



B.S. Abdur Rahman
Crescent
Institute of Science & Technology
Deemed to be University u/s 3 of the UGC Act, 1956

*Regulations 2021
Curriculum and Syllabi
(Amendments updated upto February 2022)*

BBA (General)



**REGULATIONS 2021
CURRICULUM AND SYLLABI
(Amendments updated upto February 2022)**

BBA (GENERAL)

VISION AND MISSION OF THE INSTITUTION

VISION

B.S. Abdur Rahman Crescent Institute of Science and Technology aspires to be a leader in Education, Training and Research in multidisciplinary areas of importance and to play a vital role in the Socio-Economic progress of the Country in a sustainable manner.

MISSION

- To blossom into an internationally renowned Institute.
- To empower the youth through quality and value-based education.
- To promote professional leadership and entrepreneurship.
- To achieve excellence in all its endeavours to face global challenges.
- To provide excellent teaching and research ambience.
- To network with global Institutions of Excellence, Business, Industry and Research Organizations.
- To contribute to the knowledge base through Scientific enquiry, Applied Research and Innovation.

VISION AND MISSION OF THE DEPARTMENT OF COMMERCE

VISION

To develop a world class centre of excellence in the fields of Business, Commerce and Economics through value-based education, training and research

MISSION

- To impart holistic education using state of the art technology and to give a global perspective through value based education for social transformation
- To inspire and empower the students to become innovative leaders, contribute to the success of organizations and betterment of communities
- To involve in projects leading to high quality research, enhancing training and development opportunities so as to develop a team of competent and qualified entrepreneurs
- To continuously evaluate our performance against suitable benchmarks, develop new programmes, global tie-ups to meet stakeholder's requirement
- To prepare students for higher education in Business, Commerce and Economics
- To inculcate the use of Information and Communication Technology in the teaching learning process

PROGRAMME EDUCATIONAL OBJECTIVES

PEO 1: Provide a very conducive environment that holistically engages students through an all- encompassing knowledge impartation.

PEO 2: Widen the scope and depth of the course enabling them to undertake further studies in commerce and its allied areas on multiple disciplines concerned with commerce.

PEO 3: Construct a sound theoretical footing.

PEO 4: Acquainting students with recent market practices.

PEO 5: Encourage the students to advance a range of generic skills helpful in employment, internships, and social activities.

PEO 6: Formulating business problems and provide innovative solutions to enable the students to be future ready management leaders who are compassionate and yet efficient.

PROGRAMME OUTCOMES (PO):

On successful completion of the programme, the graduates will be able to:

PO 1: Demonstrate competence in institute level specialized knowledge of Finance, Accounting, Taxation, Marketing, Management and Business Laws' specialization as a solution to complex real-world problems.

PO 2: Use appropriate knowledge and skills to identify, formulate, analyze and solve complex problems in order to reach substantiated conclusions; able to comprehend solution to sustain problems originating in the diverse management areas such as Finance, Marketing, Human Resource, and Taxation.

PO 3: Conduct investigations of complex problems by methods that include appropriate experiments, analysis, and interpretation of data and synthesis of information in order to reach valid conclusions. Search for, locate, extract, organise, evaluate, and use or present information that is relevant to a particular topic; identify the developments in various branches of Commerce and Business.

PO 4: Design solutions for complex, open-ended problems and to design systems, components or processes that meet specified needs with appropriate attention to health and safety risks, applicable standards, and economic, environmental, cultural and societal considerations. Ability to engage in reflective and independent thinking by understanding the concepts in every area of Commerce and Business; ability to examine the results and apply them to various problems appearing indifferent branches of Commerce and Business.

PO 5: Create, select, and apply appropriate techniques, resources, and modern accounting and IT tools including prediction and modelling to complex activities with an understanding of the limitations; Capable to use various technical ICT tools (like spreadsheet) for exploring, analysis, and using the information for business purposes.

PO 6: Work effectively as a member and leader in teams, preferably in a multi-disciplinary setting.

PO 7: Communicate complex concepts within the profession and with society at large. Such ability includes reading, writing, speaking and listening, and the ability to comprehend and write effective reports and design documentation, and to give and effectively respond to clear instructions.

PO 8: Understanding the roles and responsibilities of the professional in society, especially the primary role of protection of the public and the public interest.

PO 9:Analyze social and environmental aspects of activities. Such ability includes an understanding of the interactions that Commerce has with the economic, social, health, safety, legal, and cultural aspects of society, the uncertainties in the prediction of such interactions; and the concepts of sustainable design and development and environmental stewardship.

PO 10: Apply professional ethics, accountability, and equity. Able to ascertain unethical behaviour, falsification, and manipulation of information: To manage self and various social systems.

PO 11: Incorporate economics and business practices including project, risk, and change management into the practice and to understand their limitations. Capable to work independently in diverse projects and ensure detailed study of various facets of Commerce and Business.

PO 12: Motivate learners for lifelong learning abilities such as information-handling, entrepreneurial skills, self-esteem, decision-making, problem-solving, self-management, empathy, tolerance of others, creativity, a sense of humour, flexibility, adaptability, versatility, critical judgment, thinking, planning, practical skills, learning-to-learn, discussing and communicating, create values for life and build their character for lifetime.

PROGRAMME SPECIFIC OUTCOMES:

PSO 1: To give comprehensive knowledge of Marketing, Human Resource Management, Business Law, Economics, Tax and a coherent understanding of business operations and management to take up roles in managerial position across diverse industries.

PSO 2: To develop innovative thinking and entrepreneurial skills and demonstrate subject-related and transferable skills that are relevant for entry level management positions in diverse industries.

PSO 3: To apply managerial knowledge in the business for effective decision making and to recognize and solve business problems in an ethical manner for continuous development of business venture.

PSO 4: To create a sound foundation for students to pursue higher level studies and research in areas of management.

REGULATIONS - 2021**B.A. / BBA/ B.Com. / BCA / B.Sc. DEGREE PROGRAMMES*****(Under Choice Based Credit System)*****1.0 PRELIMINARY DEFINITIONS & NOMENCLATURE**

In these Regulations, unless the context otherwise requires:

- i) "**Programme**" means B.A. / BBA / BCA / B.Com. / B.Sc. Degree Programmes.
- ii) "**Course**" means theory / practical / laboratory integrated theory / seminar / internship / project and any other subject that is normally studied in a semester like English, Mathematics, Environmental Science, etc.,
- iii) "**Institution**" means B.S. Abdur Rahman Crescent Institute of Science and Technology.
- iv) "**Academic Council**" means the Academic Council, which is the apex body on all academic matters of this Institute.
- v) "**Dean (Academic Affairs)**" means the Dean (Academic Affairs) of the Institution who is responsible for the implementation of relevant rules and regulations for all the academic activities.
- vi) "**Dean (Student Affairs)**" means the Dean (Students Affairs) of the Institution who is responsible for activities related to student welfare and discipline in the campus.
- vii) "**Controller of Examinations**" means the Controller of Examination of the Institution who is responsible for the conduct of examinations and declaration of results.
- viii) "**Dean of the School**" means the Dean of the School of the department concerned.
- ix) "**Head of the Department**" means the Head of the Department concerned.

2.0 PROGRAMMES OFFERED AND ELIGIBILITY CRITERIA FOR ADMISSION**2.1 UG Programmes Offered**

Degree	Mode of Study
B.A.	Fulltime
BBA	
B.Com.	
BCA	
B.Sc.	

2.2 Eligibility Criteria

Students for admission to the first semester of the undergraduate degree programme must have passed the Higher Secondary Examination of the 10 +2 curriculum (Academic stream) or any other examination of any authority accepted by this Institution as equivalent thereto.

S.No.	Programme	Eligibility Criteria
1	BCA	10+2 (Higher Secondary) with Mathematics or equivalent subject
2	B.Sc. Computer Science	10+2 (Higher Secondary) with Mathematics or equivalent subject
3	B.Sc. Biotechnology	10+2 (Higher Secondary) with Chemistry and Biology as subjects
4	BBA (Financial Services)	10+2 (Higher Secondary)
5	BBA (General)	
6	B.Com. (General)	10+2 (Higher Secondary) with Mathematics, Physics and Chemistry / Physics, Chemistry, Botany and Zoology / Commerce / Statistics as subjects.
7	B.Com. (Accounts and Finance)	
8	B.Com. (Hons.)	
9	B.A. English (Hons.)	10 +2 (Higher Secondary)
10	B.A. Islamic Studies	
11	B.A. Public Policy	

2.4 The eligibility criteria such as marks, number of attempts and physical fitness shall be as prescribed by the Institution in adherence to the guidelines of regulatory / statutory authorities from time to time.

3.0 STREAMS / SPECIALISATION OF STUDY

The following are the details of specialization / streams offered in various programmes:

S.No.	Program	Streams / Specialisation of Study
1.	BCA	i. Cloud Technology and Information Security ii. Mobile Applications and Information Security iii. Data Science iv. Multimedia and Web Application Development
2.	B.Sc.	i. Computer Science ii. Biotechnology
3.	BBA	i. General ii. Financial Services
4.	B.Com.	i. General ii. Honours iii. Accounts and Finance
5.	B.A.	i. English (Honours) ii. Islamic Studies iii. Public Policy

4.0 STRUCTURE OF THE PROGRAMME

4.1 The curriculum of the UG programmes consists of the following components:

- Core Courses (CC)
- Allied Courses (AC)
- Ability Enhancement Courses (AEC)
- Skill Enhancement Courses (SEC)
- Elective Courses (EC)
- Laboratory Courses (LC)
- Laboratory Integrated Theory Courses (LITC)
- Value added courses
- Mandatory courses (MC)
- Generic Elective Courses (GEC)

- Discipline Specific Elective (DSE)
- Project - PROJ (Project work, seminar, and internship in industry or at appropriate workplace)

4.1.1 Personality and Character Development

All students shall enroll, on admission, in any of the following personality and character development programmes:

- National Cadet Corps (NCC)
- National Service Scheme (NSS)
- National Sports Organization (NSO)
- Youth Red Cross (YRC)
- Rotaract
- Crescent Indian Society Training Development (ISTD – C)
- Crescent Creative Strokes
- Crescent Technocrats Club

The training activities / events / camp shall normally be organized during the weekends / vacation period.

4.1.2 Online Courses for Credit Transfer

Students are permitted to undergo department approved online courses under SWAYAM up to 10% of credits of courses in a semester excluding project semester (if any) with the recommendation of the Head of the Department / Dean of School and with the prior approval of Dean Academic Affairs during his/her period of study. The credits earned through online courses ratified by the respective Board of Studies shall be transferred following the due approval procedures. The online courses can be considered in lieu of core courses and elective courses.

4.1.3 Value Added Courses

The students are permitted to pursue department approved online courses (excluding courses registered for credit transfer) or courses offered / approved by the department as value added courses.

The details of the value added course viz., syllabus, schedule of classes and the course faculty shall be sent to Dean, Academic Affairs for approval. The students may also undergo the valued added course offered by other departments with the consent of the Head of the Department offering the course.

These value added courses shall be specified in the consolidated mark sheet as additional courses pursued by the student over and above the curriculum during the period of study.

4.1.4 Industry Internship

The students shall undergo training for a period as specified in the curriculum during the summer vacation in any industry relevant to the field study.

The students are also permitted to undergo internship at a research organization / eminent academic institution for the period prescribed in the curriculum during the summer vacation, in lieu of Industrial training.

In any case, the student shall obtain necessary approval from the Head of the Department / Dean of School and the training has to be taken up at a stretch.

4.1.5 Industrial Visit

The student shall undergo at least one industrial visit every year. The Heads of Departments / Deans of Schools shall ensure the same.

4.2 Each course is normally assigned certain number of credits:

- one credit per lecture period per week
- one credit per tutorial period per week
- one credit for two to three periods and two credits for four periods of laboratory or practical sessions per week
- one credit for two periods of seminar / project work per week
- one credit for two weeks of industrial training or 80 hours per semester.

4.3 Each semester curriculum shall normally have a blend of lecture courses, laboratory courses, laboratory integrated theory courses, etc.

4.4 For successful completion of the programme, a student must earn a minimum total credit specified in the curriculum of the respective programme of study.

4.5 The medium of instruction, examinations and project report shall be English, except B.A. Islamic Studies (Arabic medium) and for courses in languages other than English.

5.0 DURATION OF THE PROGRAMME

5.1 A student is expected to complete the programme in 6 semesters but in any case not more than 10 continuous semesters reckoned from the date of first admission.

5.2 Each semester shall consist of a minimum of 90 working days including the days of examinations.

5.3 The maximum duration for completion of the programme as mentioned in clause 5.1 shall also include period of break of study vide clause 7.1 so that the student may be eligible for the award of the degree.

6.0 REGISTRATION AND ENROLLMENT

6.1 The students of first semester shall register and enroll for courses at the time of admission by paying the prescribed fees. For the subsequent semesters registration for the courses shall be done by the student one week before the last working day of the previous semester.

6.2 A student can enroll for a maximum of 32 credits during a semester including Redo / Predo Courses.

6.3 Change of Course

A student can change an enrolled course within 10 working days from the commencement of the course, with the approval of the Dean (Academic Affairs), on the recommendation of the Head of the Department / Dean of School of the student.

6.4 Withdrawal from a Course

A student can withdraw from an enrolled course at any time before the first continuous assessment test for genuine reasons, with the approval of the Dean (Academic Affairs), on the recommendation of the Head of the Department / Dean of School of the student.

7.0 BREAK OF STUDY FROM PROGRAMME

7.1 A student may be allowed / enforced to take a break of study for two semesters from the programme with the approval of Dean (Academic Affairs) for the following reasons:

7.1.1 Medical or other valid grounds

7.1.2 Award of 'I' grade in all the courses in a semester due to lack of attendance

7.1.3 Debarred due to any act of indiscipline.

- 7.2** The total duration for completion of the programme shall not exceed the prescribed maximum number of semesters (vide clause 5.1).
- 7.3** A student who has availed break of study in the current semester (odd/even) can rejoin only in the subsequent corresponding (odd/even) semester in the next academic year on approval from Dean, Academic affairs.
- 7.4** During the break of study, the student shall not be allowed to attend any regular classes or participate in any activities of the institution. However he / she shall be permitted to enroll for the 'I' grade courses and appear for the arrear examinations.

8.0 CLASS ADVISOR AND FACULTY ADVISOR

8.1 Class Advisor

A faculty member will be nominated by the Head of the Department / Dean of School as class advisor for the class throughout the period of study.

The class advisor shall be responsible for maintaining the academic, curricular and co-curricular records of students of the class.

8.2 Faculty Advisor

To help the students in planning their courses of study and for general counselling, the Head of the Department / Dean of School of the students will attach a maximum of 20 students to a faculty member of the department who shall function as faculty advisor for the students throughout their period of study. Such faculty advisors shall guide the students in taking up the elective courses for registration and enrolment in every semester and also offer advice to the students on academic and related personal matters.

9.0 COURSE COMMITTEE

- 9.1** Each common theory course offered to more than one group of students shall have a "Course Committee" comprising all the course faculty teaching the common course with one of them nominated as course coordinator. The nomination of the course coordinator shall be made by the Head of the Department / Dean (Academic Affairs) depending on whether all the course faculty teaching the common course belong to a single department or from several departments. The course committee shall ensure

preparation of a common question paper and scheme of evaluation for the tests and semester end examination.

10.0 CLASS COMMITTEE

A class committee comprising faculty members handling the courses, student representatives and a senior faculty member not handling the courses as chairman will be constituted semester-wise by the Head of the Department.

10.1 The composition of the class committee will be as follows:

- One senior faculty member preferably not handling courses for the concerned semester, appointed as chairman by the Head of the Department.
- All the faculty members handling courses of the semester.
- Six student representatives (male and female) of each class nominated by the Head of the Department in consultation with the relevant faculty advisors.
- All faculty advisors and the class advisors
- Head of the Department - Ex-Officio Member

10.2 The class committee shall meet at least three times during the semester. The first meeting shall be held within two weeks from the date of commencement of classes, in which the components of continuous assessment for various courses and the weightages for each component of assessment shall be decided for the first and second assessment. The second meeting shall be held within a week after the date of first assessment report, to review the students' performance and for follow up action.

10.3 During these two meetings the student members shall meaningfully interact and express opinions and suggestions to improve the effectiveness of the teaching-learning process, curriculum, and syllabi, etc.

10.4 The third meeting of the class committee, excluding the student members, shall meet after the semester end examinations to analyse the performance of the students in all the components of assessments and decide their grades in each course. The grades for a common course shall be decided by the concerned course committee and shall be presented to the class committee(s) by the course faculty concerned.

11.0 ASSESSMENT PROCEDURE AND PERCENTAGE WEIGHTAGE OF MARKS

11.1 Every theory course shall normally have a total of three assessments during a semester as given below:

Assessments	Course Coverage in Weeks	Duration	Weightage of Marks
Assessment 1	1 to 6	1.5 hours	25%
Assessment 2	7 to 12	1.5 hours	25%
Semester End Examination	Full course	3 hours	50%

11.2 Theory Course

Appearing for semester end theory examination for each course is mandatory and a student shall secure a minimum of 40% marks in each course in semester end examination for the successful completion of the course.

11.3 Laboratory Course

Every practical course shall have 60% weightage for continuous assessments and 40% for semester end examination. However, a student shall have secured a minimum of 50% marks in the semester end practical examination for the award of pass grade.

11.4 Laboratory integrated theory courses

For laboratory integrated theory courses, the theory and practical components shall be assessed separately for 100 marks each and consolidated by assigning a weightage of 75% for theory component and 25% for practical components. Grading shall be done for this consolidated mark. Assessment of theory components shall have a total of three assessments with two continuous assessments carrying 25% weightage each and semester end examination carrying 50% weightage. The student shall secure a separate minimum of 40% in the semester end theory examination. The evaluation of practical components shall be through continuous assessment.

11.5 The components of continuous assessment for theory / practical / laboratory integrated theory courses shall be finalized in the first class committee meeting.

11.6 Industry Internship

In the case of industry internship, the student shall submit a report, which shall be evaluated along with an oral examination by a committee of faculty members constituted by the Head of the Department. The student shall also submit an internship completion certificate issued by the industry / research / academic organisation. The weightage of marks for industry internship report and viva voce examination shall be 60% and 40% respectively.

11.7 Project Work

In the case of project work, a committee of faculty members constituted by the Head of the Department / Dean of the School shall carry out three periodic reviews. Based on the project report submitted by the students, an oral examination (viva voce) shall be conducted as semester end examination by an external examiner approved by the Controller of Examinations. The weightage for periodic reviews shall be 50%. Of the remaining 50%, 20% shall be for the project report and 30% for the viva voce examination.

11.8 Assessment of seminars and comprehension shall be carried out by a committee of faculty members constituted by the Head of the Department.

11.9 For the first attempt of the arrear theory examination, the internal assessment marks scored for a course during first appearance shall be used for grading along with the marks scored in the arrear examination. From the subsequent appearance onwards, full weightage shall be assigned to the marks scored in the semester end examination and the internal assessment marks secured during course of study shall become invalid.

In case of laboratory integrated theory courses, after one regular and one arrear appearance, the internal mark of theory component is invalid and full weightage shall be assigned to the marks scored in the semester end examination for theory

component. There shall be no arrear or improvement examination for lab components.

12.0 SUBSTITUTE EXAMINATIONS

- 12.1** A student who is absent, for genuine reasons, may be permitted to write a substitute examination for any one of the two continuous assessment tests of a course by paying the prescribed substitute examination fee. However, permission to take up a substitute examination will be given under exceptional circumstances, such as accidents, admission to a hospital due to illness, etc. by a committee constituted by the Head of the Department / Dean of the School for that purpose. There is no substitute examination for semester end examination.
- 12.2** A student shall apply for a substitute exam in the prescribed form to the Head of the Department / Dean of the School within a week from the date of assessment test. However, the substitute examination will be conducted only after the last instructional day of the semester.

13.0 ATTENDANCE REQUIREMENT AND SEMESTER / COURSE REPETITION

- 13.1** A student shall earn 100% attendance in the contact periods of every course, subject to a maximum relaxation of 25% to become eligible to appear for the semester end examination in that course, failing which the student shall be awarded "I" grade in that course.
- 13.2** The faculty member of each course shall cumulate the attendance details for the semester and furnish the names of the students who have not earned the required attendance in the concerned course to the class advisor. The class advisor shall consolidate and furnish the list of students who have earned less than 75% attendance, in various courses, to the Dean (Academic Affairs) through the Head of the Department/ Dean of the School. Thereupon, the Dean (Academic Affairs) shall officially notify the names of such students prevented from writing the semester end examination in each course.
- 13.3** If a student secures attendance between 65% and less than 75% in any course in a semester, due to medical reasons (hospitalization / accident / specific illness) or due to participation in the institution approved events, the student shall be given

exemption from the prescribed attendance requirement and the student shall be permitted to appear for the semester end examination of that course. In all such cases, the students shall submit the required documents immediately after joining the classes to the class advisor, which shall be approved by the Head of the Department / Dean of the School. The Vice Chancellor, based on the recommendation of the Dean (Academic Affairs) may approve the condonation of attendance.

- 13.4** A student who has obtained an “I” grade in all the courses in a semester is not permitted to move to the next higher semester. Such students shall repeat all the courses of the semester in the subsequent academic year.
- 13.5** The student awarded “I” grade, shall enroll and repeat the course when it is offered next. In case of “I” grade in an elective course either the same elective course may be repeated, or a new elective course may be taken with the approval of Head of the Department / Dean of the School.
- 13.6** A student who is awarded “U” grade in a course shall have the option to either write the semester end arrear examination at the end of the subsequent semesters, or to redo the course in the evening when the course is offered by the department. Marks scored in the continuous assessment in the redo course shall be considered for grading along with the marks scored in the semester end (redo) examination. If any student obtains “U” grade in the redo course, the marks scored in the continuous assessment test (redo) for that course shall be considered as internal mark for further appearance of arrear examination.
- 13.7** If a student with “U” grade, who prefers to redo any particular course, fails to earn the minimum 75% attendance while doing that course, then he / she is not permitted to write the semester end examination and his / her earlier “U” grade and continuous assessment marks shall continue.

14.0 REDO COURSES

- 14.1** A student can register for a maximum of three redo courses per semester without affecting the regular semester classes, whenever such courses are offered by the concerned department, based on the availability of faculty members and subject to a

specified minimum number of students registering for each of such courses.

- 14.2** The number of contact hours and the assessment procedure for any redo course shall be the same as regular courses, except there is no provision for any substitute examination and withdrawal from a redo course.

15.0 PASSING AND DECLARATION OF RESULTS AND GRADE SHEET

- 15.1** All assessments of a course shall be made on absolute marks basis. The class committee without the student members shall meet to analyse the performance of students in all assessments of a course and award letter grades following the relative grading system. The letter grades and the corresponding grade points are as follows:

Letter Grade	Grade Points
S	10
A	9
B	8
C	7
D	6
E	5
U	0
W	-
I	-

"W" - denotes withdrawal from the course.

"I" - denotes inadequate attendance in the course and prevention

from appearance of semester end examination

"U"- denotes unsuccessful performance in the course.

- 15.2** A student who earns a minimum of five grade points ('E' grade) in a course is declared to have successfully completed the course. Such a course cannot be repeated by the student for improvement of grade.

- 15.3** Upon awarding grades, the results shall be endorsed by the chairman of the class committee and Head of the Department /

Dean of the School. The Controller of Examination shall further approve and declare the results.

15.4 Within one week from the date of declaration of result, a student can apply for revaluation of his / her semester end theory examination answer scripts of one or more courses, on payment of prescribed fee, through proper application to the Controller of Examinations. Subsequently the Head of the Department/ Dean of the School offered the course shall constitute a revaluation committee consisting of chairman of the class committee as convener, the faculty member of the course and a senior faculty member having expertise in that course as members. The committee shall meet within a week to revalue the answer scripts and submit its report to the Controller of Examinations for consideration and decision.

15.5 After results are declared, grade sheets shall be issued to each student, which contains the following details: a) list of courses enrolled during the semester including redo courses / arrear courses, if any; b) grades scored; c) Grade Point Average (GPA) for the semester and d) Cumulative Grade Point Average (CGPA) of all courses enrolled from first semester onwards.

GPA is the ratio of the sum of the products of the number of credits of courses registered and the grade points corresponding to the grades scored in those courses, taken for all the courses, to the sum of the number of credits of all the courses in the semester.

If C_i is the number of credits assigned for the i^{th} course and GP_i is the Grade Point in the i^{th} course,

$$GPA = \frac{\sum_{i=1}^n (C_i)(GP_i)}{\sum_{i=1}^n C_i}$$

Where n = number of courses

The Cumulative Grade Point Average (CGPA) is calculated in a similar manner, considering all the courses enrolled from the first semester.

"I" and "W" grades are excluded for calculating GPA.

"U", "I" and "W" grades are excluded for calculating CGPA.

The formula for the conversion of CGPA to equivalent percentage of marks shall be as follows:

Percentage equivalent of marks = CGPA X 10

15.6 After successful completion of the programme, the degree shall be awarded to the students with the following classifications based on CGPA.

