and Politics of Large Dams*, Zed Books, New York, USA. **Page. 29-64**.
3. Raven, P.H., Hassenzahl, D.M., Hager, M.C, Gift, N.Y. and Berg, L.R. (2015). *Environment*, 9th Edition. Wiley Publishing, USA. **Chapters 10, 11, 12, 13** (Pages: 180-263); **Chapter 14** (Pages: 272-275); **Chapter 15** (Pages: 286-289).
4. Singh, J.S., Singh, S.P. and Gupta, S.R. (2017). *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi. **Chapter 25** (Pages: 623-663).

## Unit 4

### Biodiversity and Conservation (8 lectures)

- Definition of Biodiversity; Levels of biological diversity: genetic, species and ecosystem diversity
- India as a mega-biodiversity nation; Biogeographic zones of India; Biodiversity hotspots; Endemic and endangered species of India; IUCN Red list criteria and categories
- Value of biodiversity: Ecological, economic, social, ethical, aesthetic, and informational values of biodiversity with examples; sacred groves and their importance with examples



- Threats to biodiversity: Habitat loss, degradation, and fragmentation; Poaching of wildlife; Man-wildlife conflicts; Biological invasion with emphasis on Indian biodiversity; Current mass extinction crisis
- Biodiversity conservation strategies: in-situ and ex-situ methods of conservation; National Parks, Wildlife Sanctuaries, and Biosphere reserves; Keystone, Flagship, Umbrella, and Indicator species; Species reintroduction and translocation
- *Case studies*: Contemporary Indian wildlife and biodiversity issues, movements, and projects (e.g., Project Tiger, Project Elephant, Vulture breeding program, Project Great Indian Bustard, Crocodile conservation project, Silent Valley movement, Save Western Ghats movement, etc)

### Suggested Readings

1. Primack, R.B. (2014). *Essentials of Conservation Biology*, Oxford University Press, USA. Page. 1-536.
2. Raven, P.H, Hassenzahl, D.M., Hager, M.C, Gift, N.Y. and Berg, L.R. (2015). *Environment*, 9th Edition. Wiley Publishing, USA. **Chapter 5** (Pages: 97-99); **Chapter 16** (Pages: **299-318**).
3. Singh, J.S., Singh, S.P. and Gupta, S.R. (2017). *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi. **Chapters 24** (Pages: **599-690**); **Chapter 26** (Pages: **664-714**).

## Unit 5

### Environmental Pollution (8 lectures)

- Environmental pollution (Air, water, soil, thermal, and noise): causes, effects, and controls; Primary and secondary air pollutants; Air and water quality standards
- Nuclear hazards and human health risks
- Solid waste management: Control measures for various types of urban, industrial waste, Hazardous waste, E-waste, etc; Waste segregation and disposal
- Pollution case studies: Ganga Action plan (GAP), Delhi air pollution and public health issues, Plastic waste management rules, Bhopal gas tragedy, etc

### Suggested Readings

1. Brusseau, M.L., Pepper, I.L. and Gerba, C.P. (2019). *Environmental and Pollution Science*, 3rd Edition. Academic Press, USA. **Chapter 16** (Pages: **243-255**); **Chapter 18** (Pages: **280-305**); **Chapter 21** (Pages: **352-358**); **Chapter 22** (Pages: **365-374**); **Chapter 23** (Pages: **378-388**); **Chapter 25** (Pages: **416-426**).
2. Carson, R. (2002). *Silent Spring*. Houghton Mifflin Harcourt, USA. Pp. 1-264.
3. Raven, P.H, Hassenzahl, D.M., Hager, M.C, Gift, N.Y. and Berg, L.R. (2015). *Environment*, 9th Edition. Wiley Publishing, USA. **Chapter 19** (Pages: **359-381**); **Chapter 21** (Pages: **401-421**); **Chapter 23** (Pages: **440-453**).
4. Singh, J.S., Singh, S.P. and Gupta, S.R. (2017). *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi. **Chapters 19, 20, 12** (Pages: **445-535**).

## Unit 6

### Global Environmental Issues and Policies (7 lectures)

- Causes of Climate change, Global warming, Ozone layer depletion, and Acid rain; Impacts on human communities, biodiversity, global economy, and agriculture

- International agreements and programmes: Earth Summit, UNFCCC, Montreal and Kyoto protocols, Convention on Biological Diversity(CBD), Ramsar convention, The Chemical Weapons Convention (CWC), UNEP, CITES, etc
- Sustainable Development Goals: India's National Action Plan on Climate Change and its major missions
- Environment legislation in India: Wildlife Protection Act, 1972; Water (Prevention and Control of Pollution) Act, 1974; Forest (Conservation) Act 1980; Air (Prevention & Control of Pollution) Act, 1981; Environment Protection Act, 1986; Scheduled Tribes and other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006

### Suggested Readings

1. Divan, S. and Rosencranz, A. (2002). *Environmental Law and Policy in India: Cases, Material & Statutes*, 2nd Edition. Oxford University Press, India. **Chapter 2** (Pages: 23-39); **Chapter 3** (Pages: 41-86).
2. Raven, P.H, Hassenzahl, D.M., Hager, M.C, Gift, N.Y. and Berg, L.R. (2015). *Environment*, 9th Edition. Wiley Publishing, USA. **Chapter 19** (Pages: 370-376); **Chapter 20** (Pages: 385-399).
3. Singh, J.S., Singh, S.P. and Gupta, S.R. (2017). *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi. **Chapter 23** (Pages: 555-598); **Chapter 30** (Pages: 801-807).

## Unit 7

### Human Communities and the Environment (6 lectures)

- Human population growth: Impacts on environment, human health, and welfare; Carbon foot-print
- Resettlement and rehabilitation of developmental project affected persons and communities; relevant case studies
- Environmental movements: Chipko movement, Appiko movement, Silent valley movement, Bishnois of Rajasthan, Narmada Bachao Andolan, etc
- Environmental justice: National Green Tribunal and its importance
- Environmental philosophy: Environmental ethics; Role of various religions and cultural practices in environmental conservation
- Environmental communication and public awareness: case studies (e.g., CNG vehicles in Delhi, Swachh Bharat Abhiyan, National Environment Awareness Campaign (NEAC), National Green Corps (NGC) "Eco-club" programme, etc)

### Suggested Readings

1. Divan, S. and Rosencranz, A. (2002). *Environmental Law and Policy in India: Cases, Material & Statutes*, 2nd Edition. Oxford University Press, India. **Chapter 10** (Pages: 416-473).
2. Raven, P.H, Hassenzahl, D.M., Hager, M.C, Gift, N.Y. and Berg, L.R. (2015). *Environment*, 9th Edition. Wiley Publishing, USA. **Chapter 2** (Pages: 33-36); **Chapter 8** (Pages: 148-162).
3. Singh, J.S., Singh, S.P. and Gupta, S.R. (2017). *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi. **Chapter 1** (Pages: 23-26); **Chapter 31** (Pages: 826-842).

### Field work/ Practicals

(Equal to 5 lectures, including two mandatory field visits)

- Field visit to any of the ecosystems found in Delhi like Delhi Ridge/ Sanjay lake/ Yamuna river and its floodplains etc., or any nearby lake or pond, explaining the theoretical aspects taught in the class room
- Visit to any biodiversity park/ reserve forest/ protected area/ zoo/ nursery/ natural

history museum in and around Delhi, such as Okhla bird sanctuary/ Asola Bhatti Wildlife Sanctuary/ Yamuna Biodiversity Park/ Sultanpur National Park, explaining the theoretical aspects taught in the classroom

- Visit to a local polluted site (urban/rural/industrial/agricultural), wastewater treatment plants, or landfill sites, etc
- Study of common plants and animals; basic principles of identification
- Organize a seminar/ conference/ workshop/ panel discussion on relevant topics for enhancing awareness, capacity building, and critical reasoning among students

### Essential Readings

1. Brusseau, M.L., Pepper, I.L., and Gerba, C.P. (2019). *Environmental and Pollution Science*, 3rd Edition. Academic Press, USA. (pp. 1-520).
2. Divan, S. and Rosencranz, A. (2002). *Environmental Law and Policy in India: Cases, Material & Statutes*, 2nd Edition. Oxford University Press, India. (pp. 1-837).
3. Gadgil, M., and Guha, R. (1993). *This Fissured Land: An Ecological History of India*. University of California Press, Berkeley, USA. (pp. 1-245).
4. Raven, P.H, Hassenzahl, D.M., Hager, M.C, Gift, N.Y., and Berg, L.R. (2015). *Environment*, 8th Edition. Wiley Publishing, USA. (pp. 1-472).
5. Singh, J.S., Singh, S.P., and Gupta, S.R. (2017). *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi. (pp.1-842).

### Weekly Lesson Plan

#### Week 1

Multidisciplinary nature of environmental studies; components of environment: atmosphere, hydrosphere, lithosphere, and biosphere  
Scope and importance; Concept of sustainability and sustainable development; Brief history of environmentalism

#### Week 2

Definition and concept of Ecosystem: Structure of ecosystem (biotic and abiotic components); Functions of Ecosystem: Physical (energy flow), Biological (food chains, food web, ecological succession), and Biogeochemical (nutrient cycling) processes. Concepts of productivity, ecological pyramids and homeostasis

#### Week 3

Types of Ecosystems: Tundra, Forest, Grassland, Desert, Aquatic (ponds, streams, lakes, rivers, oceans, estuaries); importance and threats with relevant examples from India  
Ecosystem services (Provisioning, Regulating, Cultural, and Supporting); Ecosystem preservation and conservation strategies; Basics of Ecosystem restoration

#### Week 4

Land cover, land use change, land degradation, soil erosion, and desertification; Causes of deforestation; Impacts of mining and dam building on environment, forests, biodiversity, and tribal communities  
Natural and man-made sources of water; Uses of water; Over exploitation of surface and ground water resources; Floods, droughts, and international & inter-state conflicts over water

#### Week 5

Renewable and non-renewable energy sources; Use of alternate energy sources; Growing energy needs; Energy contents of coal, petroleum, natural gas and bio gas; Agro-residues as a biomass energy source

Case studies: Contemporary Indian issues related to mining, dams, forests, energy, etc (e.g., National Solar Mission, Cauvery river water conflict, Sardar Sarovar dam, Chipko movement, Appiko movement, Tarun Bharat Sangh, etc).

### **Week 6**

Definition of Biodiversity; Levels of biological diversity; India as a mega-biodiversity nation; Biogeographic zones of India; Biodiversity hotspots; Endemic and endangered species of India; IUCN Red list criteria and categories

Value of biodiversity: Ecological, economic, social, ethical, aesthetic, and informational values of biodiversity with examples; sacred groves and their importance with examples

### **Week 7-8**

Threats to biodiversity: Habitat loss, degradation, and fragmentation; Poaching of wildlife; Man-wildlife conflicts; Biological invasion with emphasis on Indian biodiversity; Current mass extinction crisis; Biodiversity conservation strategies: in-situ and ex-situ methods of conservation; National Parks, Wildlife Sanctuaries, and Biosphere reserves; Keystone, Flagship, Umbrella, and Indicator species; Species reintroduction and translocation

Case studies: Contemporary Indian wildlife and biodiversity issues, movements, and projects (e.g., Project Tiger, Project Elephant, Vulture breeding program, Project Great Indian Bustard, Crocodile conservation project, Silent Valley movement, Save Western Ghats movement, etc)

### **Week 9**

Environmental pollution (Air, water, soil, thermal, and noise): causes, effects, and controls; Primary and secondary air pollutants; Air and water quality standards

Related case studies

### **Week 10**

Nuclear hazards and human health risks; Control measures for various types of urban, industrial waste, Hazardous waste, E-waste, etc; Waste segregation and disposal

Related case studies

### **Week 11**

Causes of Climate change, Global warming, Ozone layer depletion, and Acid rain; Impacts on human communities, biodiversity, global economy, and agriculture

International agreements and programmes: Earth Summit, UNFCCC, Montreal and Kyoto protocols, Convention on Biological Diversity(CBD), Ramsar convention, The Chemical Weapons Convention (CWC), UNEP, CITES, etc

### **Week 12**

Sustainable Development Goals: India's National Action Plan on Climate Change and its major missions

Wildlife Protection Act, 1972; Water (Prevention and Control of Pollution) Act, 1974; Forest (Conservation) Act 1980; Air (Prevention & Control of Pollution) Act, 1981; Environment Protection Act, 1986; Scheduled Tribes and other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006

### **Week 13**

Human population growth: Impacts on environment, human health, and welfare; Carbon foot-print; Resettlement and rehabilitation of developmental project affected persons and communities; relevant case studies; Environmental movements: Chipko movement, Appiko movement, Silent valley movement, Bishnois of Rajasthan, Narmada Bachao Andolan, etc; Environmental justice: National Green Tribunal and its importance

### **Week 14**

Environmental philosophy: Environmental ethics; Role of various religions and cultural practices in environmental conservation

Environmental communication and public awareness: case studies (e.g., CNG vehicles in Delhi, Swachh Bharat Abhiyan, National Environment Awareness Campaign (NEAC), National Green Corps (NGC) “Eco-club” programme, etc)

### **Week 15-16**

Practical/project

- Field visit to any of the ecosystems found in Delhi like Delhi Ridge/ Sanjay lake/ Yamuna river and its floodplains etc., or any nearby lake or pond, explaining the theoretical aspects taught in the class room
- Visit to any biodiversity park/ reserve forest/ protected area/ zoo/ nursery/ natural history museum in and around Delhi, such as Okhla bird sanctuary/ Asola Bhatti Wildlife Sanctuary/ Yamuna Biodiversity Park/ Sultanpur National Park, explaining the theoretical aspects taught in the classroom
- Visit to a local polluted site (urban/rural/industrial/agricultural), wastewater treatment plants, or landfill sites, etc
- Organize a seminar/ conference/ workshop/ panel discussion on relevant topics for enhancing awareness, capacity building, and critical reasoning among students
- Basic exercise to Calculate and Assess carbon footprint/ Solid waste generation/ water consumption for a specific duration at individual/ family/ college/ locality level.

### **Teaching Learning process**

The teaching–learning methodologies are designed to provide the undergraduate students a comprehensive understanding of the subject in a simplistic manner as well as evoke critical reasoning and analytical thinking among them. The various approaches to teaching–learning process include classroom lectures, video presentations, and ICT enabled teaching tools. For enhancing practical understanding, field visits are encouraged to relevant places in Delhi like Biodiversity parks, Protected areas, Wetlands, Sewage treatment plants, etc.

### **Assessment methods**

1. Written examinations (Semester exams, Internal assessment)
2. Project work and reports related to field visits and practical learning
3. Assignment/presentations on any contemporary environmental issue

### **Keywords**

Environment, Ecosystem, Biodiversity, Conservation, Pollution, Natural Resources, Environmental Degradation, Protection, Sustainable Development, Climate Change, Environmental Justice, Environmental Ethics, Environmental Communication

# दिल्ली विश्वविद्यालय

## UNIVERSITY OF DELHI

Bachelor of Arts (Hons) Business Economics

(Effective from Academic Year 2019-20)



**Revised Syllabus as approved by**

Date:	Academic Council	No.
Date:	Executive Council	No.

**Applicable for students registered with Regular Colleges, Non Collegiate  
Women's Education Board and School of Open Learning**

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## Preamble

The objective of any programme at Higher Education Institute is to prepare their students for the society at large. The University of Delhi envisions all its programmes in the best interest of their students and in this endeavour it offers a new vision to all its Under-Graduate courses. It imbibes a Learning Outcome-based Curriculum Framework (LOCF) for all its Under Graduate programmes.

The LOCF approach is envisioned to provide a focused, outcome-based syllabus at the undergraduate level with an agenda to structure the teaching-learning experiences in a more student-centric manner. The LOCF approach has been adopted to strengthen students' experiences as they engage themselves in the programme of their choice. The Under-Graduate Programmes will prepare the students for both, academia and employability.

Each programme vividly elaborates its nature and promises the outcomes that are to be accomplished by studying the courses. The programmes also state the attributes that it offers to inculcate at the graduation level. The graduate attributes encompass values related to well-being, emotional stability, critical thinking, social justice and also skills for employability. In short, each programme prepares students for sustainability and life-long learning.

The new curriculum of B.A. (Honours) Business Economics offer s theoretical and analytical skills to the students so that they will analyse and interpret data for effective decision making in the corporate world or be able to pursue higher studies at the Master's level in Business Economics, Economics and Management. In the rapidly changing globalised market scenario, the need was felt to equip students with the capability to handle consumer, economic , financial and big data using modeling and other techniques to understand the dynamic of economics and the business world.

This revised syllabus comprising topics relating to economics, quantitative techniques and business have been included in the three-year, six-semester module, giving wider coverage to the course contents, better organisation to enable easier assimilation of the same by the students, and a more professional touch to the course.

The University of Delhi hopes the LOCF approach of the programme B.A. (Hons) Business Economics will help students in making an informed decision regarding the goals that they wish to pursue in further education and life, at large.



## **1. Introduction to Bachelor of Arts (Hons) Business Economics**

Introduced in 1995, the Bachelor of Arts (Hons) Business Economics programme is a perfect blend of practical, analytical and theoretical tools so as to imbibe proficient capabilities in students to analyse data and information for sound policy formulation and decision making.

Business Economics is essentially an application based inter-disciplinary approach to tackling business problems. The academic orientation of the course has been designed to create a strong orientation towards seamless applicability of economics and related tools in the various functions of a business enterprise. The course equips students with tools and principles relating to subjects such as Statistics, Finance, Marketing, Economics, Econometrics with relevant software to keep abreast with the changing economic scenario and globalisation of business. In addition, the curriculum design includes discipline specific papers like Environmental Economics which cherishes the need of the hour to protect the ecology and biodiversity to achieve sustainable growth while achieving business objectives.

The course also enables the students to acquaint themselves with the actual business environment through eight weeks summer internship, case-studies and industry interactions. Today the course boasts of a flourishing alumni presence in all kinds of industries offering an attractive mix of intellectual growth, corporate exposure and develops world class professionals with a potential to make a mark on the global economy.

## **2. Learning Outcome-based Curriculum Framework in B.A. (Hons) Business Economics**

### **2.1. Nature and extent of the Programme B.A (Hons.) Business Economics**

1. The programme is an attempt to develop capabilities in students to take effective decisions as managers of business organisations operating in the rapidly changing global economic environment.
2. The programme is an amalgamation of foundation and application papers in Business and Economics
3. The scope of the programme extends to topics in statistics, accountancy, mathematics, corporate finance, microeconomics, macroeconomics, marketing, business law, econometrics in the context of international business environment.

### **2.2. Aims of Bachelor's degree programme in B.A.(HONS.) Business Economics**

1. To develop an in-depth understanding of theoretical constructs of economics, business management and research methods.
2. To equip students with skills that enable them to perform as managers, economists and researchers in the areas of finance, marketing, econometrics, entrepreneurial and start-up skills.
3. To foster research acumen through the use of relevant software's, econometric modeling, economic/financial/consumer data and live projects.
4. Enhance the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments.

### **3. Graduate Attributes in B.A(Hons) Business Economics**

#### **1. Disciplinary knowledge**

Students will become capable of demonstrating comprehensive knowledge and understanding of the business and economic disciplines that are an integral part of this course.

#### **2. Communication Skills**

Students shall develop the ability to express thoughts and ideas effectively in writing and orally; confidently share their views; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner using appropriate software.

#### **3. Critical thinking**

Students shall develop the capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; and formulate coherent arguments

#### **4. Problem solving**

Students shall have the capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge and apply their learning to real life situations.

#### **5. Analytical reasoning**

Students shall develop ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyse and synthesis data from a variety of sources; draw valid conclusions and support them with evidence and examples, and shall be capable of addressing opposing viewpoints.

#### **6. Research-related skills**

Students shall develop a sense of inquiry and capability for asking relevant/appropriate questions, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-

effect relationships; ability to plan, execute and report the results of an experiment or investigation.

7. Cooperation/Team work

Students shall develop the ability to work effectively and respectfully with teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team. Thereby, they would develop the skills to work in similar corporate teams /projects.

8. Information/digital literacy

Students shall learn to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.

9. Moral and ethical awareness/reasoning

Students will learn to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. They shall avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.

10. Leadership readiness/qualities

Students shall develop a practical capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.

#### **4. Qualification Description for graduates in B.A(Hons) Business Economics**

- Demonstrate
  - i) a systematic, in depth knowledge of the Macro and Micro Economic environment that a business may face, understanding and applications of the established theories, principles and concepts of business and economics.
  - ii) procedural knowledge that creates economists, business managers, researchers, teachers, government and public service in a variety of industries such as banking, finance, marketing, advertising, consulting, forecasting and research.
  - iii) skills in areas related to specializations in finance, marketing, econometrics, advanced economics and start-ups.
- Demonstrate project based skills in collection of quantitative and qualitative data drawing on a wide range of primary and secondary sources; analysis and interpretation of data using econometric methodologies.
- Use knowledge, understanding and skills for critical assessment of a wide range of business and economic scenarios.
- Communicate the results of studies undertaken in projects pertaining to different facets of business and economics.
- Apply one's disciplinary knowledge and skills attained to business and economics contexts and to identify and analyse problems and issues and seek solutions to real-life problems.
- Demonstrate subject-related skills that are relevant to consulting, finance, banking, marketing, advertising and research based employment opportunities.

## **5. Programme Learning Outcome for B.A(Hons) Business Economics**

- (i) The course being a blend of management, quantitative skills and economics disciplines, students graduating from this programme are expected to possess both subject specific and generic skills.
- (ii) Recognise the importance of key theories and practices in the broad areas of business and economics.
- (iii) Conduct quantitative assessment of business situations keeping in line with professional standards and moral values and recommend appropriate courses of action which satisfies all stakeholders.
- (iv) Analyze & synthesize information as well as data across disciplines/functions in order to evaluate business opportunities from local, global and economic perspectives to make sound business decisions.
- (v) Demonstrate professional skills so as to work more effectively with others by understanding and recognizing the importance of diversity, leadership and team skills.
- (vi) Core competencies such as
  - (i) communication skills required to articulate thoughts and ideas effectively using oral and written skills.
  - (ii) to present information and explanations using appropriate software
  - (iii) ethical integrity
- (vii) Demonstrate computational skills and data modelling skills required in handling economic and business related problems.

## 6. Structure of B.A. (HONS.) Business Economics

### 6.1 Credit Distribution for B.A (Hons.) Business Economics

Course	Credits*	
	Theory + Practical	Theory +Tutorial
<b>I. Core Course: 14 Papers</b> (6 credit) Theory Practical/Tutorial	$14 \times 4 = 56$ $14 \times 2 = 28$	$14 \times 5 = 70$ $14 \times 1 = 14$
<b>II. Elective Courses: 8 Papers</b> (6 credit) <b>A1. Discipline Specific Elective</b> (4 papers) Theory Practical/Tutorial <b>A2. Generic Electives</b> (4 papers) Theory Practical/Tutorial	$4 \times 4 = 16$ $4 \times 2 = 08$  $4 \times 4 = 16$ $4 \times 2 = 08$	$4 \times 5 = 20$ $4 \times 1 = 04$  $4 \times 5 = 20$ $4 \times 1 = 04$
~ Optional dissertation or project work in place of one Discipline Specific Elective (6 credit) in VI semester.		
<b>III. Ability Enhancement Courses</b> <b>1. Ability Enhancement Compulsory courses (AECC)</b> (2 paper of 2 credit each) Environmental Science English\Hindi MIL Communication <b>2. Skill Enhancement Course</b> <b>(Minimum 2, Maximum 4)</b> (2 papers of 4 credit each)	$2 \times 4 = 08$  $2 \times 4 = 08$	$2 \times 4 = 08$  $2 \times 4 = 08$
<b>Total Credits</b>	<b>148</b>	<b>148</b>

\*Wherever practical is mentioned there will be no tutorial and vice-versa.

## 6.2 Semester-wise Distribution of Papers

### B.A. (HONS.) BUSINESS ECONOMICS:

#### Three-Year (Six Semesters)

#### CBCS Programme

Paper Code	Paper Title	Paper Type
<b>Semester I</b>		
AECC-1	Environmental Studies	Ability Enhancement – Compulsory
BBE C1	Microeconomics and Applications- I	Core Discipline
BBE C2	Accounting for Managers	Core Discipline
BBE GE I	Any One from the List of Generic Elective	Generic Elective
<b>Semester II</b>		
AECC-2	Business Communication (Language: English/MIL)	Ability Enhancement – Compulsory
BBE C3	Microeconomics and Applications - II	Core Discipline
BBE C4	Mathematics for Business Economics	Core Discipline
BBE GE II	Any One from the List of Generic Elective	Generic Elective
<b>Semester III</b>		
BBE C5	Macroeconomics and Applications – I	Core Discipline
BBE C6	Statistics for Business Economics	Core Discipline
BBE C7	Corporate Finance	Core Discipline
BBE GE III	Any One from the List of Generic Elective	Generic Elective
BBE SEC I	Any ONE from the list of Skill Enhancement Course (SEC)	Skill Enhancement Course
<b>Semester IV</b>		
BBE C8	Macroeconomics and Applications – II	Core Discipline
BBE C9	Basic Econometrics	Core Discipline
BBE C10	Marketing Management	Core Discipline
BBE GE IV	Any One from the List of Generic Elective	Generic Elective
BBE SEC II	Any ONE from the list of Skill Enhancement Course (SEC)	Skill Enhancement Course
<b>Semester V</b>		
BBE C11	Quantitative Techniques for Management	Core Discipline
BBE C12	Organization Behavior	Core Discipline
BBE DSE I	Any One from the List of DSE	Discipline Specific Elective
BBE DSE II	Any One from the List of DSE	Discipline Specific Elective
<b>Semester VI</b>		
BBE C13	International Economics	Core Discipline
BBE C14	Legal Aspects of Business	Core Discipline
BBE DSE III	Any One from the List of DSE	Discipline Specific Elective
BBE DSE IV	Any One from the List of DSE	Discipline Specific Elective
<b><i>Project Work/ Dissertation in lieu of one of the Elective Core discipline papers</i></b>		



### List of Skill Enhancement Courses (SEC)

Paper Code	Paper Title
BBE SEC 1	Introduction to Big Data Analysis
BBE SEC 2	Personality Development & Interpersonal Skills
BBE SEC 3	Research Methods and Statistical Packages
BBE SEC 4	Entrepreneurial Skills

### List of Discipline Specific Elective Course (DSE)

*Note: A Student is Free to Choose Any FOUR Papers*

Paper Code	Paper Title
<b>Group 1: Finance</b>	
BBE DSE 1A	Security Analysis and Portfolio Management
BBE DSE 1B	Derivatives and Currency Markets
BBE DSE 1C	Indian Financial System
<b>Group 2: Quantitative Techniques</b>	
BBE DSE 2A	Applied Econometrics
BBE DSE 2B	Topics in Mathematics
<b>Group 3: Economics</b>	
BBE DSE 3A	Economic Growth & Development
BBE DSE 3B	Indian Economy
BBE DSE 3C	Industrial Organisation
BBE DSE 3D	Environmental Economics
<b>Group 4: Ventures</b>	
BBE DSE 4A	New Ventures Planning and Implementation
BBE DSE 4B	Strategic Management
<b>Group 5: Marketing</b>	
BBE DSE 5A	Consumer Behaviour and Advertising
BBE DSE 5B	Marketing Analytics

### List of General Elective papers –Interdisciplinary

Paper Code	Paper Title
BBE GE 1	Dynamics of New Ventures
BBE GE 2	Digital Marketing
BBE GE 3	Statistical Techniques
BBE GE 4	Contemporary Issues in Indian Economy
BBE GE 5	Fundamentals of Finance for Business
BBE GE 6	International Business

## **Courses for Programme B.A (Hons.) Business Economics**

# Core Papers

## **Micro Economics and Applications-I**

### **(BBE C1)**

#### Course Objective

This course aims at inculcating basic understanding of fundamentals of microeconomics and its applications. It will enable students to apply microeconomic concepts to consumer and producer behavior in real world.

#### Course Learning Outcomes

- i) To analyse the market behaviour by understanding the basic concepts of micro economics.
- ii) To provide students with an understanding of the standard theoretical analysis of consumer and producer behaviour.
- iii) To know the applications of theory of production and cost structure
- iv) To study various forms of market structure and how they work to allocate resources and the optimal decision making for efficient outcome.
- v) To relate the concept with the corporate world example economies of scale

#### Unit 1: Basic Concepts

Scarcity and Choice; Production possibility frontier, Positive and normative economics; constructing a model, scientific method; concepts of opportunity cost, rate of growth, and of total, average and marginal functions.

Demand and Supply: Market demand, elasticity, shifts and movements, Applications of Demand, Supply and elasticity. Revenue and Expenditure, elasticity and marginal revenue; income elasticity of demand; consumer surplus.

#### Unit 2: Consumer Choice

Cardinal theory, derivation of demand in case of one or more goods; Ordinal theory: Budget sets and Preferences under different situations. Indifference curves: the rate and elasticity of substitution. Consumer equilibrium; effects of change in prices and income; Engels curve. Derivation of demand curve. Income and substitution effects: Hicks and Slutsky. Applications of indifference curves to other economic problems.

Revealed preference theory: WARP, SARP and the derivation of demand curve.

### Unit 3: Production

Production functions: single variable - average and marginal product, variable proportions, stages of production. Two variables - isoquants, returns to scale and to a factor; factor prices; cost minimization and output maximization; Elasticity of substitution. Expansion path and the cost function.

### Unit 4: Cost

Concept of economic cost; Short run and long run cost curves; increasing and decreasing cost industries; envelope curve; L-shaped cost curves; economies of scale. Prices as parameters: Firm equilibrium and profit; short and long-run supply function; taxes and subsidies.

### Unit 5: Forms of Market Structure

Perfect competition: Equilibrium of the market. Long run industry supply: producer and consumer surplus. Applications: effects of taxes and subsidies.

Monopoly: Equilibrium; supply; Multiplant firm; monopoly power; deadweight loss; price discrimination; bundling; two-part tariffs. Monopolistic Competition: Product differentiation; equilibrium of the firm in the industry-with entry of new firms and with price competition. Comparison with pure competition.

### References

#### Essential Readings:

Latest editions of the following to be used:

1. Browning, EK. & Zupan, “Microeconomic Theory and Applications”, Wiley
2. Mankiw G N, “Principles of Economics”, John Wiley & Sons
3. Pindyck R S. & Rubinfeld D L, “Microeconomics”, PHI
4. Samuelson & Nordhaus ,” Microeconomics”, McGraw-hill
5. Varian H. R, “ Intermediate Microeconomics”, W. W. Norton & Company

#### Suggested Readings:

Latest editions of the following to be used:

1. Arthur O Sullivan and Steven M.S, “Microeconomics- Principles, Applications and Tools”, Pearson
2. Joseph E.S and Carl E.W, “Principles of Microeconomics”, W.W. Norton & Company

3. Lipsey & Chrystal, “Economics” Oxford University Press.
4. Robert E. Hall and Dr. Marc L, “Microeconomics- Principles and applications”, Cengage Learning

#### Teaching Learning Process

Case Discussions about market structure, consumer behaviour and firms must be encompassed in teaching methodology. Theoretical concepts backed by relevant real world examples and case studies are highly recommended.

#### Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

#### Keywords

Economic Models, Cardinal Theory, Ordinal Theory, Revealed Preferences, Costs, Returns to Scale, Market Structure.

## **Accounting for Managers**

### **(BBE C2)**

#### Course Objective

The course aims at acquainting students with the fundamentals of financial, cost & management accounting and their various techniques while providing a thorough grounding in the key principles of accounting.

#### Course Learning Outcomes

By the end of this course, the students shall

- i) Comprehend company annual reports and understand the flow of information contained therein
- ii) Develop analytical skills associated with the interpretation of accounting reports
- iii) Become capable of systematically applying cost & management accounting concepts in real life situations
- iv) Develop judgmental skills associated with the use of accounting information in decision making

#### Unit 1: Introduction to Accounting: The Basic Framework & Fundamentals

Accounting: Meaning, need, functions, advantages & limitations. Types and Branches of Accounting. Accounting as an Information System: Users of accounting information and their needs. Qualitative characteristics of accounting information. Basis of Accounting: Cash and Accrual.

Accounting Principles (GAAP). Accounting Standards. Overview of International Financial Reporting Standards (IFRS) and Ind AS.

#### Unit 2: Understanding Financial Accounting through Double entry Book Keeping

Data entry in primary and secondary books of accounts. Preparation of Trial balance. (Overview only).

Preparation of Final Accounts with adjustments (Sole Proprietorship): Trading and Profit and Loss account, Balance Sheet.

Understanding financial statements of a Joint Stock Company: Format of Income statement and Position Statement as per revised schedule VI of the Companies Act 2013.

### Unit 3: Cost and Management Accounting

Concept of cost, cost vs. expense, cost classification, cost behavior, elements of cost and cost determination. Basics of cost and management accounting. Cost Control, Cost Reduction and Cost Management. Preparation of Cost Sheet.

Determination of income based on cost segregation: Absorption Costing and Variable Costing; Comparison of Absorption Costing and Variable Costing; Reconciliation of Absorption Costing Profit and Variable Costing Profit; Benefits and Shortcomings of Variable & Absorption Costing.

### Unit 4: Accounting Information Interpretation & Financial Analysis

Financial Statements: Meaning and types, importance and limitations. Analysis and interpretation of financial statements.

Techniques of Financial Analysis: Ratio Analysis: Calculation of various ratios with emphasis on their interpretation. Cash Flow Statement and analysis: Preparation of Cash Flow Statement (Indirect method) as per Accounting Standard (AS): 3 (Revised) (ICAI)

### Unit 5: Accounting for Performance Evaluation, Planning and Control

Cost Volume Profit Analysis: Concepts and Techniques; Contribution Margin Analysis; Break even Analysis; Margin of safety; Angle of incidence; Applications and Limitations of CVP Analysis.

Budgeting and Budgetary control: Concept and types. Preparation of master budget, fixed & flexible budgets. Concept of Zero Base Budgeting.

Accounting information for Decision Making: Relevant costs in making decisions. Special sales order problem, shut down or continue decision, Make or Buy decision, further processing of joint products decision, product mix decision, evaluation of export order or new markets and new product decision.



## References

### Essential Readings:

Latest editions of the following to be used:

1. Gupta R.L “Introductory Corporate Accounting”, Sultan Chand & Sons.
2. Maheshwari S.N, “Accounting for Management”, Vikas Publishing House
3. Monga, J.R., “Financial Accounting Concepts and Applications”, Mayur Paperbacks, New Delhi.
4. Rustagi R.P, “Fundamentals of Management Accounting”, Taxmann

### Suggested Readings:

Latest editions of the following to be used:

1. Gupta .& Agarwal , “Grewal’s Accountancy”, S.Chand
2. Horngren, Surdem, Stratton, Burgstahler, Schatzberg, “Introduction to Management Accounting”, PHI Learning.
3. Monga J.R, "Basic Corporate Accounting", Mayur Paperback
4. Sahoo B.P and Varshny J.C, “Accounting for Managers”, Wisdom Publications.
5. SinghviBodhanwala, "Management Accounting" -Text and cases, PHI Learning
6. Singh S, “Management Accounting”, PHI Learning
7. Stice & Stice, “Financial Accounting Reporting and Analysis”, Cengage Learning

## Teaching-Learning Process

The students must be given exposure to real-life situations involving applications of accounting concepts through various examples and class assignments.

Students should be encouraged to read and analyze company annual reports including financial statements and notes to financial statements.

The primary focus shall be on the conceptual knowledge rather than the procedural aspects. For example, students must be encouraged to understand the why behind various accounting principles, let us say’ Why do we need the going concern assumption?’ and so on. Emphasis shall be on clarifying the basic concepts for example, the difference between expense and cost.

Teachers should strive to make the process of imparting accounting knowledge more and more interesting.

### Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

### Keywords

Financial Statements, Income Statement, Ratio Analysis, Cash Flow Analysis, Accounting Standards and Budgets.

## **Micro Economics and Applications-II**

**(BBE C 3)**

### Course Objective

This course aims at inculcating basic understanding of fundamentals of microeconomics and its applications under specific situations like oligopoly, duopoly and monopoly market conditions. It will enable students to apply micro economic concepts to consumer and producer behavior in real world.

### Course Learning Outcomes

- i) To analyse a firm's profit maximising strategies under the various oligopoly models.
- ii) Explaining the role of game theory in understanding the behaviour of oligopolies and its relevance in the present scenario.
- iii) To understand efficient allocation of inputs through General equilibrium analysis.
- iv) To analyse the conditions of economic welfare and analyse the factors that determine welfare.
- v) Identify the causes of market failure to provide efficient outcome.

### Unit 1: Oligopoly and Game Theory

Cournot model and reaction curves; Stackelberg's model, Bertrand model; quantity leadership; price leadership; Non collusive stable equilibrium; simultaneous quantity setting; collusion; cartels; Concepts of Game Theory: Dominant strategies and Nash Equilibrium; Mixed strategies; Prisoner's Dilemma. Specification of oligopoly models in game theoretic terms. Repeated Games and Entry Deterrence.

### Unit 2: Factor Markets

Factor pricing in the case of single and many variable factors; demand for labor in a product market with perfect competition and monopoly. Monopsony, bilateral monopoly and role of labour unions. Economic rent and quasi rent.

### Unit 3: General Equilibrium

Edgeworth box: 2 good, 2 factor, 2 consumer analysis and Pareto optimality conditions; market trade; Walras Law; Relative prices; Equilibrium and efficiency; Grand Utility possibility frontier. Implication of first and second welfare theorem.

## Unit 4: Welfare

Social welfare function: welfare maximization; Fair allocation; Envy and equity. Arrow's Impossibility Theorem.

## Unit 5: Market Failure

Externalities: Environment and its impact on market, Common property resources and public goods, Asymmetric Information and Signaling, Joint production and consumption.

## References

### Essential Readings:

Latest editions of the following to be used:

1. Hal R Varian, “Intermediate Microeconomics”, W. W. Norton & Company
2. Pindyck, R.S. & Rubinfeld, D.L, “Microeconomics” PHI

### Suggested Readings:

Latest editions of the following to be used:

1. John P. Gold, C.E Ferguson, Edward P.Lazear, “Micro Economic Theory”, McGraw-Hill.
2. Joseph E. S and Carl E. W, “Principles of Microeconomics”, W. W. Norton.
3. Koutsoyiannis, “ Modern Micro economics”, Palgrave Macmillan U.K.
4. Robert E. Hall and Marc Lieberman, “Microeconomics Principles and applications”, Cengage Learning.

## Teaching Learning Process

Case Discussions about market structure, consumer behaviour and firms must be encompassed in teaching methodology. Theoretical concepts backed by relevant real world examples and case studies are highly recommended.

## Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

## Keywords

Monopoly power, Bundling, two-part tariffs, Dominant strategies, Nash Equilibrium, Prisoner's Dilemma, Economic rent ,Pareto optimality, Externalities, social welfare function.

## **Mathematics for Business Economics**

**(BBE C 4)**

### Course Objective

The objective of this course is to provide instruction on basic mathematics that enables the study of economic theory and business applications at the undergraduate level. This shall be required for the teaching of the courses on microeconomic theory, macroeconomic theory, statistics, and econometrics set out in this syllabus. This is not a course in Mathematical Economics, but economic and business models are a means for illustrating the method of applying mathematical techniques to economic theory and business applications in general. The level of complexity at which the material is to be taught is indicated by the contents of the prescribed main textbook.

### Course Learning Outcomes

Students after completing this course will be able to:

- i) Build its mathematical base which is necessary for other courses.
- ii) Use its mathematical knowledge in business decision making.
- iii) Make and refute arguments by her mathematical understanding.

### Unit 1: Preliminaries and functions of a single variable

Logic, proofs and set theory; relations; functions and their properties; number systems. Functions of one variable: sequences, series and convergence; real functions: quadratic, polynomial, power, exponential, logarithmic; graphs; continuity; differentiable functions: characterizations, properties with respect to various operations and applications; second and higher order derivatives: properties and applications.

### Unit 2: Single-variable optimization

Geometric properties of functions: convex functions, their characterizations and applications; local and global optima: geometric characterizations, characterizations using calculus and applications.

### Unit 3: Linear algebra

Vector spaces: algebraic and geometric properties, scalar products, norms, orthogonality; linear transformations: properties, matrix representations and elementary operations; systems of linear equations: properties of their solution sets; determinants: characterization, properties and applications.

### Unit 4: Functions of several real variables

Geometric representations: graphs and level curves; differentiable functions: characterizations, properties with respect to various operations and applications; second order derivatives: properties and applications; the implicit function theorem, and application to comparative statics problems; homogeneous and homothetic functions: characterizations and applications.

### Unit 5: Multi-variable optimization

Convex sets; geometric properties of functions: convex functions, their characterizations, properties and applications; further geometric properties of functions: quasi concave functions, their characterizations, properties and applications; unconstrained optimization: geometric characterizations, characterizations using calculus and applications; constrained optimization with equality constraints: geometric characterizations, lagrange characterization using calculus and applications.

### References

#### Essential Reading:

Latest editions of the following to be used:

1. Alpha C. Chiang and Kevin Wainwright, “Fundamental Methods of Mathematical Economics”, Mc Graw Hill Education.
2. K. Sydsaeter and P. Hammond, “Mathematics for Economic Analysis”, Pearson.

### Suggested Readings:

Latest editions of the following to be used:

1. Edward T. Dowling, "Introduction to Mathematical Economics", Tata McGraw-Hill.
2. Michel Hoy, John Livernois, Chris McKenna, Ray Rees, Thanasis Stengos, "Mathematics for Economics", Prentice Hall
3. RGD Allen, "Mathematical Analysis for Economists", Macmillan.

### Teaching Learning Process

The students would be taught with classroom teaching and problem solving exercises at regular intervals. The problems would include case studies taken from real time economic data at the industry and aggregate level.

### Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

### Keywords

Set theory, Calculus, Differentiation, Concavity, Convexity, Optimisation



## **Macro Economics and Applications-I**

**(BBE C 5)**

### Course Objective

This course aims at inculcating basic understanding of fundamentals & functioning of closed economy. It will enable students to identify major macroeconomic issues, challenges and their solutions.

### Course Learning Outcomes

Student will be able:

- i) To understand basic concept of circular flow of income in open and closed economies and different approaches to measurement of National Income.
- ii) To be able to differentiate between various national income aggregates, stocks and flows, nominal and real macroeconomic variables.
- iii) To identify and derive money market and goods market equilibrium conditions and understand the interaction between the two.
- iv) To apply closed economy IS-LM model for effectiveness of Fiscal and Monetary policies in the short run.
- v) To derive aggregate demand and aggregate supply schedules and use it to differentiate between effects of policy in short run and medium run
- vi) To analyze closed economy policy mix and its applicability to developing economies.
- vii) To identify medium run impact of inflation and the nature of the inflation-unemployment trade-off.
- viii) To understand root causes of the great depression & its after effects.
- ix) To introduce students to latest developments in the field of macroeconomics using real business cycle model.

### Unit 1: An Introduction to Basic Macroeconomics Concepts

Circular flow of Income in Closed and Open Economies; National Income Accounting :Definition and differences between various national income aggregates - Gross Domestic Product (GDP),Gross National Product (GNP), Net National Product, Personal Income, Personal Disposable Income; Measurement of GDP : The Product, Income and Expenditure

Approaches and equivalence of the three; National Income Identities in open and closed economies : Components of GDP-Consumption, Investment, Government Expenditure, Net Exports; Real and Nominal GDP: GDP Deflator and important price indices – CPI and WPI.

#### Unit 2: Keynesian Theory of Income Determination

The Simple Keynesian Model : The Keynesian Consumption function, concept of Aggregate Demand, equilibrium income determination and concept of multiplier; the Savings function, alternative formulation of goods market equilibrium as savings-investment equality and Paradox of Thrift.

The IS-LM Model : Derivation and properties of IS curve, Demand and supply of money, Money multiplier, Derivation and properties of LM curve, Monetary and Fiscal policy through IS-LM framework.

#### Unit 3: Aggregate Supply and Aggregate Demand Model

The AD Curve : Derivation, slope, movement along and shifts of the AD curve; The AS Curve–Derivation and Slope in Short run and Long Run; Equilibrium in the AS-AD framework : The effects of Fiscal and Monetary Policy and the Neutrality of Money in the Long run; Effects of Oil Price Shocks in AS-AD Framework.

#### Unit 4: Inflation, Unemployment and The Phillips Curve

Defining and Identifying Unemployment and concept of Natural Rate of Unemployment; Determinants of Inflation; The Short-Run Tradeoff between Inflation and Unemployment; the Short run and long run Phillips curve; Relation between the Phillips Curve and the AS Curve; The Cost of Reducing Inflation: The Sacrifice Ratio, Rational Expectations and the Possibility of Costless Disinflation.