Classification	CGPA
First Class with Distinction	8.50 and above and passing all the courses in first appearance and completing the programme within the prescribed period of six semesters.
First Class	6.50 and above, having completed within a period of eight semesters.
Second Class	Others

15.6.1 Eligibility for First Class with Distinction

- A student should not have obtained “U” or “I” grade in any course during his/her study.
- A student should have completed the UG programme within the minimum prescribed period of study (except clause 7.1.1)

15.6.2 Eligibility for First Class

- A student should have passed the examination in all the courses not more than two semesters beyond the minimum prescribed period of study (except clause clause 7.1.1)

15.6.3 The students who do not satisfy clause 16.6.1 and clause 16.6.2 shall be classified as second class.

15.6.4 The CGPA shall be rounded to two decimal places for the purpose of classification. The CGPA shall be considered up to three decimal places for the purpose of comparison of performance of students and ranking.

16.0 SUPPLEMENTARY EXAMINATION

Final year students and passed out students can apply for supplementary examination for a maximum of three courses thus providing an opportunity to complete their degree programme. The students can apply for supplementary examination within three weeks of the declaration of results in the even semester.

17.0 DISCIPLINE

17.1 Every student is expected to observe discipline and decorum both inside and outside the campus and not to indulge in any activity which tends to affect the reputation of the Institution.

17.2 Any act of indiscipline of a student, reported to the Dean (Student Affairs), through the Head of the Department / Dean of the School concerned shall be referred to a Discipline and Welfare Committee constituted by the Registrar for taking appropriate action. This committee shall also address the grievances related to the conduct of online classes.

18.0 ELIGIBILITY FOR THE AWARD OF DEGREE

18.1 A student shall be declared to be eligible for the award of B.A. / BBA / BCA / B.Com. / B.Sc. degree provided the student has:

- i) Successfully earned the required number of total credits as specified in the curriculum of the programme of study within a maximum period of 10 semesters from the date of admission, including break of study.
- ii) Successfully completed the requirements of the enrolled professional development activity.
- iii) No dues to the Institution, Library, Hostel, etc.
- iv) No disciplinary action pending against him/her.

18.2 The award of the degree must have been approved by the Institution.

19.0 POWER TO MODIFY

Notwithstanding all that has been stated above, the Academic Council has the right to modify the above regulations from time to time.

**B.S. ABDUR RAHMAN CRESCENT INSTITUTE OF
SCIENCE & TECHNOLOGY
BBA GENERAL
CURRICULUM & SYLLABI, REGULATIONS 2021**

SEMESTER I							
Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	AEC	END 1183	General English - I	3	0	0	3
2	AEC	LND 1181	General Tamil - I	2	1	0	3
		LND 1182	German - I	2	1	0	3
		LND 1183	Arabic Language	2	1	0	3
		LND 1185	Hindi - I	2	1	0	3
3	CC	COD 1101	Financial Accounting	4	1	0	5
4	CC	COD 1102	Business Organisation and Management	3	1	0	4
5	MC	COD 1103	Environmental Studies	3	1	0	4
6	AEC	COD 1104	Business Intelligence using Excel and Access	0	0	4	2
7	AEC	COD 1105	Introduction to Indian Constitution [§]	1	0	0	1
Credits							22
SEMESTER II							
Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	AEC	END 1283	General English – II	3	0	0	3
2	AEC	LND 1281	General Tamil - II	2	1	0	3
		LND 1282	German - II	2	1	0	3
		LND 1283	Modern Communicative Arabic	3	0	0	3
		LND 1285	Hindi- II	2	1	0	3
3	CC	COD 1231	Fundamentals of Human Resources Management	3	1	0	4
4	CC	COD 1232	Principles of Marketing	3	1	0	4
5	CC	COD 1203	Business Economics	3	1	0	4
6	CC	COD 1233	Creativity and Innovation	3	1	0	4
7	AEC	COD 1204	Public Speaking and Presentation Skills [§]	1	0	0	1
Credits							23

SEMESTER III

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	CC	COD 2131	Operations Management	3	1	0	4
2	CC	COD 2111	Corporate and Business Law	3	1	0	4
3	CC	COD 2103	Business Mathematics and Statistics	3	1	0	4
4	DSE		Discipline Specific Elective - I	3	1	0	4
5	SEC		Skill Enhancement Elective Course - I	3	1	0	4
6	AEC	GED 2102	Aptitude and Interpersonal Skills	0	0	2	1
7	AEC	COD 2104	Book Review ^{\$}	1	0	0	1
Credits							22

SEMESTER IV

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	CC	COD 2231	International Business	3	1	0	4
2	CC	COD 2202	Financial Management	3	1	0	4
3	CC	COD 2203	Entrepreneurship Development	3	1	0	4
4	DSE		Discipline Specific Elective - II	3	1	0	4
5	SEC		Skill Enhancement Elective Course - II	3	1	0	4
6	AEC	GED 2204	Aptitude and Workplace Skills	0	0	2	1
7	AEC	COD 2204	Blog Writing ^{\$}	1	0	0	1
Credits							22

SEMESTER V

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	CC	COD 3231	Cost and Management Accounting	4	1	0	5
2	CC	COD 3102	Goods and Services Tax	3	1	0	4
3	DSE		Discipline Specific Elective - III	3	1	0	4
4	SEC		Skill Enhancement Elective Course - III	3	1	0	4
5	GEC		Generic Elective - I	3	1	0	4
6	SEC	COD 3103	National Service Scheme [§]	1	1	0	2
7	AEC	COD 3104	Case Study Writing [§]	1	0	0	1
8	PROJ	COD 3105	Summer Internship**	0	0	0	2
Credits							26

SEMESTER VI

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	CC	COD 3231	Strategic Management	3	1	0	4
2	DSE		Discipline Specific Elective - IV	3	1	0	4
3	SEC		Skill Enhancement Elective Course - IV	3	1	0	4
4	GEC		Generic Elective - II	3	1	0	4
5	AEC	COD 3202	Business Analytics Using Python	0	0	4	2
6	AEC	COD 3203	Current Business Affairs [§]	1	0	0	1
7	PROJ	COD 3204	Project Work	0	0	12	6
Credits							25

Overall Total Credits: 140

** Students has to undertake the Summer Internship during the end of fourth semester for 30 days. Summer Internship viva will be held during fifth semester and the credit will be awarded in the fifth semester itself.

§ The course shall have two components of evaluation: a) Continuous Assessment of 60 marks, comprising of assignments/class activities/ field trip etc., b) Semester end examination of 40 marks.

LIST OF DISCIPLINE SPECIFIC ELECTIVE COURSES**Discipline Specific Elective – I (Semester - III)**

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	DSE	CODX 301	Services Marketing	3	1	0	4
2	DSE	CODX 302	Operations Research	3	1	0	4
3	DSE	CODX 303	Integrated Marketing Communication	3	1	0	4

Discipline Specific Elective – II (Semester - IV)

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	DSE	CODX 311	Industrial Relations and Legislations	3	1	0	4
2	DSE	CODX 312	Management of Financial Services	3	1	0	4
3	DSE	CODX 313	Social Entrepreneurship	3	1	0	4

Discipline Specific Elective – III (Semester - V)

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	DSE	CODX 21	Organisational Behaviour	3	1	0	4
2	DSE	CODX 321	Customer Relationship Management	3	1	0	4
3	DSE	CODX 322	Selling Skills and Application Process	3	1	0	4

Discipline Specific Elective – IV (Semester - VI)

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	DSE	CODX 31	Business Ethics and Human Values	3	1	0	4
2	DSE	CODX 331	Performance Management	3	1	0	4
3	DSE	CODX 332	Indian Financial System	3	1	0	4

LIST OF SKILL ENHANCEMENT ELECTIVE COURSES**Skill Enhancement Elective Course – I (Semester - III)**

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	SEC	CODX 341	Logistics and Supply Chain Management	3	1	0	4
2	SEC	CODX 342	IT for Business	3	1	0	4
3	SEC	CODX 43	Leadership and Team Development	3	1	0	4

Skill Enhancement Elective Course – II (Semester - IV)

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	SEC	CODX 51	Business Research Methods	3	1	0	4
2	SEC	CODX 351	Collective Bargaining and Negotiation Skills	3	1	0	4
3	SEC	CODX 352	Human Resources Development	3	1	0	4

Skill Enhancement Elective Course – III (Semester - V)

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	SEC	CODX 61	Banking and Insurance	3	1	0	4
2	SEC	CODX 62	Event Management	3	1	0	4
3	SEC	CODX 361	Mutual Fund Market Research and Sales	3	1	0	4

Skill Enhancement Elective Course – IV (Semester - VI)

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	SEC	CODX 71	Project Management	3	1	0	4
2	SEC	CODX 371	E- Commerce	3	1	0	4
3	SEC	CODX 372	Organisational Development	3	1	0	4

LIST OF GENERIC ELECTIVE COURSES**Generic Elective – I (Semester - V)**

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	GEC	CODX 81	Public Administration and Business	3	1	0	4
2	GEC	CODX 82	Rural Development	3	1	0	4
3	GEC	CODX 83	People Management	3	1	0	4

Generic Elective – II (Semester - VI)

Sl. No.	Course Group	Course Code	Course Title	L	T	P	C
1	GEC	CODX 91	Sustainable Development	3	1	0	4
2	GEC	CODX 92	Rural Marketing	3	1	0	4
3	GEC	CODX 93	Risk Management	3	1	0	4

SEMESTER – I

END 1183	GENERAL ENGLISH - I	L	T	P	C
SDG: 4		3	0	0	3

COURSE OBJECTIVES:

COB1: To enable students to read, comprehend and appreciate the value of literature to life

COB2: To help them acquire language skills through Literature

COB3: To develop LSRW skills through practice in variety of contexts

COB4: To improve their vocabulary and correct English usage

MODULE I 9

Poetry: No Man is an Island – John Donne;

O Captain! My Captain! –Walt Whitman

Speaking: Introducing oneself and Introducing each other

Writing: Hints Development

Language: Articles, Adjectives & Adverbs (comparisons), Punctuation

Vocabulary: Homophones and homographs

MODULE II 9

Prose: “Spoken English and Broken English” – G.B.Shaw

Listening: Listening for gist (general meaning)

The Speech that made Obama President. (6.12 minutes)

Speaking: Conversations - formal and semi-formal contexts

Writing: Jumbled sentences

Language: Pronouns and Linking words, Conjunctions

Vocabulary: Register – Formal, semi-formal and Informal

MODULE III 9

Short story: “The Cherry Tree” - Ruskin Bond

Speaking: Asking questions (about companies. Products, Jobs)

Creative Writing: Open ended stories

Language: Question Forms – ‘Wh’ & Yes/No

Vocabulary: Prefixes and Suffixes, negative prefixes

MODULE IV 9

Short story: “The Last Leaf” - O. Henry

Speaking: Role play (Telephone call to a supplier, enquiry about products)

Writing: Letter of Enquiry, Replies to Enquiry

Language: Tenses

Vocabulary: Synonyms and Antonyms

MODULE V

9

Prose: "Voluntary Poverty" – Mahatma Gandhi

Listening: Listening for specific information - You must follow if you want success by Sundar Pichai. (8.42 minutes)

Speaking: Giving the summary of an article (from newspapers)

Writing: Order Letter, Complaint Letter

Language: Subject -Verb Agreement

Vocabulary: Business Vocabulary (marketing, air travel)

L - 45; TOTAL HOURS - 45

REFERENCES:

1. Guy Brook-Hart, Business Benchmark Upper- Intermediate Student's Book, CUP, 2006
2. Sriraman.T, Macmillan College Prose, Laksmi Publications, 2015
3. Whitby, Norman, Business Benchmark: Pre-intermediate to Intermediate, 2nd Edition, CUP, 2014.
4. Swan.M, Practical English Usage, OUP, 2005.
5. <https://www.thehindu.com/opinion/open-page/it-has-done-more-harm-than-good/article5129459.ece>
6. <https://www.youtube.com/watch?v=OFPwDe22CoY>
7. https://www.youtube.com/watch?v=iAls_g_orac8

COURSE OUTCOMES:

CO1: Respond to literary texts efficiently

CO2: Appreciate and critically analyse literary texts

CO3: Display effective LSRW skills in academic and professional contexts

CO4: Demonstrate a range of appropriate vocabulary in a variety of situations

CO5: Communicate effectively using grammatically correct language

Board of Studies (BoS):

13thBoS of the Department of English held on 17.6.2021

Academic Council:

17th AC held on 15.07.2021

	PO 1	PO 2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13
CO1													M
CO2													M
CO3						M	H						
CO4						L	M						
CO5						M	H						

Note: L - Low Correlation M -Medium Correlation H - High Correlation

SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

This course helps the students to read, comprehend and appreciate the value of literature to life. It also helps them to enrich LSRW skills in academic and professional contexts.

LND 1181	பொதுத் தமிழ் - I	L	T	P	C
SDG 16	GENERAL TAMIL -I	2	1	0	3
நோக்கங்கள்					
<ul style="list-style-type: none"> சமூக மாற்றச்சிந்தனைகளை உள்ளடக்கிய தற்கால இலக்கியங்களை அறிமுகம் செய்தல் இருபதாம் நூற்றாண்டு மரபுக்கவிதைகளை அறிமுகம் செய்தல் புதுக்கவிதை, சிறுகதை, உரைநடை ஆகிய இலக்கியங்களை நயம் பாராட்டுதல் புதுக்கவிதை மற்றும் சிறுகதையின் தோற்றம் வளர்ச்சி குறித்து எடுத்துரைத்தல் சந்திப்பிழையின்றி எழுத மாணவர்களைப் பயிற்றுவித்தல் கவிதை மற்றும் சிறுகதை எழுதமாணவர்களை ஊக்கப்படுத்துதல் 					
அலகு I	இருபதாம் நூற்றாண்டு மரபுக்கவிதைகள்				8
கவிமணி தேசிய விநாயகம் பிள்ளை - உடல் நலம் பேணல், பாரதியார்- செந்தமிழ் நாடு, பாரதிதாசன்- நீங்களே சொல்லுங்கள், கண்ணதாசன்- குடும்பம் ஒரு கதம்பம்.					
அலகு II	புதுக்கவிதைகள்				8
இன்குலாப்- போராட்டம், அப்துல் ரகுமான்- மண், வைரமுத்து-விதைச் சோளம், நா.காமராசன்-அலிகள், ஆண்டாள் பிரியதர்சினி- தொலைந்து போனது, மு.மேத்தா-தேசப்பிதாவுக்கு ஒரு தெருப்பாடகனின் அஞ்சலி, ஹைக்கூ கவிதைகள்.					
அலகு III	சிறுகதைகள்				8
ஜெயகாந்தன்-நந்தவனத்தில் ஓர் ஆண்டி, கி.இராஜநாராயணன்- கதவு, சு.சமுத்திரம்- ஏழை-ஆப்பிள்-நட்சத்திரம், மாதவிக் குட்டி-நெய்ப்பாயாசம், தி.ஜானகிராமன்-முள்ளடி.					
அலகு IV	மொழிப்பயிற்சி				7
கலைச்சொல்லாக்கம், பிழைத்திருத்தம் (ஒருமை, ல-ள-டி கர, ர-ற-கர, ண-ந-னகர வேறுபாடுகள்), அயற்சொற்களைத் தல்.					
அலகு V	இலக்கிய வரலாறு				7
பாடந்தழவியது (இருபதாம் நூற்றாண்டு மரபுக் கவிதைகள், புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும், சிறுகதையின் தோற்றமும் வளர்ச்சியும்)					
அலகு VI	படைப்பிலக்கியம்				7
கவிதை எழுதுதல், சிறுகதை வரைதல்					
L – 30 ; T – 15 ; TOTAL HOURS – 45					
அறிப்புகள்					
<ol style="list-style-type: none"> பொதுத் தமிழ்- செய்யுள் திரட்டு-தமிழ்த் துறை வெளியீடு தமிழ் இலக்கிய வரலாறு-சோம. இளவரசு சிறுகதைத் தொகுப்பு (கட்டுரைக் களஞ்சியம்) 					
வெளிப்பாடு					
<ul style="list-style-type: none"> மாணவர்கள் சமூக மாற்றச்சிந்தனைகளை அறிந்து கொள்வர் இருபதாம் நூற்றாண்டு மரபுக்கவிதைகள் குறித்த அறிவினைப்பெறுவர். சந்திப்பிழைகளை நீக்கி எழுதும் திறன் பெறுவர் இருபதாம் நூற்றாண்டு தமிழ் இலக்கியத்தின் வரலாறு, வளர்ச்சி, பாடுபொருள் ஆகியவற்றை உணர்ந்து கொள்வர். இருபதாம் நூற்றாண்டு தமிழ் இலக்கியப் படைப்பாளர்களைப் பற்றி அறிந்து கொள்வர். புத்திலக்கியங்களைப் படைக்கும் திறனையும் திறனாய்வு செய்யும் திறனையும் பெறுவர் 					

Board of Studies (BoS):

15thBoS of the Department of
Commerce held on 24.6.2021

Academic Council:

17th AC held on 15.07.2021

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
CO1							M	M	M	M		M				
CO2							L	L	L	M		M				
CO3							L	M	L	L		L				
CO4							L	L	M	L		L				
CO5							L	L	L	L		L				
CO6							M	M	M	M		L				

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 16: Peace and Justice Strong Institutions

Strengthen relevant national institutions, including through international cooperation, for building capacity at all levels, in particular in developing countries, to prevent violence and combat terrorism and crime through the Quranic, Vedic and Biblical literature.

LND 1182	GERMAN – I	L	T	P	C
SDG: 4		2	1	0	3

COURSE OBJECTIVES:

COB1: To improve the proficiency of students in German language.

COB2: To create awareness of using vocabulary among students.

COB3: To expose them to correct grammatical forms of the language.

COB4: To empower them for successful communication in the society.

COB5: To understand matters which are of daily usage

COB6: To understand them for describe the people need and their requirements.

MODULE I GUTEN TAG! 7

Learn alphabet, introduction to German -greetings, identifying countries and their capital cities and languages, introducing oneself, read and write Cardinal numbers till 100, Read and write telephone numbers and e-mail addresses. Grammar - question words, sentence structure and formation, Regular verbs - Conjugation and personal pronouns.

MODULE II FREUNDE, KOLLEGEN UND ICH 7

Introducing Others and Family Members, To speak about hobbies, jobs, learn Cardinal numbers from 101, Days, Months, Seasons, Colours, Day Timings, directions; Vocabulary: related to the topic; Grammar: Definite Articles, Irregular Verbs & Conjugations, Auxiliary verbs, ja/nein Fragen und Antworten, Nouns singular/plural.

MODULE III IN DER STADT 8

To know places, buildings, know transport systems, understand international words, Shopping, talk to sales person while purchasing goods, return faulty goods at a shop, asking someone to repeat something, read and write Ordinal numbers till 100,; Vocabulary: related to the topic; Grammar: Indefinite articles, Negotiation, Imperative - Sie form.

MODULE IV GUTEN APPETIT! 8

To speak about food, Daily routine, Going to the market – asking prices, filling up simple forms; Vocabulary: related to the topic; Grammar: Verb position, Simple Present Tense with regular and irregular verbs.

MODULE V TAG FÜR TAG 7

To learn time related expressions and asking Time , speak about family, ask excuse; Vocabulary: related to the topic; Simple Conversation skills (pertaining chiefly to simple dialogues in everyday situations), Grammar: Preposition – am, im, um, von bis, Modal verbs, Present perfect Tense with regular and irregular verbs.

MODULE VI ZEIT MIT FREUNDEN

8

To speak about birthdays, understand and write an invitation, converse in the restaurant and Pay; Vocabulary: related to the topic; Simple Text -Translation and Reading Comprehension Practice German Into English Vice versa: Grammar: Accusative personal pronouns, Possessive Pronomen, Verbs and prepositions, Gern - word Usage in Sentence formation.

L – 30; T – 15; TOTAL HOURS – 45

TEXT BOOK:

1. Stefanie Dengler, “Netzwerk A1.1”, Goyal Publishers & Distributors Pvt. Ltd., Delhi, 2015.

PRACTICE BOOK:

1. Johannes Gerbes, “Fit fürs Goethe-Zertifikat A1”, Goyal Publishers & Distributors Pvt. Ltd., Delhi, 2010.

REFERENCES:

1. Paul Rusch, “Einfach Grammatik”, Goyal Publishers & Distributors Pvt. Ltd., Delhi, 2012.
2. Hermann Funk, “studio d A1”, Goyal Publishers & Distributors Pvt. Ltd., Delhi, 2009. 15OH78 GERMAN LANGUAGE

COURSE OUTCOMES:

On successful completion of this course learners will be able to

CO1: show their proficiency in German Language.

CO2: use appropriate vocabulary in real life contexts.

CO3: use appropriate grammatical forms while communicating with people.

CO4: effectively use the language in social and academic contexts.

CO5: comprehend matters which are of daily usage

CO6: communicate as per people’s need and requirement.

Board of Studies (BoS):

14thBoS of the Department
of Commerce held on 22.04.2021

Academic Council:

17th AC held on 15.07.2021

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
CO1	H	H	M	H		H	H	H	M	H	M	H				
CO2				H		H	H	H	H	H		H				
CO3				H		H	H	H	H	H		H				
CO4				H		H	H	H		H		H				
CO5				H		H	H	H		H		H				
CO6				H		H	H	H		H		H				

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4 : Quality Education

The substantially improve the relevant skills which develop the confidence in young people, including technical and vocational skills, help for employment, decent work and entrepreneurship.

LND 1183	ARABIC LANGUAGE	L T P C
SDG 4		3 0 0 3

COURSE OBJECTIVES:

The course aims to teach:

COB1: Arabic alphabets, reading and writing and pronunciation.

COB2: Listening and writing of words related to market, doctor, parts of body, dining.

COB3: Arabic simple sentences using names of animals, birds, singular and plural.

COB4: Listening and writing of Countries' names, singular, dual and plural.

COB5: Arabic sentences using verbs, tenses and numbers.

MODULE I	INTRODUCTION TO ARABIC READING AND WRITING	9
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Introduction to Arabic alphabets - reading from right to left - Listening to audio & video – practice correct pronunciation – Writing join letters from right to left

(lessons: 1 and 2): (حجرة الدراسة ، حجرة الدراسة 2، المرور) - introduction to Arabic words in and around the classroom – Transport - Vocabulary related to market - introduction of verbs (lessons: 4 – 6)

MODULE II	LISTENING ARABIC COMMUNICATION	9
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Reading skill: Lessons 4 – 6. Words related to doctor, parts of body, dining, fruits, food items, family members, house and air travel (أسماء أعضاء الجسم والمطعم) (والفواكه وغيرها) Vocabulary related to names of animals, birds (lessons: 7 – 12)

MODULE III	SIMPLE SENTENCES	9
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Home – singular and plural - introduction to gender: first person, second person and third person – interrogatory sentences - arabic simple sentences – nominal sentence and verbal sentence (الجملة الاسمية والفعلية) (lessons: 13 & 14) Words related to kitchen utensils – cooking (أسماء أواني المطبخ والطبخ) – introduction to gender: first person, second person and third person (التذكير والتأنيث) – singular and plural – vocabulary related to office – possession (الإضافة) - (lessons: 15 – 17)

MODULE IV	COMMUNICATION PRACTICE	9
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Countries names – world map - performing ablution – vocabulary related to prayer - singular, dual and plural - situational communication - emphasis on interrogation (المحادثة العربية) (lessons: 18 – 20)

MODULE V	TENSE, SINGULAR & PLURAL	9
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Sentence making – words related to prayer – verbs and tenses – communication on dining – gender - singular and dual – numbers – discussion of evening – dining manners (المفرد والتنثية والجمع والعدد) (lessons: 21 – 25)

L - 45; Total Hours – 45

TEXT BOOK:

1. Al QirathulArabiyya Lil Muftadiyeen للمبتدئين القراءة العربية (UmmulQura University, Makkah), Bukhari Aalim Arabic College, 2005.

REFERENCES:

1. Al Arabiya Lin Nashiyeen (Education Ministry, K.S.A.), Bukhari Aalim Arabic College, 2005.
2. Dr. V. Abdur Raheem, Durus Al LugathilArabiyya Li GhairinNatiqeenBiha, Islamic Foundation Trust, Chennai, 2002.

COURSE OUTCOMES:

At the end of the course, the student is expected to

CO1: Vocabulary related to the market, doctor, parts of body, dining.

CO2: Identify Arabic names of animals, birds, singular and plural, interrogatory sentences.

CO3: Recognize Arabic alphabets, reading and writing and pronunciation.

CO4: Use countries names, singular, dual and plural.

CO5: Form Arabic sentences using verbs, tenses and numbers.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1						L									
CO2							M								
CO3							M								
CO4						L									
CO5							M								

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

This course enables the learners to enhance effective communication in the workplace.