#### Unit 5: Recent Development in Macroeconomics

Economics of Great Events-Depression, Hyperinflation and Deficits Advances in Business Cycle Theory. Real Business Cycles & New Keynesian Economics.

## References

### Essential Readings:

Latest editions of the following to be used:

1. Blanchard, O, “Macroeconomics”, Pearson.
2. David C. Colander, “Macroeconomics”, McGraw-Hill New Delhi.
3. Dornbusch Rudiger, Fischer Stanley and Startz Richard, “Macroeconomics”, McGraw-Hill.
4. D’Souza, E, “Macroeconomics”, Pearson.
5. Goodwin, Harris, Nelson, Roach & Torras, “Macroeconomics in Context”, Routledge Taylor and Francis Publication.
6. N. Gregory Mankiw , “Macroeconomics”, Worth Publishers.

### Suggested Readings:

Latest editions of the following to be used:

1. Chugh, S. (2015) “Modern Macroeconomics”, MIT Press.
2. D N Dwivedi (2015), “Macroeconomics- Theory and Policy”, McGraw-Hill.
3. Sikdar, S. (2012) “Principles of Macroeconomics”, Oxford University Press.
4. Ray, P. (2013), “Monetary Policy”, Oxford University Press.
5. Froyen (2013), “Macroeconomics Theories and Policies”, Pearson.
6. The Core Team (2017), “The Economy – Economics for a Changing World”, Oxford University Press, Oxford. (Freely Available at :<https://core-econ.org/the-economy/book/text/0-3-contents.html>).
7. Government of India (GOI) (Latest Year), “Economic Survey”, Ministry of Finance: New Delhi.

### Teaching Learning Process

Group Discussion on specific macroeconomic challenges like inflation, unemployment, economic growth. Assignments on preparation of country specific macroeconomic profile from different database are highly recommended to understand macroeconomic parameters. Workshop/ seminar on major macroeconomic issues pertaining to Indian economy.

### Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

### Keywords

Closed Economy, Goods Market, Money Market, Monetary Policy, Fiscal Policy, Phillips Curve, Business Cycle.

## **Statistics for Business Economics**

### **(BBE C 6)**

#### Course Objective

The objective of this course is to provide keys and tools of statistical concepts which are very useful and often indispensable in understanding the world around us. This shall be required for the teaching of the courses on Mathematics and Econometrics set out in this syllabus. The course is so designed to present an introduction to probability and statistics using a background of calculus. Because econometrics deals with the study of unknown variables, the course lays emphasis on estimation and hypothesis testing.

#### Course Learning Outcomes

Student will be able to:

- i) Master the Fundamentals of Probability Theory
- ii) Learn the concepts and tools of Sampling and Estimation
- iii) Develop skills in statistical computing, statistical reasoning and inferential Methods
- iv) Comprehend and analyze real data like real indices and provide students with both descriptive and analytical methods for dealing with the variability in observed data
- v) Make intelligent judgments and informed decisions in the presence of uncertainty and variation
- vi) Clarifying and quantifying natural phenomena.

#### Unit 1: Understanding Data

Measures of Central Tendency and Dispersion, Skewness, Kurtosis, Covariance and Correlation.

#### Unit2: Probability Theory and Probability Distributions

Axioms of probability; Review of counting rules, experiments, sample space, simple and complex events; Addition and multiplication rules; Concepts of Mutually exclusive events, Independent events; Joint, marginal and conditional probability; Bayes' theorem.

Concept of Discrete and continuous Random Variables and Features of univariate, joint, marginal and conditional probability distributions; Chebychev's Theorem; Mathematical

expectation and moments of probability distributions, Distributions of linear combinations of random variables.

Cumulative distributions, Theoretical probability distributions. Discrete: Uniform, Bernoulli, Binomial and Poisson; Continuous: Uniform, Exponential and Normal.

### Unit 2: Sampling and Estimation

Population versus Sample; Sample Statistic versus population parameters; Definition and Statistical properties of a Random Sample; Chi-square, t and F distributions; Sampling Distributions of Sample Mean, Sample Proportion and Sample Variance; Point Estimation and Small Sample Properties of Estimators (unbiased, efficient); Interval Estimation and Confidence Intervals for population parameters (population means, proportions and variances).

Convergence in Probability, Law of Large Numbers, Convergence in Distribution, Central Limit Theorem; Large Sample Properties of Estimators (Consistency, asymptotic normality)

### Unit 3: Hypothesis Testing

Formulation of Null and Alternate Hypotheses; One-tailed and two-tailed Tests; Type I and Type II errors; Power of a Test; p-values.

Tests about population mean, proportions and variances (from a single and from two populations, i.e., tests for equality of 2 population means, proportions and variances)

### Unit 4: ANOVA

One-Factor ANOVA; Testing for Equality of k Population Means; F-test and t-test for pairwise equality of means; Two-Factor ANOVA.

### Unit 5: Index Numbers

Laspyres, Paasche index numbers, Bowley, Marshall Edgeworth and Fisher indexes. Fixed and chain base index numbers. Tests of adequacy, Base shifting, splicing and deflating. Construction of real indexes: Consumer Price Index and BSE index.

Practical

Software Required: Spreadsheet software and a statistical package

## References

### Essential Readings:

Latest editions of the following to be used:

1. Devore, Jay L, “Probability and Statistics for Engineers”, Cengage Learning.
2. John E. Freund: Mathematical Statistics with Applications, Pearson.
3. Nagar, A. L. and Das, R. K, “Basic Statistics”, Oxford University Press.
4. Spiegel, M.R, “Theory & Problems of Statistics”, Schaum’s outline series, McGraw Hill.

### Suggested Readings.

Latest editions of the following to be used:

1. Douglas C. Montgomery and George C. Runger, “Applied Statistics and Probability for Engineers”, John Wiley & Sons.
2. P.H. Karmel and M. Polasek, “Applied Statistics for Economists”, Pitman.
3. Richard J. Larsen and Morris L. Marx”, Introduction to Mathematical Statistics and its Applications”, Prentice Hall.

## Teaching Learning Process

The students would be introduced to the basic concepts of statistics and probability through classroom teachings and lecture presentations. Data interpretation would be explained through real time economic data complimented by class presentation and regular assignments.

## Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

## Keywords

Probability, Sampling and Estimation, Hypothesis Testing, ANOVA. Index Numbers

## **Corporate Finance**

**(BBE C 7)**

### Course Objective

The course aims to provide basic concepts and knowledge with regard to corporate finance and its decisions. It will enable the students to understand the corporate issues and challenges in better manner.

### Course Learning Outcomes

Students will able

- i) To learn the role and objectives of financial management in business corporations.
- ii) To focus on developing skills to analyse corporate behaviour during procurement and development of resources.
- iii) To understand the concepts, vital tools and techniques applicable for financial decision making by a business firm.
- iv) To analyse and compute the working capital requirement, cash management and dividend models.

### Unit 1: Introduction

Nature of Financial Management. Finance and related disciplines. Scope of Financial Management. Profit Maximization, Wealth Maximization: Traditional and Modern Approach. Functions of finance.

Finance Decision, Investment Decision, Dividend Decision, objectives of Financial Management, concept of Time Value of Money.

### Unit 2: Long-Term Investment Decision

Capital Budgeting: Nature and meaning of capital budgeting; Estimation of Relevant cash flows.

Evaluation techniques: Accounting Rate of Return, Pay Back, Net Present Value, Internal Rate of Return, Terminal Value, Profitably Index Method.



### Unit 3: Cost of Capital

Concept and Measurement of Cost of Capital: Measurement of specific costs: Cost of debt, Cost of perpetual debt, Cost of Redeemable debt; Cost of Preference Share; Cost of Equity Capital: Dividend valuation model; Cost of Retained Earnings. Computation of Over-all Cost of Capital based on book value weights and market value weights.

### Unit 4: Financing Decision

Leverage Analysis: Operating, Financial, and Combined Leverage, Earning Before Interest and Tax (EBIT) – Earning Per Share (EPS) analysis, Indifference point. Capital structures theories - Net income approach; Net operating income approach; Modigliani-Miller (MM) approach; Traditional approach.

Dividend Decision: Relevance and irrelevance of dividends. Residual theory of dividends; Modigliani and Miller hypothesis; Walter's model; Gordon's model.

### Unit 5: Short-Term Investment Decision

Concepts and Definition of working capital; Determining Financing Mix; Permanent and temporary working capital; Determinants of working capital; Computation of Working Capital. Management of Receivables – Objectives; Collection cost, Capital cost, Default cost, Credit policies; Credit terms; Collection policies.

### References

Main readings:

Latest editions of the following to be used:

1. Khan, M.Y., & Jain, P.K. (2012), “Basic Financial Management”, Tata McGraw Hill Education Private Limited.
2. Pandey, I.M. (2010), “Financial Management”, Vikas Publishing House Pvt. Ltd.
3. Rustagi, R. P, “Fundamentals of Financial Management”, Taxmann publication(Pvt) Ltd.

### Suggested Readings:

Latest editions of the following to be used:

1. Brealey, Richard, A., & Myers, Stewart, C. (2011), "Principles of Corporate Finance", Tata McGraw Hill Publishing Company Limited.
2. Chandra, Prasanna, "Financial Management-Theory and Practice", Tata McGrawHill
3. Levy, H. and Sarnat, M, "Principles of Financial Management", Prentice Hall.
4. Singh, Surender and Kaur, Rajeev, "Fundamentals of Financial Management", Mayur Paperbacks, Delhi.
5. Van Horne, J.C, "Financial Management and Policy", Prentice Hall.

### Teaching Learning Plan

The paper is taught in a traditional classroom setting for lectures and tutorials. The students are guided with a detailed manual and a textbook incorporating the basic and applications of financial management, learning outcomes and assignment briefs. The paper is delivered by means of formal and participative lectures supported by the numericals, reflecting the importance of finance in practical situations. Tutorials are also used to discuss financial management topics in greater depth and past examination papers with suggested solutions are introduced.

### Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

### Keywords

Corporate Finance, Financial Management, Time Value Of Money, Compounding, Discounting, Net Present Value, Capital Budgeting, Capital Structure, Dividend, Working Capital, Cost Of Capital.

## **Macro Economics and Applications-II**

**(BBE C 8)**

### Course Objective

This course aims at inculcating an understanding of economic models & functioning of an open economy. It will enable students to identify major macroeconomic issues, challenges and their solutions in the context of open macroeconomic environment.

### Course Learning Outcomes

Student will be able

- i) To understand basics of consumption function and different hypotheses regarding aggregate consumption behavior.
- ii) To be able to identify important determinants and differentiate between different models of investment.
- iii) To understand concepts relating to Balance of Payments and exchange rate determination under alternate exchange rate regime in an open economy.
- iv) To apply open economy macroeconomic IS-LM model and find out effectiveness of Monetary and Fiscal policies in the short run.
- v) To analyze open economy policy mix and its applicability to developing economies.
- vi) To derive aggregate demand and aggregate supply for an open economy and differentiate the policy effect in short run and medium run.
- vii) To identify and understand factors determining long run growth and inter- country variations in growth experience using Solow growth model.
- viii) To introduce students to specific issues in monetary and fiscal policy such as Inflation targeting and Sustainability of Public Debt.

### Unit 1: Theories of Consumption and Investment

Consumption Functions: Absolute Income Hypothesis, Relative Income Hypothesis, Fisher's Inter-temporal Choice Model, Life-Cycle and Permanent Income Hypotheses, Business Fixed, Residential and Inventory Investments, Theories of investment – Accelerator Model, Tobin's Q, Cash Flow model

## Unit 2: Open Economy I – The Concepts

Balance of Payments: Components of the Current Account, Balance of Trade, Balance on Invisibles and Current Account Balance; Components of the Capital Account, Short term vs Long term, Debt creating vs Non-debt creating capital flows and the Capital Account Balance; Role of Foreign Exchange Reserves and concepts of BOP surplus vs deficit.

Foreign Exchange Market and Exchange Rate Determination : Nominal, Real and Effective Exchange Rates; Difference between Flexible and Fixed Exchange Rate regimes and concepts of Appreciation, Depreciation, Devaluation and Revaluation; Effects of changes in the exchange rate on the balance of trade – the J-Curve; Purchasing Power Parity theory (PPP): Concepts of Absolute and Relative PPP.

## Unit 3: Open Economy II –The Mundell-Fleming Model

The Mundell-Fleming Model - Effectiveness of Fiscal Policy and Monetary Policy in IS-LM model under Fixed vis a vis Flexible Exchange Rate Regimes, under the assumption of Perfect Capital Mobility. Optimal policy mix for internal and external balance under perfect capital mobility.

## Unit 4: Economic Growth

Sources of Growth, Okun's Law, Concepts of Potential and Feasible Output.

The Determinants of Long-Run Growth in Neo-classical (Solow) growth model – Steady state equilibrium in the Solow Model with and without technological progress.

The Golden Rule of capital accumulation; Concepts of Unconditional and Conditional Convergence and Poverty Traps.

Endogenous Growth : The essence of endogenous growth theories and their basic differences with the Neo-classical growth Model.

## Unit 5: Topics in Monetary and Fiscal Policy

Inflation Targeting, The Optimal Design of Monetary Policy, The Government Budget Constraint: The Arithmetic of Deficits and Debt Sustainability, Current versus Future Taxes, the Evolution of Debt-to-GDP Ratio, Issues in Fiscal Policy.

### References

#### Essential Readings:

Latest editions of the following to be used:

1. Blanchard, O, “Macroeconomics”, Pearson Education.
2. David C. Colander, “Macroeconomics”, McGraw-Hill.
3. Dornbusch R, Fischer S and Startz R , “Macroeconomics”, McGraw-Hill.
4. D’Souza, E, “Macroeconomics”, Pearson Education
5. Goodwin, H, Nelson, Roach & Torras, “Macroeconomics in Context”, Routledge Taylor and Francis Publication.
6. N. Gregory Mankiw, “Macroeconomics”, Worth Publishers.

#### Suggested Readings:

Latest editions of the following to be used:

1. Chugh, S. (2015), “Modern Macroeconomics”, MIT Press : Massachusetts, USA.
2. D N Dwivedi (2015), “Macroeconomics- Theory and Policy”, McGraw-Hill.
3. Froyen (2013), “Macroeconomics- Theories and Policies”, Pearson
4. Ray, P, “Monetary Policy”, Oxford University Press.
5. Sikdar, S, “Principles of Macroeconomics”, Oxford University Press.
6. Government of India (GOI) (Latest Year), “Economic Survey”, Ministry of Finance.
7. The Core Team (2017), “The Economy – Economics for a Changing World”, Oxford University Press, Oxford. (Freely Available at: <https://core-econ.org/the-economy/book/text/0-3- contents.html>).

### Teaching Learning Process

Group Discussion on specific macroeconomic challenges like inflation, unemployment, economic growth. Assignments on preparation of country specific macroeconomic profile

from different database are highly recommended to understand macroeconomic parameters.  
Workshop/ seminar on major macroeconomic issues pertaining to Indian economy.

#### Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

#### Keywords

Consumption Function, Balance of Payments, Exchange Rate, Purchasing Power Parity, Capital Mobility, Steady State, Golden Rule, Government Budget Constraints.

## **Basic Econometrics**

### **(BBE C 9)**

#### Course Objective

Econometrics is a combination of economic theory, mathematical economics, economic statistics, and mathematical statistics. Economic theory makes statements or hypotheses that are mostly qualitative in nature. Econometrics provides the basis for numerical estimates and gives empirical content and verification to most economic theory. The objective of the course is to provide basic data modelling skills required in handling economic problems and interpretation of regression outputs

#### Course Learning Outcomes

Students will be able to:

- i) Explain Key econometric concepts.
- ii) Formulate simple econometric models
- iii) Interpret the regression results obtained from software packages.
- iv) Identify the errors in regression models and rectify the same.
- v) Analyze the suitability of the data for solving the problem at hand

#### Unit 1: Classical Linear Regression Model

Types of Data: Time Series, Cross Section and Panel Data. Concept of Population Regression Function and Sample Regression Function, Assumptions of the model, Derivation of Coefficients of Regression in a two variable model, Estimation of the SRF using OLS, Analysis of variance and R squared.

Expectation and standard errors of the regression coefficients and the error term. Gauss Markov Theorem. Interval estimation and tests on population regression coefficients, variance of population disturbance term and forecasts. Testing the significance of the model as a whole. Testing the normality assumption.

Extensions of the Two Variable Linear Regression Model: Regressions through the origin, Scaling of Variables and Regression on Standardized Variables. Functional forms of Linear Regression Models: The double log, semi-log, reciprocal, log- reciprocal models with applications.

## Unit 2: Multiple Regression Model

Coefficients of regression in a multi variable model and their properties. Interval estimation, tests on population regression coefficients and model significance. Correlations, Goodness of fit and the Adjusted R square. Hypothesis testing for significance of the contribution of a variable, structural stability, Restricted least squares.

## Unit 3: Dummy Variable Regression Models

Intercept, Slope Dummy variables. Interaction between qualitative variables. Interaction between quantitative and qualitative variables. Use of dummy variables in testing for structural change and for seasonal indexes.

## Unit 4: Relaxing the Assumptions

Introduction to multicollinearity, heteroscedasticity, autocorrelation and specification errors. The nature of the problem, its detection and corrective measures.

## References

### Main Readings:

Latest editions of the following to be used:

1. Dougherty C, "Introductory Econometrics", Oxford University Press.
2. Gujarati D & Sangeetha, "Basic Econometrics", Tata McGraw Hill
3. Studenmund, A.H., "Using Econometrics A Practical Guide", Pearson India Education Services Pvt, Ltd.

### Suggested Readings:

Latest editions of the following to be used:

1. Pindyck R.S. and Rubinfeld D.L, "Econometric Models and Economic Forecasts", Mc GrawHil.
2. Ramanathan, Ramu, "Introductory Econometrics with Applications", Thomson South Western.
3. Wonnacott, R.J. and Wannacott, T.H, "Econometrics" , John Wiley



## Teaching Learning Process

The teacher may provide small data sets to the students to enable them to run regressions on spreadsheets and interpret the results.

## Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

## Keywords

Two Variable Regression, Multi Variable Regression, Dummy Variable, Multicollinearity, Heteroscedasticity, Autocorrelation.

## **Marketing Management**

**(BBE C 10)**

### Course Objective

- i) To develop understanding about the nature and purpose of marketing and the most fundamental concepts and frameworks and apply these to new and existing businesses.
- ii) The course provides managerial perspective to critically analyse the marketing opportunities, planning, implementation, evaluation and control of the marketing effort.
- iii) The course explains how to integrate product and service decisions with those on pricing, distribution and promotion.

### Course Learning Outcomes

Students will be able to:

- i) Explain how organisations effectively use the marketing mix often called the four P's of marketing to market to their target customers.
- ii) Apply the knowledge, concepts and tools such as Michael Porters model, BCG matrix, Ansoff matrix and SWOT Analysis to understand the challenges and issues of marketing in a competitive environment.
- iii) Define important terms like brand, brand identity, brand equity and brand re-positioning and how to devise a successful branding strategy.
- iv) Predict the costs and benefits associated with different pricing strategies and marketing channels for the marketers.
- v) Classify the common methods used for integrated marketing communication like advertising, sales promotion, events and experiences, public relations and publicity, direct marketing, interactive marketing, word of mouth and public selling.
- vi) Correctly represent and outline measures taken by the companies to encourage ethical behaviour and rightly demonstrate their social responsibility.

### Unit 1: Introduction to Marketing and Segmentation, Targeting & Positioning

Importance and Scope of Marketing, Core Marketing Concepts, Company Orientations, Marketing Myopia.

Market Segmentation: Marketing segmentation Procedure, Bases for segmenting Consumer Markets, VALS segmentation, Effective segmentation.

Market Targeting: Evaluating and Selecting Market Segments.

Positioning: Positioning Statement, determining which positioning to promote, positioning possibilities, Points-of-Parity, Points-of-Difference.

## Unit 2: Product

Product life cycle: The Concept and its Strategic Implications, Product Mix: Levels, Hierarchy, Classifications, Mix.

Product line decisions: Product Line Analysis, Product Line Length, Line Modernization, Featuring, Pruning.

Differentiation: Differentiation tools: Product, services, personnel, channel, image differentiation.

Branding: Brand decisions, building brand identity, Brand Equity, Branding Challenges, Brand Name Decisions, Brand Building Tools, Devising a Branding Strategy, Brand Re-positioning.

Services: Characteristics of services.

## Unit 3: Pricing

Significance of pricing, factors influencing pricing, pricing objectives, Pricing Strategies and Procedure, psychological pricing.

## Unit 4: Distribution

Channels: Channel Functions and Flows, Channel Levels, Channel Integration and Systems (Vertical Marketing System, Horizontal Marketing System, Integrated Multichannel Marketing System).

Retailing: Types of retailers, marketing decisions in retailing Wholesaling: Types of wholesalers.

## Unit 5: Promotion

Promotion Mix, Factors affecting Promotion Mix, concept of Integrated Marketing Communication.

Advertising: advertising objectives, advertising budget, message generation, Media (types, reach frequency, impact) and measuring advertising effectiveness.

Sales promotion (Objectives, Advertising versus Promotion, Major Decisions in sales promotion).

Events and Experiences, Public Relations and Publicity (Marketing Public Relations, tools), Direct Marketing.

Interactive Marketing(introduction to online marketing), Word of Mouth.

## Unit 6: Marketing Environment, Competitive Analysis and Emerging Trends in Marketing

Marketing Environment: Scanning the Indian Marketing Environment: Economic, Demographic, Socio- cultural, Technological, Political and Legal. Competitive Analysis: Michael Porter's Model of Competitive analysis, BCG Matrix, ANSOFF Matrix, SWOT Analysis. Basics of Marketing Research, Ethics in Marketing, Relationship marketing, Holistic marketing, Rural marketing.

## References

### Essential Readings:

Latest editions of the following to be used:

1. Kotler, P. & Keller, K. L. (2012), "Marketing Management", Pearson.
2. Kotler P, Armstrong G., Agnihotri P.Y & UIHaq, E, "Principles of Marketing - A South Asian Perspective", Pearson.

### Suggested Readings:

Latest editions of the following to be used:

1. Dawn Iacobucci, "Marketing Management", Cengage Learning.
2. Etzel M. J, Walker B.J, Stanton W.J and Pandit A , "Marketing", Tata McGraw Hill.

3. Ramaswamy V.S, Namakumari S, “Marketing Management: Global Perspective-Indian Context”, Macmillan Publishers.

#### Teaching Learning Process

1. Case Study and Case Lets of Indian context must be included in teaching methodology.
2. Group discussions on important and recent marketing topics must be included.
3. The theoretical concepts of marketing must be covered in the context of relevant Indian corporate examples.

#### Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

#### Keywords

Marketing environment, Marketing mix, Product, Service, Product line, Brand, Price, Channel, Distribution, Promotion Mix, Advertising

## **Quantitative Techniques for Management**

**(BBE C 11)**

### Course Objective

This paper aims to introduce students to use quantitative methods and techniques for effective decisions-making; model formulation and applications that are used in solving business decision problems. Build a conceptual mathematical understanding of benefits of working in a team: specifically to solve larger problems, partition a problem into smaller tasks, and complete tasks on time.

### Course Learning Outcomes

Student will be able to:

- i) Identify and develop operational research models and understand how to translate a real-world problem, given in words, into a mathematical formulation.
- ii) Understand the mathematical tools that are needed to solve optimization problems like linear programming, transportation and assignment problems.
- iii) Make use of Network analysis to plan, schedule, and control project activities
- iv) Formulate and solve network problems using graph optimisation algorithms.
- v) Propose the best strategy using decision making methods under uncertainty and game theory.
- vi) Use relevant software for solving the techniques learnt in theory for optimization.

### Unit 1: Introduction to Operations Research and Linear Programming

Introduction: Operations research, Meaning of a model, steps in building of a model.

Linear Programming: Introduction, terminology and applications, Mathematical formulation of a linear programming problem, Graphical solution, Algebraic method (Simplex method) – Maximisation and Minimisation cases ( single and mixed constraints) Duality in LP.

Integer Programming: formulation through Gomorry Cut method.

Transportation: Introduction, Balanced & Unbalanced Problem, formulation as Linear Programming Problem, Initial basic feasible solution ( NW Corner Rule LCM & VAM

methods), Test of optimality and optimal solution, Stepping Stone and MODI methods) Note: Exclude special cases, degeneracy.

Assignment: Introduction, Balanced and unbalanced assignment problem, formulation as Linear Programming problem and solution using excel solver, Solution using Hungarian assignment method.

## Unit2: Inventory Control Models

Importance, Inventory Decisions, EOQ, Quantity discount Models, Safety Stock, ABC Analysis, Just-in-Time Inventory Control.

## Unit 3: Decision Theory

Decision Theory: Steps in Decision theory, Concepts of Expected Monetary Value, Expected Value of Perfect Information and Expected Opportunity loss, Introduction to risk and uncertainty, Decisions under Uncertainty using Laplace, Maximin, Minimax, Maximax, Minimin, Hurwicz criterion.

## Unit 4: Network Analysis

Meaning and Applications, Fundamental concepts & Construction, Time estimates in network analysis –earliest finish, latest finish, critical path, Float (Independent, free and total float), Programming Evaluation and Review Technique (PERT) – three time estimates, standard deviation and probability of project completion within a scheduled time, Direct and indirect cost, Time-Cost tradeoff – Crashing of activities.

## Unit 5: Waiting Lines and Queuing Theory Models

Waiting line costs, Queuing system, Single Channel Queuing Model, Multichannel Queuing Model, Constant Service Time Model, Finite population model.

## References

### Essential Readings:

Latest editions of the following to be used:

1. Barry Render et .al, “Quantitative Analysis for Management”, Pearson
2. Hamdy A. Taha (2007)., “Operations Research-An Introduction”, Prentice Hall.

3. Kanti Swarup, P.K. Gupta and Man Mohan(2001), “Operations Research”, Sultan Chand & Sons.
4. Sharma J K (2013)., “Operations Research : Theory and Applications”, Macmillan India Ltd.
5. Vohra N.D. (2006), “Quantitative techniques in management”, Mc. Graw Hill Co.

#### Suggested Readings:

Latest editions of the following to be used:

1. Hamdy A. Taha (2007), “Operations Research-An Introduction”, Prentice Hall.
2. Kanti S, Gupta P.K. and Man Mohan (2001), “Operations Research” Sultan Chand & Sons.
3. Sharma J K (2013), “Operations Research : Theory and Applications”, Macmillan India Ltd.
4. Vohra N.D. (2006), “Quantitative techniques in management”, Mc. Graw Hill Co.

#### Teaching Learning Process

The lecture should be divided in to 80:20. For every 3-theory lecture one practical sessions using excel solver or any other relevant software must be held in a batch of 15-20 Students. Students should be evaluated for practical session in the form of internal assessment.

#### Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

#### Keywords

Linear Programming, Transportation and Assignment, Simulation, Network Analysis.



## **Organisational Behaviour**

**(BBE C 12)**

### Course Objective

To give a general orientation to the student about the different forms of organizations (business and non business) and business environment, which will enable better appreciation and understanding of the human resource function.

### Course Learning Outcomes

Student will be able to

- i) Understand psychology theories and research at individual, group and organizational levels.
- ii) Analyze how these theories and empirical evidence can help to understand contemporary organizational issues.
- iii) Understand organizational behaviour and management practices by examining psychological principles.
- iv) Imbibe the critical evaluation of organizational practices and their impact on work behaviors, attitudes and performance.
- v) Apply theories to practical problems in organizations in a critical manner.

### Unit 1: Introduction Concept of Organisational Behaviour

Management roles, skills and activities; Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills, positive work environment, ethics).

### Unit 2:: Individual Behavior Learning, attitude and job satisfaction

Concept of learning, conditioning, shaping and reinforcement Concept of attitude, components, behavior and attitude Job satisfaction: causation; impact of satisfied employees on workplace Comparison of job satisfaction amongst Indian employees with other cultures Motivation: Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory); Job characteristics model; Redesigning job and work arrangements; Employee involvement; Flexible benefits, Intrinsic rewards Personality and

Values: Concept of personality; MBTI; Big Five model. Relevance of values; Indian values; Linking personality and values to the workplace (person-job fit, person-organization fit) Perception, Decision Making and Emotions: Perception and judgments; Factors; Linking perception to individual decision making; Decision making in organizations, Ethics in decision making. Emotional labour; Emotional Intelligence.

### Unit 3: Group Behavior Groups and Work Teams

Concept; Five stage model of group development; Group think and shift; Indian perspective on group norms Groups and teams; Types of teams; Creating team players from individuals; Team building and team based work (TBW).

Leadership: Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories ( Fiedler, Hersey and Blanchard, Path-Goal); Authentic leadership; Mentoring, self- leadership, online leadership; Inspirational Approaches (transformational, charismatic); Comparison of Indian leadership styles with other countries. Exercises, games and role plays may be conducted to develop team and leadership skills.

### Unit 4: Organizational Culture and Structure

Concept of culture; Impact (functions and liability); Creating and sustaining culture; Employees and culture; Creating positive and ethical cultures. Concept of structure; Prevalent Organization designs; New design options

### Unit 5: Organizational Change

Conflict and Power Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organization development); Learning organization; Organizational change in Indian businesses. Concept of conflict; Traditional view and integrationist's view of conflict; Conflict process; Functional/Dysfunctional. Introduction to power and politics.

## References

### Essential readings:

Latest editions of the following to be used:

1. Dwivedi, R. S., "Human relations and organizational behaviour: a global perspective", Macmillan India Ltd.
2. Luthans Fred., "Organizational Behaviour", McGraw Hill.
3. Singh Kavita, "Organisational Behavior- Text and cases", Vikas publishing house.
4. Stephen P. Robbins, Timothy A. Judge and Niharikavohara, "Organisational Behaviour", Pearson Education ltd.

### Suggested Readings:

Latest editions of the following to be used:

1. Arnold, John, Robertson, Ivan t. and Cooper, Cary, l., Work psychology: understanding human behavior in the workplace, Macmillan India Ltd.
2. Consuming Negative News can make you less effective at work (HBR 9-15); Make yourself immune to secondhand stress (HBR 9-15).
3. Hellriegel, Slocum and Woodman, "Organisational Behavior", South-Western, Thomson Learning.
4. How to Win Friends and Influence People" - Dale Carnegie.
5. Jerald Greenberg, "Behavior In Organizations", Pearson Education.
6. The Owner's Manual to Personality at work - Pierce & Jane Howard.
7. What makes a leader" - Daniel Goleman (HBR - Jan 2004).

## Teaching Learning Process

Teaching learning process: The teaching learning process will involve two way communication between teacher and students. It will include Lecture, Tutorial, seminar, lecture by industry experts for enriching the learning experience for students.

Tools: The tools to be used by teachers include PPT, Lecture, case study, role playing, Field visit.

### Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

### Keywords

Organizational Behaviour, Work-Life Balance, Learning, Attitude, Motivation, Personality, Group Behavior, Leadership.

## **International Economics**

**(BBE C 13)**

### Course Objective

This course aims at inculcating basic understanding of fundamentals of international economics. It will enable students to identify basis and gain from international trade with the help of different theoretical models and their applications to real world challenges and its solutions.

### Course Learning Outcomes

Student will be able

- i) To understand basic concept and origin of International economics through the prism of classical and new classical trade theories
- ii) To understand different terms of trade and their applicability
- iii) To differentiate between Modern and Classical Trade theories .
- iv) To derive offer curve of a nation using general equilibrium approach o
- v) To analyze how demand and supply changes affect countries Term of Trade. To understand how international trade impact factor prices.
- vi) To understand the different trade instruments.
- vii) To analyze the effect of tariff and non- tariff barriers using the partial equilibrium approach.
- viii) To grasp theory of custom unions and its different model.
- ix) To know different components of Balance of payments and theories of balance of payments
- x) To gain knowledge about WTO and its roles.
- xi) To know about recent developments in trade talks under WTOs ministerial conferences.

### Unit 1: International Trade Theory

Introduction: The basis of international trade, difference between internal and external trade.

The classical theory of international trade: Theory of Mercantilism, Adam Smith's Theory of Absolute Advantage, David Ricardo's Theory of Comparative Advantage, Haberler's opportunity cost theory of Trade.

Neo-classical theory of international trade: The Edgeworth box and Production Possibility Curve, , Autarky Equilibrium, Consumption and Production Gains from Trade.

Terms of trade: Offer Curve and its derivation, Impact of change in demand and supply conditions on International Terms of Trade, Concepts and significance of Terms of Trade.

### Unit 2: Modern Theory Of International Trade

Introduction and Assumptions of Heckscher-Ohlin Theorem, General equilibrium framework of Heckscher- Ohlin Theorem , Interpretation of Heckscher Ohlin Theorem, , Factor price equalization , The Stolper –Samuelson theorem and Income Distribution Effects of Trade , Empirical Test of H-O Model: Demand Reversal and Factor -Intensity Reversal.

New Trade Theories: Difference in Technologies,, Economies of scale and International Trade, Monopolistic Competition and Trade.

### Unit 3: International Trade Policy

Instruments of Trade Policy: Import Tariffs, Measurements of Tariffs, Effective Rate of Protection, Export Taxes and Subsidies, Non-Tariff Barriers; Import Quotas, Voluntary Export Restraints, Domestic Content Provisions etc. Anti-Dumping.

Impact of Trade Policies: Partial and general equilibrium analysis of a trade restrictions. Arguments for Trade Policy: Terms of Trade Argument and Optimum Tariff.

Economic Integration: Types, The Theory of custom unions: Partial and general equilibrium analysis, The Lipsey model, The Vanek model, Bilateral Trade Agreements Vs Multilateral Trade Agreements.

### Unit 4: Balance Of Payments and Foreign Exchange Rate

Fundamentals of Balance of Payments , Disequilibrium in Balance of Payment, Methods to Correct Balance of Payment Disequilibrium: Automatic price Adjustment under Gold

Standard, Automatic Price Adjustment under Flexible Exchange Rate, expenditure switching policy - elasticity approach -Price Adjustment mechanism, Marshall Lerner Condition . Fixed and Flexible Exchange Rates, Optimum currency areas.

#### Unit 5: World Trade Organization

Journey from GATT to WTO, Objectives, basic principles and areas of operation of WTO, Structure of the WTO, an overview of Ministerial conferences: issues, decisions and controversies, WTO and India. Recent ministerial conference and issues.

#### References

##### Essential Readings:

Latest editions of the following to be used:

1. Cherunilam Francis (1998) :International Economics (Vth Edition), McGraw Hill Education (India) Pvt Ltd.
2. Dennis R. Appleyard, Alfred J.Field, Jr (2017), " International Economics", 8th Ed, McGraw Hill Education (India) Pvt Ltd.
3. Ethier Wilfred J. (1995) :Modern International Economics (IIIrd Edition), WW Norton and Company : New Delhi.
4. Krugmen Paul R. & Obstfeld M. (2013) :International Economics :- Theory and Policy (IXth Edition), Pearson Education : New Delhi.
5. Salvatore D. (2008): International Economics, Pearson Education: New Delhi.
6. Robert J. Carbaugh (2010) Global Economics, South-Western College Publishing International Edition.
7. Robert J. Carbaugh (2014) International Economics,Cengage Learning, Inc; 15th edition.

##### Suggested Readings:

Latest editions of the following to be used:

1. Lindert Peter H. (1995) :International Economics (VIIIth Edition), New Delhi.
2. Mannur H.G. (1999) :International Economics(IIInd Edition),Vikas Publishing House Pvt Ltd: New Delhi.
3. Salvatore D. (2014): International Economics: Trade and Finance, 11ed, ISV (WSE)

4. Sikdar Soumyen. (2013) :Contemporary Issues in Globalization-An Introduction to Theory and Policy in India (IXth Edition), OUP: New Delhi.
5. Soderston Bo & Jeffrey Reed. (1999) :International Economics (IIIrd Edition), Palgrave MacMillan: New Delhi.
6. Thomas A Pugel (2018), International Economics, 13th Ed, McGraw Hill Education (India) Pvt Ltd.

#### Teaching Learning Process

The outlined topics will be explained with the help of case studies & real world examples. A group discussion on select case study will give students first-hand information and better understanding of international economics. The latest development on international trade policy may be added in last unit in WTO section.

#### Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

#### Keywords

Theories of Trade, Opportunity Cost, Offer Curve, Factor Intensity, Economic Integration, Balance of Payments, Exchange Rate, WTO.



## **Legal Aspects of Business**

### **(BBE C 14)**

#### Course Objective

- i) The paper attempts to create an understanding of various laws required in business world and enable effective application of the laws to business situations.
- ii) This paper provides a blend of Basic laws like Contract Act and specifically applicable laws like Companies Act, Competition Act, widening the scope of understanding the legal technicalities in business world.
- iii) The study of recent cases laws assists the students to understand the interpretation of the legislation.

#### Course Learning Outcomes

Students will be able to:

- i) Understand business legislation and need for amendment of old laws.
- ii) Understand the laws applicable to business and apply their knowledge of laws in recent/ different business cases.
- iii) Appreciate different branches of law applicable in specific conditions.
- iv) Identify the need and application of laws in commercial situations.

#### Unit 1: Indian Contract Act 1872

Meaning, essentials and kinds, offer, Acceptance, Consideration-essentials and exceptions, Capacity of parties, Free consent, Modes of discharge of a contract, Remedies for breach of a contract.

#### Unit 2: The Sale of Goods Act 1930

Meaning and essentials of Contract of Sale, Sale and Agreement to Sell, Implied-Conditions and Warranties, Transfer of Property in Goods, Unpaid Seller and his Rights.

### Unit 3: Companies Act 2013

Meaning, kinds, Formation of a company—promotion, incorporation, on-line registration, commencement of business. Memorandum of association, Articles of Association and Prospectus. Company Management, Meetings and Resolutions. Winding up of a Company – Meaning and modes of winding.

### Unit 4: Consumer Protection Act 1986

Scope and Applicability of the Act, Consumer – of goods and consumer of services, Rights of consumer, Unfair and Restrictive Trade Practices, Complaint – meaning, relief available to a consumer, Consumer Protection Councils, Consumer Disputes Redressal Agencies – District Forum, State Commission and National Commission.

### Unit 5: Competition Act 2002

Scope and applicability of the Act, Definition, Prohibition of certain agreements, abuse of dominant position and regulation of combinations. Competition Commission of India – Composition, duties and powers and Competition Appellate Tribunal – Composition and Powers.

### Unit 6: Intellectual Property Rights Patents Act 1970

Objectives, meaning of Patent and Invention, Procedure for obtaining a patent, Surrender and Revocation of patents. Trademarks Act, 1999 – Purpose and meaning of a Trademark, goods and services; Conditions for registration of trademark, procedure of registration, Effects of registration, Certification Trademarks. Designs Act, 2000 – Definition of Design and Article, registration of Designs, Copyright in registered designs, Inspection and cancellation of registered designs, piracy of registered design.

## References

### Essential Readings:

Latest editions of the following to be used:

1. Bansal V and Arora, A, “Corporate Laws”, Vikas Publishing, House (P) Ltd., New Delhi.
2. Chadha R, Chadha S, “Corporate Laws”, Mayur Paperbacks, New Delhi.
3. Kuchhal M.C & Vivek K, “Business Legislation for Management”, VIKAS Publishing House (P) Ltd.
4. Kumar A, “Corporate Laws”, International Book House (P) Ltd.
5. Bare Acts relating to the laws.

### Suggested Readings:

Latest editions of the following to be used:

1. Dagar I & Agnihotri A “Business Law” Sage Text.
2. Gulsan S.S,”Business Laws”, Excel Books.
3. Singh Avtar, “The Principles of Mercantile Law” Eastern Book Company, Lucknow.

### Teaching Learning Process

1. The use of recent case laws would be encouraged so as to enable better understanding of legal text.
2. Interactive learning process can be used where legal case situation is given to students and they present their arguments on the basis of applicable laws.

### Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

### Keywords

Contract, Agreement, Voidable, Void, Enforceability, Minor, Sale, Good, Services, Consumer, Competition, Anti-Trust, Dominant, Company, Ultra virus, Indoor Management, Trademark, Patent.

# **Skill Enhancement Course (SEC)**

## **Introduction to Big Data Analysis**

### **(BBE SEC 1)**

#### Course Objective

This course will enhance the capability of the students by giving them knowledge about how to handle Big Data and how to solve various business related problems using statistical methods in Python software.

#### Course Learning Outcome:

Student will be able to:

- i) Solve the business problem using python programming.
- ii) Analyse the data with the help of statistical methods using Python language.
- iii) Do projects related to various business and real life situations using different data sets.

#### Unit1: Introduction to Programming, AI and Big Data

What is BIG data and what can it do? Real life examples like recommendation engines, auto messages,speech to text, AI and its uses. What is an algorithm? what can an algorithm do? what is programming?What is Python's role. How can we use Python to do many creative things like designing a website, create music compositions.. Etc

#### Unit 2: Introduction to Python

Basic construct of a program, how to use mathematical variables to form an expression. How does a program work in Python (shell concept), scalar objects in Python like integers, floats, boolean, casting numbers in different forms, parenthesis and BODMAS rule in executing operations with scalars, logical expressions, flow charts, basic if-else statements.

### Unit 3: Making decisions with algorithms

Iterative algorithms, assigning values to numbers, string operations (concatenation, substrings), booleans and comparisons or statement.

### Unit 4: Set operations and Basic for loops

Lists, tuples, sets in Python, using dictionaries, joining lists.

Break conditions, pass, while loops in Python.

### Unit 5: Introduction to Dataframes

Data Frames and series exploration in Python. Creating a Pandas dataframe, adding, deleting indices in a data frame, renaming columns in a data frame, Removing columns in a data frame, sorting, applying filtering criteria, finding and removing duplicates, creating a data frame from lists and dictionaries, Date time manipulation in a data frame, concept of axis, concatenating and merging two different data frames, Defining basic functions and applying lambda to a data frame, Slicing and exploring data and Plotting graphs in Python.

### Unit 6: Basic correlation concepts and way forward

Introduction to regression and machine learning use cases

Applying correlation concepts with Python, discussion of use cases for Regression , Machine Learning and Deep Learning ( like page rank algorithm for Google search).

### References

#### Essential Readings:

1. Laura Cassell and Alan Gauld, “Python Projects”, Wrox; 1 edition
2. R. Nageswara Rao “Core Python Programming “, Dreamtech Press; Second edition

3. Michael T. Goodrich , Roberto Tamassia, Michael H. Goldwasser, “Data Structures and Algorithms in Python”, Wiley.
4. Seema Acharya and Subhashini Chellappan,” Big Data and Analytics”, Wiley

#### Suggested Readings:

Davy Cielen & Arno Meysman, “Introducing Data Science: Big Data, Machine Learning, and more, using Python tools”, Manning Publications

#### Teaching Learning Process

Practical’s on machine with a group projects will be the part of this course.

#### Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

#### Keywords

Big Data, Python, Dataframes, algorithms.

## **Personality Development & Interpersonal Skills**

### **(BBE SEC 2)**

#### Course Objective

- i) To develop students into self aware and emotionally balanced individuals who know how to set realistic goals, manage their time and work effectively in teams.
- ii) To arm students with effective habits that will help them perform in any field of life.

#### Course Learning Outcomes

##### Student will be able to

- i) Conduct detailed self- introspection centering around strengths, weaknesses, relationships, goals, motives and dependence. Recognise and appreciate that warmth, genuineness and unconditional positive regard are the basis of good relationships.
- ii) Recognize and appreciate the seven habits and imbibe them gradually into daily life through regular practice.
- iii) Prioritise work, use planners, recognize and appreciate the importance of time management.
- iv) Understand the building blocks of effective interpersonal skills.
- v) Learn to accept emotions, recognise and appreciate the importance of emotional intelligence.

#### Unit 1: Self Analysis And Effective Habits

SWOT analysis, detailed self-introspection; Positive body image ; Knowing the Real Self; Self confidence and Self esteem through Johari window; The Seven Habits- Sharpen the saw; Be proactive; Begin with an end in mind; Put first things first; Think win-win; Seek first to understand, then to be understood; Synergize.

Value of time; Weekly planner, TODO list; Prioritizing work; Time management matrix; Multi tasking.

#### Unit 2: Attitude And Goal Setting

Influence of attitude on behavior; Synergy between knowledge, skill and attitude; Self talk- Tapping and tuning inner voice; Self motivation.



Reactive work and Proactive work, Wish list, 4CF method, SMART goal setting, Backwards Goal Setting, Goal tree, Using Goal poster, Short, long, life time goals.