LNC1185	सामान्य हिंदी - I	L	T	P	C
उद्देश्य	General Hindi - I	2	0	1	3
<ul style="list-style-type: none"> हिंदी भाषा, लिपि और साहित्य के बारे में जानकारी देना। छात्रों को अंग्रेजी में अनुवाद करने का पाठ पढ़ाना। छात्रों को हिंदी में अनुवाद करने का पाठ पढ़ाना। छात्रों का अपठित गद्यांश ज्ञान को बढ़ाना। छात्रों को सार-लेखन का पाठ पढ़ाना। 					
भाग – I					11
<ul style="list-style-type: none"> हिंदी भाषा का इतिहास हिंदी लिपि का इतिहास हिंदी साहित्य का इतिहास 					
भाग – II					9
<ul style="list-style-type: none"> अनुवाद अभ्यास (Translation - Hindi to English) 					
भाग – III					9
<ul style="list-style-type: none"> अनुवाद अभ्यास (Translation – English to Hindi) 					
भाग – IV					8
<ul style="list-style-type: none"> अपठित गद्यांश (comprehension) 					
भाग – V					8
<ul style="list-style-type: none"> सार – लेखन (Precise Writing) 					
		L=30	P=15	Total Hours = 45	
निर्धारित पाठ्य पुस्तक : (Text Book Prescribed)					
<ul style="list-style-type: none"> ऐतिहासिक भाषा विज्ञान और हिंदी भाषा – डॉ श्री रामविलासशर्मा देवनागरी लिपि और हिंदी – श्री रामनिरंजनपरिमर्लेदु हिंदी साहित्य का इतिहास – श्री आचार्य रामचंद्र शुक्ल प्रयोजनमूलक हिंदी – प्रो. सैयद रहमदुल्ला, पूणिमा प्रकाशन 					
परिणाम : (Out Come)					
<ul style="list-style-type: none"> छात्र हिंदी भाषा, लिपि और हिंदी साहित्य में ज्ञान प्राप्त करेंगे। छात्रों की अंग्रेजी अनुवाद ज्ञान विकसित होंगे। छात्रों की हिंदी अनुवाद ज्ञान विकसित होंगे। छात्रों का अपठित गद्यांश ज्ञान विकसित होंगे। छात्र, सार – लेखन में ज्ञान प्राप्त करेंगे। 					

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5
CO1						L									
CO2							M								
CO3							M								
CO4						L									
CO5							M								

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

This course enables the learners to enhance effective communication in the workplace.

COD 1101	FINANCIAL ACCOUNTING	L	T	P	C
SDG: 8 &17		4	1	0	5

COURSE OBJECTIVES:

COB1: To make the students identify the basic accounting concepts and conventions.

COB2: To make the students recognize the accounting standards

COB3: To make the students prepare the final accounts of sole trading concern.

COB4: To make the students develop skills related to problem solving and critical thinking to evaluate the importance of depreciation.

COB5: To make the students prepare financial statements of not-for-profit organisations accounting.

MODULE I INTRODUCTION 15

Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting information. Functions, advantages and limitations of accounting. Branches of accounting. Bases of accounting: cash basis and accrual basis. Financial accounting principles: Meaning and need; Generally Accepted Accounting Principles: entity, money measurement, going concern, cost, revenue recognition, realization, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosure.

MODULE II ACCOUNTING STANDARDS 15

Accounting standards: Concept, benefits and Process of formulation of Accounting Standards including Ind AS (IFRS converged standards) and IFRSs; convergence Vs. adoption; Application of accounting standards (AS and Ind AS) on various entities in India. International Financial Reporting Standards (IFRS) – meaning, need and scope; Process of issuing IFRS. Accounting Process. From recording of a business transaction to preparation of trial balance including adjustments. Application of Generally Accepted Accounting Principles in recording financial transactions and preparing financial statements.

MODULE III FINAL ACCOUNTS 15

Capital and revenue expenditures and receipts: general introduction only. Preparation of financial statements of non-corporate business entities - Sole Proprietorship : Preparation of Final Accounts of a Sole Trading Concern: Closing Stock, Outstanding and Prepaid items, Depreciation, Bad Debts, Provision for Bad and Doubtful Debts, Provision for Discount on Debtors, Provision for Discount on creditors, Interest on Capital, Interest on Drawings and Abnormal Loss of stock.

TEXT BOOK:

1. Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, S. K. "Financial Accounting", Vikas Publishing House Pvt. Ltd., New Delhi, 2018.

REFERENCES:

1. Mukharjee and Hanif, "Financial Accounting", Tata Mc-Graw Hill., New Delhi, 2020
2. S.N.Maheswari, "Advanced Accountancy", 12th Edition, Vikas Publishing House, 2017
3. Ashish K. Bhattacharya, "Financial Accounting for Business Managers", Prentice-Hall of India Pvt. Ltd., 2015
4. Sehgal, D., "Financial Accounting", Vikas Publishing House Pvt. Ltd., New Delhi, 2014
5. Goyal, B. K., & Tiwari, H. N. "Financial Accounting" New Delhi: Taxmann Publication., 2019
6. Tulsian, P. C., "Financial Accounting" Pearson Education, Chennai, 2002
7. Anthony, R. N., Hawkins, D., & Merchant, K. A., "Accounting: Text and Cases", McGraw-Hill Education India, 2010
8. Dam, B. B., & Gautam, H. C., "Financial Accounting" Gayatri Publications, Guwahati, 2019
9. Horngren, C. T., & Philbrick, D., "Introduction to Financial Accounting", Pearson Education, London, 2017
10. Lal, J., & Srivastava, S., "Financial Accounting Text & Problems", Himalaya Publishing House, Mumbai, 2012
11. Shukla, M. C., Grewal, T. S., & Gupta, S. C. "Advanced Accounts. Vol-I". Sultan Chand Publishing, New Delhi, 2016

COURSE OUTCOMES:

On successful completion of this course, the learners will be able to

CO1: Apply accounting and business terminologies and understand the nature and purpose of accounting principles.

CO2: Apply the generally accepted accounting principles while recording transactions and preparing financial statements.

CO3: Prepare financial statements of sole proprietors

CO4: Evaluate the importance of depreciation and inventories in financial statements.

CO5: Review the objective of financial reporting and the related key accounting assumptions and principles of not-for-profit organisations accounting.

Board of Studies (BoS):

15thBoS of the Department of
Commerce held on 24.6.2021

Academic Council:

17th AC held on 15.07.2021

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO3	PSO4
CO1	H	H	H				M						H	H		
CO2	H	H	H				M						H			
CO3	H	H	M				H				H		H			
CO4	M	H	M				H						M			
CO5	L	H	M				H						M		M	

Note: L- Low Correlation M - Medium Correlation H - High Correlation

SDG 8: Decent Work and Economic Growth,

SDG 17: Partnership for Goals

The knowledge of financial accounting provides wide scope for economic development and employment, helps to access various financial services and it is essential for decision-makers to maintain harmony within the organization

COD 1102	BUSINESS ORGANISATION AND	L	T	P	C
SDG: 8	MANAGEMENT	3	1	0	4

COURSE OBJECTIVES:

COB1: To make the students illustrate the structure of organization in the field of Management.

COB2: To make the students explain the theoretical aspects, process and principles of Joint Stock Companies.

COB3: To make the students describe the philosophy of establishing a successful business and the fundamentals of management theory of planning.

COB4: To make the students develop skills to analyse and apply critical role of managers in modern organizational settings for planning purpose.

COB5: To make the students recall the concept of management controlling techniques.

MODULE I	CONCEPT AND FORMS OF BUSINESS ORGANISATIONS	12
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Concepts of Business, Trade, Industry and Commerce; Objectives and functions of Business; Social Responsibility of a business, Responsible Business, Ethical Conduct & Human Values. Forms of Business Organisation-Meaning, Characteristics, Advantages and Disadvantages of Sole Proprietorship; Meaning, Characteristics, Advantages and Disadvantages of Partnership; Kinds of Partners, Partnership Deed, Concept of Limited liability partnership; Meaning, Characteristics, Advantages and Disadvantages of Hindu Undivided Family; Meaning, Advantages and Disadvantages of Co-operative Organisation.

MODULE II	JOINT STOCK COMPANY	12
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Joint Stock Company: Meaning, Definition, Characteristics; Advantages and Disadvantages, Code of Business Ethics. Kinds of Companies: Promotion, Stages of Promotion, Promoter, Characteristics, Kinds, Preparation of Important Documents; Memorandum of Association, Clauses, Articles of Association, Contents; Prospectus: Contents, Red herring Prospectus, Statement In lieu of Prospectus (as per Companies Act, 2013).

MODULE III	PRINCIPLES AND FUNCTIONS OF MANAGEMENT	12
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Management: Meaning, Characteristics, Fayol's 14 Principles of Management. Functions of Management, Levels of Management, Skills of Management, Scientific Management, meaning, objectives, relevance and criticism.

MODULE IV PLANNING AND ORGANIZING 12

Meaning, Characteristics, Types of Plans, Advantages and Disadvantages; Approaches to Planning; Management by Objectives (MBO): Steps in MBO, Benefits, Weaknesses. Organizing, Process of Organizing; Principles of Organisation, Formal and Informal Organisations, Line, Staff Organisations, Line and Staff Conflicts. Functional Organisation, Span of Management: Meaning, Determining Span, Factors influencing the Span of Supervision.

MODULE V AUTHORITY, COORDINATION, AND CONTROL 12

Meaning of Authority, Power, responsibility and accountability; Delegation of Authority; Decentralization of Authority: Definition, importance, process, and principles of Coordination techniques of Effective Coordination. Control: Meaning, Relationship between planning and control, Steps in Control: Types (post, current, and pre-control). Requirements for effective control.

L – 45; T – 15; TOTAL HOURS – 60

Practical Exercises:

The learners are required to:

1. complete the exercise wherein they are given different situations and scenarios to start their own business (in terms of capital, liability, scale of operations, etc.) and are asked to select the most suitable form of business and justify the same highlighting the advantages and disadvantages of their choice.
2. prepare the Article of Association & Memorandum of Association/rules and regulations/bye laws for the form of business organisation.
3. participate in role play activity for describing the various levels of Management and the ways the 14 Principles of Management are used in defining the policies of the chosen organisation.
4. participate in simulation activity wherein each learner is asked to prepare plans with respect to increasing the effectiveness in their respective organisation.
5. participate in simulation activity wherein learners are asked to draft roles and responsibilities of members in the chosen organisation.

TEXT BOOK:

1. Prasad L. M, Principles and Practice of Management, Sultan Chand & Co. Ltd, 2019

REFERENCES:

1. Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall (India) Pvt. Ltd., 14th Edition, Upper Saddle River, New Jersey, 2019

2. RupaGunaseelan & V Kulandaiswamy, 'Principles and Practices of Management', S.Chand and Company Limited, 2016
3. Robert Kreitner, 'Principles of Management', New Delhi, Cengage, 2017
4. J.K.Mithra, 'Principles of Management', Oxford University press, 2017.
5. Kaul, V. K. 'Business Organization and Management', Text and Cases. New Delhi: Pearson Education, 2012.
6. Koontz, H., &Weihrich, H. 'Essentials of Management', McGraw Hill Education, New York, 2008

COURSE OUTCOMES:

On successful completion of this course learners will be able to,

CO1: illustrate the structure and types of organization in the field of Management.

CO2: prepare draft of Article of Association & Memorandum of Association for a business.

CO3: demonstrate current and relevant functions of management.

CO4: identify and explain the managerial skills used in business;

CO5: analyse the concept of Delegation of Authority, coordination, and control.

Board of Studies (BoS):

15thBoS of the Department of
Commerce held on 24.6.2021

Academic Council:

17th AC held on 15.07.2021

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
CO1	H	H											H			
CO2	H	H					H									
CO3	H	M				H							H			
CO4	H	M						H					M			H
CO5	M	M						H			H	H	M			H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 8: Decent Work and Economic Growth

By understanding the 14 principles of management, learners will perform decent work which in turn promotes employment opportunities and economic development.

COD 1103	ENVIRONMENTAL STUDIES	L	T	P	C
SDG: 6		3	1	0	4

COURSE OBJECTIVES:

COB1: To train learners to cater to the need for ecological citizenship through developing a strong foundation on the critical linkages between ecology-society-economy.

COB2: To make the learners explore various projects and initiatives with respect to conserving bio-diversity.

COB3: To make the learners Construe significance of carbon footprints.

COB4: To make the learners express the environmental issues and their possible repercussions on the earth.

COB5: To make the learners recapitulate the green strategies adopted by businesses to preserve the environment.

MODULE I INTRODUCTION 12

Environmental Studies: Meaning, Nature, Scope, Importance and Limitations; Ecosystems; Biodiversity and Natural Systems; Natural Cycles and flows—material and energy; Levels of biological diversity: genetic, species and ecosystem diversity; Bio geographic Zones of India; Biodiversity patterns and global biodiversity hotspots. Salient Features: Wildlife (Protection) Act, 1972; Water (Prevention and control of pollution) Act, 1974; Forest (Conservation) Act, 1980; Air (Prevention and control of pollution) Act, 1981; Environmental Protection Act, 1986.

MODULE II ENVIRONMENTAL CONCERNS 12

Human Systems and Human impact on natural systems, Climate Change, Air Issues: Ozone Depletion, Smog, Water issues: Water quality/access, Pollution, Land Use Changes, Soil degradation, Waste: Quantity generated, Treatment, ex: landfills v. incinerators, E-waste. Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions.

MODULE III MEASUREMENT AND REPORTING 12

ISO Standard 14001: Environmental Management System; Life Cycle Assessment; Environmental Product Declaration; Carbon Foot printing and Ecological Handprints; Environmental Impact Analysis, Environmental Impact Assessment in India: procedure & practices.

MODULE IV ECONOMIC CONCEPT OF COST AND REVENUE 12

Concept and Evolution of Green Business; Drivers and Motivations; Model of Corporate Greening; Green Business Strategies; Planning and Policy Initiatives for Green Business; Capturing Green Consumers; Preparing for the future. Green Tax Incentives and Rebates (to Green Projects and Companies). Green Reporting. National Green Tribunal: Structure, composition and functions.

MODULE V EMERGING TRENDS 12

Environmental Accounting: Concept, Significance, and Types. Environmental Economics, KYOTO Protocol: Aim, Vision, and Functioning; Carbon Trading; Green HRM, Green Marketing, Green Finance. Environmental Ethics. Corporate Environmental Responsibility, Green Entrepreneurship.

L – 45; T – 15; TOTAL HOURS – 60

Practical Exercises:

The learners are required to

1. setup an Eco-Club in their Institution; organize at least five activities under the club during the semester which would contribute towards environmental protection and sustainability;
2. identify an area and write a report highlighting its biodiversity. Also, propose actions that would improve its biodiversity;
3. participate in simulation exercise highlighting the present environmental issues and their possible repercussions on the planet in the next few decades;
4. identify an organisation involved in the work of ecosystem restoration (like river rejuvenation, etc.). Prepare a report on its projects and achievements;
5. calculate individual Carbon Footprints and prepare a report depicting the ways to reduce the same;
6. identify, interpret, and analyse the various green business strategies adopted by companies and prepare a report on your learning from the same;
7. analyse the case study entitled “Energize Employees with Green Strategy” (Winston, 2009), and prepare a report on your learning from the same;
8. analyse green reporting initiatives taken by a company of your choice;
9. identify a firm using Green Marketing to sell its product.
10. analyse its strategy and present a report on your key learning from the same.

TEXT BOOKS:

1. Worthington, I. (2013). Greening Business: Research, Theory, and Practice. United Kingdom: OUP Oxford.
2. Winston, A., Esty, D. C. (2009). Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive

Advantage. United Kingdom: Wiley.

3. Green Business: Concepts, Methodologies, Tools, and Applications. (2019). United States: IGI Global.
4. Erach Bharucha for UGC, Environmental Studies, http://www.jaduniv.edu.in/upload_files/application_form/1549023003-1.pdf
5. Karpagam, M., Jaikumar, G. (2010). Green Management: Theory & Applications. India: Ane Books Pvt Ltd.
- Environmental Science. (2016). Botswana: Galgotia Publications.

REFERENCES:

1. Basu, M., & Xavier, S. 'Fundamentals of Environmental Studies' Cambridge University Press, Cambridge, 2016
2. Basu, R. N. 'Environment' University of Calcutta, 2000
3. CSE India. (ND). Understanding EIA.
4. Winston, A. 'Energize Employees with Green Strategy' Harvard Business School Publishing, 2009
5. Enger. E., & Smith, B. 'Environmental Science: A Study of Interrelationships', McGraw Hill Higher Education, 2010
6. Kumar, S., & Kumar, B. S. 'Green Business Management' Thakur Publishing Pvt. Ltd., Hyderabad, 2016

COURSE OUTCOMES:

On successful completion of this course learners will be able to

CO1: demonstrate skills in organizing projects for environmental protection and sustainability;

CO2: analyse various projects and initiatives with respect to ecosystem restoration;

CO3: interpret significance of carbon footprints;

CO4: describe the environmental issues and their possible repercussions on the plant in the next few decades;

CO5: summarize the green strategies and policies adopted by various business entities to preserve the environment.

Board of Studies (BoS):

15thBoS of the Department of
Commerce held on 24.6.2021

Academic Council:

17th AC held on 15.07.2021

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2	PSO 3	PSO 4
CO1			M	M				H	H							
CO2			M	M				H	H							
CO3								H	H							
CO4			H	H				H	H						L	L
CO5			H	H				H	H						L	L

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 6: Clean water and sanitation.

Sustainable management of water resources and access to safe water and sanitation are essential for unlocking economic growth and productivity, and provide significant leverage for existing investments in health and education.

COD 1104	BUSINESS INTELLIGENCE USING EXCEL AND ACCESS	L	T	P	C
SDG: 4 , 9		0	0	4	2

COURSE OBJECTIVES:

COB1: To enable to learner to implement the excel formula in their personal and business affairs.

COB2: To enable the learner to present the data in chart and graph.

COB3: To equip the learner with the data analysis tools and technique.

COB4: To illustrate database management system and its use, normalization of Database and role to table in DBMS,

COB5: To enable the learner to describe and use query, form, and report in DBMS

MODULE I WORKING WITH FORMULAS AND FUNCTIONS 12

Understanding Formula Basics: Introducing Formula and Functions, Working with Dates and Times, Creating Formula that Count and Sum, Creating Formula that Look Up Values, Creating Formulas for financial applications: Present Value, Future Value, Payment, Interest Rate, Period, Term.

MODULE II CREATING CHART AND GRAPH 12

Creating Chart and Graph: Introduction, Working with Chart, Understanding Chart Type, Chart Customization, Visualizing Data Using Conditional Formatting.

MODULE III ANALYSING DATA WITH EXCEL 12

Analysing Data With Excel: Introduction of Pivot table; Analyzing Data with Pivot Table: Working with Non-Numeric Data, Grouping Pivot Table Items, Creating Frequency Distribution, Creating Calculated Field or calculated item, Creating Pivot Chart, Producing a Report with Pivot Table.

**MODULE IV INTRODUCTION TO DATABASE AND TABLE IN
ACCESS 12**

Introduction to Data Base: Database, Table, Record and Fields Values, Concept of Relational Database; Access Database Objects and Views: Ribbon, Datasheets, Queries, Data-entry and display forms, Reports, Creating Access Table: Table design and process, Using the Design ribbon tab, Working with fields, Creating contacts table. Understanding the Lookup Property window, Primary Key, Indexing Access Table, printing a Tale Design; Designing Normalise Database: First normal form, Second Normal form, Third Normal Form; Table Relationship and Integrity Rule.

MODULE V INTRODUCTION TO QUERY, FORM AND REPORT IN ACCESS 12

Selecting Data with Queries: About the Query, Types of Queries; Creating Query: Using Query Window, Using Query Design window and ribbon, Selecting Fields, Providing an alias for the field name, Introduction of forms in Access, Preparation of Access Report.

P- 60; TOTAL HOURS –60

TEXT BOOKS:

- 1 Michael Alexander, Richard Kusleika, 'Access 2019 Bible', Wiley, USA, 2018
- 2 John Walkenbach, 'Access 2016 Bible', Wiley, USA, 2015

REFERENCES:

- 1 LokeshLalwani, 'Excel 2019 All-in-One', BPB Publications; 1st edition (1 January 2019), India
- 2 Joan Preppernau, M. Lambert, Steve Lambert, 'Microsoft Press US'; 1st edition, USA, 2007
- 3 "Access video training - Access - support.microsoft.com."
<https://support.microsoft.com/en-us/office/access-video-training-a5ffb1ef-4cc4-4d79-a862-e2dda6ef38e6>.
- 4 "Excel video training - Office Support - support.microsoft.com."
<https://support.microsoft.com/en-us/office/excel-video-training-9bc05390-e94c-46af-a5b3-d7c22f6990bb>.

COURSE OUTCOMES:

On successful completion of this course students will be able to

CO1: use excel formula in their personal and business affairs

CO2: demonstrate the data in chart and graph.

CO3: utilize the data analysis tools and technique to convert the data into information.

CO4: discuss and use database management system, normalization of data base and role of table in DBMS

CO5: prepare the query, form, and report in DBMS.

Board of Studies (BoS):

15thBoS of the Department of
Commerce held on 24.6.2021

Academic Council:

17th AC held on 15.07.2021

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
CO1			H		H							H				
CO2			H		M							H				
CO3			M		H							H				
CO4			H		H							H				H
CO5			H		H							H				H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4: Quality Education

SDG 9: Industry, Innovation and Infrastructure

By developing technical skills, learners will be able to use various ICT tools which lead to productive employment, innovativeness and bring quality to education

COD 1105	INTRODUCTION TO INDIAN CONSTITUTION	L	T	P	C
SDG: 16		1	0	0	1

COURSE OBJECTIVES:

COB1: To provide the fundamental instructions governing under the constitution of India.

COB2: To provide exposure to fundamental rights & duties of an Indian citizen.

MODULE I INTRODUCTION TO INDIAN CONSTITUTION 7

Meaning of Constitution, Types of Constitution, Difference between Constitutional Law and Constitutionalism, Nature of Constitution of India, Why constitution is needed in a democratic country?, Preamble and the Constitution of India.

MODULE II RIGHTS AND DUTIES 8

Fundamental Rights and their Classification: Right to equality, Right to Freedom, Protection against arrest and detention, Right to Life & Personal Liberty, Right against Exploitation, Right to Religion, Cultural and Educational Rights; Fundamental duties.

Note: Each topic in the above modules will be complemented by open discussion in the class/practice exercises/classroom activities/assignment

L – 15; TOTAL HOURS –15

REFERENCES:

- 1 Durga Das Basu, 'Shorter Constitution of India', 15th ed. Vol. 1,(A.K. Patnaik (rev.), LexisNexis, Gurgaon, 2018
- 2 The Constitution of India, Government of India, Ministry of Law and Justice (Legislative Department),New Delhi, 2015.
- 3 <https://www.icsi.edu/media/webmodules/CONSTITUTION.pdf>
- 4 Thiruvengadam, A. K., 'The Constitution of India: A Contextual Analysis', Bloomsbury Publishing,United Kingdom, 2017

COURSE OUTCOMES:

On successful completion of this course students are able to

CO1: describe the meaning of Constitution and the features of Indian Constitution

CO2: summarize the directive principles and fundamental duties of citizen.

Board of Studies (BoS):

15th BoS of the Department of
Commerce held on 24.6.2021

Academic Council:

17th AC held on 15.07.2021

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
CO1	H							H					H	M		
CO2	H							H					H	H		

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 16: Peace, Justice and Strong Institution

By learning the basics of the Indian Constitution, learners will understand the concepts of justice, inclusion and peace and their relation to law, fundamental human right, and also as a basis for empowerment.

SEMESTER – II

END 1283	GENERAL ENGLISH - II	L	T	P	C
SDG: 4		3	0	0	3

COURSE OBJECTIVES:

COB1: To enable students to read, comprehend and appreciate the value of literature to life

COB2: To help them acquire language skills through Literature

COB3: To develop LSRW skills through practice in variety of contexts

COB4: To improve their vocabulary and correct English usage

MODULE I 9

Poetry: The Second Coming – W. B. Yeats

Speaking: Expressing one's opinion /Asking for others' opinion, agree, disagree

Writing: Movie / Book Review, Slogan Writing

Language: Modals, Prepositions

Vocabulary: Business Vocabulary (advertisements, sales)

MODULE II 9

Poetry: "Where the Mind is Without Fear" (Gitanjali 35) - Rabindranath Tagore

Listening: For understanding speaker's opinion

How books can open your mind by Lisa Bu. (6.16 minutes)

Reading: To understand the meaning and purpose of short texts (mails, memos)

Writing: Email Writing, Memo writing

Language: If Clause

Vocabulary: Finance vocabulary

MODULE III 9

Prose: "The Civilization of To-day" – C.E.M.Joad

Reading Comprehension: Digital habits across generations (learn English)

Speaking: Discussions

Writing: Fax

Language: Relative Clause

Vocabulary: Collocations – verb-noun collocations

MODULE IV 9

Short story: "The Sparrows" - K. A. Abbas

Speaking: Making small talk

Writing: Job Application Letter

Language: Voice

Vocabulary: Employment vocabulary

MODULE V

9

Short story: "First Confession" – Frank O' Connor

Listening: Listening and taking short notes - Inspirational lesson for lifetime-
How to manage failure and success by Dr. APJ (8.21 minutes)

Writing: Report Writing – Survey Reports

Language: Reported Speech

Vocabulary: Collocation sets about time and money

L - 45; TOTAL HOURS - 45

REFERENCES:

1. Guy Brook-Hart,
Business Benchmark Upper- Intermediate Student's Book, CUP, 2006.
2. S.Mythili, V.Kadambari. Ed. Plumes of Many Colours: A Collection of Short stories, Blackie Books, 1994.
3. Sriraman.T. Macmillan College Prose, Laksmi Publications, 2015.
4. Swan.M. Practical English Usage, OUP, 2005.
5. Whitby, Norman. Business Benchmark: Pre-intermediate to Intermediate, 2nd Edition, CUP, 2014.
6. <https://learnenglish.britishcouncil.org/skills/reading/intermediate-b1/the-martian-a-book-review>
7. <https://learnenglish.britishcouncil.org/skills/reading/intermediate-b1/digital-habits-across-generations>
8. <https://www.youtube.com/watch?v=6ibCtsHgZ3Y>
9. <https://www.youtube.com/watch?v=7E-cwdnsiow>

COURSE OUTCOMES:

CO1: Respond to literary texts efficiently

CO2: Appreciate and critically analyse literary texts

CO3: Display effective LSRW skills in academic and professional contexts

CO4: Demonstrate a range of appropriate vocabulary in a variety of situations

CO5: Communicate effectively using grammatically correct language

Board of Studies (BoS):

13th BoS held in the Department
of English On 17.6.2021

Academic Council:

17th AC held on 15.07.2021

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13
CO1													M
CO2													M
CO3						M	H						
CO4						L	M						
CO5						M	H						

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

This course helps the students to read, comprehend and appreciate the value of literature to life. It also helps them to enrich LSRW skills in academic and professional contexts.