### Unit 3: Emotions And Stress Management

Emotional intelligence - Self Awareness, Self Management, Social Awareness, Social Skill ; Emotional quotient and intelligence quotient, Emotion scale, Managing emotions; Anger management; Causes of stress and its impact, managing stress; Circle of control.

### Unit 4: Interpersonal Skills

Warmth, genuineness, unconditional positive regard; Gratitude; Active Listening skills; Stages of dependence; Networking and teamwork.

Negotiate disagreement in group work- resolving team conflict; following instructions in workplace; Expectancy Violations Theory- Proxemics, Confirmation, Accusation, escalation, de-escalation, relational transgressions and disregard.

### Unit 5: Creativity

Out of the box thinking, Creative thinking and Lateral thinking; Creative problem solving tools- restatement of problem, Pareto Principle, brainstorming; Torrance test of creative thinking.

### References

#### Essential Readings:

Latest editions of the following to be used:

1. Acquiring Interpersonal Skills: A Handbook of Experiential Learning for Health Professionals, Springer, 2013
2. Covey S, "Seven Habits of Highly Effective Teens", New York, Fireside Publishers, 1998.
3. Daniel Coleman, "Emotional Intelligence", Bantam Book, 2006.

### Suggested Readings:

Latest editions of the following to be used:

1. Carnegie Dale, “How to stop worrying and start living”, New York: Simon & Schuster, 1985.
2. Locke E A, and Latham G P, “A theory of goal setting & task performance”, Prentice –Hall, Inc, 1990.
3. Mitra, B.K, “Personality Development and Soft skills”, Oxford University Press.
4. Peggy Klaus, “The Hard Truth About Soft Skills: Soft Skills for Succeeding in a Hard World”, Harper Collins, 2009
5. Thomas A Harris, “I am Ok, You are Ok”, New York-Harper and Row, 1972.
6. The Anxiety Handbook: The 7-Step Plan to Understand, Manage, and Overcome Anxiety, Callisto Media Inc, 2013.

### Teaching Learning Process

Individual and group based activities/Visualisation exercises/Introspection activities/debriefing must be conducted for each unit to imbibe the concepts.

### Assessment Method

3. Theory Examination: 75 marks
4. Internal Assessment: 25 marks

### Keywords

Self Analysis, The Seven Habits, Time Management, Goal Setting, Emotions Management, Stress Management, Interpersonal skills, Creativity.

## **Research Methods and Statistical Packages**

### **(BBE SEC 3)**

#### Course Objective

This paper will equip the students to conceive a project, access data using scholarly database and run statistical analysis to do inferential analysis.

#### Course Learning Outcomes

Students will be able to

- i) Assess the roles of the researcher and the informant in the research process and be in a position to apply qualitative and quantitative research methodology.
- ii) Apply the probability rules and basic concepts relating to discrete and continuous random variables studied in core theoretical subjects in making effective business and economic decisions. Provide understanding of appropriate statistical techniques for summarizing and displaying business and economic data.
- iii) List a variety of formal inference procedures like correlation, regression, t-test and analysis of variance test which helps in statistical reasoning and performing exploratory analysis of data. Identify statistical tools needed to solve various business problems.
- iv) Perform the basic qualitative and quantitative data analysis in a clear concise and understandable manner with an in-depth, faster and accurate univariate, bivariate and multivariate data analysis.

#### Unit 1: Meaning of Research Design

Research Process (8 step mode), Research design and Types - Exploratory, Descriptive, Causal.

Hypothesis Testing and errors in testing of Hypothesis.

Sources of data: NSSO, CSO, RBI, World Bank, Accessing financial data base like Capital Line.

#### Unit 2: Steps in Data Collection

Primary vs Secondary Data

Methods of Data Collection in quantitative and qualitative Research through Observation, Interview and Questionnaire/Survey method.

Designing questionnaire (leading, loading and personal questions sequencing): Measurement Scale (Graphic Rating, Likert scale, a paired comparison, ranking, constant sum, semantic differential scale).

Sample design, Probability and non probability sampling, calculation of sample size, sampling Error.

### Unit 3: Handling Data in Spreadsheet

Understanding how to use various formulas, Analysing the data through various charts and tables (including pivot tables), Macros, Use of solver, Sorting of data, Filtering of data, lookup, Using Data Analysis, Running Regression in spreadsheet.

### Unit 4: Handling Data in relevant statistical software

Note : licensed statistical software or open source software (R can be used)

Identifying Variables: Nominal, Ordinal, Interval, Ratio, entering data, labelling and sorting of data, computing new variable, recoding existing variable into new variable.

Steps to be followed for Computing Variable, and Recoding. Conditions when to apply different tests while comparing means with assumptions.

One Sample t-test, Independent Sample t-test, Paired Sample t-test, (Assumptions Testing and Inferential Analysis).

One-way ANOVA, Two-way ANOVA, Repeated Measure ANOVA, MANOVA.,

Cluster Analysis, Discriminant Analysis and PCA. (Assumptions Testing and Inferential Analysis). Non Parametric Tests: Kolmogorov-Smirnov, Kruskal-Wallis and Wilcoxon tests.

### Unit 5: Introduction to Regression and Interpretation of Multiple Regression Output

Interpretation of Differential Mean Output using above specified methods

$R^2$ , Adjusted  $R^2$ , Unstandardized Coefficients with their Significance Levels, Detection of Multi-Collinearity using Variance Inflation Factor (VIF) and Tolerance Factor, Detection of Autocorrelation using DW Statistic,

Testing of Assumptions: Linearity, Normality of Independent/Dependent Variables, Normality of Error Term, Homoscedasticity, Testing Structural Stability of the Regression Model.

## References

### Essential Readings:

Latest editions of the following to be used:

1. Donald R Cooper & Pamela S Schindler, "Business Research Methods", Mc Graw Hill
2. Naresh K. Malhotra, "Marketing Research: An Applied Orientation" PHI
3. Ranjit Kumar, "Research Methodology : A Step-by- Step Guide for Beginners" Sage Publications

### Suggested Reading

Latest editions of the following to be used:

Amir D Aczel, "Complete Business Statistics", McGraw Hill Education.

### Teaching Learning Outcome

Use of Spread sheet software and relevant statistical software to learn data analysis during lab sessions in the Computer Lab.

### Assessment Method

1. Theory Examination: 75 marks
2. Practical lab Examination: 15 marks
3. Group project (Primary or Secondary Data): 10 marks

### Keywords

Hypothesis Testing, Multiple Linear Regression, ANOVA, PCA.

## **Entrepreneurial Skills**

### **(BBE SEC 4)**

#### Course Objective

To provide the knowledge, skills and attitudes in entrepreneurship technical education training that will best meet the developing economy. Develop positive attitude towards self employment, judicious use of resource.

#### Course Learning Outcomes

This syllabus aims to:

- i) Develop an entrepreneurial mind-set within individuals to deal with high uncertainty in regional and global market environments.
- ii) Increase understanding of the diverse character traits of entrepreneurs, which inform their behaviour.
- iii) Enhance the understanding of the entrepreneurial process from idea generation, to concept development and creation of the venture.
- iv) Develop critical thinking and problem solving skills through creativity, innovation and logical applications.
- v) Apprise students of existing opportunities and support services for venture creation and sustainability within and outside the region to support economic and social gains.
- vi) The skills and abilities that students are expected to develop on completion of this syllabus have been grouped under three headings:
  - Knowledge and Comprehension.
  - Application.
  - Communication and Networking

#### Unit 1: Entrepreneur

Concept of entrepreneur, Concept and Evolution of entrepreneurship, Distinction between entrepreneur and manager, Distinction between entrepreneur and intrapreneur, Attributes of entrepreneurs, Core elements of entrepreneurship, Entrepreneurship in a Developing economy, Factors affecting Entrepreneurship development. Entrepreneurship as a Process, Role of entrepreneurship in the developing economy.

## Unit 2: Launching Entrepreneurial Ventures

Generation of ideas: methods and process of generating ideas, sources of ideas and screening process.

Assessing opportunities: Challenges, pitfalls and critical factors of new venture; business and Entrepreneurial development organizations.

Determining and acquiring required resources (Financial, Physical and Human): search for entrepreneurial capital- Debt vs Equity, venture capital market: Angel financing and alternative sources of finance for Entrepreneurs.

Business Plan Preparation for new Ventures: Meaning of a business plan, benefits, elements and presentation.

## Unit 3: Role of Innovation and Creativity

Creativity: concept and process of creativity. role and importance of creativity and mental blocks to creativity.

Innovation: Meaning and importance of innovation. Types of innovation; Sources of innovation; conditions for effective innovation at organisational level and methods of protecting innovation and creativity: branding, trade marks, patents, copyrights and registered design protection.

## Unit 4: Business transformation through technological innovation

Impact of technological change on business; difference between technology updation and technology upgradation. Difference between technology change and technology innovation; technology changes and trends: repercussions of frequent changes (good or bad) and their influence on business transformations. Impactful strategies to implement technology trends in business.

## Unit 5: Case study of selected Indian Entrepreneur

Case Studies and examples of successful entrepreneurs and entrepreneurial ventures should be discussed at relevant places.

## References

### Essential Readings:

Latest editions of the following to be used:

1. Baron, R. A., & Hmieleski, K. M. (2018). *Essentials of Entrepreneurship: Changing the World, One Idea at a Time*. Northampton, MA: Edward Elgar Publishing.
2. Donald. F Kuratko & T.V Rao, “Entrepreneurship: A South Asian Perspective”, Cengage Learning Publications.

### Suggested Readings:

Latest editions of the following to be used:

1. C.B Gupta and S.S Khanka, “Entrepreneurship and Small Business Management”, Sultan Chand Publications.
2. Ernesto J. Poza, “Family Business”, South-Western College
3. Rajeev Roy, “Entrepreneurship”, Oxford University Press.
4. Taneja & Gupta, “Entrepreneur Development”, Galgotia Publishing Company.

## Teaching learning plan

The subject is delivered by means of formal and participative lectures supported by the use of case studies and examples of successful entrepreneurs in India and World reflecting the importance of entrepreneurship in practical situations. Students should be provided with the essential environment for debates, group discussions, presentations etc.

## Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

## Keywords

Entrepreneur, Innovation, Creativity, Economic Development, Business Plan.



## **Discipline Specific Elective (DSE)**

# **Group 1: Finance**

## **Security Analysis and Portfolio Management**

### **(BBE DSE 1A)**

#### Course Objective

It focuses to explain the investment decision making by following principles including diversification, valuation, loss prevention etc.

#### Course Learning Outcomes

After completing the course successfully, student should be able to:

- i) List given types of financial instruments and explain how they work in detail
- ii) Contrast key characteristics of given financial instruments
- iii) Briefly recall important trends in the markets, trading and financial instruments
- iv) Name key facts related to the return and risk of bond and equity markets
- v) Understand key facts of the mutual fund industry
- vi) Explain the fundamental drivers of diversification as an investment strategy for investors
- vii) Discuss measures of portfolio risk-adjusted performance in detail and critically analyse the key challenges in employing them
- viii) Competently identify established risk management techniques used.

#### Unit 1: Understanding Investment

Concept of investment; Investment and Speculation. Factors of sound investment: liquidity, risk, capital appreciation, investment horizon. Relevance of Investment Analysis. Investment decision process. Concept of Return and Risk. Risk- Return Trade-off.

#### Unit 2: Fund Management

Mutual Fund: Concept, features and characteristics of mutual funds; Benefits of mutual funds; Structure of mutual funds. Mutual fund schemes. Exchange traded funds. Systematic Investment Plan (SIP). Systematic Withdrawal Plan (SWP). Net Assets Value (NAV) of a mutual fund. Costs and loads in Mutual Fund Investments. Return from a Mutual Fund. Performance of Mutual Fund. Emerging Trends in Mutual Funds in India. Mutual fund investment and investor's protection in India

### Unit 3: Bond Valuation and Management

Concept and features of debt instruments. Types of debt instruments. Debt market in India.

Bond Yield: concept, types and calculations. Different ways of Computing Yield (Current yield, holding yield and Yield to maturity (YTM)). Yield curve.

Bond pricing and Valuation. Term structure of interest rates. Theories of term structure of interest rates: expectations theory, spot and forward rates, liquidity preference theory, market segmentation theory.

Risk in bonds (default risk, market interest rate risk, liquidity risk, inflation risk, reinvestment risk). Risk structure of interest rates. Bond Duration, Modified Duration Bond Convexity, Immunization and Rebalancing of Bond Portfolios.

### Unit 4: Equity Shares Analysis and Valuation

Fundamental Analysis: Economic Analysis, Industry Analysis, Company Analysis.

Technical Analysis: Basic tool of technical analysis (Charting). Dow Theory. Elloit Wave theory. Price and volume charts: Bar chart, Line chart, Point and figure chart, candlestick chart. Pattern Analysis: Support and resistance level. Indicator Analysis.

Weaknesses and shortcomings of technical analysis.

Efficient Market Hypothesis: weak form, semi strong form, strong form of market efficiency.

Valuation of equity shares: Valuation based on dividends. Valuation of equity shares based on Earnings.

### Unit 5: Analysis of Risk and Return

Risk-Return Relationship and Portfolio Management

Risk-Return Analysis: Return: Holding period return, annual return, expected value of return. Risk: sources, types(systematic risk and unsystematic risk). Measurement of Risk: standard deviation and Beta.

Portfolio Theory (selection and management): Portfolio management: security analysis, analysis and selection of portfolio, revision of portfolio, evaluation of portfolio. Return and risk in the context of portfolio. Two security portfolio calculations. Harry Markowitz Model. Risk free lending and borrowing. Capital Market line (CML). Single Index Model. Security market Line. Optimal Portfolio.

#### Risk and long Term Investment Decisions

Measurement of risk: sensitivity analysis, assigning probability, standard deviation and coefficient of variation.

Evaluation of risk: Risk adjusted discount rate approach, certainty equivalent approach, probability distribution approach, decision tree approach.

#### References

##### Essential Readings:

Latest editions of the following to be used:

1. Brealey R and S.C.Myers, "Principles of Corporate Finance", Mc. Graw Hill, New York
2. Khan and Jain, "Financial Management: Text, problems and cases" Mc. Graw Hill, New York.
3. Rustagi R.P, "Security Analysis and portfolio management", Sultan Chand and Sons. New Delhi
4. Rustagi R.P, "Investment Management : Theory and Practice" Sultan Chand and Co. New Delhi
5. Tripathi V, "Fundamentals of Investments", Taxmann's. Delhi.

##### Suggested Readings :

Latest editions of the following to be used:

1. Chandra, "Prasanna Investment Management", Mc. Graw Hill, New Delhi.

2. Eakins S.G, “Finance: Investments, Institutions and Management”, Addison Wesley Longman Inc, USA.
3. Rana Nisha, “Emerging Trends in Business & Management: Shaping the future”, Anamica Pub Co.
4. Schaum’s Outline Series, “Theory and Problems of Investments”, Mc. Graw Hill.
5. Singh Preeti , “Fundamentals of Investment Management” , Himalaya Publishing House.

### Teaching Learning Plan

The paper is taught in a traditional classroom setting for lectures and tutorials. The students are guided with a detailed manual and a textbook incorporating the basic and applications of stock market, security analysis and portfolio management. The paper is delivered by means of formal and participative lectures supported by numericals reflecting the importance of risk and return in investments. Tutorials are also used to discuss investment management topics in greater depth.

### Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

### Keywords

Security, Investment, Portfolio, Risk, Return, Mutual Funds, Fundamental Analysis, Technical Analysis.

## **Derivatives and Currency Markets**

### **(BBE DSE 1B)**

#### Course Objective

To give substantive knowledge to the students about two major different asset classes viz. Derivatives and Currencies.

#### Course Learning Outcomes Learning Outcomes

Students will be able

- i) To understand the functioning of derivatives and foreign exchange markets .
- ii) To gain the knowledge of International financial system.
- iii) To know how derivatives function in financial markets.
- iv) To imbibe the knowledge about different trading and hedging strategies and working of models which explain the pricing of derivatives.
- v) To understand the principles of trading in foreign exchange markets, different instruments traded , risks involved and hedging of currency risks.

#### Unit 1: Introduction to Currency Markets

Spot & forex market: Introduction and Features , Participants, & their method of communication in forex markets, currency Quotes and types, calculation of forward rates using spot rates, discount/premium on spot rate. Spot rate with and without transaction costs, Arbitrage, Arbitrage: one point, two point and three point (triangular) arbitrage. Cross Rates & Synthetic quotes.

Parity Conditions in Currency Markets : Interest rate Parity (explanation of borrowing and lending criteria, diagrammatic presentation) PPP Principle (both absolute and relative versions), International Fischer Effect. The linkages between parity conditions.

#### Unit 2: Introduction to Derivatives

Meaning and Types, Stock & Currency Futures ,Forwards & Options, Commodity Futures, Weather Derivatives, Hedging/Risk Management through stock futures and payoffs, Stock and Currency Options In the money, At the Money and Out of Money , Stock Option Payoffs, Pay Off profile on Currency.

Forward , Futures & Options contracts, Margin Adjustment for futures., Intrinsic Value, Forwards vs. Futures, Simple Futures and Stock Options Combination Strategies (Neutralizing the risk, Spread, Straddle, Collars, Covered call).

### Unit 3: Pricing of Derivatives

Pricing of Forwards, Option Pricing : Binomial Model , Black Scholes Model, Put Call Parity Equation, Option Greeks : Meaning and Order of Greeks, Delta of European Stock Options & Portfolio Delta, Delta and Black Scholes Model, Delta Hedging. Sensitivity of an Option : Vega, Theta , Rho & Lamda. Hedging through Gamma & Vega, Making a Portfolio Gamma Neutral, Gamma's relation with other Greeks

### Unit 4: International Financial System over the years

International financial system: Fixed, Flexible and Managed floating exchange rate regimes, hybrid systems, working of international financial system under Gold standard and Gold Exchange Standard System, Brettonwoods system and post: Brettonwoods. IMF and creation of SDR.

International capital flows, FDI vs FII, Investment strategies of FII, Foreign investment with special reference to Developing Countries. Payment Terms and Methods of Financing International Trade (Letter of Credit, Forfaiting, Factoring, Credit Lines).

### Unit 5: Exchange Rate Determination and Exposures

Currency Demand and Supply Curves, 'J' Curve Effect, Factors Affecting Exchange Rate, Foreign Exchange Exposure: Statistical Measurement of Exposure, Types of Exposure :Transaction, Economic and Translation Exposure, Hedging Strategies to Manage Transaction , Economic & Translation Exposures.

Swaps: Interest rate & Currency Swaps. Structured Products: Meaning, Types , Design and Risks Involved.



## References

### Essential Readings :

Latest editions of the following to be used:

1. Hull.J.C & Basu S., “Futures Options and Other Derivatives” Pearson Education.
2. Maurice Levi, “International Finance” McGraw Hill Inc, New York.
3. Madura Jeff, “International Financial Management”, Cengage Learning.

### Suggested Readings:

Latest editions of the following to be used:

1. Seth A.K, “International Financial Management”, Galgotia Publishing Company, New Delhi.
2. Shapiro A. C, “Multinational Financial Management”, Prentice Hall India Pvt Ltd., New Delhi.
3. National Stock Exchange of India ‘Indian Securities Market: A Review’ NSE, Mumbai ([www.nseindia.com](http://www.nseindia.com))

## Teaching Learning process

Teaching of this paper will be conducted in lecture and case study mode. Quiz will be organised to enhance both understanding and involvement of the students.

## Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

## Keywords

Currency Markets, Futures, Forward, Exchange Rate, J-Curve.

## **Indian Financial System**

### **(BBE DSE 1C)**

#### Course Objective

- i) To provide a sound information and knowledge of broad framework of Indian Financial System and its constituents.
- ii) To acquaint the students an understanding of inter-linkages and regulatory framework within which the system operates in India.
- iii) To enhance the knowledge of students regarding emerging issues in Indian Financial System.

#### Course Learning Outcomes

After studying this paper the student will be able to:

- i) Describe the Indian Financial System and various financial sector reforms.
- ii) Understand how the new securities are issued to Investors.
- iii) Define the secondary equity market which further evaluates the significance, structure, participants, equity market indices and raising funds through international markets.
- iv) Elucidate the market in which money is created.
- v) Discuss the significance of interbank markets in money creation.

#### Unit 1: Financial System and Financial Markets in India

Financial System, Structure of Indian Financial System, Integration of Indian Financial System with World Markets, Role and Importance of Financial Markets, Major Instruments traded in financial markets: Equity Shares, Debentures, Bonds & Derivatives, Financial Markets vs. Capital Markets vs. Stock Markets, Linkages Between Economy and Financial Markets, Players in Financial Markets, Role of Regulator (RBI and SEBI) in Investors' Protection, Emergent Issues related to the working of Financial System, Introduction of 2008 Sub-Prime Crisis, Greek Crisis, European Debt Crisis.

#### Unit 2: Primary Market for Corporate Securities in India

Issue of Corporate Securities: Public Issue through Prospectus, Eligibility criteria, Offer for sale, Private Placement Rights Issue, On-Line IPO, Book Building of Shares, Advertisement, Allotment of shares, Green shoe option, Disinvestment of PSU, Employees Stock Options,

Preferential Issue of Shares, Venture Capital, Private Equity, Performance of Primary Market in India, Institutional Interest in Public Issues, measuring success of an IPO. Corporate Listings: Listing and Delisting of Corporate Stocks.

### Unit 3: Secondary Market In India

Introduction to Stock Markets: Regional and Modern Stock Exchanges, International Stock Exchanges, Demutualization of exchanges, Competition amongst major exchanges in India, Raising of funds in International Markets: ADRs and GDRs, FCCB and Euro Issues Indian Stock Indices and their construction, free float vs. full float methodology, Classification of Securities to be included in the Index, impact of corporate actions (rights, bonus and stock split) on index Bulls and Bears in Stock Markets, Factors influencing the movement of stock markets, indicators of maturity of stock markets. Trading of securities on a stock exchange: Selection of broker, capital and margin requirements of a broker, MTM and VaR Margins, Kinds of brokers, opening of an account to trade in securities, DEMAT System, placing an order for purchase/sale of shares, margin trading and margin adjustment, contract note, and settlement of contracts, rolling and traditional (weekly) settlement systems, Depositories System: NSDL and CSDL, Scams in Stock Market.

### Unit 4: Money Markets & Debt Market in India

Money Market Meaning, role and participants in money markets, Segments of money markets, Call Money Markets, Repos and reverse Repo concepts, Treasury Bill Markets, Market for Commercial Paper, Commercial Bills and Certificate of Deposit. Role of STCI and DFHI in money markets Debt Market: Introduction and meaning, Market for Government/Debt Securities in India, When issued market, Secondary market for government/debt securities, Oversubscription and devolvement of Government Securities, Fiscal Responsibility Act, Government securities issued by State Governments, Municipal Bonds, Corporate Bonds vs. Government Bonds.

### Unit 5: Financial Services

Banking: Recent Developments: Commercial and Development Banks: Meaning , their roles (Traditional and New /Changing roles), Challenges Ahead, Conversion of Financial Institutions into banks, Mergers and Acquisitions in the banking sector in India, Concept of Universal Banking, Non- Performing Assets in the Banking Sector, the Securitization Act,

Risk Management in Banks (a Brief Overview), BASEL-III Capital Adequacy Norms. Payment Banks, Microfinance, Housing Finance: Meaning and rise of housing finance in India, Fixing the amount of loan, factors driving demand for residential loans, Repricing of a loan, floating vs. fixed rate, the rest method, problems on housing finance. Credit Rating: Introduction, Meaning, and Methodology of rating, Credit rating and the banking sector. Credit Rating Models: Numerical Credit rating Score System, Z Scoring system, Sensitivity Analysis Markov chains CIBIL & Various Credit Rating Agencies in India and their performance and Different Symbols used by them. Credit rating of Non-Debt Instruments (Country and State Ratings, Chit funds ratings, ratings for Banks & AMCs, IPO Gradings), Why equities cannot be rated, Recommendation for equities, Earnings Guidance, Shocks and Surprises.

## References

### Essential Readings:

Latest editions of the following to be used:

1. Khan M.Y ,“Indian Financial System”, Tata McGraw Hill.
2. Pathak, B, “Indian Financial System”, Pearson.
3. S.G. Eakins, S.G.(1999), “Finance: Investments, Institutions and Management”, Addison Wesley Longman Inc.
4. National Stock Exchange of India (2003), “Indian Securities Market: A Review”, NSE, Mumbai.

### Suggested Readings:

Latest editions of the following to be used:

1. Desai V, “Indian Financial System and Development”, Himalaya Publishing House.
2. Gordan and Natarajan, “Indian Financial System”, Himalaya Publishing House.
3. Madura J, “Financial Markets and Institutions”, Cengage Learning.

## Teaching Learning Process

1. The classes should be conducted in an interactive manner by taking examples from Indian economy or World economy to ensure maximum participation of students.

2. The theoretical concepts of Indian Financial System should be discussed with the help of relevant examples.
3. Reading of Business Newspapers or Economic Newspapers should be encouraged so that regular discussion on contemporary issues can be held in a class.
4. Different case studies related to Financial System should be discussed in a class.

#### Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

#### Keywords

Initial Public Offer, Book Building, Green Shoe Option, Public Sector Undertakings, Clearing and Settlement, Municipal and Corporate Bonds, Non-Performing Assets, Universal Banking, BASEL-III Norms, Credit Rating.

## **Group 2: Quantitative Techniques**

## **Applied Econometrics**

### **(BBE DSE 2A).**

#### Course Objective

To provide an advanced exposure to the students about the nature and application of qualitative and quantitative research models with suitable industry applications.

#### Course Learning Outcomes

By the end of the course the student should be able to:

- i) Demonstrate a comprehensive knowledge & advanced understanding of traditional econometrics.
- ii) Able to conduct independent data analysis using the tools of statistics and econometrics.
- iii) Shall understand project reports and journal articles that make use of the concepts and methods that are introduced in the course.
- iv) Be competent enough to synthesise econometric studies in the empirical literature and critically analyse the results and the approaches adopted
- v) Perform statistical tests using computer based program package for econometric analyses to investigate whether the classical assumptions in regression analysis are satisfied.

#### Unit 1: Limited Dependent Variable Models (Using Cross Sectional Data)

Qualitative Response and Limited Dependent Variable Models (LPM, Logit/ Logistic Models).

#### Unit 2: Simultaneous Equation Models (Using Cross Sectional Data)

Simultaneous Equations Models; The Identification Problem; Mongrel Equation, Rank and Order Conditions , Solution to Simultaneous equation bias..

#### Unit 3: Time Series Models

Stationary and Non Stationary time series , Unit root tests, the Random Walk, Moving Average AR &,ARIMA Models, Forecasting with Time Series using AR & MA.

## Unit 5: Introduction to Panel Data

Fixed And Random Effect Models.

### References

Essential Readings :

Latest editions of the following to be used:

1. Brooks Chris, "Introductory Econometrics for Finance", Cambridge Univ. Press.
2. Gujarati D. N, "Basic econometrics", Tata McGraw-Hill Education.
3. Pindyck and Rubinfeld, "Econometric Models and Economic Forecasts", McGrawHill, Singapore.
4. Wooldridge J.M, "Introductory econometrics: A modern approach" , South Western Cengage Learning.

Suggested Readings:

Latest editions of the following to be used:

1. Dougherty Christopher, "Introductory Econometrics", Oxford University Press.
2. Gujarati D. N, " Econometrics By Example" Palgrave.
3. Ramanathan Ramu, "Introductory Econometrics With Applications", Dryden Press

### Teaching Learning process

Although the focus of the paper is on understanding of the advanced econometric concepts, the teacher may provide students with high quality empirical research papers which have applied the models learnt by them. This would enable the student to learn the art of writing a good research paper by linking the theory with actual published research output.

### Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

### Keywords

Time Series Models, Simultaneous Equations Models, Panel Data, Logistic Models, Forecasting.



## **Topics in Mathematics** **(BBE DSE 2B)**

### Course Objective

The objective of this course is to provide additional instruction on some topics in mathematics that do not fit into the core course in Mathematics for Business Economics. The course deepens the understanding in some areas related to real multivariate functions and their optimisation and linear algebra, and introduces an element of economic dynamics. The level of complexity at which the material is to be taught is indicated by the contents of the prescribed main textbook.

### Course Learning Outcomes

Students will be able to:

- i) Apply the knowledge of mathematical tools learned in this course in various decision making process of any business.
- ii) Relate the use of the mathematical skills acquired in various business scenarios.

### Unit 1: Integral Calculus

Integration, indefinite and definite and improper integrals; areas under the curve; integrals of discontinuous and unbounded functions; economic applications; Lorenz curve.

### Unit 2: Functions of Several Variables

Partial derivatives; results generalized to  $n$  variables; implicit function theorem; general quadratic forms; convex sets; convexity, concavity, quasi convexity, quasi concavity and their inter-relations; unconstrained optimization; constrained optimisation with one and more equality constraints; envelope results; non-linear programming; applications.

### Unit 3: Linear and Nonlinear Programming

Duality, Complementary Slackness, application of Kuhn Tucker conditions, Input-Output Model, Nonlinear programming problems, Local Vs. Global optimum, Concave and convex functions, Separable programming, Linear approximation of nonlinear program, Quadratic programming, One-dimensional optimization, mixed integer nonlinear programming

#### Unit 4: Difference Equations

Difference equations of the first order with constant and variable coefficients; Second order difference equations with constant coefficients; stability; economic applications.

#### Unit 5: Differential Equations

First order differential equations; direction diagram, separable differential equations; phase diagrams and steady states; applications to economics.

#### Unit 6: Simulation

Simulation and Problem Solving using Monte Carlo method and Random numbers.

#### References

##### Essential Reading:

Latest editions of the following to be used:

1. Chiang A.C. and Wainwright K, "Fundamentals of Mathematical Economics", McGraw-Hill Education.
2. Michel Hoy, John Livernois, Chris McKenna, Ray Rees, Thanasis Stengos, "Mathematics for Economics", Prentice Hall India.
3. Sydsaeter K & Hammond P.J, "Mathematics for Economic Analysis", Pearson Education.

##### Suggested Readings:

Latest editions of the following to be used:

Carl P. Simon. Lawrence Blume, "Mathematics For Economists", W.W. Norton.

#### Teaching Learning Process

The students would be taught with classroom teaching and problem solving exercises at regular intervals. The role and language of mathematics would be explained which would

allow the students to solve complex and testable subjects which could then be easily expressed. The focus would be on problem solving based learning, case studies, project work and games.

#### Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

#### Keywords

Integrals, Duality, Kuhn Tucker Condition, Difference Equation, Differential Equation.

# **Group 3: Economics**

## **Economic Growth and Development**

### **(BBE DSE 3A)**

#### Course Objective

To analyse growth models in the context of technology and capital as a major determinant of growth and development. To understand international aspects with a thorough discussion on trade, investment and finance. To study about different aspects of inequalities.

#### Course Learning Outcomes

Student will be able to:

- i) Explain the basics of economic growth, economic development, factor affecting economic development, difference between economic development and economic growth.
- ii) Learn about basis and structure of Harrod- Domar growth model.
- iii) Analyse the concept and effects of the different factors in Solow Growth model.
- iv) Understand the concept of convergence.
- v) Get knowledge about the basic framework of the AK model.
- vi) Know the interrelationship between Traditional Subsistence sector and Modern Industrial sector in Lewis model.
- vii) Learn about poverty and its measures and find out the various causes and measures of inequality.
- viii) Identify the role of technological progress, human capital in process of Economic growth.
- ix) Learn about international trade and inequality.
- x) Understand the role of government and market in economic development

#### Unit 1: Economic Development Concepts

Introduction to the concept of Economic Development, Distinction between Growth and Development, Common characteristics of developing countries, Sen's Capabilities Approach. Lewis Model.

## Unit 2: Growth Models

Harrod-Domer Growth Model, The basic Solow Model, Solow model with technology, Convergence: Conditional and Unconditional, Alternate theories of Endogenous Growth.

## Unit 3: Technological Progress

Externalities, technical progress and growth, Total factor productivity, Capital and Labor saving technical progress, financing development from domestic resources, International trade.

## Unit 4: Human Capital-Education, Intellectual Capital, Inequality & Poverty

Educational Investment in Human Capital, Education, Health and Economic Development, Income inequality and its measurement, Concept of relative and absolute poverty, International Inequality.

## Unit 5: State and The Market

Market failure and Government Failure, Role of Government, Infant industry argument, market for land and credit, Structural adjustment facility of International Monetary Fund, World Bank.

Experience of South East Asia and Latin America Countries.

## References

### Essential Readings:

Latest editions of the following to be used:

1. Charles Jones, "Introduction to Economic Growth", Norton, W. W. Norton & Company.
2. Debraj Ray, "Development Economics", Oxford University Press.
3. F Hayami, "Development Economics", Oxford University Press.
4. Meier, "Leading Issues in Economic Development", Oxford University Press.
5. Thirwall A.P, "Growth and Development", Palgrave Macmillan.
6. Todaro M.P, "Economic Developments", The Pearson Series in Economics.

### Suggested Readings:

Latest editions of the following to be used:

1. David Romer, “Advanced Macroeconomics”, MacGraw-Hill.
2. Robert J. Baro and Xavier Sala-i-Martin, “Economic Growth”, The MIT Press, Cambridge, Massachusetts London, England.

### Teaching Learning Process

Apart from detailed discussion on different topics, students will be asked to do case study of different countries. They can do the comparative study to understand the gaps between developed and developing countries. They will be encouraged to do field visit to get the first hand information of the many issues related to growth and development.

### Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

### Keywords

Economic Growth, Economic Development, Harrod- Domar Growth Model, Solow Growth Model, Convergence, AK Model, Lewis Model, Poverty, Inequality, Technological Progress, Human Capital.

## **Indian Economy**

### **(BBE DSE 3B)**

#### Course Objective

The paper explains a wider aspects of global and Indian economic reforms, India reaching to the position of fastest growing economy, and simultaneously having dismal social and fiscal growth scenario.

Students will get wider perspective to understand and analyze the facts related to macro economic trends and fiscal trends. Knowledge of this paper will provide the students with a wider vision and deeper insight to think and actively work on the issues which are proving as the biggest hurdles in the overall growth and development of the business environment in the economy.

#### Course Learning Outcomes

- i) To make students familiar with the different phases of Indian economy's growth and development.
- ii) To make the students understand why there was policy change from state-led economy to the market led economy.
- iii) To know the facts related to dismal growth of economic and social indicators.
- iv) To analyse the impact of global economic crisis and the strategies adopted domestically and globally to resolve the crisis situation.
- v) To relate the economic issues with the current competitive business environment and to examine its impact.
- vi) To suggest the alternative policy options for the economic and social improvement.

#### Unit 1: Growth and structural changes in the Indian economy

State and Development of Indian economy during pre reform (1950-90) and post reform period.

An overview of the economic developments during the period 1947-1980; Objectives and strategies of planned economic development and the role of the State; Slowdown in growth since mid 1960; Changes in policy emphasis from growth to distribution.



## Unit 2: India Since 1980s: Social and economic changes

Macro-economic Policies and their impact on Indian Economy, Socio economic differences, macroeconomic Policy Changes since 1980s. The 1990 Crisis. Why Liberalization? Causes and Effects, Service led Growth.

## Unit 3: Social and Economic Issues

Demographic transformation: Growth of workforce and Changing Occupational structure in India Nature, extent and causes of unemployment, Reform of labor laws.

Health and Education Issues in India.

## Unit 4: Agriculture

Policy and performance, trends in productivity, marketing of agricultural products, food security, farmers's distress.

## Unit 5: Industry and foreign Trade

Import substitution industrialisation, Manufacturing industry under trade liberalisation, Competition Policy.

## References

### Essential Readings:

Latest editions of the following to be used:

1. Achin Chakraborty (2015), "Reforming Labour Markets in States: Revisiting the Futility Thesis", Economic and Political Weekly, May 16.
2. Anand Rahul, Kochhar Kalpana and Saurabh Mishra (2015), "Make in India: Which exports can drive the next wave of growth?", IMF Working Paper, WP/15/119 (appendix excluded).
3. Arun Kumar, "Indian Economy since Independence: Persisting colonial disruption" , vision books.

4. Basu Kaushik & Maerten, "The oxford companion to economics in India" , OUP (Relevant topics).
5. Basu Kaushik (2007), "The Oxford Companion to Economics in India" , OUP Pages 211-214.
6. Bhagwati and Panagariya (2012), "A Multitude of Labour Laws and their reforms in, India's Tryst with Destiny", Collins Business, Noida, Ch.8.
7. Bloom David, "Population Dynamics in India and Implications for Economic Growth PGDA Working Paper No. 65.
8. Chakraborty Achin (2015)," Reforming Labour Markets in States: Revisiting the Futility Thesis" , Economic and Political Weekly, May 16.
9. Chanda Rupa(2017)," Services for Indian Manufacturing" in MahendraDev, S (ed), India Development Report 2017.
10. Dhar Biswajit(2015), "India's New Foreign Trade Policy", EPW Vol. 50, Issue No. 16, 18 Apr.
11. Dreze Jean & Sen Amartya, "An Uncertain Glory: India and its Contradictions", Penguin UK (Chapter 2 and 3).
12. Green Russell (2019), " Structural change forecast for India" EPW, Vol 54, Issue No 12, 23 March.
13. Gulati Ashok and Saini Shweta (2017), "25 Years of Policy Tinkering in Agriculture", in Rakesh Mohan (ed), India Transformed, Penguin (Viking).
14. Kohli Renu (2014), "Financial Globalization in India, in Ashima Goyal", The Oxford Handbook of Indian Economy in the 21<sup>st</sup> Century, OUP, Delhi, Ch.8.
15. Kumar Nagesh (2014), "Foreign Direct and Portfolio Investments Flows and Development: A Perspective on Indian Experience" in Uma Kapila (ed.), Indian Eco Since Independence, 26<sup>th</sup> edition, 2015-16. Academic Foundation, Delhi, Ch.40.
16. Mahendra Dev S, "India Development Report 2017", Oxford University Press

17. Nair S R. & Leena Mary Eapen, "Agrarian Performance and Food Price Inflation in India Insights And Lessons from Pre and Posteconomic Liberalisation Experiences", IDEAS working paper.
18. Panda Manoj (2017), "Macroeconomic Scenario and Policy options", IDR Oxford University Press.
19. Pulapre Balakrishnan (2007) "The Recovery of India: Economic Growth in the Nehru Era", EPW .
20. Suresh K G, V Nagi Reddy (2018), "Does FDI promote growth? : Evidence from Indian Manufacturing sector", EPW , Vol53, Issue no 36, 8 September.
21. Thomas J J (2012), "India's Labour Market during the 2000s: Surveying the Changes", EPW December 22.
22. Thomas J J (2018), "Economic Growth without employment: The story of Indian Manufacturing" in Hill and Patil (eds.), Employment Policy in Emerging Economies, Routledge, London and New York.
23. T.S. Papola (2012), "Employment Trends, in Kaushik Basu and Annemie Maertens (ed.)", The New Oxford Companion to Economics in India, vol. I, Delhi, Oxford University Press, pp. 169-173.
24. Vijay Joshi, " India's Long Road: The search of prosperity" , Penguin Books Limited (Chapter 2).

#### Suggested Readings:

Latest editions of the following to be used:

1. Bhagwati J and Panagariya A (2012), "India's Tryst With Destiny", Collins ,pages 4-5, 32- 38.
2. C. Veeramani (2012), "Anatomy of India's Merchandise Export Growth: 1993-94 to 2010-11", Economic and Political Weekly, Vol XLVII (1), pp 94-104.

3. Mohan R (2008), "Growth Record of the Indian Economy, 1950-2008: A story of Sustained Savings and Investment", EPW, May 10.
4. Government of India: Economic Survey (Annual), Ministry of Finance, New Delhi.
5. Economic and Political Weekly, Various Issues.

#### Teaching Learning Process

The outlined topics will be explained with the help of factual information from the documented and reported sources of Government reporting agencies. It will cover economic and social environment at wider level and make the students understand the comparative position of Indian economy in global perspective. Students will be able to analytically examine the factors responsible for the volatile economic trends of the economic and social indicators. They can work in the direction of alternative policy options for the inclusive growth of the country. They will be given field project and research work in the relevant areas to get the first hand information.

#### Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

#### Keywords

Nehruvian era, Policy paralysis, golden era of Indian Economy, Hindu rate of growth  
Economic reform, liberalization, global financial crisis, foreign direct investment, inequality, malnutrition

## **Industrial Organisation**

**(BBE DSE 3C)**

### Course Objective

To introduce students to the field of economics that deals with the strategic behavior and interaction of firms, market competition and regulatory and social concerns.

### Course Learning Outcomes

Students will be able.

- i) To understand the origin and methods of Industrial Organization.
- ii) To analyse firm behavior and interaction in oligopolistic markets through the basic components of the Structure-Conduct-Performance paradigm.
- iii) To understand how the ‘theory of the firm’ can be applied to firm interaction and strategic behavior.
- iv) To understand the importance of “interdependence” that characterizes the firm’s decision in markets.
- v) To learn about the importance of regulatory public policy in ensuring consumer welfare in imperfectly competitive/oligopolistic markets.
- vi) To use game theory to understand firm behavior and interaction in oligopolistic markets.

### Unit I: Introduction

Origin and methods of Industrial Organization, the Structure-Conduct-Performance paradigm, Competing paradigms and Public Policy, Behavioral Economics and Industrial Organization, Theory of the Firm and Basic Conditions of Demand and Cost.

### Unit II: Market Structure

Measures of concentration, Number and Size of Firms, Product Differentiation, Conglomerates, Entry and Exit Barriers, Vertical Integration, and Game theoretic applications.

### Unit III: Market Conduct

Pricing Behavior, Product Strategy, Horizontal, Vertical and Conglomerate Mergers, Research and Innovation, Advertising, Legal Tactics, and Game theoretic applications.

#### Unit IV: Market Performance

Static Efficiency, Dynamic Efficiency, Equity, Corporate Social Responsibility, Market Power and Distribution of Income and Wealth and Game theoretic applications.

#### Unit V: Public Policy

Introduction to Law and Economics, Antitrust Legislation, Role of Industry Regulation, Regulation of Natural Monopoly, Social Regulation and Behavioral Economics, Social Concerns and Advertising and Game theoretic applications.

#### References

Essential readings:

Latest editions of the following to be used:

1. Cabral Luis M.B. (2017) Introduction to Industrial Organization. 2<sup>nd</sup>Edn. Cambridge, MA: MIT Press
2. Carlton, D.W. and J. M. Perloff (2005). Modern Industrial Organization. Pearson
3. Shy, Oz (1996). Industrial Organization: Theory and Applications. The MIT Press.
4. Waldman D.E. and E. J. Jensen (2019). Industrial Organization: Theory and Practice. Taylor and Francis (e-book).

#### Suggested Readings

Latest editions of the following to be used:

1. Pepall, Lynne, Dan Richards and George Norman (2008) ," Industrial Organization: Contemporary Theory and Empirical Applications" 4<sup>th</sup>Edn. Malden, MA: Blackwell Publishing
2. Tremblay, Victor J., and Carol Horton Tremblay. (2012), " New Perspectives on Industrial Organization" , New York: Springer.

## Teaching Learning Process

Lectures, group discussion and case studies will be used to teach this course. Applications of game theory will be used to discuss various topics.

## Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

## Keywords

Structure-Conduct-Performance paradigm, Product Differentiation, Pricing Behavior, Product Strategy, Corporate Social Responsibility.

## **Environmental Economics**

### **(BBE DSE 3D)**

#### Course Objective

This paper on Environmental Economics provides a compressive outline and analysis of the Environment-Economics interaction. The basic underlying treatment is based principles of Microeconomics. The problem of environmental degradation is the one in which economic agents imposes external costs upon society at large in the form of pollution. This course seeks to provide a systematic treatment of the theory of externalities and its implications for the design of an efficient and optimal environmental policy. The widespread concern over sustainability and issues of Climate Change and the global policy response are dealt in the last section.

#### Course Learning Outcomes

Student will be able to:

- i) understand the current developments in environmental economics
- ii) explain the basic terminologies of environmental economics
- iii) explain how economic principles can be applied to various environment related problems.

#### Unit 1: Environmental Problems and Issues

An Introduction to Environmental Economics; Economy–Environment interdependence, materials balance model of economy–environment interactions, The drivers of environmental Impact, Environmental Kuznets Curve Hypothesis; Poverty and inequality; Limits to growth.

#### Unit 2: Economics of Environment and Sustainability

Utilitarianism: Cardinal and ordinal utility functions, Pareto optimality, Social welfare functions and distribution; Inter-temporal distribution: The utilitarian inter-temporal social welfare function; The Arithmetic of discounting; Optimal growth; Concepts of sustainability: The Hartwick rule, Weak and strong sustainability, Resilience; Environmental Accounting-Concept, Common Property Resources and LDCs.