LND 1281	பொதுத் தமிழ் - II	L	T	P	C
SDG 16	GENERAL TAMIL - II	2	1	0	3
நோக்கங்கள்					
<ul style="list-style-type: none"> சங்க இலக்கியங்களையும் சங்கப் புலவர்களையும் அறிமுகம் செய்தல். பழந்தமிழர்களின் அகப் புற வாழ்வின்னையும் பண்பாட்டினையும் எடுத்துரைத்தல். அற இலக்கியங்கள், பக்தி இலக்கியங்கள், காப்பியங்களை அறிமுகம் செய்தல் பல்வேறு சமயக் கோட்பாடுகளையும் உண்மைகளையும் உணர்த்துதல் கட்டுரைகளை எழுத மாணவர்களைப் பயிற்றுவித்தல் சந்திப் பிழையின்றி எழுத மாணவர்களைப் பயிற்றுவித்தல் 					
அலகு I	சங்க / அற இலக்கியங்கள்				8
புறநானூறு - 143 - ஆவது பாடல், நற்றிணை - 19 - ஆவது பாடல், திருக்குறள் - நட்பு, காலமறிதல், நாலடியார் - அவையறிதல், பழமொழி நானூறு - இன்னா செய்யாமை (5 பாடல்கள்), இனியவை நாற்பது - முதலைந்து பாடல்கள்					
அலகு II	பக்தி இலக்கியங்கள்				8
திருவாசகம் - எட்டாம் திருமுறை (5 பாடல்கள்), நம்மாழ்வார் - (5 பாடல்கள்,) திருமந்திரம் (தேர்ந்தெடுக்கப் பெற்ற 5 பாடல்கள்).					
அலகு III	காப்பியங்கள்				8
சிலப்பதிகாரம் - வழக்குரை காதை 50-73 (23 அடிகள் மட்டும்), கம்பராமாயணம் - பாலகாண்டம்- நாட்டுப்படலம் (10 பாடல்கள்), இரட்சன்ய யாத்ரிகம் - சிலுவைப்பாடு (10 பாடல்கள்), சீறாப்புராணம் - மானுக்குப் பிணை நின்ற படலம் (தேர்ந்தெடுக்கப் பெற்ற 5 பாடல்கள்)					
அலகு IV	கட்டுரைகள்				7
உ.வே.சாமிநாதையர் - தமிழ்நாட்டு வணிகம், மா.இராசமாணிக்கனார் -சித்தன்னவாசல், ம.லெ.தங்கப்பா - எது வாழ்க்கை, பி.எஸ்.அப்துர் ரஹ்மானின் வாழ்க்கை வரலாறு..					
அலகு V	இலக்கிய வரலாறு				7
எட்டுத் தொகை, பத்துப்பாட்டு					
அலகு VI	மொழிப்பயிற்சி				7
இலக்கணக் குறிப்புத் தருதல், வல்லினம் மிகுவிடங்களும் மிகாவிடங்களும், மொழிபெயர்ப்பு (ஆங்கிலத்திலிருந்து தமிழில் பெயர்த்தல்)கடிதங்களும் வகைகளும்					
					L – 30; T – 15; TOTAL HOURS – 45

குறிப்புகள்					
<ol style="list-style-type: none"> பொதுத்தமிழ் - செய்யுள்திரட்டு - தமிழ்த்துறை வெளியீடு தமிழ் இலக்கிய வரலாறு - சோம.இளவரசு சிறுகதைத் தொகுப்பு (கட்டுரைக் களஞ்சியம்) 					
வெளிப்பாடு					
<ul style="list-style-type: none"> சங்க இலக்கியங்கள் குறித்தும் சங்ககால மக்களின் வாழ்வு குறித்தும் உணர்ந்து கொள்வர். சங்கப் புலவர்கள் பற்றிய தகவல்களையும் அவர்தம் படைப்பாளுமை பற்றியும் அறிந்து கொள்வர். தமிழர்களின் ஆன்மீகச் சிந்தனைகளைப் பற்றியும் அறச்சிந்தனைகள் பற்றியும் அறிந்து கொள்வர். மாணவர்கள் பல்வேறு சமயச் சிந்தனைகள் குறித்து தெரிந்து கொள்வர். தமிழ் இலக்கணங்கள் பற்றி அறிந்து கொள்ளவும் மொழிபெயர்ப்பு செய்யும் திறனும் பெறுவர். புத்திலக்கியங்களைப் படைக்கும் திறனையும் திறனாய்வு செய்யும் திறனையும் பெறுவர் 					

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
CO1							M	M	M	M		M				
CO2							L	L	L	M		M				
CO3							L	M	L	L		L				
CO4							L	L	M	L		L				
CO5							L	L	L	L		L				
CO6							M	M	M	M		L				

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 16: Peace and Justice Strong Institutions

Strengthen relevant national institutions, including through international cooperation, for building capacity at all levels, in particular in developing countries, to prevent violence and combat terrorism and crime through the Quranic, Vedic and Biblical literature.

German speaking countries.

CO6: listen and identify individual sounds of German and simple day-to-day conversations

CO7: speak simple sentences using basic sounds and words

CO8: read and understand short passages on familiar topics

CO9: apply basic sentence structures while writing

Board of Studies (BoS):

14thBoS of the Department
of Commerce held on 22.04.2021

Academic Council:

17th AC held on 15.07.2021

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
CO1	H	H	M	H		H	H	H	M	H	M	H				
CO2				H		H	H	H	H	H		H				
CO3				H		H	H	H	H	H		H				
CO4				H		H	H	H		H		H				
CO5				H		H	H	H		H		H				
CO6				H		H	H	H		H		H				

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4 : Quality Education

The substantially improve the relevant skills which develop the confidence in young people, including technical and vocational skills, help for employment, decent work and entrepreneurship.

LND 1283	MODERN COMMUNICATIVE ARABIC	L	T	P	C
SDG 4		3	0	0	3

COURSE OBJECTIVES:

The course aims to teach

COB1: communication in the situations of marketing clothes, food, etc.

COB2: vocabulary about the climates, seasons and hold telephonic conversations

COB3: vocabulary related to various games, students' associations.

COB4: communication in Work place like ticketing, booking, confirmation & passport procedures

COB5: vocabulary related to illness, numbers and communication with doctors.

MODULE I BUSINESS PLACE COMMUNICATION 9

Reading and listening Lesson 9: marketing (التسويق) –vocabulary related to marketing clothes, food, different types of contracts- conversation in business place - price, marketing, subject and predicate (المبتدأ والخبر), using interrogating form of (بكم - أي)

MODULE II USAGE OF TENSES 9

Situational conversation - Lesson 10: climate (الجو) – vocabulary related to climate, places& seasons, discussion question and answers – telephonic conversations – order (فعل الأمر) – interrogative form (كيف) - negative form of المضارع

Lesson 11: people and places (الناس والأماكن) – vocabulary related to people and places, colours, feminine gender – place of work – transportation – question and answer – past tense – usage of articles (مع - من - إلى - في - استخدام الحروف: في - إلى - من - مع)

MODULE III SENTENCES IN COMMUNICATION 9

Lesson12 : hobby (الهوايات) - vocabulary related to various games, students' associations – adjectives and synonyms – (الفعل المضارع المسند إلى ياء المخاطبة – الإشارة) –

MODULE IV CONVERSATION OF BUSINESS CONVERSATION 9

Lesson:13 travel (السفر) - vocabulary related to ticket booking – confirmation – passport procedures – resident permits (الحجز والتأكيد والجوازات والإقامة)– lost luggages – four directions – conversation about services – seeking information of luggage lost.

Lesson:14 haj and umrah (الحج والعمرة) - vocabulary related to haj and umrah – expression of arabic numbers – procedures of umrah and haj – (الاستفهام: متى – كيف –) (بم - أين)

MODULE V SITUATIONAL CONVERSATION**9**

Lesson 15: health (الصحة) - vocabulary related to illness – numbers 100 and 1000 – doctor's visit – communication with doctor – (الاستفهام : لماذا)

Lesson 16: vacation (العطلة) - vocabulary related to holidays – festivals – travel – spending holidays – Arabic months – interrogative form (الاستفهام: كم – أين، المضارع مع (واو الجماعة: ستقضون

TEXT BOOK:

1. Al Lughathul Arabiya (اللغة العربية ، الصف الأول ، الجزء الأول), Part I, Bukhari Aalim Arabic College, 2004.

REFERENCES:

1. Dr. F. Abdur Raheem, Durus Al LugathilArabiyya, Islamic Foundation Trust, Chennai, 2002.
2. Al QirathulArabiyya Lil Mubtadiyeen (UmmulQura University, Makkah), Bukhari Aalim Arabic College, 2005.

COURSE OUTCOMES:

At the end of the course, the student is expected to:

CO1: communicate in the situation of marketing clothes, food, etc.

CO2: discuss about the climates, seasons and hold telephonic conversations

CO3: discuss in the playground, students' gatherings

CO4: communicate in certain work places

CO5: recognize proper usage of sentences in communication.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PSO1	PSO2	PSO3	PSO4
CO1						L								
CO2							M							
CO3							M							
CO4						L								
CO5							H							

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4: Developing Language skill

Arabic language enhances effective communication in the workplace.

LND 1285	सामान्य हिंदी-II	L	T	P	C
उद्देश्य	General hindi - II	2	0	1	3
<ul style="list-style-type: none"> • प्राचीन और आधुनिक काव्य के बारे में जानकारी देना। • गद्य साहित्य का पाठ पढाना। • कहानियों के बारे में जानकारी देना।। • पत्र लेखन के बारे में जानकारी देना। • छात्रों का रचनात्मक ज्ञान को बढ़ाना। 					
भाग - I					9
<ul style="list-style-type: none"> • श्री माखनलाल चतुर्वेदी – ‘ पुष्प की अभिलाषा ’ • ‘ चालीस करोड कुरते कहाँ से ? ’ – संकलित • कहानी की परिभाषा और उसके तत्व • पूछताछ पत्र (Enquiry letter), संपादक को पत्र (Letter to the Editor) • शब्द रूप (Word Formation) 					
भाग - II					9
<ul style="list-style-type: none"> • श्री अयोध्या सिंह उपाध्याय हरिऔध – ‘ एक बूँद ’ • ‘ स्वर्ग की खोज ’ – संकलित • ज्ञापन (Memorandum) कार्यालयी ज्ञापन (Official Memorandum) • एक खाता खोलना पत्र (Opening an A/C), पासबुक / चेकलीफ का गुम होने का पत्र (Missing of Pass Book/ Cheque Leaf) • विलोम शब्द (Opposite) 					
भाग - III					9
<ul style="list-style-type: none"> • ‘डॉ. अब्दुलकलाम’ – डॉ. अब्दुलकलाम • निकासी के लिए आवेदन (Application for Withdrawal), खाता का हस्तांतरण (Transfer of an A/C) • व्यक्तिगत आवेदन पत्र (Personal Application), छुट्टी पत्र (Leave Letter) • परिपत्र (Circular) • पर्यायवाची शब्द (Synonyms) 					

भाग - IV		9
<ul style="list-style-type: none"> • श्री सोहनलाल द्विवेदी – ‘नीम का पेड़ ’(Poem) • ‘ हिंदी दिवस ’ – संकलित • निबंध लेखन (Essay Writing) • अर्द्ध कार्यालय पत्र (Demi Official Letter), कार्यालय आदेश (Government Order) • मुहावरे (Idioms), किताब मंगवाना पत्र (Ordering for Books) 		
भाग - V		9
<ul style="list-style-type: none"> • ‘ कबीरदास ’ और ‘ रहीमदास ’ के दोहे • ‘ मैं कित्तूर नहीं दूँगी ’ – संकलित • सूचना (Notification), शिकायत पत्र (Complaint Letter) • संकल्प (Resolution) • वाक्य निर्माण (Sentence Formation) 		
	L=30	P=15 Total Hours = 45
निर्धारितपाठ्य पुस्तक : (Text Book Prescribed)		
<ul style="list-style-type: none"> • पत्र आलेखन – प्रो. श्री रामेश्वरप्रसाद चतुर्वेदी • निबंधमाला – श्री योगेशचन्द्रजैन • सामान्य हिंदी – श्री ललितवत्स/ रेशमासुल्तान • प्रयोजनमूलक हिंदी – डॉ. सैयद रहमदुल्ला पूर्णिमा प्रकाशन • हिंदी प्रचार वाहिनी 2 और 3 		
परिणाम : (Out Come)		
<ul style="list-style-type: none"> • छात्र, प्राचीन एवं आधुनिक काव्य में ज्ञान प्राप्त करेंगे। • छात्र, पत्र लेखन में ज्ञान प्राप्त करेंगे। • छात्र, कहानी साहित्य में ज्ञान प्राप्त करेंगे। • छात्र, गद्य साहित्य में ज्ञान प्राप्त करेंगे। • छात्रों के रचनात्मक ज्ञान विकसित होंगे। 		

	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
CO1	H	H	M	H		H	H	H	M	H	M	H			H	
CO2				H		H	H	H	H	H		H				H
CO3				H		H	H	H	H	H		H				H
CO4				H		H	H	H		H		H				
CO5				H		H	H	H		H		H				
CO6				H		H	H	H		H		H				

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

Language serves as a medium of communication learners will be able to improve their confidence level which will promote the quality of education

COD 1231	FUNDAMENTALS OF HUMAN RESOURCES	L	T	P	C
SDG: 4, 8	MANAGEMENT	3	1	0	4

COURSE OBJECTIVES:

COB1: To acquaint learners with the techniques and principles to manage human resources of an organization.

COB2: To make students learn about job analysis and the process of recruiting and selection.

COB3: To make students identify the training and development activities.

COB4: To provide the future manager with inputs with a view to enhancing the appreciation of the human resources function as a potential career option.

COB5: To gain insight on the emerging horizons of HRM.

MODULE I INTRODUCTION 10

Concept and functions; Role, status and competencies of HR manager; HR policies; Evolution of HRM; Emerging challenges of human resource management - Workforce diversity, empowerment, downsizing, VRS, work life balance.

MODULE II ACQUISITION OF HUMAN RESOURCE 12

Human resource planning- Quantitative and qualitative dimensions; Job analysis – Job description and job specification; Recruitment – concept and sources; Selection – concept and process; Test and interview; Placement, induction and socialization; Retention.

MODULE III TRAINING AND DEVELOPMENT 13

Concept and importance; Role specific and competency based training; Training and development methods – Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In-basket, management games, conferences and seminars, coaching and mentoring, management development programs; Training process outsourcing.

MODULE IV PERFORMANCE APPRAISAL AND COMPENSATION MANAGEMENT 15

Performance appraisal- Nature, objectives and process; Performance management; Methods of performance appraisal; Potential appraisal; Employee counselling; Job changes - Transfers and promotions.

Compensation - Concept and policies, Base and supplementary compensation; Individual, group and organisation incentive plans; Fringe benefits; Performance linked compensation; Employee stock option; Pay band compensation system; Job

evaluation.

MODULE V MAINTENANCE OF EMPLOYEES AND EMERGING HORIZONS OF HRM 10

Employee health and safety; Employee welfare; Social security (excluding legal provisions); Employer-employee relations; Grievance handling and redressal; Industrial disputes: Causes and settlement machinery; e-HRM; Human Resource Information System (HRIS) and e-HRM; Impact of HRM practices on organisational performance; HR Audit, Contemporary issues in human resource management-emerging job opportunities.

L – 45; T – 15; TOTAL HOURS – 60

Practical Exercise:

Learners are required to:

1. Participate in simulation activity on Work Life Balance in class and prepare a report of their analysis.
2. Draft an HR policy to combat work life issues assuming themselves as an HR manager.
3. Develop a human resource plan for a select organisation.
4. Conduct job analysis for any two positions in a select organisation and present the report of the same
5. Design an induction programme and perform role play for select organisation.
6. Develop case study on applicability and use of different kinds of training and development strategies by various companies in real life scenarios.
7. Participate in role play on employee counselling.
8. Draft incentive schemes for different job roles in their organisation.
9. Draft a policy on grievance redressal to be implemented in a select organisation.
10. Draft a policy on employee health, safety, welfare and their social security to be implemented in their organisation.

TEXT BOOK:

1. K Aswathappa, 'Human Resource Management Text and Cases', Eighth edition, M.G.Hills Education, 2017

REFERENCES:

1. Mondy, A. W., & Noe, R. M. (2016). Human Resource Management. London: Pearson.
2. Decenzo, D. A., & Robbins, S. P. (2015). Fundamentals of Human Resource Management. New Jersey: Wiley.
3. Dessler, G., & Varkkey, B. (2011). Human Resource Management. New Delhi:

Pearson Education.

4. Chhabra, T. N. (2013). Human Resource Management. Delhi: Dhanpat Rai & Co.

5. Gupta, C. B. (2018). Human Resource Management. Delhi: Sultan Chand & Sons.

6. Rao, V. S. P. (2016). Human Resource Management: Text and Cases. Delhi: Excel Books.

COURSE OUTCOMES:

On successful completion of this course, the learners will be able to,

CO1: develop necessary skills to prepare an HR policy to enable the employees attain work life balance.

CO2: prepare a Human Resource Plan in an organization, prepare a report on job analysis and organize an induction programme in an organization.

CO3: analyse the applicability and use of different kinds of training and development strategies in real life scenarios.

CO4: organize counselling sessions for employees in an organization and design incentive schemes for different job roles in an organization.

CO5: create HR policies related to grievance redressal, employee health, safety, welfare, and their social security in an organization.

Board of Studies (BoS):

15th BoS of the Department of
Commerce held on 24.6.2021

Academic Council:

17th AC held on 15.07.2021

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
CO1	H	H		M		M		L	L		M	H	H	M	H	H
CO2	M	M	M			M	H				M		H		H	M
CO3	H	H				M	L				M	H	H	L	H	M
CO4	H	H			M	M	M				H	H	H	H	L	M
CO5	H	H				M	M						H	H		

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4: quality education.

SDG 8: decent work and economic growth

Substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.

Protect labour rights and promote safe and secure working environments for all workers.

COD 1232	PRINCIPLES OF MARKETING	L	T	P	C
SDG: 4, 9		3	1	0	4

COURSE OBJECTIVES:

COB1:To equip the students with requisite knowledge on the fundamental concepts of marketing and the environment in which marketing system operates.

COB2:To analyze the motives influencing buying behaviour and describe major bases for segment marketing, target marketing, and market positioning.

COB3:To provide the information about the concept of product and packaging.

COB4:To enable students recognize how price affects the value of the organization's products or services.

COB5:To develop an effective message for marketing communications.

MODULE I INTRODUCTION 10

Marketing - Meaning, Nature, Scope and Importance; Core concepts of marketing; Marketing Philosophies; Services Marketing: Meaning and distinctive characteristics; Marketing Mix. Marketing Environment: Need for studying marketing environment; Micro environmental factors- company, suppliers, marketing intermediaries, customers, competitors, publics; Macro environmental factors – demographic, economic, natural, technological, political-legal and socio- cultural.

MODULE II UNDERSTANDING CONSUMER BEHAVIOUR AND MARKET SELECTION 12

Consumer Behaviour: Need for studying consumer behaviour; Types; Stages in Consumer buying decision process; Factors influencing consumer buying decisions. Market Selection: Choosing market value through STP. Market Segmentation- Levels and bases of segmenting consumer markets. Market Targeting- concept and criteria. Product Positioning – concept and bases; Product differentiation- concept and bases.

MODULE III MARKETING MIX DECISION –PRODUCT 13

Product Decisions: Concept and classification; Levels of Product. Designing value- Product-mix dimensions, strategies and types; Branding- functions, strategies, types and qualities of good brand name; Packaging and Labelling- functions, types and ethical aspects; Product support services. New Product Development: Product life cycle – concept and marketing strategies; New product development- concept and process.

3. Kotler, P., Keller, K. L., Koshy, A., & Jha, M. 'Principles of Marketing: A South Asian Perspective', Pearson Education, London, 2013
4. Mahajan, J. P., & Mahajan, A. 'Principles of Marketing', Vikas Publications, New Delhi, 2014
5. Saxena, R. 'Marketing Management', Tata McGraw Hill Education, New Delhi, 2016.
6. Sharma, K., & Aggarwal, S. 'Principles of Marketing', Taxmann Publication, New Delhi, 2018

COURSE OUTCOMES:

On successful completion of this course, the learners will be able to;

CO1: develop the basic concepts of marketing, marketing philosophies and environmental conditions effecting marketing decisions of a firm.

CO2: demonstrate marketing strategies that incorporate psychological and sociological factors which influence buying.

CO3: analyse the process of marketing decisions involving product development and its role in value creation.

CO4: analyse the process of marketing decisions involving product pricing and its distribution, and assess the impact on value creation.

CO5: analyse the process of marketing decisions involving product promotion and its role in creating communication value for customers.

Board of Studies (BoS):

15thBoS of the Department of
Commerce held on 24.6.2021

Academic Council:

17th AC held on 15.07.2021

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
CO1	H	H	H	L							H	H	H	H	M	H
CO2	H	H	M								H		H	L	H	H
CO3	H	M	L								H		H	M	H	H
CO4	H	M	M								L		H	L	H	H
CO5	H	M	M								M		H	H	M	H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4: quality education.

SDG 9: industry, innovation and infrastructure

Ensure equal access for all women and men to affordable and quality education.

Increase the access of small-scale industrial and other enterprises, in particular in developing countries, to financial services, including affordable credit, and their integration into value chains and markets.

COD 1203	BUSINESS ECONOMICS	L	T	P	C
SDG: 12		3	1	0	4

COURSE OBJECTIVES:

COB1: To acquaint the learners with fundamental economic theories and their impact on decision making

COB2: To impart the theoretical knowledge of demand and supply pricing which helps in demand forecasting

COB3: To familiarize with the theory of production and cost concept so as to maximize the profit.

COB4: To acquaint the learners with the characteristics of different markets.

COB5: To familiarize with applications of business cycle functioning.

MODULE I BASIC CONCEPTS 10

Meaning, Nature and Scope of Business Economics, Basic Problems of an Economy and Application of Economic Theories in Decision Making, Steps in Decision Making.

MODULE II CONSUMER BEHAVIOUR AND ELASTICITY OF DEMAND 16

Theory of Demand and supply: The elasticity of demand: Concept, kinds, price, cross, income and advertising elasticity of demand, Measurement of elasticity of demand, factors influencing the elasticity of demand, Importance of elasticity of demand.

Demand forecasting: Meaning, Need, Importance, Methods of demand forecasting Cardinal Utility Analysis: Diminishing Marginal utility and Equi marginal Utility Ordinal utility analysis of consumer Behaviour: budget line and indifference curve, consumer equilibrium. Income consumption curve and Engle curve, Price Consumption curve and derivation of demand curve, Income and Substitution; Effect of a price change; Consumer Surplus; Revealed Preference theory

MODULE III PRODUCTION AND COST 12

Production Function: Concept Definition, Types of products, Law of variable proportions, Assumptions, Limitations and Significance. Isoquant curves, Definition, General properties of isoquant curves, marginal rate of technical substitution, economic region of production, Isocost lines, optimal combination of resources, the expansion path, returns to scale.

Cost of production: Concept of explicit costs, implicit costs and opportunity costs of production, derivation of short run and long run cost curves. Economies and Diseconomies of scale and the shape to the long run average cost.

MODULE IV PRICING AND MARKET**12**

Theory of pricing: cost plus pricing, target pricing, marginal cost pricing, going rate pricing; Objective of business firm, Concept of Market, classification of market-perfect competition, monopoly, monopolistic competition and oligopoly. price determination and equilibrium of firm in different market situations; Factor pricing.