### Unit 3: Market Failure and Environment

Market Failure Analysis: Public Goods; Externalities, Production–production externality and Production–consumption externality.

### Unit 4: Environmental Pollution and Public Policy

Pollution flows, pollution stocks and pollution damage, Efficient level of pollution; Pollution Control Instruments; Cost efficiency and cost-effective pollution abatement instruments, Command and Control Approach, Market Based Policy- Pollution Charges and Environmental Subsidies, Deposit refund System, Pollution Permit Trading Systems. The Coase theorem.

### Unit 5: International Environmental Problems and Regulations

Climate Change, Ozone Depletion; International cooperation in climate change policy; Montreal and Kyoto Protocol, Paris Agreement; Environmental Regulations and Laws in India.

### References

#### Essential Readings:

Latest editions of the following to be used:

1. Charles Kolstad, "Intermediate Environmental Economics", Oxford University Press, 2nd edition, 2010.
2. R.N.Bhattacharya, "Environmental Economics, An Indian Perspective (Edited)", 2001 Oxford University Press.
3. Roger Perman, Yue Ma, James McGilvray and Michael Common, "Natural Resource and Environmental Economics", Pearson Education/Addison Wesley, 3rd edition, 2003.
4. Tom Tietenberg, "Environmental and Natural Resource Economics", 2004 (Sixth Edition), Pearson Education.

### Suggested Readings:

Latest editions of the following to be used:

1. Maureen L. Cropper and Wallace E. Oates(1992), "Environmental Economics: A Survey", Journal of Economic Literature, Volume 30:675-740.
2. Nick Hanley, Jason F. Shogren and Ben White,"Environmental Economics in Theory and Practice", Palgrave Macmillan, Second edition, 2007.
3. Robert N. Stavins (ed.), "Economics of the Environment: Selected Readings", W.W. Norton, 5th edition, 2005.
4. Thomas Callan, "Environmental Economics", 2007 Thomson Learning Inc. Indian Edition.

### Teaching Learning Process

The class room teaching process would be complimented with real life situation based narratives, visual emphasis, graphs, illustrations, problems and solutions, case-studies, simulations, etc.. The focus would be on economic literacy with policy-oriented, application-based content to be delivered in concise, accessible discussions. Current environmental issues of sustainability would be linked to the theoretical concepts to make it engaging and dynamic in nature.

### Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

### Keywords

Environment, Sustainability, Market Failure, Environmental Pollution and Control, Valuation methodology, Climate Change, International Policy Agreements

## **Group 4: Ventures**

## **New Ventures Planning and Implementation**

**(BBE DSE 4A)**

### Course Objective

The objective of this course is to inculcate in students the strategic skills required to develop and launch a new venture, the vision required to support effective environmental scanning and the knowledge required to plan for harvesting and succession of a business. Students will gain an understanding of the process involved in the successful implementation of a new venture.

### Course Learning Outcomes

By the end of this course students should:

- i) Learn to identify opportunity for a new venture
- ii) Perform feasibility analysis to identify a potentially profitable venture
- iii) Be aware of risk associated with launch of a new venture and learn how to manage the same
- iv) Be aware of support system available from the government and various other sources for financial support towards the venture.

### Unit 1: Planning for a New Venture

Appraisal: An introduction, Project appraisal and Evaluation, Project life cycle, Project cycle management, Cost benefit analysis of Private and Public sector Projects; Identification and formulation of a new venture, Motivation for Creative Ideas and Entrepreneurship, Techniques to enhance creativity: Brainstorming, Mind mapping, Focus groups, Rapid Prototyping, Synectics, TRIZ. Creative Ideation process for identification of a new venture idea.

### Unit 2: Feasibility Assessment / Venture Viability Analysis – Marketing and Technical

Market Feasibility analysis, estimation of market size for the potential new venture, analysis of peers in the industry, forecasting of market growth with various tools, develop a sales and

marketing plan. Assessment of technical viability of the proposed venture, develop technical appraisal decision tool, technology tie-ups and diffusion, Case study of NOKIA.

### Unit 3: Financial and Socio Economic Viability

Financial feasibility analysis, investment decision criteria, Investment decision techniques: non-discounting and discounting, ratio analysis, lender's perspective for appraisal of financial viability of a new venture. Brief understanding of economic, environment and socio economic analysis. Case study of Tehri Dam.

### Unit 4: Risk and Sensitivity Analysis of a New Venture

Difference between Risk and Uncertainty Analysis, Uncertainty Analysis: Break Even analysis, sensitivity analysis, scenario analysis; Risk Analysis using Simulation and Decision Tree method; RADR and CEA approach; brief introduction of monitoring and control of investment projects.

### Unit 5: Financing Options for a New Venture

Conventional and Unconventional sources of funds for a new venture; central and state government initiatives for promotion of start ups in India, Venture fund, angel investment, crowd funding, bootstrapping etc. Process of launching a new venture in India, preparation of project report and business plan of the proposed new venture.

## References

### Essential Readings:

Latest editions of the following to be used:

1. Agrawal, Rashmi and Mehra, Yogieta S, "Project Appraisal and Management", New Delhi: Taxmann Publications.
2. Machiraju, H. R, "Introduction to project finance: An analytical perspective", New Delhi: Vikas Publication House.
3. Raichaudhuri Anjan, "Managing New ventures, concepts and cases on entrepreneurship", PHI learning and private limited, New delhi.

### Suggested Readings:

Latest editions of the following to be used:

1. Boardman, A. E., et.al (2018), “Cost-benefit analysis: Concepts and practice”, Cambridge University Press.
2. Esty, B. C., & Sesia, A. M, (2006) “An overview of project finance and infrastructure finance 2006 update. Boston”, MA: Harvard Business School.
3. Kerzner, Harold, “Project Management: A Systems Approach to Planning, Scheduling, and Controlling”, Wiley publishing company. New Jersey.
4. Pouliquen, L. Y, “Risk Analysis in project appraisal. World Bank staff occasional” papers, No.11 (Washington D.C., IBR), 52-62.
5. Sinha P.K, "Project Appraisal, planning and control", Excel books. Delhi.

### Teaching Learning Process

The subject is delivered by means of formal and participative lectures supported by the use of case studies and examples of successful ventures in India and in the World reflecting the importance of new ventures in an economy. Students should be provided with the essential environment for debates, group discussions, presentations etc.

### Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

### Keywords

Venture, project planning and appraisal, feasibility analysis, risk, sensitivity analysis, uncertainty, angel investment.

## **Strategic Management**

### **(BBE DSE 4B)**

#### Course Objective

The students will develop the skill to identify strategic capabilities for strategic decision making in an organisation.

#### Course Learning Outcomes'

- i) Students will learn the strategic decisions making process and strategic planning in the organizations.
- ii) Students will be able to analyse strategic macro environmental issues and identify their impact on profitability and strategic positioning.
- iii) Students will be skilled to identify strategic capabilities and gaps.
- iv) Students will analyse and assess organisational performance based on external and internal environment.
- v) Students will be able to understand the concepts, principles and practices associated with strategy formulation and implementation.

#### Unit 1: Overview

Concept of Strategy, Goals, Objectives, Strategic Intent, Vision and Mission Statements, Strategy Formulation Process, Strategy Implementation and its Stages, Reasons for Strategy Failure, Value of Strategic management. Benefits of strategic management. Role of Strategists in Decision Making, strategists at various management levels, Types of Strategies, Limitations of Strategic Management

#### Unit 2: Environment Analysis

Strategy Analysis: Environmental Appraisal and Scanning Techniques, Need and Characteristics of environmental factors. Analysis of specific environment: Michael E. Porter's 5 Forces Model. Organisational Position and Strategic Advantage Profile, Strategic Management Model. Internal Environment: Value of Systematic Internal Assessment. Developing the Company profile. Profile of Company's Strengths and Weaknesses. Core Competencies and capabilities. SWOT Analysis.

### Unit 3: Business Strategies and Strategy formulation

Strategy formulation: Formulating Long-Term Objectives and Grand Strategies. Types of Strategies – Corporate Strategy Business Strategy, Functional Strategy. Business Venture, Business Investment Strategies. Business Strategies , Techniques Employed to Manage Markets , Strategic Analysis and Choice Strategic Analysis at the Corporate Level. Grand strategy Selection Matrix. Contingency Approach to Strategic Choice, Porter’s Competitive Strategies, Portfolio Analysis, BCG Growth Share Matrix

### Unit 4: Challenges in Strategic Management

Strategy implementation and control: Operationalizing the Strategy Annual Objectives. implementation procedure of Strategy in an organization. Institutionalizing the Strategy Structural Considerations. Linking structure to strategy. Organizational leadership. Role of the CEO. Organizational culture. Managing the Strategy-Culture relationship. Strategic Control and Evaluation Establishing Strategic Controls. Operational control systems

### Unit 5: Global Strategic Management

Global Strategic Planning: Competitive strategies for firms in foreign markets, Strategic Choice in a Global Context. Managing Global Sourcing Opportunities. Strategic Alliances, Types of Strategic Alliances and Business Decisions, Problems Involved in Strategic Alliances.

### References

Essential readings:

Latest editions of the following to be used:

1. Arthur A. Thompson Jr. and A.J. Strickland: Strategic Management –Concepts and Cases, McGraw-Hill Companies
2. J.A. Pearce & R.B. Robinson : Strategic Management formulation implementation and control, TMH
3. Lawrence R. Jauch& William F. Glueck: Business Policy and Strategic Management (Mcgraw Hill Series in Management)



4. Thomas L. Wheelen and J David Hunger, Concepts in Strategic Management and Business Policy Pearson education.

Suggested Readings:

Latest editions of the following to be used:

1. Arthur A. Thompson Jr. & A.J Strickland, "Crafting and Executing Strategy" ,TMH
2. Gerry Johnson & Kevan Scholes, "Exploring corporate strategies" , PHI
3. Kachru Upendra, "Strategic Management", Excel books

Teaching Learning Process

Teaching learning process: The teaching learning process will involve two way communication between teacher and students. It will include Lecture, Tutorial, seminar, lecture by industry experts for enriching the learning experience for students.

Tools: The tools to be used by teachers include PPT, Lecture, case study, role playing, Field visit to court.

Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

Keywords

Key words: Strategy, Vision, Mission, Strategy Analysis, Portfolio Analysis, Strategic Control, Strategic Alliances.

# **Group 5: Marketing**

## **Consumer Behaviour and Advertising**

**(BBE DSE 5A)**

### Course Objective

This paper aims at providing an understanding of Consumer Decision Making Process, Advertising Communication Process and their interlinkages.

### Course Learning Outcomes

- i) To recognize the theories of personality and appreciate their working in advertisements
- ii) To learn how human biases influence consumer perception of brand advertisement and to appreciate how attitudes influence purchase.
- iii) To understand how Innovative products receive acceptability in the market.
- iv) To gain insight into the working of advertising agencies.
- v) To analyze and interpret the advertisement objectives, appeals and formats.
- vi) To understand the use of creative briefs for creating effective advertisements meeting pre-identified advertising goals.

### Unit 1: Consumer Decision Making Process

Meaning of the term consumer. Customer Value, Satisfaction, Trust and Retention, Levels of consumer decision making, Model of Consumer Decision Making Process, The Diffusion process, The adoption of Innovations. Profile of Consumer innovator.

### Unit 2: Personality, Perception and Consumer Behaviour

Theories of Personality, Personality and Consumer Diversity, Brand Personality, Self and Self Image, Virtual Personality.

Dynamics of perception (Sensation, Absolute and Differential threshold, Subliminal perception, Perceptual selection, organization and interpretation), Consumer Imagery,

### Unit 3: Learning and Attitude formation

Meaning of the term Learning. Elements of consumer learning, Behavioural learning theories (Classical, Instrumental and Observational theories), Cognitive Learning Theory. Attitude

Formation and Attitude Change Strategies. Needs and culture, Learning and culture (Symbolism, Enculturation and Acculturation, Rituals), Subcultures, Indian Core Values.

#### Unit 4: Learning and Attitude formation

Meaning of the term Learning. Elements of consumer learning, Behavioural learning theories (Classical, Instrumental and Observational theories), Cognitive Learning Theory. Attitude Formation and Attitude Change Strategies. Needs and culture, Learning and culture (Symbolism, Enculturation and Acculturation, Rituals), Subcultures, Indian Core Values.

#### Unit 5: Creative Advertising Strategy: Planning and Implementation

Determining IMC Objectives, DAGMAR, Establishing and Allocating the promotional budget, Creative Strategy Development, Creative Brief.

Advertising Creativity, Appeals and Execution Styles, Source, message and Channel Factors Creative Tactics for Print and Television Advertising.

#### Unit 6: Media Planning Strategy and Evaluation

Developing a Media Plan, Media Plan budget, Media Mix selection, Media objectives, Measuring the Media audience - TV, Radio, print, support media, internet and interactive media.

#### References

Essential Readings:

Latest editions of the following to be used:

1. G.E. Belch, Michael A. Belch and Keyoor Purani, "Advertising and Promotion-An Integrated Marketing Communications", Tata McGraw Hill Education.
2. Hawkins D & Best Roger " Consumer Behaviour Best and Coney " , Tata McgrawHill.
3. Kruti Shah ,"Advertising and Integrated Marketing Communications", McGraw Hill Education India.

4. Leon G. Schiffman & Leslie Lazar Kanuk, "Consumer Behaviour", Pearson publications.
5. William Wells, Sandra Moriarty, and John Burnett, "Advertising: Principles and Practice", Prentice Hall of India.

#### Suggested Readings:

Latest editions of the following to be used:

1. Banerjee Saikat (2008), " Dimensions of Indian culture, core cultural values and marketing implications" , Cross Cultural Management, Vol 15, Issue 4, p367-378, (Emerald Insight).
2. Jethwaney Jaishri and Jain Shruti, "Advertising Management" , Oxford University Press.
3. Kumar S R , "Conceptual Issues in Consumer Behaviour", Pearson Publication.
4. Nair Suja "Consumer Behaviour in Indian Perspective", Himalya publishers.
5. Shah Kruti, "Advertising and Integrated Marketing Communications" McGraw Hill Education India, 2014.
6. Sheth and Mittal, "Customer Behaviour: A Managerial Perspective", Thomson Publication.

#### Teaching Learning Process

Teaching methodology must integrate concepts with discussions/activities and advertisements in the Indian context.

#### Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

## Keywords

Consumer Behaviour, Creative Advertising Strategy, Personality, Perception, Diffusion of Innovation.

## **Marketing Analytics**

### **(BBE DSE 5B)**

#### Course Objective

- i) To acquaint the students with the knowledge of data driven marketing by familiarizing them with the latest tools, techniques and metrics used by the contemporary digital organizations in improving their outreach.
- ii) To arouse ethical awareness of individuals by sensitizing them towards the privacy issues surrounding the collection of data for driving marketing decisions.

#### Course Learning Outcomes

Student will be able to:

- i) Explain the power of Marketing Analytics, Big Data and Search Engine Optimization.
- ii) Identifying valuable business opportunities for driving marketing decisions and improving return on investment.
- iii) Identify and explore the marketing opportunities, company examples, and organizational implications of marketing analytics.
- iv) Use marketing analytics as a tool to drive superior growth.
- v) Apply the concept and insights into well-designed products and offers that delight the customers by recognizing the digital marketing landscape.
- vi) Perform effective analysis of customers by identifying their true worth for an organization.
- vii) Deliver well designed focused marketing campaigns that improves the firm revenues and profitability in a sustainable manner.
- viii) Understand the essential metrics that quantifies the vast majority of marketing activities and recognize the relevance of building an online marketing strategy around SEO.
- ix) Predict the future of Analytics and understand the importance of business intelligence.

#### Unit 1: Introduction

Marketing Analytics- History, Concept and Nature, Challenges Faced by Marketing Decision Makers, Business analytics - Descriptive - Predictive and Prescriptive Analytics, Big Data.

## Unit 2: Web Marketing

Digital Marketing Mix, Search Engine Optimization: SEO (Working, Crawling and Indexing), Building Search Engine Friendly Designs, Keyword Research, Page Rankings, Digital Marketing: Indian Scenario.

## Unit 3: Metrics

Propensity Modeling, Market Basket Analysis, Decision Trees, Brand Awareness Recall, Test-drive, Churn, Customer Satisfaction (CSAT), Take Rate, Profit, Net Present Value, Internal Rate of Return, Payback, Customer Lifetime Value (CLTV), Cost Per Click (CPC), Transaction Conversion Rate (TCR), Return on Ad Money Spent (ROA), Bounce Rate, WOM (social media reach), using Near Time Data.

## Unit 4: Data Analytics

Market Segmentation and Targeting using Customer Analytics, Marketing Mix Analytics: Product- Pricing-Place and Promotion Analytics, Conjoint Analysis, Customer Lifetime Value, The future of Digital Data: Business Intelligence, Analytics and Ethics.

## References

### Essential Readings:

Latest editions of the following to be used:

1. Hemann C and Burbary K, "Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World" published by Que Publishing (Pearson Education, Inc).
2. Jeffery Mark, "Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know", published by John Wiley & Sons, Inc.
3. Venkatesan R, Farris P & Wilcox R T, "Cutting Edge Marketing Analytics - Real World Cases and Data Sets for Hands On Learning-2018" , published by Pearson Education, Inc.



## Suggested Readings:

Latest editions of the following to be used:

1. Bhatia Puneet, "Fundamentals of Digital Marketing" , published by Pearson Education, Inc.
2. Kotler Philip, Kartajaya Hermawan , Setiawan Iwan, "Marketing 4.0: Moving from Traditional to Digital" , published by John Wiley & Sons, Inc.
3. McKinsey & Company, "Marketing & Sales Big Data, Analytics, and the Future of Marketing & Sales".
4. MOZ- The Beginners Guide to SEO.
5. Nargundkar Rajendra, Sainy Romi, "Digital Marketing: Cases from India", published by Notion Press.
6. Ofek Elie, "Customer Profitability and Lifetime Value" , Harvard Business Review.
7. Wedel M & Kannan P.K, " Marketing Analytics for Data-Rich Environments" , Sage Journal of Marketing.

## Teaching Learning Process

Case Discussions about marketing performances of leading analytics driven firms must be encompassed in teaching methodology. Class-Room interactions and regular discussions on ethical and other issues must be included. Theoretical concepts backed by relevant industry examples and revered research articles in both Indian and International context is highly recommended.

## Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

## Keywords

Big Data, Marketing, Search Engine Optimization, Decision Trees, Customer Satisfaction, Take Rate, Profit, Net Present Value, Bounce Rate, WOM, Data Analytics, Customer Analytics, Marketing Mix Analytics, Analytics and Ethics.

# **General Elective (GE)**

## **Dynamics of New Ventures**

### **(BBE GE 1)**

#### Course Objective

To provide theoretical foundations and special challenges of starting new ventures by identifying new business opportunities, researching and developing a successful business concept and plan.

#### Course Learning Outcomes

Student should be able to

- i) Appreciate role of an entrepreneur
- ii) Recognize and analyze the business opportunities and related challenges in developing a new venture.
- iii) Understand preparation of business plan for a new venture.
- iv) Evaluate the feasibility of pursuing the opportunity recognized.
- v) Understand the sources of finance for new ventures and the ways large corporations and financial firms evaluate business plans and proposals for new ventures.

#### Unit 1: Laying Foundation of New Venture

Concept of entrepreneurship. Various models on entrepreneurship (John Kao) Concept of Manager, Intrapreneur / Corporate Entrepreneur, Social entrepreneur, entrepreneurship as a style of management, difference between an entrepreneur, manager and a leader, the changing role of an entrepreneur. Role of entrepreneurs in development of new ventures in India, Growth of new ventures in India and their contribution towards economic development, greenfield and brownfield projects.

Creativity: Role of creative thinking in development and growth of new ventures; Organisational actions that enhance/hinder creativity, Sources of Innovation in Ventures.

#### Unit 2: Idea Generation and Entry Strategies

Identification of Opportunities: idea generation, selection, and implementation, Search for new ideas: Techniques for generating Ideas: Scamper, Brainstroming, Mind Mapping, Storyboarding, Role playing, attribute listing, Synectics. Entry strategies: New product,

Franchising, Buying an existing firm, Franchising; advantages/disadvantages of franchising; types of franchise arrangements; franchise evaluation checklist.

### Unit 3: Feasibility Analysis of the New Venture

Feasibility Analysis: Marketing, Technical and Financial Feasibility analysis, Industry and Competition Analysis, Assessing a New Venture's Financial Strength and Viability. Economic environment and socio economic feasibility of the proposed new venture. Finalisation of the new venture project.

### Unit 4: Planning and Implementation of the New Venture

Intellectual property protection: Patents, copyrights, and trademark. Preparation of project report for the proposed venture, Project planning and scheduling using networking techniques of PERT /CPM.

### Unit 5: Role of Support Institutions and Financing of the New Venture

Financing entrepreneurial ventures; Managing growth; Valuation of a new company; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions.

Alternate Source of Funding: Venture capital, Angel Investment, Crowd Funding, Boot Strapping, Business Incubators, Government grants and Subsidies.

Financial schemes offered by various financial institutions and study of Government Schemes that support Entrepreneurs, Start ups, MSMEs, any new venture, rules and regulations governing support by these institutions.

How to apply for assistance from these institutions: procedures, forms and process

### References

Essential Readings:

Latest editions of the following to be used:

1. Agrawal, Rashmi and Mehra, Yogieta S. (2018),"Project Appraisal and Management", New Delhi: Taxmann Publications.

2. Holt D. H. (2004), "Entrepreneurship: New venture creation", Englewood Cliffs, NJ: Prentice Hall.
3. Raichaudhuri, Anjan. (2011), "Managing New ventures, concepts and cases on entrepreneurship", New Delhi. PHI learning and private limited.
4. Vasant Desai (2009), "The Dynamics of Entrepreneurial Development and Management", Delhi: Himalaya Publishing House.

#### Suggested Readings:

Latest editions of the following to be used:

1. Burns, P. (2001), "Entrepreneurship and small business". New Jersey: Palgrave.
2. Drucker, P. F. (2006), "Innovation and entrepreneurship: Practice and principles". USA: Elsevier.
3. Holt, H. David (1991), "Entrepreneurship: New Venture Creation, Prentice Hall.
4. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016), "Essentials of entrepreneurship and small business management, Boston: Pearson.