MODULE V MACRO ASPECT OF BUSINESS ECONOMICS**10**

National Income and its measurement, Gross National Product, Net National Product, Net National Income. Business Cycle phases and causes; Inflation and Deflation causes and remedial action; Consumption, Income, Savings and investment.

L – 45; T – 15; TOTAL HOURS – 60**Practical Exercises:**

The learners are required to:

1. Apply concept of demand analysis in real life;
2. Study various effects in changes in demand and supply in consumption;
3. Visit local markets and classify firms into various markets;
4. Visit any industrial unit and study its production process;
5. Prepare a production schedule for a hypothetical product under and particular condition of demand supply;
6. Visit any industrial unit and classify its cost into fixed and variable costs;
7. Analyse the effects of changes in demand and supply on pricing policies.

TEXT BOOK:

1. Ahuja, H. L. 'Theory of Micro Economics', Sultan Chand Publishing House, New Delhi, 2019.

REFERENCES:

1. Koutsoyannis, A. 'Modern Microeconomics', Palgrave Macmillan, London, 1975
2. Chaturvedi, D. D., & Gupta, S. L. 'Business Economics Theory & Applications', International Book House Pvt. Ltd., New Delhi, 2010
3. Adhikari, M. 'Business Economics', Excel Books, New Delhi, 2000
4. Kennedy, M. J. 'Micro Economics', Himalaya Publishing House, Mumbai, 2010

5. Seth, M. L. 'Micro Economics', Lakshmi Narain Agarwal Educational Publishers, Agra, 2017
6. Relevant study material of ICAI: www.icai.org.

COURSE OUTCOMES:

After the completion of the course, the learners will be able to

CO1: examine how different economic systems function and evaluate implications of various economic decisions;

CO2: examine how consumers try to maximize their satisfaction by spending on different goods;

CO3: analyse the relationship between inputs used in production and the resulting outputs and costs;

CO4: analyse and interpret market mechanism and behaviour of firms and response of firms to different market situations;

CO5: examine various facets of pricing under different market situations.

Board of Studies (BoS):

15thBoS of the Department
of Commerce held on 24.6.2021

Academic Council:

17th AC held on 15.07.2021

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
CO1	H	M							H				H			
CO2	H	M							M				H	L		
CO3	M	M							M				M	L		
CO4	M	M							M				M		M	M
CO5	H	M							H				H			H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 12: Responsible Consumption and Production

By understanding the environmental & social impacts of products and services, learners will ensure sustainable consumption and production.

COD 1233	CREATIVITY AND INNOVATION	L	T	P	C
SDG:4, 9		3	1	0	4

COURSE OBJECTIVES:

COB1: To equip the students with requisite knowledge on creativity and innovative thinking styles

COB2: To know about creative problem-solving concepts.

COB3: To provide the information about the concept of innovation management.

COB4: To enable students recognize the styles fostering innovation leadership.

COB5: To make students get insight on the intellectual property.

MODULE I INTRODUCTION 12

Meaning & Concept of Creativity; Creativity Process; Nature & Characteristics of Creativity and Creative Persons; Factors affecting Creativity; Recognizing and Avoiding Mental Blocks; Thinking Preferences; Risk Taking; Creativity Styles; Creative Thinking Tools; Innovation Vs. Creativity; Types of Innovations: Incremental & Radical.

MODULE II IDEA GENERATION & CREATIVITY IN PROBLEM SOLVING 12

Ideation; Pattern Breaking Strategies; Mind stimulation: games, brain-twisters and puzzles; Idea- collection processes: Brainstorming/Brain-writing, SCAMPER methods, Metaphoric thinking, Outrageous thinking, Mapping thoughts; Eight-Dimensional (8D) Approach to Ideation; Systematic Inventive Thinking: TRIZ methodology.

MODULE III INNOVATION MANAGEMENT 12

Invention and Discovery- Process and Typology; Methods and Techniques; Arenas of Innovative Competence; Categories of Innovation: Product, Process, and Service Finance (Venture Capital, Angel Investors), Offerings, Delivery. Evaluation of Effectiveness of Innovation.

MODULE IV SETTING THE RIGHT ECOSYSTEM FOR INNOVATION 10

The Essence of Right Ecosystem; Dimensions of the Ecosystem for Innovation; Intrinsic Motivation & Extrinsic Motivation; Leadership Styles fostering Innovation; Organisational Alignment; Creating Self-Sustaining Culture of Innovation; Organisational Enrichment.

MODULE V**INTELLECTUAL PROPERTY****14**

Introduction to intellectual property: Patents (novel, useful, and not obvious), Copyrights, Trademarks; Transforming Innovations into Proprietary Assets: significance and steps; Strategizing Intellectual Property; Issues of IP Enforcement, Piracy, Counterfeiting, Copyright violation, etc. IPR and New Product Development. Government Policies and Issues on National and International IP Legislations and Treaties.

L – 45; T – 15; TOTAL HOURS – 60**Practical Exercises:**

The learners are required to:

1. Identify a creative person to comprehend, study, analyse, and present a report highlighting the contribution of his/her creative work.
2. Generate a creative idea for business and present the same in the class for critical evaluation by other learners regarding its uniqueness and feasibility.
3. Identify an Innovative Business Model (like Amazon, Redubs, Flipkart, Ola, Uber, Big Basket, Zomato, Swiggy, etc.) used by an organisation recently and present a report on Business Competence achieved by it.
4. Analyse the case study on Innovative Leader like Steve Jobs who launched Apple's iPod & iPhone or any other case study on innovation and present a report on the key learnings.
5. Select an aspect (in the field of their interest) on which patent has been granted already and think of an innovative idea so that it makes a case for filing a new patent application.

TEXT BOOK:

1. Harvard Business Essentials. 'Managing Creativity and Innovation', Harvard Business School Publishing, Boston, 2011

REFERENCES:

1. Prather, C. 'The Manager's Guide to Fostering Innovation and Creativity in Teams', McGraw-Hill Education, New York, 2010
2. R. Keith Sawyer, 'Explaining Creativity: The Science of Human Innovation', Oxford University Press, 2014
3. Tim Levy, 'Creativity and Innovation', Amazon Asia-Pacific Holdings Private Limited, 2013
4. Richard Luecke, 'Guide to Managing Creativity and Innovation', Harvard Business Press, 2013
5. Joseph A Schumpeters, 'Entrepreneurship and Innovation' by Perihan Hazel, 2012

COURSE OUTCOMES:

On successful completion of this course, the learners will be able to;

CO1: analyse the creative thoughts of renowned personalities in the past and its contribution towards the success and shortcomings of business model.

CO2: generate innovative idea for business and defend/ justify the same.

CO3: interpret the business competence achieved by various organizations by using the innovative business model.

CO4: describe the significance of innovative leadership.

CO5: analyse patents already granted in their field of interest and make a case with innovative idea for filing a new patent.

Board of Studies (BoS):

15thBoS of the Department of
Commerce held on 24.6.2021

Academic Council:

17th AC held on 15.07.2021

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
CO1	H	H	H	L		M	M				M		H	H	H	H
CO2	H	H	H				M				M		H	M		H
CO3	M	M	M				H				H		H	M	H	H
CO4	M	H	H				H						H	M		M
CO5	M	H	H				H				M		H	H	M	M

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4: Quality education

SDG 9 : industry, innovation and infrastructure

Ensure that all youth and a substantial proportion of adults, both men and women, achieve literacy and numeracy.

Support domestic technology development, research and innovation in developing countries, including by ensuring a conducive policy environment for, inter alia, industrial diversification and value addition to commodities.

COD 1204	PUBLIC SPEAKING AND PRESENTATION SKILLS	L	T	P	C
SDG: 4		1	0	0	1

COURSE OBJECTIVES:

COB1: Identify the chief attributes of successful speakers and reflect upon it in classroom discussions and activities.

COB2: Motivate and prepare students for spontaneous speaking challenge

MODULE I INTRODUCTION TO PUBLIC SPEAKING 7

Introduction to Public speaking, Benefits of Public speaking, Elements of Public speaking, Styles of public speaking, Brief overview of the notion on anxiety, fear and strategies to overcome Components of successful speech

MODULE II PRESENTATION SKILLS 8

Training students with effective listening strategies, Strategies of audience analysis, Three P's of successful speech, Elements of presentation, Designing and delivering of business presentation, Effective visual aid usage for presentation.

Note:

Each topic in the above modules will be complemented by open discussion in the class/practice exercises/classroom activities/assignment.

L – 15; TOTAL HOURS –15

REFERENCES:

1. Arina Nikitina, "Successful Public Speaking" Bookboon.com, https://www.isbtweb.org/fileadmin/user_upload/successful-public-speaking.pdf
2. Jeff Davidson., "The Complete Guide to Public Speaking", John Wiley & Sons, 2003
3. Sellnow, 'Public Speaking: A Process Approach', Deanna Thomason: Wadsworth, 2012
4. Mukesh Chaturvedi, "Business Communication: Concepts, Cases And Application", Pearson Education, 2020

COURSE OUTCOMES:

On successful completion of this course students are able to

CO1: explain the benefits people get from engaging in public speaking

CO2: demonstrate traits of a confident public speaker (body language, extra-linguistic features etc.) in their speeches.

Board of Studies (BoS):

15th BoS of the Department
of Commerce held on 24.6.2021

Academic Council:

17th AC held on 15.07.2021

	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO1 1	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
CO1	H	H	M			H	H		M		M	H			H	
CO2							H		H			H				H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4: Quality Education

By learning the presentation skills, learners will bring quality to education which is essential to build self-esteem and worker empowerment.

SEMESTER III

COD 2131	OPERATIONS MANAGEMENT	L	T	P	C
SDG: 13		3	1	0	4

COURSE OBJECTIVES:

COB1: To acquaint students with the broad knowledge of operations management with strategic importance and provide a competitive advantage in the workplace.

COB2: To gain knowledge on the relationship between operations and other business functions.

COB3: To explain the factors influence the product design and methods to improve productivity.

COB4: To gain a robust perspective on inventory techniques and inventory management classification.

COB5: To introduce major concepts and tools used in the design and use of operations systems in organizations.

MODULE I INTRODUCTION TO OPERATIONS MANAGEMENT 12

Operations Management: Definition, need, responsibilities, key decisions of Operation Manager, Production vs Operations Management, Operations as a key functional area in an organization, Operations Strategy: Strategic fit, framework; Supply Chain Management.

MODULE II FORECASTING, CAPACITY AND FACILITY DESIGN 11

Demand Forecasting: Need, Types, Objectives and Steps, Overview of Qualitative and Quantitative methods, Capacity Planning: Long range, Types, Developing capacity alternatives, Overview of sales and operations planning, Overview of MRP, MRP II and ERP, Facility Location: Theories, Steps in Selection, Location Models; Facility Layout: Principles, Types, Planning tools and techniques.

MODULE III DESIGN OF PRODUCT, PROCESS AND WORK SYSTEMS 13

Product Design: Influencing factors, Approaches, Legal, Ethical and Environmental issues; Process: Planning, Selection, Strategy, Major Decisions; Work Study: Objectives, Procedure, Method Study and Motion Study, Work Measurement and Productivity: Measuring Productivity and Methods to improve productivity.

MODULE IV MATERIALS MANAGEMENT 12

Materials Management: Objectives, Planning, Budgeting and Control; Purchasing: Objectives, Functions, Policies, Vendor rating and Value Analysis; Stores Management: Nature, Layout, Classification and Coding; Inventory: Objectives, Costs and control techniques. Overview of JIT (Just-In-Time).

MODULE V SCHEDULING AND PROJECT MANAGEMENT 12

Project Management: Scheduling Techniques, PERT (Program Evaluation and Review Technique), CPM (Critical Path Method), Scheduling, work centres, nature, importance; Priority rules and techniques, shop floor control; Flow shop scheduling, Johnson's Algorithm, Gantt charts, personnel scheduling in services.

L – 45; T – 15; TOTAL HOURS – 60

TEXT BOOK:

1. Gregory Frazier , Norman Gaither “Operations Management: Concept, Technique & Applications”, Cengage Learning, 9th Edition, New Delhi,2015.

REFERENCES:

1. Panneer Selvam R, “Production and Operations Management”, Prentice Hall of India, 3rd Edition, New Delhi, 2012.
2. Aswathappa, K. and Shridhara Bhat, K, “Production and Operations Management”, Himalaya Publishing House, 2nd Edition,2011
3. Russel and Taylor, “Operations Management”, Wiley, 8th Edition, 2015.

COURSE OUTCOMES:

On successful completion of this course learners will be able to

CO1: Describe the strategic role of operations management in creating and enhancing a firm's competitive advantages.

CO2: Analyze business processes in services / manufacturing for improvement.

CO3: Apply analytical skills and problem-solving tools to resolve the operational issues.

CO4: Identify the operational issues in the value addition processes of a firm.

CO5: Establish the scheduling order for performing the tasks, to meet the production priorities and targets.

Board of Studies (BoS) :

16th BoS of Department of Commerce
held on 11.12.2021 & 13.12.2021

Academic Council:

18th AC held on 24.02.2022

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	H	H				L					M	H	L		L	H
CO 2	M	H										H	M	H	L	H
CO 3	H	M									M	H	M	M		M
CO 4	M	H				M					H	H	H	H	H	H
CO 5	H	H				H						H		H	M	H

Note: L- Low Correlation M - Medium Correlation H -High Correlation

SDG No.13: Climate action

By understanding the operations management concepts, businesses can be a part of the solution by decarbonizing their operations and supply chains which will continue to help reduce dependence on fossil fuels and solve the problem of climate change.

COD 2111	CORPORATE AND BUSINESS LAW	L	T	P	C
SDG: 4		3	1	0	4

COURSE OBJECTIVES:

COB1: To educate relevant definitions and provisions relating to issue of prospectus and allotment of shares.

COB2: To foster their ability to comprehend the company processes, meetings, decisions, dividend and accounts of the company.

COB3: To elucidate the role of Board of directors and their legal position.

COB4: To elaborate various aspects of entering into a contract and implications of different types of contract laws.

COB5: To comprehend the sale of goods act and to explain the law governing regulation and management of foreign exchange under FEMA.

MODULE I PRELIMINARY TO COMPANIES ACT, 2013 12

Important definitions: Formation of company, MOA, AOA, Prospectus and Share Capital, Types, Allotment of securities, Private Placement, share capital, basic requirements, alteration of share capital, Sweat Equity, Bonus issue, Issue of shares at premium and discount, Further issue of shares, Buy-back of shares.

MODULE II MANAGEMENT, ADMINISTRATION AND DIVIDEND 12

Board Meetings, Annual General Meeting, Extra Ordinary General Meeting, Requisites of a valid meeting, Convening of Meetings, Minutes and Resolutions; Postal ballot; voting through electronic matters. Declaration and Payment of Dividend, Accounts of Companies, Maintenance and authentication of Financial Statement, Corporate Social Responsibility.

MODULE III DIRECTORS AND THEIR POWERS 12

Board of directors, appointment and qualifications of directors; Director Identification Number (DIN); Disqualifications, Removal of directors; Legal positions, Powers, Duties and responsibilities; Additional Director, Alternate Director, Nominee Director, Director appointed by casual Vacancy, Key Managerial Personnel, Managing Director, Manager and Whole Time Director.

MODULE IV INDIAN CONTRACT ACT, 1872 12

Nature of contract and its essentials, Void, Valid and Voidable contracts, Consent, consideration and its' impact on contract, Agreements in restraint of

exchange under FEMA.

Board of Studies (BoS) :

16th BoS of Department of Commerce
held on 11.12.2021 & 13.12.2021

Academic Council:

18th AC held on 24.02.2022

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
CO 1	H		M				M	H	H		M		H	M	H	H
CO 2	H		M				M	H	H		M		H	M	H	H
CO 3	H		M				M	H	H		H		H	M	H	H
CO 4	H		M				M	H	H		H		H	M	H	H
CO 5	H		M				M	H	H		M		H	M	H	H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

This course enables the learners to have more knowledge on corporate and business law that helps in better administration and to ensure a transformative education required for life-long learning.

COD 2103	BUSINESS MATHEMATICS AND	L	T	P	C
SDG: 04	STATISTICS	3	1	0	4

COURSE OBJECTIVES:

COB1: To analyse the applications of Mathematics and Statistical techniques used business decision making.

COB2: To acquire proficiency in calculus in solving real life business problems

COB3: To find the roots of univariate Analysis using different techniques.

COB4: To demonstrate the concepts of limits, continuity and application of bi-variate analysis.

COB5: To develop the use of time series necessary for applications.

MODULE I INTRODUCTION TO BUSINESS MATHEMATICS 12

Matrices: Definition and types; Algebra of matrices; Applications of matrix operations to simple business and economic problems; Calculation of values of determinants up to third order; Finding inverse of a matrix through determinant method; Solution of system of linear equations up to three variables.

Basic Mathematics of Finance: Simple and Compound interest (including continuous compounding); Rates of interest- nominal and effective and their inter-relationships; Compounding and discounting of a sum using different types of rates.

MODULE II DIFFERENTIAL CALCULUS 12

Mathematical functions and their types – linear, quadratic, polynomial; Concepts of limits and continuity of a function; Concept and rules of differentiation; applications of differentiation - elasticity of demand and supply, Maxima and Minima of functions relating to cost, revenue and profit.

MODULE III UNIVARIATE ANALYSIS 12

Measures of Central Tendency: Arithmetic mean, Geometric mean, Harmonic mean- Properties and applications. Median and other Partition values (quartiles, deciles, percentiles), Mode.

Measures of Dispersion: absolute and relative- Range, Quartile deviation, Mean deviation, Standard deviation and their coefficients; Properties of Standard deviation/Variance

MODULE IV BI-VARIATE ANALYSIS 12

Simple and Linear Correlation analysis: Meaning, Measurement (Karl Pearson's co-efficient and Spearman's Rank correlation) and Properties.

Simple and Linear Regression Analysis: Regression equations and estimation; properties of Regression coefficients; Relationship between correlation and regression

MODULE V INDEX NUMBERS & TIME SERIES 12

INDEX NUMBERS: Meaning and uses; Construction of index numbers: Aggregative and average of relatives, simple and weighted; Tests of adequacy of index numbers; Computation and uses of Consumer Price Index (CPI).

TIME SERIES: Components; additive and multiplicative models; Trend analysis, moving averages and method of least squares (linear trend).

L – 45; T – 15; TOTAL HOURS – 60

Practical Exercises:

The learners are required to:

1. Take the business case and assess how the use of matrices help in deciding about competing alternatives both under constrained and unconstrained situations;
2. Take the case of a business problem and identify the decision-making variables and assess their functional relationship with other variables affecting the decision in a business situation;
3. Gather information about various deposit and loan schemes of banks and other financing institutions to find out interest rate differential, and compounded value;
4. Use commonly used statistical packages to apply various statistical tools to a data set available through secondary sources;
5. Make use of computer aided software packages and prepare the practical graphical presentation of correlation and regression analysis, frequency charts etc.

TEXT BOOK:

1. Bhardwaj, R. S. "Business Mathematics and Statistics", Scholar Tech Press, New Delhi, 2019

REFERENCES:

1. Richard, I. L., Masood, H. S., David, S. R., & Rastogi, S. "Statistics for Management", Pearson Education, New Jersey, 2017

2.Thukral, J. K. “Business Mathematics and Statistics”, Maximax Publications, New Delhi, 2017

3.Vohra, N. D. “Business Mathematics and Statistics”, New Delhi, Tata McGraw Hill Education India, 2014.

COURSE OUTCOMES:

After the completion of the course, the learners will be able to:

CO1: Acquire proficiency in using different mathematical tools in solving real life economic problems

CO2: Attain proficiency in using(matrices, calculus and mathematics of finance) in solving real life business problems

CO3: Develop an understanding of the various averages and measures of dispersion to describe statistical data

CO4: Illustrate the relationship between two variables through correlation and regression

CO5: Analyze the trends and tendencies over a period of time through time series analysis.

Board of Studies (BoS) :

16th BoS of Department of Commerce held on 11.12.2021 & 13.12.2021

Academic Council:

18th AC held on 24.02.2022

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	H	H	H	H								H			H	H
CO 2	H	H	H	M								M			H	H
CO 3	M	M	M	M								M			M	H
CO 4	M	M	M	M								M			M	M
CO 5	M	M	M	M								M			M	M

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG: 04 - Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

The course aims to familiarize students with the applications of Mathematics and Statistical techniques in business decision making. This course enables the learners to achieve numeracy literacy which is considered an important part for their holistic development.

GED 2102	APTITUDE AND INTERPERSONAL	L	T	P	C
SDG: 8	SKILLS	0	0	2	1

COURSE OBJECTIVES:

COB1:To enhance problem solving skills

COB2:To train the students to face competitive examination

COB3:To recognize communication barriers and act accordingly

COB4:To learn the nuances of Group discussion and basic Etiquettes.

MODULE I GENERAL MENTAL ABILITY 8

Problems on Age - Time & Work – Speed, Distance & Time – Problems on Train - shortcut techniques - Simple & Compound Interest.

MODULE II QUANTITATIVE APTITUDE AND REASONING 7

Percentage - Profit & Loss – Ratios and Proportions –Verbal Reasoning: Direction, Blood relations, Calendar and Clocks

MODULE III COMMUNICATION AND INTERPERSONAL SKILL 7

Communication skill - Effective listening skills – Problem Solving – Positive Attitude – Maintaining Trust.

MODULE IV PERSONALITY DEVELOPMENT 8

Presentation skills - Group Discussion techniques - Grooming Basics – Etiquettes - Body Language.

P – 30 ; TOTAL HOURS - 30

REFERENCES:

1. Bhattacharya. Indrajit (2008). An Approach to Communication Skills, DhanpatRai& Co., (Pvt.) Ltd. New Delhi.
2. Swan, Michael (2005). Practical English Usage, Oxford University Press.
3. Tyra .M, Magical Book On Quicker Maths, BSC Publishing Company Pvt. Limited, 2009
4. R. S. Aggarwal , Quantitative Aptitude for Competitive Examinations, S. Chand Limited, 2017
5. R. S. Aggarwal , A Modern Approach to Verbal & Non-Verbal Reasoning , S. Chand Limited, 2010
6. KhattarDinesh , The Pearson Guide to Quantitative Aptitude for

Competitive Examinations, 3e, Pearson India , 2016.

7. Bhattacharya. Indrajit, An Approach to Communication Skills, DhanpatRai& Co., (Pvt.) Ltd. New Delhi, 2008
8. Swan, Michael, Practical English Usage, Oxford University Press, 2005
9. P.A. Anand , Wiley's Quantitative Aptitude, 1st Edition,Wiley,2015
10. InduSijwali, A New Approach to Reasoning Verbal & Non-Verbal, Arihant Publications India limited, 2018
11. DishaExperts , Shortcuts in Reasoning (Verbal, Non-Verbal, Analytical & Critical) for Competitive Exams 2nd Edition, Disha Publication, 2018
12. Jaikishan, Premkishan, How to Crack Test Of Reasoning, Arihant Publications India limited, 2018.

COURSE OUTCOMES:

CO1: Apply the concept of aptitude in competitive examination

CO2: Identify simple methods and solutions on problem solving

CO3: Break the glass ceiling and the hurdles of communication barriers

CO4: Present them self positively and master the art of Group discussion and basic etiquettes.

Board of Studies (BoS) :

13thBoS of Department of English held on 17.6.2021

Academic Council:

17th AC held on 15.07.2021

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1					L				L	
CO2					M					
CO3								M		
CO4								M		

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG No. 8

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

This Course offers the employability and creates decent working environment.

COD 2104	BOOK REVIEW	L	T	P	C
SDG: 4		1	0	0	1

COURSE OBJECTIVES:

COB1: To introduce need and importance of book review.

COB2: To illustrate the method of book review.

COB3: To discuss the different method and presentation.

COB4: To demonstrate the book review with practical example.

MODULE I WRITING THE BOOK REVIEW 8

Introduction to book review; Method of book review: Preparing to write your review, creating a first draft of the review, polishing the review; Tips for writing; Structural elements.

MODULE II PECHA KUCHA PRESENTATION 7

Power Point Presentation dos and don'ts; Pecha Kucha Presentation; Guidelines for presenting the book review to audience in Pecha Kucha format.

REFERENCES:

1. Joanna Cutrara, How to Write a Book Review, grammerly.com, 2020, The Essential Tips on How To Write an Engaging Book Review | Grammarly
2. Christopher Taylor, How to Write a Book Review, wiki how, 2020, 4 Ways to Write a Book Review - wikiHow
3. Admin, How to Write a Book Review, Essay Basic, 2017, How To Write A Good Book Review, with Samples (essaybasics.com)
4. Asihsh Agarwal, Business Presentation in Power Point, Udemy, March 2021, Online Course
5. RecharHarrington, PowerPoint: From Outline to Presentation, Linda.com, 2021, Online Course
6. Pecha Kucha, <https://www.youtube.com/watch?v=Hq9txHjiRYo>, YouTube
7. Pecha Kucha, <https://www.youtube.com/watch?v=5df7XtyvDb4>, YouTube

COURSE OUTCOMES:

On successful completion of this course learners will be able to

CO1: Identify the need and importance of book review.

CO2: Illuminate the book review.

CO3: Illustrate the different method of presentation.

CO4: Use the method of presentation to present their book review.

Board of Studies (BoS) :

16th BoS of Department of
Commerce held on 11.12.2021 &
13.12.2021

Academic Council:

18th AC held on 24.02.2022

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
CO1				H	H							H			H	H
CO2				H	H							H			H	H
CO3				H	H							H			H	H
CO4				H	H							H			H	H

Note: L- Low Correlation M -Medium Correlation H -High Correlation

SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

This course motivates the learners to inculcate the lifelong learning skills which in turn develop the lifelong learning opportunities for equitable education.

SEMESTER IV

COD 2231	INTERNATIONAL BUSINESS	L	T	P	C
SDG: 8		3	1	0	4

COURSE OBJECTIVES:

COB1: To introduce learners to the International Business and International Business Environment.

COB2: To gain knowledge on international trade theory and how government and business decisions influence international trade.

COB3: To create awareness about different forms of regional integration and integration efforts amongst different countries.

COB4: To acquaint knowledge on international financial environment, and basic features of the foreign exchange.

COB5: To introduce major concepts of foreign direct investment and to create awareness about emerging issues in international business.

MODULE I	INTRODUCTION TO INTERNATIONAL BUSINESS	12
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International Business: Meaning, Nature, Scope and Importance of International Business, International business contrasted with domestic businesses, complexities of international business, Internationalization stages and orientations, Modes of entry into international businesses.

International Business Environment: Economic, demographic, cultural and political, legal environment, Globalization and its growing importance in the world economy, Impact of Globalization.

MODULE II	INTERNATIONAL TRADE AND THEORIES	11
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Theories of International trade: Absolute advantage theory, Comparative advantage theory, The Heckscher–Ohlin theory of trade, new trade theory; Tariff and Non-Tariff Barriers, BOP: Balance of payment account and its components.

MODULE III	REGIONAL ECONOMIC INTEGRATION & COOPERATION	13
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Forms of regional integration, Integration efforts amongst countries in Europe, North America and Asia, EU, NAFTA and SAARC, Cost and benefits of regional economic integration, International Economic Organisations: WTO, UNCTAD, World Bank, and IMF.

MODULE IV INTERNATIONAL FINANCIAL ENVIRONMENT 14

Foreign exchange rate meaning and nature, types of exchange rate systems: fixed and floating, soft peg, crawling peg, free float, managed float, Foreign exchange risk and exposure, Spot market, spot rate quotations, bid-ask spreads, trading in spot markets, cross exchange rates, forward markets, forward rate, long and short forward positions, forwards premium and discount, Arbitrage, Hedging and Speculation, Exchange rate Determination: Types of Exchange rates, Factors affecting exchange rate: relative inflation rates, interest rates, relative interest rates, relative income levels, government controls, expectations.

MODULE V FOREIGN DIRECT INVESTMENT 10

FDI: Reason for FDI, Modes of FDI, Types of FDI: Greenfield investment, Brownfield investments, Mergers & Acquisition, Strategic alliances; Benefits and drawbacks of FDI; FDI in India.

L – 45; T – 15; TOTAL HOURS –60

Practical Exercises:

The learners are required to:

1. Identify entry modes of various companies into international business and carry out SWOT analysis for each company.
2. Analyze various regional economic integrations and their impact on Indian business environment.
3. Collect data to assess trends in foreign direct investment flows in India and draw a comparative with other emerging economies.

TEXT BOOK:

1. K. Aswathappa, "International Business", Tata Mc Graw Hill, 7th Edition, New Delhi, 2020.

REFERENCES:

1. John D Daniels, Lee H. Radebaugh, Daniel Sullivan, Prashant Salwan, "International Business", Pearson Education, 15th Edition, London, 2016.
2. Vyuptakesh Sharan, "International Business", Pearson Education in South Asia, 3rd Edition, New Delhi, 2011.
3. Charles W.I. Hill and Arun Kumar Jain, "International Business", Tata McGraw Hill, 10th edition, New Delhi, 2017

COURSE OUTCOMES:

On successful completion of this course learners will be able to

CO1: Analyze the process of globalization, its impact on the evolution and growth of international business and to relate the changing dynamics of the diverse international business environment (including various modes of entry).

CO2: Describe the theoretical dimensions of international trade, intervention measures adopted and to predict the significance of different forms of regional economic integration.

CO3: Assess the significance of different forms of regional economic integration and to evaluate the role played by various international economic organizations such as the WTO, UNCTAD, IMF and World Bank.

CO4: Analyze international financial environment and basic features of the foreign exchange market, its characteristics and determinants.

CO5: Interpret the concept, form of foreign direct investment and to recognize the emerging issues in international business such as outsourcing and ecological issues.

Board of Studies (BoS) :

16th BoS of Department of
Commerce held on 11.12.2021 &
13.12.2021

Academic Council:

18th AC held on 24.02.2022

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	H	H	H								M	H	H		M	H
CO 2	H	H									M		H	L	H	H
CO 3	H	H	M								H		M	M	H	H
CO 4	H	H	M								H		H	H	M	M
CO 5	M	M									H		M		H	H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG No. 8: Decent Work and Economic Growth

The knowledge of international business in student's increases the aid for trade support for developing countries, by regional economic integrations and analyze their impact on business environment.

COD 2202	FINANCIAL MANAGEMENT	L	T	P	C
SDG: 08		3	1	0	4

COURSE OBJECTIVES:

The objectives of this course is to make the Learners,

COB1: To demonstrate the principles and practices of financial management.

COB2: To apply capital budgeting techniques for business decisions.

COB3: To examine the various capital structure theories and analyse factors affecting capital structure decisions.

COB4: To examine various theories of dividend and analyse factors affecting dividend policy and suggest sound dividend policy.

COB5: To design working capital policy based on the assessment of financial requirements and Compare CSR and Profitability.

MODULE I INTRODUCTION TO FINANCIAL MANAGEMENT 12

Nature, scope, and objectives of financial management, profit maximization Vs. wealth maximization; Value maximization: concept and implications, Economic Value Added (EVA), Market Value Added (MVA); Functions and Responsibilities of Finance Manager; Responsible Investment: concept and significance; Triple Bottom Line Concept; People, Planet, and Profit; Time value of money, Risk and Return Analysis; Emerging dimensions in finance area: Crypto Currencies and Block Chain.

MODULE II CAPITAL BUDGETING 12

Capital Budgeting: Cash Flow Estimation; Payback Period Method; Discounted Payback Period Method; Accounting Rate of Return; Net Present Value (NPV); Net Terminal Value; Internal Rate of Return (IRR); Profitability Index;

Capital budgeting under Risk & Uncertainty; Certainty Equivalent Approach and Risk-Adjusted Discount Rate Method;

Responsible Investment: Environmental, Social and Governance (ESG) factors into investment decisions to better manage risk and generate sustainable long term returns. Use of expert system in Capital Budgeting Decisions.

MODULE III COST OF CAPITAL AND FINANCING DECISION 14

Sources of long-term financing, Components of cost of capital, Method for calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital; Capital Structure: Theories of Capital Structure: Net Income, Net Operating Income, MM Hypothesis, Traditional Approach; Operating Leverage, Financial Leverage and Combined Leverage; EBIT-EPS Analysis; Cost-Benefits Analysis including social cost; Determinants of Optimum Capital Structure; Use of expert system in financing decisions.

MODULE IV MANAGING PROFIT 10

Theories for dividend decision for corporate valuation: Walter's Model, Gordon's Model, MM Approach; Forms of dividend payment; types of dividend policies and Determinants of Dividend policy; Corporate Social Responsibility (CSR): Policy, Strategy, Implications, and Governance

MODULE V WORKING CAPITAL DECISIONS 12

Concept of Working Capital, Operating & Cash Cycles; Risk-return Trade off; sources of short-term finance; working capital estimation; cash management; receivables management and inventory management, Use of expert system in working capital decisions.

L – 45; T – 15; TOTAL HOURS – 60

Practical Exercises:

The learners are required to:

1. Work on the spreadsheet for various financing decisions of a select company based on published annual report.
2. Analyse and interpret case study on Capital Budgeting, Financial Structure, Working Capital, and CSR spending of a select company based on published annual report.
3. Read the case study titled 'Investment in Wee Infant Milk Formula: A Capital Budgeting Dilemma.' Prepare and present a report on key learnings from the same.
4. Select 10 companies (5 each from public and private sector). Study their CSR policy and present a comparative analysis of their profitability and CSR spending over a period of 5 years.
5. Prepare and present the strategy to be followed as a finance manager of a hypothetical company which is about to launch an IPO in market.
6. Prepare and present the strategy to be followed as a finance manager

of a hypothetical company while taking decision on dividend distribution.

7. Use expert system for taking various decisions related to financial management.

TEXT BOOK:

1. Khan, M. Y., & Jain, P. K. "Financial Management: Text and Problem" Tata McGraw Hill Education, New Delhi, 2018.

REFERENCES:

1. Kothari, R. "Financial Management: A Contemporary Approach" Sage Publications India Pvt. Ltd, New Delhi, 2016.
2. Rustagi, R. P. "Fundamentals of Financial Management" Taxmann Publication. New Delhi, 2015.
3. Pandey, I. M. "Financial Management" Vikas Publications, New Delhi, 2015.
4. Sharma, S. K., & Sareen, R. "Fundamentals of Financial Management" New Delhi: S. Chand Publishing, New Delhi, 2018.
5. Horne, J. C., & Wachowicz, J. M. "Fundamentals of Financial Management: Prentice Hall, New Jersey, 2008.
6. Ross, S. A., Wester field, R. W., Jaffe, J., & Kakani, R. K. "Corporate Finance" McGraw Hill Education, New York, 2014.
7. Study Material of CA Course (New) Intermediate Level Paper 8A: Financial Management

COURSE OUTCOMES:

After the completion of the course, the learners will be able to:

CO1: Assess the impact of time value of money in different business decisions.

CO2: Analyse capital budgeting process and apply capital budgeting techniques for business decisions.

CO3: Illustrate the various capital structure theories and analyse factors affecting capital structure decisions.

CO4: Critically examine various theories of dividend, identify and analyse factors affecting dividend policy and suggest sound dividend policy.

CO5: Design working capital policy based on the assessment of financial requirements and Compare CSR and Profitability.

Board of Studies (BoS) :

16th BoS of Department of
Commerce held on 11.12.2021 &
13.12.2021

Academic Council:

18th AC held on 24.02.2022

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
CO1	H	H	H	H								H	H	H	H	H
CO2	H	H	M	M								H	H	H	H	H
CO3	H	M	M	M								M	M	M	M	H
CO4	H	M	M	M								M	M	M	M	M
CO5	M	M	M	M								M	M	M	M	M

Note: L- Low Correlation M - Medium Correlation H -High Correlation

SDG 08: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

The course aims to familiarize the learners with the principles and practices of financial management. This course helps the learners to analyse and interpret case study on Capital Budgeting, Financial Structure, Working Capital and the like and enrich themselves as assets for the country and be more productive.

COD 2203	ENTREPRENEURSHIP DEVELOPMENT	L	T	P	C
SDG: 8		3	1	0	4

COURSE OBJECTIVES:

The objectives of this course are

COB1: To comprehend the concept of different entrepreneurial traits and dimensions of entrepreneurship.

COB2: To describe the parameters to assess opportunities and constraints for innovative business ideas.

COB3: To elucidate the different ways of funding the business idea.

COB4: To describe the steps in formulation & implementation of business process.

COB5: To address the steps and issues in mobilizing resources for startup

MODULE I INTRODUCTION TO ENTREPRENEURSHIP 12

Meaning, Elements, Determinants and Importance of entrepreneurship and creative Behaviour; Creativity and entrepreneurship, Steps in Creativity, Innovation and inventions; Factors that influence Entrepreneurship, Entrepreneurship around us; Dimensions of entrepreneurship; Types of Entrepreneurship: Intrapreneurship, Technopreneurship, Cultural entrepreneurship, International entrepreneurship, Ecopreneurship, and Social entrepreneurship.

MODULE II ENTREPRENEURSHIP IN INDIA 12

Concept of business houses 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; Initiatives of Government of India to promote entrepreneurship - Start Up India, Stand Up India, Make in India, etc.

MODULE III ENTREPRENEURSHIP ECOSYSTEM 12

Requirement, Availability and access to finance, Marketing assistance, Technology and industrial accommodation, Role of government, Institutions, industries / entrepreneur's associations and Self help groups, Concept, Role and functions of business incubators, Angel investors, Venture capital, Start-up finance and private equity fund.

MODULE IV SOURCES OF BUSINESS IDEAS AND TESTS OF FEASIBILITY 12

Significance of writing the business plan / project proposal including feasibility

analysis; 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, Sourcing of material, Market potential may be covered); Project submission / Presentation and appraisal thereof by external agencies, such as financial / non- financial institutions.

MODULE V BUSINESS MODELS & MOBILIZING RESOURCES 12

Business models: The importance and diversity of business model, emerging business models, potential fatal flaws of business models, components of an effective business model.

Mobilizing resources for start-up. Accommodation and utilities; Preliminary contracts with the vendors, Suppliers, Bankers, Principal customers; Contract management: Basic start-up problems.

L – 45;T-15; TOTAL HOURS – 60

Practical Exercises:

The learners are required to:

1. Discuss various cases of entrepreneurship and distinguish between different entrepreneurial traits.
2. Analyse and interpret case study on business philosophy at Tata Group, Aditya Birla Group, Reliance Industries Limited, and similar organisations.
3. Analyse and present the key initiatives of Government of India for promoting entrepreneurship in the country for any one business area.
4. Develop a business idea and conduct a feasibility analysis of the same.
5. Participate in Business Plan Competition-designing a business plan proposal and identifying alternative sources of raising finance for startup.

TEXT BOOKS:

1. Sangeetha Sharma, "Entrepreneurial Development", PHI learning private Ltd, Delhi, 2020.
2. Debasish Biwas and Chanchal Dey, "Entrepreneurial Development in India", Routledge, New York, 2021.

REFERENCES:

1. Hisrich, R., Peters, M., & Shepherd, D. "Entrepreneurship" McGraw Hill Education, New York, 2017.
2. Howard Frederick, Allan O'Connor, Donald F. Kuratko,

“Entrepreneurship” Cengage AU Learning, 2018.

3. Desai, V., “Dynamics of Entrepreneurial Development and Management”, Himalaya Publishing House, Mumbai, 2009.
4. Dollinger, M. J. “Entrepreneurship: Strategies and Resources”, Prentice Hall, New Jersey, 2008.

COURSE OUTCOMES:

After the completion of the course, the learners will be able to:

CO1: Discern distinct entrepreneurial traits and dimensions of entrepreneurship

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

CO3: Develop a business idea by adopting systematic process.

CO4: Design strategies for successful implementation of ideas.

CO5: Create a business plan for startup.

Board of Studies (BoS) :

16th BoS of Department of Commerce
held on 11.12.2021 & 13.12.2021

Academic Council:

18th AC held on 24.02.2022

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
CO1	H	M		M					H		M	H	H	M	H	H
CO2	H	M		M					H		M	H	H	M	H	H
CO3	H	H		M					H		M	H	H	M	H	H
CO4	M	H		M					H		M	H	H	M	H	H
CO5	M	L		M					H		M	H	H	M	H	H

Note: L - Low Correlation M -Medium Correlation H -High Correlation

SDG 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

This course helps to create more number the entrepreneur by making them creative, innovative and encouraging the growth of micro, small and medium-sized enterprises and also to equip the learners to learn entrepreneurial skills so that they are inspired to look at entrepreneurship as a viable, lucrative, and preferred option of professional life.

GED 2204	APTITUDE AND WORKPLACE SKILLS	L	T	P	C
SDG: 8		0	0	2	1

COURSE OBJECTIVES:

COB1:To enlighten students with the basic logical reasoning concept

COB2:To prepare the students to face competitive examination

COB3:To efficiently make use of goal setting and to inculcate the elements of being a good leader and a team member

COB4:To prepare the students holistically to face the Personality Test

MODULE I GENERAL MENTAL ABILITY 8

Probability- Permutations & Combinations - Allegations and mixture –Data interpretation.

MODULE II ANALYTICAL AND LOGICAL REASONING 7

Order & Ranking – Seating Arrangements – Statement and Conclusions – Letter and alpha numeric series – Venn Diagram – Logical Puzzles – Coding and Decoding

MODULE III MANAGEMENT SKILLS 7

Goal setting - Leadership styles – Team Building – Teamwork – Time Management – Stress Management

MODULE IV INTERVIEW SKILLS 8

Interview Preparation – CV's and Resume building - Preparation of Self Introduction- Facing Personal Interview – Mock interview

P - 30; TOTAL HOURS – 30

REFERENCES:

1. Tyra .M, Magical Book on Quicker Maths, BSC Publishing Company Pvt. Limited, 2009.
2. R. S. Aggarwal, Quantitative Aptitude for Competitive Examinations, S. Chand Limited, 2017.
3. R. S. Aggarwal, A Modern Approach to Verbal & Non-Verbal Reasoning, S. Chand Limited, 2010.
4. Khattar Dinesh, The Pearson Guide to Quantitative Aptitude for Competitive Examinations, 3e, Pearson India, 2016.
5. Rajesh Verma, Fast Track Objective Arithmetic Paperback, Arihant

Publications (India) Limited, 2018.

6. Arun Sharma Teach Yourself Quantitative Aptitude Useful for All Competitive Examinations, McGraw Hill Education (India) Pvt. Limited, 2019.
7. Bhattacharya. Indrajit, An Approach to Communication Skills, Dhanpat Rai & Co., (Pvt.) Ltd. New Delhi, 2008.
8. Swan, Michael, Practical English Usage, Oxford University Press, 2005.
9. P.A. Anand, Wiley's Quantitative Aptitude, 1st Edition, Wiley, 2015.
10. InduSijwali, A New Approach to Reasoning Verbal & Non-Verbal, Arihant Publications India limited, 2018.
11. Disha Experts, Shortcuts in Reasoning (Verbal, Non-Verbal, Analytical & Critical) for Competitive Exams 2nd Edition, Disha Publication, 2018.
12. Jaikishan, Premkishan, How to Crack Test of Reasoning, Arihant Publications India limited, 2018.

COURSE OUTCOMES:

CO1:Apply and solve the difficult problems of logical reasoning

CO2:Solve aptitude problems efficiently

CO3:Become a Leader or an effective team member and manage time and stress effectively

CO4:Face the Personality Test / Interview with confidence

Board of Studies (BoS):

13th BoS of Department of English
held on 17.6.2021

Academic Council:

17th AC held on 15.07.2021

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10
CO1							L		M	
CO2					H					
CO3								L		
CO4								H		

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

This course helps to learn the skills such as active listening, collaboration, presenting ideas, effective communication and employability skills which are highly valued in the modern workplace.

COD 2204	BLOG WRITING	L	T	P	C
SDG: 4		1	0	0	1

COURSE OBJECTIVES:

COB1: To introduce the blog post and its importance.

COB2: To discuss the importance of topic selection.

COB3: To exemplify the content writing and proof reading.

COB4: To explain the benefit of the Search Engine Optimization and its method.

COB5: To demonstrate the blog writing with practical example.

MODULE I INTRODUCTION TO BLOG WRITING 8

Introduction to the Blog Post; Why Blog and what are the Benefit; Understand your audience; How to Select a topic? Organise your content then write; Edit, proofread your post and fix your formatting; Insert call to action at the end.

MODULE II TYPES OF POST 7

Optimize on page SEO; Discussion on Different type of posts like list post, cross platform posts, entertainment posts, new posts, personal posts, self-promotional posts, question posts, controversial posts.

L – 15; TOTAL HOURS – 15

Practical Exercises:

- Discussion of different type of blogging platform
- Domain name registration
- Overview of the Blogspot and wordpress.
- Creating the blog by learners
- Writing the blogs by learners

Note: Each topic in the above modules will be complemented by open discussion in the class/practice exercises/classroom activities/assignment.

REFERENCES:

1. Martin Waxman, Blogging for your business, Linda.com
2. Basim Salim, The Ultimate Guide to Writing Viral Blog Posts, Udemy.com
3. Lan Lurie, SEO, Linda.com

COURSE OUTCOMES:

On successful completion of this course learners will be able to

CO1: Illustrate the blog post and its importance.

CO2: Identify the suitable topic for their blog post.

CO3: Illustrate the content writing and proof reading.

CO4: Instantiate the Search Engine Optimization.

CO5: Carryout the blog writing in practice.

Board of Studies (BoS) :

16th BoS of Department of Commerce
held on 11.12.2021 & 13.12.2021

Academic Council:

18th AC held on 24.02.2022

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
CO 1				H	H							H			H	H
CO 2				H	H							H			H	H
CO 3				H	H							H			H	H
CO 4				H	H							H			H	H
CO 5				H	H							H			H	H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

This course helps the students to enrich themselves as human capital as they can write in blogs and strengthen their communicative and research experience to face the competitive world

SEMESTER V

COD 3231	COST AND MANAGEMENT	L	T	P	C
SDG: 8	ACCOUNTING	4	1	0	5

COURSE OBJECTIVES:

COB1: To acquire knowledge and know the concepts, techniques and practices of cost and management accounting and to develop skills for decision making.

COB2: To familiarize about inventory management policies and objectives.

COB3: To prepare cost estimates for allocation and apportionment of overheads.

COB4: To acquaint the knowledge of cash flow statement and fund flow statement.

COB5: To comprehend the concepts of marginal costing, budget and budgetary control.

MODULE I	INTRODUCTION TO COST & MANAGEMENT ACCOUNTING	15
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Cost Accounting: Definition, Meaning and objectives, Distinction between Cost and Financial Accounting. Management Accounting: Definition and objectives, Distinction between management and financial accounting.

MODULE II	INVENTORY MANAGEMENT AND CONTROL	15
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Stores Records - Inventory Control - ABC Analysis - Economic Ordering Quantity - Maximum, Minimum and Reordering levels - Methods of Pricing Issued. Labour: Importance of Labour Cost Control - Various Methods of Wage Payment.

MODULE III	OVERHEADS	15
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Overheads: Factory, Administration, Selling and Distribution of overheads - Classification - Allocation and Apportionment-Redistribution (Secondary Distribution) - Absorption of Overheads including 'Machine Hour Rate'.

MODULE IV	FUND FLOW AND CASH FLOW ANALYSIS	15
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Fund Flow and Cash Flow Analysis: Preparation of Statement'-Ratio Analysis: Utility and limitations of Accounting Ratios - calculation of

Accounting Ratios - Ratio Analysis for Liquidity, Solvency, Profitability and Leverage.

MODULE V MARGINAL COSTING 15

Marginal Costing: The Concept- Break Even Analysis - Break - Even Chart - Importance and assumptions - Application of Profit Volumes Ratio - Different types of problems (with special emphasis on decision making problems). Budget and Budgetary Control : Procedure and Utility - Preparation of different types of Budget including Flexible Budget.

L – 60; T – 15; TOTAL HOURS – 75

TEXT BOOK:

- 1.Khan M. Y and Jain P. K ,Management Accounting, , 7th Edition, McGraw Hill, 2018.

REFERENCES:

1. Vikas Arora M. N ,A Text book of Cost and Management Accounting,11th Edition,2012
2. Managerial Accounting, James Jambalvo, 4nd Edition, Wiley India Pvt. Ltd,2014
3. Cost Accounting, Jawaharlal, & Seema Srivastava, 6th Edition, TMH,2019.

COURSE OUTCOMES:

On successful completion of this course learners will be able to

CO1: Identify various cost methods and techniques with their features, merits and demerits.

CO2: Describe some of the advantages and disadvantages of keeping inventory in an operation.

CO3: Predict cost estimates for allocation and apportionment of overheads, including between reciprocal service departments.

CO4: Interpret financial ratios and their significance.

CO5: Apply the marginal costing in fixation of selling price, key or limiting factor, make or buy decisions and prepare different types of budget.

Board of Studies (BoS) :

16th BoS of Department of Commerce
held on 11.12.2021 & 13.12.2021

Academic Council:

18th AC held on 24.02.2022

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	H	H	M	H	H						M	M	H	L	L	H
CO 2	H	H	H	H	M						M	H	H	H	H	H
CO 3	H	H	M	M	M						H	M	M	H	H	H
CO 4	M	L	M	H	M						H	H	M	M	M	H
CO 5	H	H	H	H	H						M	M	H	H	M	H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG No. 17: Partnership for goals.

This course helps the learner's to understand the concept of cost and management accounting around measuring progress on sustainable development.

COD 3102	GOODS AND SERVICES TAX	L	T	P	C
SDG: 04		3	1	0	4

COURSE OBJECTIVES:

COB1: To elucidate the concept, need, and utility of indirect taxes & GST.

COB2: To comprehend on the concept of supply under GST law and to give constitutional Framework of GST a levy of cost.

COB3: To foster their ability to comprehend the input tax credit under GST.

COB4: To elaborate the GST registration details

COB5: To provide salient features of GST law and implications of its various provisions of penalties, interest and tax.

MODULE I INTRODUCTION 12

Concept and features of Indirect Taxes, Difference between Direct and Indirect Taxes, Concept of GST, Relevant Definitions under GST law, Constitutional aspects of GST, GST Council: Constitution, Structure and functioning.