#### Teaching learning plan

The subject is delivered by means of formal and participative lectures supported by the use of case studies and examples of successful ventures in India and in the World reflecting the importance of new ventures in an economy. Students should be provided with the essential environment for debates, group discussions, presentations etc.

#### Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

#### Keywords

Ventures, creative thinking, idea, opportunity, feasibility analysis.

## **Digital Marketing**

**(BBE GE 2)**

### Course Objective

To acquaint the students with the knowledge of growing integration between the traditional and digital marketing concepts and practices in the digital era.

To familiarise the students with the tools and techniques used by the digital marketers for driving the marketing decisions to attain superior marketing performances and being sensitive towards the 'no go visit areas' of the customer privacy.

### Course Learning Outcomes

Students will be able

- i) To identify and explore the marketing opportunities, company examples, and organizational implications of marketing.
- ii) To understand the integration of traditional marketing with Digital Marketing.
- iii) To explore current practice, theory and applied skills in Digital Marketing for individuals.
- iv) To use digital marketing as a tool to drive superior growth.
- v) To leverage the digital strategies to gain competitive advantage for business and career.
- vi) To harness the power of Digital Marketing as a core driver of the marketing strategy for any organisation.
- vii) To understand the technical know-how and insight to build & maintain an effective digital strategy.
- viii) To Examine various tactics for enhancing a website's position and ranking with search engines.
- ix) To understand the framework and digital tools needed to meet the challenges of our economy today and tomorrow.

### Unit 1: Marketing Fundamentals

Importance of marketing, Core marketing Concepts, Company Orientations, Segmentation-Targeting-Positioning, 7 P's Framework, PLC, Pricing strategies, Types of distribution channels, Promotion Mix.

### Unit 2: Online Marketing Mix

Digital Marketing Mix, STP and Online Tools, Digital Pricing Models, Digital Marketing Channels, IMC for Digital Platforms, Digital Marketing Communication Mix, Digital Advertising Plans, Online Branding.

### Unit 3: Digital Marketing

Digital Marketing Overview, Moving from Marketing 3.0 to Marketing 4.0, Applications and benefits of Digital Marketing, Engagement Marketing, Content Management, Email Marketing, Social Media Marketing : Facebook- Twitter and LinkedIn Marketing, Social Media Model, Campaign Management.

### Unit 4: Customers And Digital Marketing

WEB 2.0 and Marketing, Dynamics of Online Consumer Behaviour: Five A's Framework, The O Zone(O3) concept of Driving Customers, the Ethics of Digital Marketing.

### Unit 5: Search Marketing (SEO)

Traffic Building, Search Marketing Methods for traffic Building, Search Engine Marketing, Search Engine Optimization, Site Optimization, Keyword Advertising, Internet Marketing Metrics.

### References

#### Essential Readings:

Latest editions of the following to be used:

1. Ahuja Vandana (2015), "Digital Marketing", published by Oxford Higher Education.
2. Kotler Philip, Kartajaya [Hermawan](#), Setiawan Iwan (2017), " Marketing 4.0: Moving from Traditional to Digital, published by John Wiley & Sons, Inc.
3. The Ultimate Guide to Digital Marketing by DigitalMarketers.com

#### 4. MOZ- The Beginners Guide to SEO.

#### Suggested Readings:

Latest editions of the following to be used:

1. Bhatia Puneet, "Fundamentals of Digital Marketing", published by Pearson Education, Inc.
2. Digital Marketing Handbook 2012.
3. Gupta Seema (2017), "Digital Marketing" published by Mc Graw Hill Education.
4. Kotler P. & Keller K.L. (2012), "Marketing Management", published by Pearson Education, Inc.
5. Kotler P. Armstrong G., Agnihotri, P.Y. & Ul Haq E. (2010), "Principles of Marketing: A South Asian Perspective", , published by Pearson Education, Inc.
6. Nargundkar Rajendra, Sainy Romi (2018), "Digital Marketing: Cases from India", , published by Notion Press.

#### Teaching Learning Process

Case Discussions about the digital marketing strategies and performances of leading firms must be encompassed in teaching methodology. Class-Room interactions and regular discussions on recent developments in digital marketing domain must be included. Theoretical concepts backed by relevant industry examples, case-lets and revered research articles about the digital practices demonstrated in both Indian and International context is highly recommended.

#### Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

#### Keywords

7 P's Framework, Digital Marketing, Five A's Framework, O Zone(O3) Concept, Ethics of Digital Marketing, Search Engine Optimization, Site Optimization.



## Statistical Techniques

### (BBE GE 3)

#### Course Objective

This statistics course is designed for the students from other streams and who want to learn basic statistics along with their main paper. The paper starts with detailed description and presentation of different types of data and analysis of data (primary and secondary). The emphasis is on measures of central tendencies like mean, median and mode, skewness and kurtosis. The unit on probability and sampling will help the student in their research work and analysis. Index numbers and Time series topics would provide key inputs for data analysis and project preparation.

#### Course Learning Outcomes

Students should be able to

- i) Learn tools and concepts of data analysis and interpretation.
- ii) Master the fundamentals of probability theory.
- iii) Develop skills in statistical computing, statistical reasoning and inferential methods.
- iv) Comprehend and analyse real data like real indices.

#### Unit 1: Descriptive Statistics and Exploratory Data Analysis

Types of Variables (Quantitative, Qualitative, discrete, continuous), Scales of Data Measurement (nominal, ordinal, Interval & Ratio), Variable-; Primary & secondary Data. Frequency distributions, Relative Frequency, Cumulative Distributions, Percentiles, Quartiles; Graphical representation of data- bar charts, pie, histograms, box plots.

Measures of central tendency: Mean, median, mode, Geometric Mean, Harmonic Mean, Weighted Mean & their properties. Selection of a measure of central tendency.

Measures of Dispersion: Range, inter-quartile range, quartile deviation, mean deviation, standard deviation, variance, coefficient of variance, properties of standard deviation, merits & demerits.

Skewness and Kurtosis: Meaning, measures- Karl Pearson, Bowley, Kelly's, Kurtosis-meaning, Moments, Kurtosis.

Bivariate Analysis: Cross-tabulations and Scatter diagram; Correlation, Association and Simple Regression.

### Unit 2: Probability

Axioms of probability; Review of counting rules, experiments, sample space, simple and complex events; Addition and multiplication rules; Concepts of Mutually exclusive events, Independent events; Concepts of Joint, marginal and conditional probability; Permutation and Combinations

Concept of Discrete and continuous Random Variables; Examples of Theoretical Discrete and Continuous Probability Distributions

### Unit 3: Sampling, Estimation and Hypotheses Testing

Population versus Sample; Sample Statistics versus population parameters; Definition and Statistical properties of a Random Sample; Point and Interval Estimation and Small Sample Properties of Estimators (unbiasedness, efficiency); Central Limit Theorem.

Basic concepts of Hypotheses Testing : Formulation of Null and Alternate Hypotheses; One-tailed and two-tailed Tests about population Mean; Concepts of Type I and Type II errors.

### Unit 4: Index Numbers

Index Numbers: Laspeyres and Paasche index numbers; Fixed and chain base index numbers; Base shifting, splicing and deflating. Construction of real indexes: Consumer Price Index and BSE index.

### Unit 5: Time Series Analysis

Components of a Time Series: Isolation of Secular Trend using Moving Average and of Seasonal Fluctuations.

Software Required: Spreadsheet software.

## References

### Essential Readings:

Latest editions of the following to be used:

1. Spiegel, M.R.(2003), "Theory & Problems of Statistics", Schaum's outline series, McGraw Hill.
2. Levin, Richard I. and Rubin, David , "Statistics for Management", Pearson.
3. Gupta, S.P (2014), "Statistical Methods",. S Chand and Company.

### Suggested Readings:

Latest editions of the following to be used:

1. L. Nagar, A. L. and Das. R. K., "Basic Statistics": Oxford University Press.
2. P. H. Karmel and M. Polasek, "Applied Statistics for Economists", Pitman,
3. Richard J. Larsen and Morris L. Marx, "An Introduction to Mathematical Statistics and its Applications", Prentice Hall.

## Teaching Learning Process

The students would be introduced to the basic concepts of statistics and probability through classroom teachings and lecture presentations. Data interpretation would be explained through real time economic data complimented by class presentation and regular assignments.

## Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

## Keywords

Descriptive Statistics, Exploratory Data Analysis, Probability, Hypothesis testing, Sampling techniques, Index Numbers, Time series.

## **Contemporary Issues in Indian Economy**

**(BBE GE 4)**

### Course Objectives

The paper, explains a wider aspects of global and Indian economic reforms, India reaching to the position of fastest growing economy, and simultaneously having dismal social and fiscal growth scenario.

Students will get wider perspective to understand and analyze the facts related to macro economic trends and fiscal trends. The knowledge of this paper will provide the students with a wider vision and deeper insight to think and actively work on the issues which are proving as the biggest hurdles in the overall growth and development of the business environment in the economy.

### Course Learning Outcomes

- i) To make students familiar with the different phases of Indian economy's transformation starting from Nehruvian era to the globalised era of economic reforms.
- ii) To make the students understand why there was policy change from state-led economy to the market led economy.
- iii) To provide facts to the students related to dismal growth which is evident in almost all spheres of economic and social fields.
- iv) To analyse the impact of global economic crisis and strategies adopted domestically and globally to resolve the crisis situation.
- v) To relate the Contemporary Economic issues with the current competitive business environment and to examine its impact on it.

### Unit 1: Globalization and Changing Indian Business Environment

Financial Globalization in India, Global financial crisis and India's private corporate sector, Structural change for India, Digitalisation, Demonetisation.

### Unit 2: Understanding Fiscal Issues

Fiscal federalism, 15<sup>th</sup> Finance Commission, India's new fiscal federalism, Challenges to Indian Federalism, Challenges before the Fifteenth Finance Commission, Tax challenges arising from digitalisation.

### Unit 3: Sectoral Issue

Agricultural land use, agrarian structure and technology, diversification in Indian Industrial sector, foreign trade, foreign Investment, trends and performance in services.

### Unit 4: Social and Economic Issues

Unemployment, Labour Markets in India, Labour Laws and their reforms, Inequality, Climate change and rural poverty, Child Under nutrition.

### References

#### Essential Readings:

Latest editions of the following to be used:

1. Achin Chakraborty(2015), Reforming Labour Markets in States: Revisiting the Futility Thesis, Economic and Political Weekly, May 16, 2015.
2. Ahmad Hamidov, Katharina Helming and Dagmar Balla (2016), Impact of Agricultural land use in Central Asia: a review, January.
3. Ashok Gulati and Shweta Saini (2017), 25 Years of Policy Tinkering in Agriculture, in Rakesh Mohan (ed), India Transformed, Penguin (Viing).
4. Bhagwati and Panagariya (2012), A Multitude of Labour Laws and their reforms in, India's Tryst with Destiny, Collins Business, Noida, Ch.8.
5. Biswajit Dhar (2015), India's New Foreign Trade Policy, EPW, May 24.
6. Dipak Mazumdar (2017), "Inequality in India – I , EPW ,Vol 52, Issue no 30, 29 July.
7. Dipak Mazumdar (2018), "Inequality in India – II, EPW ,Vol 52, Issue no 32, 12 August.
8. Gautam Prateek (2017), "Demonetisation : wefts and warps of the common man", EPW , Vol 52, Issue no 47, 25 Nov.
9. Jayan Jose Thomas (2018), Economic Growth without employment: The story of Indian Manufacturing in Hill and Patil (eds.), Employment Policy in Emerging Economies, Routledge, London and New York.
10. Jayan Jose Thomas (2012), " India's Labour Market during the 2000s: Surveying the Changes", EPW December 22.

11. K N Ninan (2019), "Climate change and rural poverty levels in India", EPW, Vol 54, Issue no 2, 12 January.
12. Nagesh Kumar (2014), Foreign Direct and Portfolio Investments Flows and Development: A Perspective on Indian Experience in Uma Kapila (ed.), Indian Eco Since Independence, 26<sup>th</sup> edition, 2015-16. Academic Foundation, Delhi, Ch.40.
13. Radhika Pandey ,Amey Sapre, Pramod sinha (2019), "What do we know about changing activity of firms", NIPFP Working paper No. 249, January.
14. Rahul Anand, Kalpana Kochhar and Saurabh Mishra (2015), Make in India: Which exports can drive the next wave of growth? IMF Working Paper, WP/15/119 (appendix excluded).
15. Rashmi Banga (2019), "Is India digitally prepared for international trade", EPW Vol 54, Issue No 5, 02 February.
16. Renu Kohli (2014), Financial Globalization in India, in Ashima Goyal (ed.) The Oxford Handbook of Indian Economy in the 21<sup>st</sup> Century, OUP, Delhi, Ch.8.
17. Roshni Tara, Vedanta Dhamija(2018), "Global financial crisis and India's private corporate sector", EPW ,Vol 53, Issue no 3, 20 January.
18. RupaChanda (2017), Services for Indian Manufacturing in Mahendra Dev, S (ed), India Development Report .
19. Russell Green(2019), " Structural change forecast for India" EPW, Vol 54, Issue No 12, 23 March.
20. Sunny Jose, Bheemeshwar Reddy A (2018), "Child Under nutrition in India", EPW Vol 53, Issue No 48, 8 December
21. Suranjali Tandon (2018), " Tax challenges arising from digitalisation" NIPFP Working paper 235, July.
22. Suresh K G, V Nagi Reddy (2018), Does FDI promote growth?: Evidence from Indian Manufacturing sector, EPW, Vol 53, Issue no 36, 8 September, 2018.
23. TM Thomas Isaac, R Mohan, Lekha Chakraborty (2019), "Challenges to Indian Federalism", vol 54, Issue No 9, 02 March.
24. V Bhaskar (2018), " Challenges before the Fifteenth Finance Commission", EPW ,Vol53, Issue no 10, 10 March.
25. Vijay Kelkar (2019),Towards India's new fiscal federalism, NIPFP Working paper No. 252, January 2019.

## Suggested Readings:

Latest editions of the following to be used:

1. Himangana Gupta, Rajani Ranjan Rashmi, J. R Bhall (2018) , “Does production based methodology reflect the global economic reality ? Estimating Green House Gas Emissions”, EPW, Vol 53, Issue No 43, 27 October.
2. Ila Patnaik, Shalini Mittal, Radhika (2019), “Examining the trade- off between price and financial stability in India”, NIPFP Working paper 248, January.
3. Papola T.S. (2012), Employment Trends, in Kaushik Basu and Annemie Maertens (ed.), The New Oxford Companion to Economics in India, vol. I, Delhi, Oxford University Press, pp. 169-173.
4. Swaminathan Akshay (2019), Burden of child malnutrition in India, EPW, Vol 54, Issue no 2, 12 Jan.
5. Government of India: Economic Survey (Annual), Ministry of Finance, New Delhi.
6. Economic and Political Weekly, Various Issues.

## Teaching Learning Process

The outlined topics will be explained with the help of factual information from the documented and reported sources of Government reporting agencies. It will cover the day today changes taking place nationally and internationally so that students can relate the situation analytically to understand the issues in which they have to compete and make society a better place to live.

## Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

## Keywords

Economic reform, liberalization, global financial crisis, Demonetisation, digital reform Fiscal federalism, tax reform, foreign direct investment, inequality, malnutrition.

## **Fundamentals of Finance for Business**

### **(BBE GE 5)**

#### Course Objective

- i) To acquaint the students with the basics of finance and the structure, working and regulation of financial system in India.
- ii) Students will learn about emerging issues in Indian Financial system.
- iii) To enable students to take rational decisions in financial environment.

#### Course Learning Outcomes

- i) After studying this paper the student should be able to:
- ii) Describe the meaning, scope and sources of Finance.
- iii) Understand the types of financial markets and role of regulators in Indian financial system.
- iv) Define the depository and non-depository financial institutions in India.
- v) Describe the mutual fund industry with its scope, operation, types of funds offered with evaluation of fund performance.
- vi) Discuss the contemporary financial services in India.

#### Unit 1: Introduction to Finance and Investment

Nature, scope and objectives of Finance, Emerging role of Finance Managers in India and Agency problem. Sources of Finance: Equity & Preference Capital, Dividends and Retained earnings, Debt & Bonds & Long term loans, Short term advances from banks, public deposits, & advances from customers and trade creditors.

Concept of Time Value of Money, Compound Value, Present Value, Annuity, Perpetuity.

An overview of investment- Investment process, Investment options, Types of investors, Concept of Risk & Return (Single Asset and Portfolio).



## Unit 2: Financial Markets

Role and Importance of Financial Markets, Types of Financial Markets, Linkages between Economy and Financial Markets, Regulators in Financial System (RBI, SEBI).

Money Market: Functions, organisation, instruments and Trading Mechanism in money market, Trends in money market, Role of central bank in money market.

Capital/Securities Market: Functions, organisation, instrument, introduction to Indian equity market- primary and secondary, introduction to Indian debt market.

## Unit 3: Financial Institutions

Depository and non- depository institutions, Commercial Banking: Banking Structure, Risk Management in Banks, Regulation and Supervision, role of commercial banks in project financing, Introduction to Investment Banking.

## Unit 4: Mutual Fund Management

Meaning and structure of Mutual Funds, Mutual Fund Schemes: open ended and close funded schemes, growth and income schemes, Sectoral funds, Index funds, ETF, ELSS, Arbitrage and Fund of Funds, NAV of fund, Expense Ratio, Systematic Investment Plan and Systematic Withdrawal Plan (SIP & SWP).

## Unit 5: Contemporary topics in Business Finance

Lease Financing: Concept of leasing, Types of lease agreements, Difference between hire purchase and leasing, Advantages and Disadvantages of Leasing.

Insurance: Meaning and need of Insurance, types of Insurance, Re-insurance, Assignment and Endowment, Principles of Insurance: Utmost Good Faith, Insurable Interest, Proximate Cause, Indemnity, Subrogation, Contribution, Loss Minimization.

Credit Rating: Introduction, Meaning, and Methodology of rating, CIBIL & Various Credit Rating Agencies in India and their performance and Different Symbols used by them.

Private Equity and Venture Capital: Meaning, difference b/w Private Equity and Venture Capital, Angel Investment, Indian Scenario.

## References

### Essential Readings:

Latest editions of the following to be used:

1. Khan M. Y. and Jain P. K (2017)., Financial Management, Text and Problems, Tata McGraw Hill New Delhi.
2. Kumar Vinod Atul Gupta and Manmeet Kaur, " Financial Markets, Institutions and Financial Services, Taxmann
3. Rustagi, R.P, Financial Management (2018):Fundamentals of Financial Management: 13<sup>th</sup> Edition Taxmann..

### Suggested Readings:

Latest editions of the following to be used:

1. Gupta P.K.(2011), Insurance and Risk Management, Himalya Publishing House.
2. Pathak Bharati. 'Indian Financial System', Pearson, New Delhi.
3. Shahani Rakesh (2014)'Financial Markets in India : A Research Initiative' , Anamica Pub Co, New Delhi.
4. Singh Surender and Kaur Rajeev: Fundamentals of Financial Management, Scholar Publishers.

## Teaching Learning Process

The paper is taught in a classroom setting for lectures and tutorials. The students are guided with textbooks and case studies covering the theoretical and practical aspects of the paper.

The paper is delivered by means of formal and participative lectures supported by numerical reflecting the importance of financial concepts and their real-life applications.

## Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

## Keywords

Finance, Time value of money, Risk, Return, Financial System, Financial Markets, Financial Institutions, Mutual Funds, Lease, Insurance, Credit rating, Private Equity, Venture capital.

## **International Business**

**(BBE GE 6)**

### Course Objective

The course aims at providing the students with the knowledge of growing acceptance of the policy of economic liberalisation and globalisation which has led to the expansion of international business. It will enable the students to understand the global issues and their relevance to the business practices

### Course Learning Outcomes

Student will be able

- i) To understand the concept and examine the major drivers of international business.
- ii) To examine the different facets of the economic, political, legal and cultural environment of an international business.
- iii) To review the factors responsible for the emergence of India as a major outsourcing destination.
- iv) To understand various theories of international trade and its relevance in present.

### Unit 1: Introduction to International Business

International Business – Meaning, Nature, Importance and Scope; Globalization – Meaning and Drivers; Modes of Entry into International Business; Entry Decisions; International Business Environment – Economic, Political, Cultural and Legal Environment; Emerging Issues – Environmental and Labour issues for international business, Strategic Alliances, Merger and Acquisitions.

### Unit 2: International Trade

Reasons for International Trade; International Trade Theories – Mercantilism, Absolute Advantage, Comparative Advantage, Factor Endowment, Product Life Cycle Theory; Gains from Trade; Instruments of Trade Policy – Tariff vs. Non-Tariff Measures, Criticism of Trade Theory: Leontiff paradox, Porter's Diamond model.

### Unit 3: Global Regulatory Environment and Integration

Introduction to GATT, Uruguay Round and WTO; International Financial Institutions – IMF, World Bank and ADB; Levels of Integration – Free Trade Area, Customs Union, Economic Union, Common Market and Political Union; Structure of EU, NAFTA, ASEAN, SAFTA, APEC, BRICS; Foreign Direct Investment – Nature, Forms and Modes of FDI, Difference between FII and FDI.

### Unit 4: Balance of Payment

Balance of Payment : Meaning, Components (Current, Capital and Official Reserve), Reasons for disequilibrium in BOP, Measures to correct disequilibrium, Understanding India's BOP and comparing it with markets like USA, Japan and China.

### Unit 5: Ethics in International Business

Pollution haven hypothesis, International standards on CSR, Adherence to market discipline (adoption of IFRS by MNC's), Market pressure.

### References

#### Essential Readings

Latest editions of the following to be used:

1. Charles W.L. Hill and Arun Kumar Jain, International Business. Tata McGraw- Hill.
2. Cherunilum Francis, : International Economics, McGraw Hill Education.
3. Paul Justin,. International Business. Prentice Hall, India Ltd.
4. Verma Sumati, International Business, Pearson.

#### Suggested Readings:

Latest editions of the following to be used:

1. K. Aswathappa, International Business, Tata McGraw – Hill education.

2. Vyuptakesh sharan, International business: concept, Environment and strategy, pearson..

#### Teaching Learning Process

The teaching learning process will include Class Room teaching through Lecture, PPT's , Discussion etc. The case studies, group discussion and quiz will also be the part of the process

#### Assessment Method

1. Theory Examination: 75 marks
2. Internal Assessment: 25 marks

#### Keywords

Globalisation, Trade Theories, MNC's. FDI, FII, Balance of payments, Regional Integration