MODULE II CONCEPT OF SUPPLY UNDER GST LAW & LEVY OF GST 12

Concept of supply including composite and mixed supply, Place, Time, and Value of taxable supply, Significance of consideration.

Levy of GST: Basis of Charge of GST, Inter-State Supply, Intra-State supply, GST rates notified for supply of various goods and services, Reverse charge mechanism, Composition levy, Exemptions from GST, Power to grant exemptions, Exempted goods under exemption notifications, Exempted services under exemption notifications.

MODULE III INPUT TAX CREDIT UNDER GST LAW 12

Meaning, Eligibility and Conditions for taking Input Tax Credit, Apportionment of credit and blocked credits, Availability of credit in special circumstances, Taking Input Tax credit in respect of inputs and capital goods sent for job work, Manner of distribution of credit by Input Service Distributor, Manner of recovery of credit distributed in excess.

MODULE IV REGISTRATION UNDER GST LAW 12

Threshold Limits for Registration, Persons liable for Registration, Persons not liable for Registration, Compulsory Registration in Certain Cases, Procedure for Registration, Deemed Registration, Special Provisions relating to Casual Taxable Persons and Non-resident Taxable persons, Amendment

of registration, Cancellation of Registration, Revocation of Cancellation of Registration.

MODULE V OTHER PROCEDURES UNDER GST 12

Tax invoice credit and debit notes, Different GST returns, Electronic liability Ledger, Electronic credit Ledger, Electronic cash ledger, Different assessments under GST, Interest applicable under GST (Period), Penalty under GST, Various provisions regarding e-way bill in GST, Mechanism of tax deducted at source (TDS) and tax collected at source (TCS), Audit under GST.

L – 45; T-15; TOTAL HOURS – 60

Practical Exercise:

Learners are required to:

1. Fill up online application for registration under GST for hypothetical firm.
2. Fill up online various forms of GST Returns for hypothetical firm.
3. Prepare e-Way bill for hypothetical firm.
4. Practical problems on computation of input tax under reverse charge for hypothetical firm.
5. Practical problems on computation of input tax credit for hypothetical firm.
6. Practical problems on payment of tax and interest, if any, for hypothetical firm.

TEXT BOOK:

1. Ahuja G., & Gupta, R. "Direct Taxes Ready Reckoner." Wolters Kluwer (India) Pvt. Ltd., New Delhi, 2020.

REFERENCES:

1. Mehrotra, H.C., & Agarwal, V. P. "Goods and Services Tax (G.S.T)", Sahitya Bawan Publications, Uttar Pradesh, 2021.
2. Singhania, V. K., & Singhania, M. "Students Guide to Income Tax Including GST", Taxmann Publication, New Delhi, 2020.
3. The ICAI Study Material for Final Course Group-II, Paper 8: Indirect Tax Laws.

COURSE OUTCOMES:

After the completion of the course, the learners will be able to:

CO1: Articulate the concept, need, and utility of indirect taxes.

CO2: Analyse the taxable event, i.e., supply under GST.

CO3: Describe the provisions relating to levy of GST.

CO4: Examine implications of input tax credit.

CO5: Identify the various procedures under GST pertaining to penalties and interest and to file GST return online.

Board of Studies (BoS) :

16th BoS of Department of Commerce
held on 11.12.2021 & 13.12.2021

Academic Council:

18th AC held on 24.02.2022

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CO1	M	H						H	M	H		M	H	M	H	H
CO2	M	H						H	M	H		M	H	M	H	H
CO3	M	H						H	M	H		H	H	M	H	H
CO4	M	H						H	M	H		H	H	M	H	H
CO5	M	H						H	M	H		H	H	M	H	H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG: 04 - Ensure inclusive and equitable quality education and promote Lifelong learning opportunities for all.

The course aims to provide understanding about salient features of GST law and implications of its various provisions for different classes of suppliers. It also aims to provide an understanding of compliances and procedures laid down in GST law. This course enables the learners to have an education and training that are vital to ensure a transformative education required for life-long learning.

COD 3103	NATIONAL SERVICE SCHEME	L	T	P	C
SDG: 10		1	1	0	2

COURSE OBJECTIVES:

COB1: To make the students understand the basic concepts of NSS.

COB2: To familiarise the students about the needs and problems of the community and involve them in problem-solving.

COB3: To familiarise the youth development programmes under the government of India.

COB4: To develop the student's capacity to meet emergencies and natural disasters.

COB5: To make awareness to the students about the importance of health and hygienic in day to day life.

MODULE I INTRODUCTION AND BASIC CONCEPTS OF NSS 6

Introduction, History, aims and objectives of NSS, Emblem, Flag, Motto, Song, Organizational structure, Roles and responsibilities of NSS functionaries.

MODULE II NSS PROGRAMMES AND ACTIVITIES 6

Concept of regular activities, special camping, Basis of adoption of village/slums, Methodology of conducting survey, Financial pattern of the scheme, Coordination with different agencies, Maintenance of dairy.

MODULE III YOUTH DEVELOPMENT PROGRAMME IN INDIA 6

National Youth Policy, Youth Development Programme at the National level, State level and voluntary sector, Youth-focused and Youth-lead organizations.

MODULE IV DISASTER MANAGEMENT 6

Introduction to Disaster Management, classification of disaster, Role of youth in Disaster Management, National Disaster Response Force and Civil Defense, organization and functions

MODULE V HEALTH, HYGIENE AND SANITATION 6

Definition, need and scope of health education, Food and nutrition, Safe drinking water, water borne diseases and sanitation (Swatch Bharat

Abhiyan), National Health Programme.

L – 15;T- 15; TOTAL HOURS – 30

TEXT BOOK:

1. J.D.S.Panwar, Amit Kumar Jain &Brijesh Kumar, “National Service Scheme, A Youth Volunteers Programme”, Daya Publishing House, New Delhi, 2020

REFERENCES:

1. National Service Scheme Manual, Government of India.
2. Training Programme on National Programme scheme, TISS.
3. Orientation Courses for N.S.S. Programme officers, TISS.
4. Social service opportunities in Hospitals, Kapil K.Krishan, TISS

COURSE OUTCOMES:

On successful completion of this course students are able to

CO1: Explain the basic concepts of NSS

CO2: Demonstrate the clear picture on NSS activities and the organization structure of NSS.

CO3: Practically show the social responsibility by doing the campus activities.

CO4: Describe the disaster management and rescue operations of the country.

CO5: Illustrate the importance of health education and hygienic in our community.

Board of Studies (BoS) :

16th BoS of Department of Commerce
held on 11.12.2021 & 13.12.2021

Academic Council:

18th AC held on 24.02.2022

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
CO1				H		H	H	H	H			H				
CO2				H		H	H	H	H			H				
CO3				H		H	H	H	H			H				
CO4				H		H	H	H	H			H				
CO5				H		H	H	H	H			H				

Note: L - Low Correlation M - Medium Correlation H -High Correlation

SDG 10 :Reduce inequality within and among countries

This course enable the learners to understand what are the social and emotional causes of poverty and it helps to end the inequalities, and create awareness that social welfare programs are the best support through activism, votes, time and talent that can help make a difference in the society.

COD 3104	CASE STUDY ANALYSIS	L	T	P	C
SDG: 4		1	0	0	1

COURSE OBJECTIVES:

COB1: To describe the various information of the case study analysis

COB2: To illustrate the case study writing

MODULE I	INTRODUCTION TO CASE STUDY ANALYSIS	8
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Meaning of Case Study and Case Study Analysis, Types of Case Study, Steps for writing the Case Study, Writing the Management Case Study.

MODULE II	CASE STUDY REPORT	7
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Format of Case Study, Layout of the Case Study, Pitfalls to Avoid in Case Analysis, Contents of Case Study Report, Reviewing and Presenting the Case Study.

L – 15; TOTAL HOURS –15

Practical Exercises:

Learners will read and analyse the following cases and write a report:

- Whistleblowing & the Environment: The Case of Avco Environmental
- Corporate Scandals
- The Polluter's Dilemma
- e-Health and Commercial Genetic Testing

REFERENCES:

1. <https://www.jcub.edu.au/wp-content/uploads/2017/06/case-study-writing-jcub-1-case-study-analysis.pdf>
2. <https://www.wikihow.com/Write-a-Management-Case-Study>
3. <https://papersowl.com/blog/how-to-write-a-case-study-analysis>
4. <http://www2.econ.iastate.edu/classes/econ362/hallam/CaseStudies/WritingCaseStudy.pdf>
5. <http://www.businessethics.ca/cases/>
6. https://www.monash.edu/__data/assets/pdf_file/0010/2048473/Writing-a-case-study.pdf
7. https://www.google.co.in/books/edition/The_Case_Study_Handbook/jXfoCQAAQBAJ?hl=en&gbpv=1&dq=case+study+analysis+format&printsec=frontcover

8. https://www.google.co.in/books/edition/The_Case_Study_Handbook_Revised_Edition/57RGDwAAQBAJ?hl=en&gbpv=1&dq=case+study+analysis+format&printsec=frontcover

COURSE OUTCOMES:

After completion of the course, learners will be able to

CO1: Explain the different types of case study

CO2: Analyse the management case study report

Board of Studies (BoS) :

16th BoS of Department of Commerce
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Academic Council:

18th AC held on 24.02.2022

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
CO1				H	H							H			H	H
CO2				H	H							H			H	H
CO3				H	H							H			H	H
CO4				H	H							H			H	H
CO5				H	H							H			H	H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

The practical exposure of writing a case study analysis will help to develop the learners skilled propensity, toughen subjective personality and provide a greater door to prospect to inculcate the lifelong learning skills.

COD 3105	SUMMER INTERNSHIP	L	T	P	C
SDG: 4		0	0	0	2

COURSE OBJECTIVES:

COB1: Provide industrial exposure to the students, which cannot be simulated in the classroom and hence creating competent professionals in the industry.

COB2: Provide possible opportunities for interns to learn, understand and sharpen the real time technical / managerial skills required at the job.

Guidelines

- Students have to undergo a summer internship after the second semester for 2 weeks.
- At the end of the internship, the student shall submit a report on the internship along with the company certificate.
- The evaluation will be made based on this report and a Viva-Voce Examination, conducted by a Departmental Committee constituted by the Head of the Department.
- Viva-Voce Examination will be held during the fifth semester and the credit will be awarded in the same semester itself.
- Other details relating to summer internships are given in the regulation.

COURSE OUTCOMES:

At the end of this course, the student will be able to:

CO1: Write an Internship report upon completion of their internship

CO2: To work & gain knowledge of real time business environment.

CO3: To analyze best practices, system, processes, procedures and policies of a company/industry in different functional areas and bring forward the deviations.

Board of Studies (BoS) :

16th BoS of Department of Commerce
held on 11.12.2021 & 13.12.2021

Academic Council:

18th AC held on 24.02.2022

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
CO1			H	H		H			H	H		H		H	H	H
CO2			H	H		H			H	H		H		H	H	H
CO3			H	H		H			H	H		H		H	H	H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

The practical exposure of the working environment help to develop the learners professional aptitude, strengthen personal character, and provide a greater door to opportunity which in turn promote the inclusive quality education and productive employment.

SEMESTER VI

COD 3231	STRATEGIC MANAGEMENT	L	T	P	C
SDG: 8		3	1	0	4

COURSE OBJECTIVES:

COB1: To provide an integrative framework that will allow students to synthesize knowledge from other business courses into a comprehensive understanding of competitive advantage.

COB2: To gain knowledge on environmental analysis and also knowing socioeconomic and cultural background of both internal and external environments.

COB3: To provide an underpinning of Corporate level strategies and business strategies.

COB4: To develop the ability to identify strategic issues and design appropriate courses of action.

COB5: To integrate the functional areas of management and to know business from a strategy formulation, implementation and evaluating perspective.

MODULE I INTRODUCTION TO STRATEGIC MANAGEMENT 12

Strategic management: strategy, strategic decision making, strategic management process, Strategic intent: mission, vision, business definition, business models, goals and objectives.

MODULE II ENVIRONMENTAL AND ORGANISATIONAL ANALYSIS 11

Environmental appraisal: internal and external environment, SWOT analysis, environmental sectors, appraising the environment; Organizational appraisal : dynamics of internal environment, organizational capability factors, methods and techniques of organizational appraisal.

MODULE III CORPORATE AND BUSINESS LEVEL STRATEGIES 13

Corporate level strategies: Expansion strategies, stability strategies, retrenchment strategies, combination strategies; Business level strategies: generic business strategies, tactics for business strategies, business strategies for different industry conditions.

MODULE IV STRATEGY FORMULATION AND IMPLEMENTATION 12

Strategic analysis: corporate portfolio analysis techniques, parenting framework, patching approach, industry analysis; Strategy implementation: nature and barriers to strategy implementation, model of strategy implementation, organizational structure and strategy, functional plans and policies.

MODULE V STRATEGY EVALUATION AND CONTROL 12

Establishing strategic controls, Measuring performance, appropriate measures, Role of the strategist, using qualitative and quantitative benchmarking to evaluate performance, strategic information systems, problems in measuring performance, strategic surveillance, strategic audit.

L – 45; T – 15; TOTAL HOURS – 60

TEXT BOOK:

1. A Thompson Jr, Margaret A. and John E Gamble, Crafting and executing Strategy, Mc Graw Hill Publication, New Delhi, 21st edition, 2019.

REFERENCES:

1. Hitt & Manikutti, —Strategic Management –II, Cengage learning, 9th Edition, 2018.
2. Sanjay Mohapatra, —Case Studies in Strategic Management II, Pearson, New Delhi, 2012
3. Dess, G. G., Lumpkin, G. T., Eisner, A. B., McNamara, G. Strategic Management: Creating Competitive Advantages, McGraw-Hill International Edition, McGraw-Hill/Irwin., 7th Edition, 2013.

COURSE OUTCOMES:

On successful completion of this course learners will be able to

CO1: Analyze the strategic decisions that organizations make and have an ability to engage in strategic planning.

CO2: Predict environmental considerations and also knowing socioeconomic and cultural background of both internal and external environments.

CO3: Formulate a strategic plan that operationalizes the goals and objectives of the firm

CO4: Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives.

CO5: Analyze and evaluate critically real life company situations and develop creative solutions, using a strategic management perspective.

Board of Studies (BoS) :

16th BoS of Department of Commerce
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Academic Council:

18th AC held on 24.02.2022

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CO 1	H	H	H			M					H	H	H	H	H	H
CO 2	H	H	M			H					L	H	M	H	H	H
CO 3	M	L	L			H					M	H	H	H	M	H
CO 4	H	M	H			L					H	M	H	L	M	M
CO 5	M	H	H			M					H	L	H	H	H	M

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG No. 8: decent work and economic growth

Through this course learners will be able to evaluate and achieve higher levels of economic productivity through diversification, technological upgrading and innovation.

COD 3202	BUSINESS ANALYTICS	L	T	P	C
SDG: 4	USING PYTHON	0	0	4	2

COURSE OBJECTIVES:

COB1: To introduce the basics of python programming language

COB2: To illustrate the function, module and packages to organize data in python.

COB3: To illuminate python function and libraries to calculate the return of security and portfolio.

COB4: To illustrate the python function and libraries to calculate the risk of security and portfolio

COB5: To demonstrate the use of python library to calculate the regression

MODULE I INTRODUCTION TO PYTHON BASICS 10

Introduction: Programming Language, Compiler and Interpreter, introduction to Python, Integrated Development Environment: introduction, Jupiter Notebook, Installation of Jupiter Notebook, Introduction to the Spyder, Introduction to the Pycharm; Google Collab: Introduction, function of Google Collab, Variable: Numbers, Strings, Printing a Variables; Lists, Dictionary, Bullian and Tuppel, Set; Logical Operator; If else Statement; For Loop While Loop.

MODULE II ORGANIZING DATA IN PYTHON USING FUNCTION, MODULE, PACKAGE AND LIBRARY 11

Range, List Comprehension; Functions, Lambda Expression; Map and Filter, Methods; Object Oriented Programming: Introduction, Modules and Package, Standard Library, Importing Modules, Must Have Package for Finance, Working with Array, Generating Random Number, Source of Financial Data; Importing and Organising Data in Python, Changing the index of your time series data.

MODULE III CALCULATION OF SECURITIES AND PORTFOLIO RATE OF RETURN USING PYTHON 8

Calculating and comparing rate of returns in python: Risk and return, Calculating security rate of return (Simple return and Logarithmic return); Portfolio of Security and its rate of return, Calculating Portfolio of Securities rate of Return, Popular stock indices that can help us understand financial market. Calculation of Indices rate of return.

MODULE IV CALCULATION OF RISK OF THE SECURITY AND PORTFOLIO USING PYTHON 11

Security Risk: Introduction, Calculation of Security Risk, Calculation of Security risk in Python, Benefit of Portfolio diversification, Calculating Covariance between securities, Measuring Correlation between Stocks. Calculating Covariance and Correlation. Considering risk of multiple securities in a portfolio, calculating portfolio risk, Systematic vs. Idiosyncratic risk, Calculating Diversifiable and Non-Diversifiable risk.

MODULE V REGRESSION ANALYSIS USING PYTHON 20

Regression: Fundamental of Simple regression and its calculation, Calculation of regression in python, Computing Alpha, Beta, and R Squared in Python.

P – 60; TOTAL HOURS – 60

TEXT BOOK:

1. Yuxing Yan, Python for Finance, Packt Publishing Ltd., Birmingham B3 2PB, UK, 2017.

REFERENCES:

1. Yves Hilpisch, Python for Finance, O'Reilly, Canada, 2018.

COURSE OUTCOMES:

On successful completion of this course students will be able to

CO1: Describe the fundamentals of python

CO2: Use the python module, package to organize the data in python

CO3: Calculate the return of security and portfolio using python

CO4: Calculate the risk of security and portfolio using python.

CO5: Carry out the python libraries to apply the regression in securities and portfolio.

Board of Studies (BoS) :

16th BoS of Department of
Commerce held on 11.12.2021 &
13.12.2021

Academic Council:

18th AC held on 24.02.2022

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CO1				H	H	H						H			H	H
CO2				H	H	H						H			H	H
CO3				H	H	H						H			H	H
CO4				H	H	H						H			H	H
CO5				H	H	H						H			H	H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

The course aims to provide computer knowledge and skills for learners and to enhance the usefulness of information technology tools for business operations, and it helps the students to enrich themselves as productive workforce and become strong contributors to the economy

COD 3203	CURRENT BUSINESS AFFAIRS	L	T	P	C
SDG: 16		1	0	0	1

COURSE OBJECTIVES:

COB1: To enable the learners to have an overview of Current Business Affairs.

COB2: To help the learners to appreciate the importance New Papers and its impact on business and society

COB3: To discuss how competitive exam books are useful to learners

COB4: To make the learners to appreciate the importance of presentation skills and its impact on business and society

MODULE I DISCUSSION ABOUT NEWS ANALYSIS 8
Business, National, International, Politics, Sports News analysis; its discussion and presentation.

MODULE II DISCUSSION ABOUT KNOWLEDGE PRESENTATIONS 7

Latest topics from Technology, Business and Economics mainly Banking, Insurance, Trade Laws, rules and regulations: GDP, Money Market, Stock Market, COVID - 19 and impact on business.

Practical Exercises:

Group Discussions and Other Activities: Topics related to Management, Current affairs and Society, Goal setting with action plan, Competitive Exam Preparations: UPSC, SSC, TNPSC, CAT and TANCET.

Book Reviews: Management books, Autobiographies, Biographies, Entrepreneurship, Building organizations, Book review and presentations and submission of report.

Note:

Throughout this course students will keep them updated with business affairs appearing in sources such as: newspapers, business magazines, television channels, etc. This means that the students need to make it a habit to read the newspaper on daily basis and search the archives as well.

L – 15; TOTAL HOURS –15

REFERENCES:

1. Manorama Year Book 2021, Publisher: The Malayala Manorama
2. India 2020, Ministry of Information and Broadcasting, Government of India
3. Economic Times, Economic Standard, Financial Express
4. Pratitogita darpan English Monthly Magazines
5. Competition Success Review Monthly Magazines
6. Arun Sharma, How to prepare CAT and other exams, 2020
7. E.S. Ramasamy, TANCET MBA Entrance exam, Sura Books Publisher, 2019
8. BYJU'S Monthly UPSC Magazine

COURSE OUTCOMES:

On successful completion of this course learners should be able to

CO1: Inculcate the newspaper reading habit mainly business related topics.

CO2: Discuss the current business affairs.

Board of Studies (BoS) :

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CO1				H	H							H			H	H
CO2				H	H							H			H	H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 16: Build effective, accountable and inclusive institutions at all levels

This course helps the students in building public trust, stronger social cohesion, peaceful and inclusive societies.

COD 3204	PROJECT WORK	L	T	P	C
SDG: 8		0	0	12	6

COURSE OBJECTIVES:

Specific learning objective of the course are as follows:

COB1: To gain knowledge of real time business environment.

COB2: To explore the various functional areas and analyze how theoretical concepts taught are applied in real life situations.

COB3: To provide hands-on experience on Research & Development projects.

GENERAL GUIDELINES:

- Project work shall be carried out by every individual student under the supervision of a faculty of the department.
- Supervisor for the project will be approved by the Head of the Department considering the guidelines followed in the department to allocate supervisor for student projects.
- The student should meet the supervisor periodically and attend the review committee meetings for evaluating the progress.
- Project review schedules, weightage for each review and rubrics for evaluation will be prepared by the project coordinator in line with the academic calendar and informed to the students in advance.
- Proper documents shall be maintained by the supervisor to ensure the attendance and progress of the students.
- Students shall carry out the project and submit the project as per the department project guidelines.
- The deadline for submission of final Project Report / Thesis / Dissertation is within 30 calendar days from the last Instructional day of the semester.
- The project coordinator in consultation with head of the department and controller of examination shall arrange for an external expert member to conduct the final viva-voce examination to ascertain the overall performance of the students in Project work.

COURSE OUTCOMES:

At the end of this course, the student will be able to:

CO1: To analyze best practices, system, processes, procedures and policies of a company / industry in different functional areas and bring forward the deviations.

CO2: To develop skills in report writing through data collection, data analysis, data extraction, and presentation and draw lessons from firms/ companies.

Board of Studies (BoS) :

16th BoS of Department of Commerce
held on 11.12.2021 & 13.12.2021

Academic Council:

18th AC held on 24.02.2022

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
CO 1			H	H	H							H				H
CO 2			H	H	H							H				H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

This course helps the learners to enrich themselves as efficient employees and they can strengthen the country's competitiveness.

DISCIPLINE SPECIFIC ELECTIVES

CODX 301	SERVICES MARKETING	L	T	P	C
SDG: 09		3	1	0	4

COURSE OBJECTIVES:

COB1: To acquaint the knowledge in service marketing.

COB2: To familiarize with the special characteristics of services relevant for marketing.

COB3: To comprehend the various model and design.

COB4: To analyze the customer satisfaction and complaint management in services.

COB5: To evaluate the financial implications of improvement in services.

MODULE I INTRODUCTION 12

Marketing of Services, Introduction, Growth of the Service Sector, The Concept of Service, Characteristics of Services, Challenges and issues in Services Marketing, Classification of Services, Designing the Service Blue printing Using Technology, Developing Human Resources, Building Service Aspirations.

MODULE II SERVICE MARKETING OPPORTUNITIES 12

Classification of services, Marketing mix in services marketing, The seven Ps, Product Decisions, Pricing Strategies and Tactics, Promotion of Services and Placing or Distribution Methods for Services, Additional Dimensions in Services Marketing, People, Physical Evidence and Process, Internet as a service channel.

MODULE III SERVICE DESIGN AND DEVELOPMENT 12

Strategic Marketing Management for Services, New service development, Service Blue Printing, GAP model of service quality – Measuring service quality, SERVQUA, Service Quality function development Matching Demand and Supply through Capacity Planning and Segmentation, Internal Marketing of a Service, External versus Internal Orientation of Service Strategy.

MODULE IV SERVICE DELIVERY AND PROMOTION 12

Delivering Quality Services, Causes of Service, Quality Gaps, The Customer Expectations versus Perceived Service Gap, Factors and Techniques to Resolve this Gaps in Service, Quality Standards, Factors and Solutions Six

sigma, DMAIC Approach, The Service Performance Gap Key Factors and Strategies for Closing the Gap, Developing Appropriate and Effective Communication about Service Quality.

MODULE V SERVICE STRATEGIES 12

Marketing of Services with special reference to Financial Services, Health Services, Hospitality Services including Travel, Logistics, Financial, Educational, Hotels and Tourism, Professional Services, Public Utility Services, Communication Services, Educational Services.

L – 45;T – 15; TOTAL HOURS – 60

TEXT BOOK:

1. Rajendra Nargundkar, 'Services Marketing': Text & Cases, Tata McGrawHill, New Delhi, 2008.

REFERENCES:

1. Christopher H.Lovelock and JochenWirtz, "Services Marketing", Pearson Education, New Delhi, 7th edition, 2011.
2. Hoffman, "Marketing of Services", Cengage Learning, 1st Edition, 2008.
3. Kenneth E Clow, et al, "Services Marketing Operation Management and Strategy", Biztantra, 2nd Edition, New Delhi, 2004.
4. Valarie Zeithaml et al, "Services Marketing", 5th International Edition, Tata McGraw Hill, 2007.

COURSE OUTCOMES:

After completing the course the students would be able to

- CO1:** Develop the knowledge of growth of service marketing.
- CO2:** Illustrate the 7 Ps of marketing for any given product.
- CO3:** Determine the concept of service design and development.
- CO4:** Identify the factors and techniques to resolve the service quality gap.
- CO5:** Formulate simple marketing strategy for various sectors.

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CO 1	H	M		H					H				H	L	M	L
CO 2	M	H		M					M				M	H	H	H
CO 3	H	M		H					M				H	H	H	H
CO 4	H	M		H					H				M	H	H	H
CO 5	M	M		M					H				H	H	M	H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 9: Build resilient Infrastructure, promote inclusive and sustainable industrialization and foster innovation.

This course enables the learners to focus mainly on the business of non-physical intangible goods and benefits which are driven mostly by people, process & cannot be kept by a customer.

CODX 302	OPERATIONS RESEARCH	L	T	P	C
SDG: 4		3	1	0	4

COURSE OBJECTIVES:

COB1: To provide fundamental knowledge on operations research

COB2: To describe the linear inequalities with subject to constraint.

COB3: To find the optimal value of transportation cost benefit analysis.

COB4: To state any agent can be assigned to perform any task depending on the agent-task assignment.

COB5: To provide the knowledge about net work analysis (CPM & PERT).

MODULE I	INTRODUCTIONS TO OPERATIONS RESEARCH	10
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Definition of Operations Research, Models of Operations Research; Scientific Methodology of Operations Research; Scope of Operations Research; Importance of Operations Research in Decision Making; Role of Operations Management; Limitations of OR.

MODULE II	LINEAR PROGRAMMING	15
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Linear Programming: Introduction; Mathematical formulation of a Problem; Graphical Solutions, and Standard Form the Simple Method for Maximization and Minimization Problems. Method of applications to management decisions.

MODULE III	TRANSPORTATION	15
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Transportation Problem: Introduction, Definition; Problem Concepts: Introduction, Initial basic feasible solution; North - West Corner Rule (NWC) method; Least cost method; Vogel's method; Modified Distribution Method (MODI); Moving Towards Optimality; Solution Procedure without Degeneracy; Profit Maximization Problems; Prohibited Transportation Route.

MODULE IV	ASSIGNMENT	10
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Assignment problem in OR: Introduction, Important Theorem; Formulation of Hungarian Method for Optimal Solution; Maximization of Assignment Problem; Solving unbalanced problem and Assignment problem; Restrictions on Assignment.

MODULE V NET WORK ANALYSIS**10**

Net Work Analysis: Introduction, Theory of Graphs, Net Work; Difference Between CPM and PERT; CPM Network models and simulation, Network models for project analysis CPM; Network Construction and Time Analysis; Cost Time Trade Off, PERT Problems; Estimate of Probability of Completing the Project By Schedule Time.

L – 45, T- 15, TOTAL HOURS - 60**TEXT BOOKS:**

1. R.K.Gupta , Operations Research Krishna Prakashan Media Pvt Ltd Uttar Pradesh (2010) ISBN-10 8182831865, ISBN-13 978-8182831865.
2. N.K.Tiwari, ShishirK.Shandilya , Operations Research Prentice-Hall of India Pvt Ltd New Delhi. (2006), ISBN: 81-203-2966-X.

REFERENCES:

1. Michael carter,Camile C.Price,Ghaith Rabadi Operations Research A Practical introduction ,Chapman and Hall/CRC Second edition(2018),ISBN : 9781498780100.
2. R.Sivarehinamohan Operations Research ,Tata McGraw-Hill education New Delhi (2008) ISBN: 13.978-0-07-026373-4
3. G.V.Shenoy, U.K.Srivastava, S.C.Sharma , Operations Research for Management, New AGE International (P) Ltd New Delhi (2005). ISBN: 0-85226-917-X
4. https://www.researchgate.net/publication/313880623_Introduction_to_Operations_Research_Theory_and_Applications.

COURSE OUTCOMES:

After the completion of the course, the learners will be able to

CO1: describe the basic concept of operations research.

CO2: Develop and solve the problems under LP Model.

CO3: Demonstrate cost of transportation per unit from the warehouse to different stores.

CO4: Formulate assignment of workers to machines.

CO5: Obtain the specific knowledge of project selection through from net work analysis.

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	P O1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
CO1	H	M	H	H		H			H		M	H	H	H	H	H
CO2	H	M	H	H		H			M		H	M	H	M	H	H
CO3	M	M	M	L		M			M		M	L	M	M	H	M
CO4	M	M	L	M		M			M		L	M	M	H	H	M
CO5	H	M	M	H		H			H		H	H	H	H	M	H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 04: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

Learning opportunities are increased and diversified to gain the knowledge of Operations Research.

CODX 303	INTEGRATED MARKETING	L	T	P	C
SDG: 12	COMMUNICATION	3	1	0	4

COURSE OBJECTIVES:

COB1: To identify the concept, scope, and meaning of Integrated Marketing Communication (IMC).

COB2: To develop the theoretical aspect & discuss the different types of Agencies and Budgeting.

COB3: To describe & establish successful key concepts of Advertising in Media.

COB4: to interpret the skills to analyze and apply the Techniques and procedures of using various tools in IMC

COB5: To determine the evaluation of IMC programs and their effective measurements.

MODULE I AN INTRODUCTION TO INTEGRATED MARKETING COMMUNICATION (IMC) 10

Role of IMC in the marketing process, IMC planning model, Marketing, and promotion process model. Communication process, steps involved in developing IMC program, Effectiveness of marketing communications Purpose, Role, Functions, Types, Advertising Vs Marketing mix, Advertising appeal in various stages of PLC

MODULE II IMC COMMUNICATION PROCESS 12

Advertising Agency Type of agencies, Services offered by various agencies, Criteria for selecting the agencies and evaluation, Advertising objectives and Budgeting, Goal setting, DAGMAR approach, various budgeting methods used.

MODULE III MEDIA IN ADVERTISING 10

Media planning: Developing Media plan, Problems encountered, Media Evaluation-Print, Broadcast media, Support media in advertising. Media strategy, Creativity, Elements of creative strategies and its implementation - Importance of Headline and body copy.

MODULE IV IMC TOOLS OF COMMUNICATION 13

Direct Marketing, Features, Functions, Growth, Advantages/Disadvantages, And Direct Marketing Strategies. Promotions, Meaning, Importance, tools

used, Conventional/unconventional, drawbacks, push-pull strategies, Co-operative advertising, Integration with advertising and publicity public relation/ Publicity, Meaning, Objectives, tools of public relations, Public, Goals of publicity, Corporate Advertising, Role, Types, Limitations, PR Vs Publicity.

MODULE V EVALUATION OF IMC PROGRAM'S 15

Monitoring, Evaluation and control, Measurement in advertising, various methods used for evaluation, Pre-testing, Post testing. International Advertising, Global environment in advertising, Decision areas in international advertising Internet advertising: Meaning, Components, Advantages and Limitations, Types of Internet advertising, Industrial advertising, B2B Communication, Special issues in Industrial selling.

L – 45;T – 15;TOTAL HOURS – 60

TEXT BOOK:

1. Kirti Shah - Advertising and Integrated Marketing Communication, McGraw Hill Education, 2017.

REFERENCES:

1. Belch - McGraw Hill Education - Advertising and Promotion: An Integrated Marketing Communications Perspective. 9th Edition – 2017.
2. Valarie A. Zeithaml, Mary Jo Bitner, Dwanye. D. Gremler - Services Marketing - Integrating Customer Focus Across the Firm McGraw Hill Education, 2018.
3. Clow - Integrated Advertising, Promotion, and Marketing Communications. Pearson Education India, 2013
4. Malaval Kumar - Integrated Marketing Communication: Pentacom, Pearson Education India, 2015.
5. Kirti Dutta - Integrated Marketing Communications, Oxford University Press, 2016.

COURSE OUTCOMES:

On completing this program, the student will be able to

CO1: Apply the Concept, Scope, and Meaning of Integrated Marketing Communication (IMC).

CO2: Prepare the theoretical aspect & discuss the different types of Agencies and Budgeting

CO3: Identify and explain successful key concepts of Advertising in Media.

CO4: Demonstrate the developed skills to apply the Techniques and procedures in IMC Communication

CO5: Analyze the evaluation of the IMC program and their effective measurements and using the concepts for business purposes.

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CO 1		M											H	H	H	H
CO 2		H											M	H	H	H
CO 3		H						M					H	M	H	H
CO 4					M								H	M	H	H
CO 5					H								H	H	H	M

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 12: Responsible Consumption and Production.

Promote public procurement practices that are sustainable, by national policies and priorities.

CODX 311	INDUSTRIAL RELATIONS AND	L	T	P	C
SDG: 16	LEGISLATIONS	3	1	0	4

COURSE OBJECTIVES:

COB1: To provide fundamental knowledge on Industrial Relation.

COB2: To identify the various dimensions of collective bargaining and negotiation.

COB3: To describe the Trade Union movement and Grievances.

COB4: To reveal the Industrial Legislations.

COB5: To study the significance of other Industrial Enactments.

MODULE I INTRODUCTION TO INDUSTRIAL RELATIONS 12

Background of Industrial Relations: Definition, Scope, Objectives, Factors affecting Industrial Relations, Participants of Industrial Relations, Importance of Industrial Relations; Approaches to Industrial relations, System of Industrial Relations in India.

MODULE II COLLECTIVE BARGAINING 12

Definition, Meaning, Nature, Essential conditions for the success of collective bargaining, Process, Functions, Importance, Prerequisites for collective bargaining; **Negotiations:** Types of Negotiations, Techniques of negotiation, Negotiation process, Problem solving attitude, Essential skills for negotiation.

MODULE III TRADE UNIONS 12

Meaning, Trade Union movement, Objective, role and functions of the Trade Unions, Procedure for registration of Trade Unions, Grounds for the withdrawal and cancellation of registration, Union structure, Rights and responsibilities of Trade Unions, Problems of trade unions; **Grievance** : Meaning and forms, Sources of grievance, Approaches to grievance machinery, Grievance procedures, Model grievance procedure.

MODULE IV INDUSTRIAL LEGISLATIONS 12

Basic objectives and major provisions of the following legislations: Factories Act 1948; Employees' State Insurance (ESI) Act, 1948; Maternity Benefit Act, 1961; Child Labour (Prohibition & Regulation) Act, 1986; Industrial Disputes Act of 1947.

MODULE V INDUSTRIAL ENACTMENTS 12

Basic objectives and major provisions of the following legislations: Minimum Wages Act, 1948; Payment of Wages Act, 1936; Payment of Gratuity Act 1972, Employees' Provident Fund and Miscellaneous Provisions Act 1952; Employees Compensation Act in 2013; The Code on Wages 2019.

L – 45 : T - 15 ; TOTAL HOURS – 60

Practical Exercise:

Learners are required to:

1. Visit an industrial unit to learn about the industrial relations in the current environment after interacting with the trade union leaders, workers, and HR managers and prepare a report of such visit.
2. Consider the level of health, safety and welfare facilities provided to the employees during the industrial visit and present the report.
3. Assess and prepare a report on the grievance redressal mechanism of the industrial unit.

TEXT BOOK:

1. Malik, P. L. "Handbook of Labour and Industrial Law". Uttar Pradesh: Eastern Book Company, Luck now, 2018.

REFERENCES:

1. Monappa, A., Nambudiri, R., & Selvaraj, P. Industrial Relations and Labour Laws, Tata McGraw Hill Education, New Delhi, 2012.
2. Padhi, P. K. Industrial Relations and Labour Laws, PHI Learning, New Delhi, 2012.
3. Sharma, J. P. Simplified Approach to Labour Laws.: Bharat Law House, Bhilai, Chhattisgarh 2018.
4. Srivastava, S. C. Industrial Relations and Labour Laws, Vikas Publishing House, New Delhi, 2012.
5. Venkataratnam, C. S., & Dhal, M. Industrial Relations. 2nd Edition. Delhi: OUP India. 2017.

COURSE OUTCOMES:

On successful completion of this course learners would able to:

CO1: Explain the evolution and factors influencing industrial relations in changing environment.

CO2: Measure the effectiveness of Collective bargaining and negotiations.

CO3: Examine the effectiveness trade unions and their growth.

CO4: Analyse the effectiveness of workers participation in management.

CO5: Evaluate industrial disputes and implementation of its legal provisions.

Board of Studies (BoS) :

Academic Council:

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CO1	M	H	M	M				M	H	M	M				M	M
CO2	L	M	H	M	L		H	M	M	M	H	H	H	H		M
CO3	H	H	M			L			H	M	M	M	M	M	M	M
CO4	M	M		M			M	M	M	M		M	H	H	M	
CO5	M	M	H	M				M		H	M	H		M		M

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 16: Peace, Justice and Strong Institutions.

This course will help the Learners:

To promotes peace, justice and effective, accountable and inclusive systems for sustainable development. Protection of fundamental freedoms, and freedom from violence, abuse, trafficking and exploitation are at the core of human rights, and supported by institutions free of corruption and bribery that promote rule of law and enforce non- discrimination.

CODX 312	MANAGEMENT OF	L	T	P	C
SDG: 8	FINANCIAL SERVICES	3	1	0	4

COURSE OBJECTIVES:

COB1: To comprehend the concept of Financial Services and Markets.

COB2: To describe the role & functions of Mutual Fund and Merchant Bankers.

COB3: To elucidate the concept of Underwriter and Depositories.

COB4: To educate relevant insight related to Leasing and Hire purchase systems.

COB5: To knowledge pertaining to Credit rating agencies, Factoring and Forfeiting.

MODULE I FINANCIAL SERVICES 12

Overview of Financial Services: Nature; Scope and Importance of Financial System; Types; constituents; Functions; Financial Markets; Entry Strategies Financial services; Types; Growth of Financial Services in India; Financial Sector Reforms in India; Problems faces in Financial Sector.

MODULE II MERCHANT BANKING SERVICES 12

Overview of Banking services ; RBI ; Role and functions; SEBI; Role and Functions; Merchant Banking Services; New issue management; Prospectus of Public Offering; IPO and FPO; Mutual Fund; Types; Functions; Growth of Mutual Fund; SEBI Guidelines.

MODULE III UNDERWRITER & AGENTS 12

Underwriter; Registrar and Share Transfer Agent; Stock broking; Types; Depositories; Merits and Demerits; NSDL & CSDL; Custodial Services; Short selling Securities; Lending and Borrowing services.

MODULE IV LEASING & HIRE-PURCHASE 12

Leasing; Types; Perspectives of both Lessee and Lessor; Hire purchase; Conceptual Legal Framework and Financial Evaluation; Venture Capital ; Stages; Venture Capital in Indian scenario; Credit Rating Services; Types; Agencies; Factoring; Functions; Types; Factoring in Indian development; Forfeiting; An overview; Factoring vs Forfeiting; Bill Discounting; Features; Benefits; Stakeholders in Bill Discounting.

MODULE V CONSUMER FINANCE 12

Consumer Finance; Types; Plastic Money (Debit, Credit & Smart Card); Housing Finance; Types; Securitization in India; Concept; Nature and their Implications; Management of Non-Banking Financial Companies and Microfinance.

L – 45 ; T - 15 ;TOTAL HOURS - 60

TEXT BOOKS:

- 1 C. Ramya Gopal, "Management of Financial Services", Vikas Publication, 2018.
- 2 Gordon Natarajan, "Financial Markets and Services", Himalaya publishing House, New Delhi, 2016.

REFERENCES:

1. K. Sasidharan, Alex Mathews, "Financial Services", Tata McGraw Hill, 2010.
2. B. S. Bhatia, G. S. Batra, "Management of Financial Services", Deep & Deep Publications, 2008.
3. Dr. Gurusamy, "Merchant Banking and Financial Services", 2nd Edition, Tata McGraw Hill, 2009.
4. Khan, M .Y, "Financial Services", 4th Edition, Tata McGraw Hill, 2013.
5. Rupesh Roshan Singh, "Indian Financial System", Excel Books Pvt. Ltd, New Delhi.

COURSE OUTCOMES:

After the completion of this course, the learners will able to:

CO1: Create an awareness of the current structure and regulation of the Indian financial services sector.

CO2: Analyze the role and function of RBI and SEBI in Indian economy.

CO3: Determine the strategies of stock brokers and depositories.

CO4: Identify the role and function of factoring and forfeiting.

CO5: Design strategies to promote consumer and housing finance.

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CO 1	H	M		H	H				H				H	H	H	H
CO 2	H	M		H	H				M				H	H	H	H
CO 3	M	H		M	M				M				M	H	M	M
CO 4	M	H		M	M				M				M	M	M	M
CO 5	H	H		H	H				M				H	H	H	H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 8.: Promote inclusive and sustainable economic growth through financial institutions and services.

Strengthen the capacity of domestic financial institution to encourage and expand universal access to financial services. Promote the economic development of any country depends upon the existence of a well organized financial system.

CODX 313	SOCIAL ENTREPRENEURSHIP	L	T	P	C
SDG:3		3	1	0	4

COURSE OBJECTIVES:

COB1: To develop learners' overall awareness level in social entrepreneurship.

COB2: To know the social entrepreneur's traits and their developments in India.

COB3: To acquaint learner's knowledge in social entrepreneurship process.

COB4: To gain knowledge about social incubators and social organisations.

COB5: To aware the ethical entrepreneurship and challenges in social entrepreneurship.

MODULE I INTRODUCTION TO SOCIAL ENTREPRENEURSHIP 10

Meaning, definition: Entrepreneur, Entrepreneurship. Types of Entrepreneurs –Social entrepreneur, Serial entrepreneur, Life style entrepreneur. Types of Entrepreneurships –creative entrepreneurship, inclusive entrepreneurship, knowledge entrepreneurship. Entrepreneurial characteristics: Inspiration, creativity, direct action, courage and fortitude. Characteristics of entrepreneur: innovate, introduces new technologies, catalyst, creative, generating opportunity for profit or reward. Entrepreneurship development in India. Scope of entrepreneur development. Concepts of Value Creation.

MODULE II SOCIAL ENTREPRENEUR, SOCIAL ENTREPRENEURSHIP AND SOCIAL ENTERPRISES 10

Meaning, definition: Social entrepreneur, social entrepreneurship, social enterprises. Characteristics of Social Entrepreneurship. Characteristics of Social Entrepreneur- social catalysts, socially aware, opportunity seeking, innovative, resourceful, accountable. Differences between Business and Social entrepreneur, Entrepreneurship and Social Entrepreneurship. Social Entrepreneurship in developing countries and in India

MODULE III THE SOCIAL ENTREPRENEURSHIP PROCESS 10

The Timmons Model of the Entrepreneurship Process, The PCDO (The People, Context, Deal, and opportunity) frame work, The Social Entrepreneurship Frame work. Sources of Social Entrepreneurship -Public Sector, Private Sector, Voluntary Sector. Qualities and Skills of Social Entrepreneur, Entrepreneurial, innovative, transformatory, leadership, storytelling, people, visionary opportunities, alliance building, questions and

doubts, accountability, missing skills, succession, scale.

MODULE IV SOCIAL ENTREPRENEURSHIP IN PRACTICE 14

Boundaries of Social Entrepreneurship – Social service provision, social activism. Social incubators – Famous social incubators in India including crescent innovation and incubation council. Social entrepreneurship organisations - The Grameen Bank (GB), The Self Employment Women's Association (SEWA), Aravind Eye Hospital, Bhartia Samruddhi Investment Consulting Services (BASIX), Narayana Hrudayalaya Institute of Medical Sciences, Technology Informatics Design Endeavour (TIDE). KPR group of institutions.

MODULE V ETHICAL ENTREPRENEURSHIP & CHALLENGES IN SOCIAL ENTREPRENEURSHIP 08

Ethical entrepreneurship: Meaning. Empirical ethics, eternal ethics. Entrepreneur and customer, Entrepreneur and employee, Entrepreneur and Government. Challenges in Social Entrepreneurship.

L – 45 ; T - 15 ; TOTAL HOURS - 60

TEXT BOOKS:

1. Robert A. Philips Margret Bonefiel Ritesh Sharma, Social entrepreneurship, the next big business opportunity Global Vision Publishing House, New Delhi, 2011
2. Jill Kickul and Thomas S. Lyons, Routledge, Understanding social entrepreneurship, the relentless pursuit of mission in an ever-changing world, New York, 2012.

REFERENCES:

1. Bornstein, David, how to change the world: social entrepreneurs and the power of new ideas New York, oxford university press, 2004.
2. Dees, j. Gregory, "the meaning of social entrepreneurship" center for the advancement, 2007. of social entrepreneurship Duke University. http://www.caseatduke.org/documents/dees_sedef.pdf .
3. Martin, Roger and Osberg, Sally, "social entrepreneurship: the case for definition", Stanford social innovation review. 2008.

COURSE OUTCOMES:

CO1: Gain overall awareness level in social entrepreneurship.

CO2: Can able to distinguish between business and social entrepreneurship.

CO3: Obtain knowledge in social entrepreneurship process.

CO4: Easily approach and get support from any incubation center and organisations.

CO5: High awareness level in Ethical entrepreneurship and its challenges

Board of Studies (BoS) :

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CO1	H				L	H							M	H	L	H
CO2	H					H							H	M	H	H
CO3		H				H		M					H	M	H	H
CO4	M					M M							L	H	H	H
CO5	M									H			L	M	M	L

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 3 : Ensure healthy lives and promote well-being for all at all ages

Learners will be aware of social entrepreneurship and ensures the substantially increase health financing and the recruitment, development, training and retention of the health workforce in developing countries.

CODX 21	ORGANISATIONAL BEHAVIOUR	L	T	P	C
SDG: 8		3	1	0	4

COURSE OBJECTIVES:

COB1: To recognise the types of Personality.

COB2: To gain knowledge on decision making in personal life.

COB3: To categorise the level of motivation in employees.

COB4: To examine the types and characteristics of leader.

COB5: To diagnose the organisational Culture.

MODULE I INTRODUCTION AND INDIVIDUAL BEHAVIOUR 12

Organisational Behaviour: concepts, determinants, challenges and opportunities of OB, Contributing disciplines of OB, Organisational Behaviour Models. Personality: Type A and B, Big Five personality types, Factors influencing personality; Values and Attitudes: Concept and types of values, Terminal value and Instrumental Value, Components of attitude, job related attitudes.

MODULE II DECISION MAKING AND COMMUNICATION 12

Learning: Concept, Learning theories, and Reinforcement, Perception and Emotions: Concept, Perceptual process, Importance, Factors influencing perception, Emotional Intelligence, Concept and nature of decision making process, Individual versus group decision making, Communication and Feedback, Transactional Analysis (TA), Johari Window.

MODULE III MOTIVATION AND GROUP BEHAVIOUR 12

Meaning and Importance and Characteristics, Process of motivation, Motivational Theories: Maslow's need hierarchy theory, Mc Gregor's X and Y theory, William Ouchi's Z Theory, Herzbergs Two Factor Theory, McClelland's Need Theory, Vroom's Expectancy Theory, Group Dynamics: Meaning, Types, Groups in an organization, Group size and Status, Group Behaviour Characteristics, Group Norms & Cohesiveness, Group Decision Techniques.

MODULE IV LEADERSHIP, POWER, AND CONFLICT 12

Meaning and concept of Leadership, Leadership Styles, Trait theory, Transactional Analysis, Charismatic, and Transformational Leadership. Power and conflict, Power tactics, Sources of conflict, Conflict Resolution Strategies.

MODULE V DYNAMICS OF ORGANISATIONAL BEHAVIOUR 12

Organisational Culture and climate - Concept and determinants of organisational culture. Organisational change: Importance, Managing Change. Individual and organisational factors to stress; Prevention and Management of stress. Organizational Development, Definitions, Characteristics Objectives, Team Building, Survey Feed Back, Four System Management.

L – 45; T - 15 ; TOTAL HOURS – 60

Practical Exercises:

The learners are required to:

1. Apply the tools for measuring personality types like Type A&B, 16 Personality Traits, etc. Role Play on TA and Johari Window;
2. Assume a case for decision making in business context, write a report and present how they would proceed step by step to arrive at the final decision;
3. Design a questionnaire to measure the level of motivation & intrinsic motivation using Ken Thomas Theory;
4. Consider your role model of a leader and describe the characteristics of that leader;
5. Practice stress management tools including meditation;
6. Measure organisational culture using OCTAPACE or any other tool.

TEXT BOOK:

1. Robbins, S. P., & Judge, T. A. "Organizational Behaviour", New Delhi: London, Pearson Education, 2015.

REFERENCES:

1. Chhabra, T. N. Management Process & Organizational Behaviour, Sun India Publications, Delhi, 2017.
2. Greenberg, J., & Baron, R. A. Organizational Behaviour, New Jersey: Prentice Hall, 1996.
3. Luthans, F. Organizational Behaviour, McGraw Hill Education, New York, 2010.
4. Singh, A. K., & Singh, B. P. Organizational Behaviour, Excel Books Pvt. Ltd., New Delhi, 2007.

COURSE OUTCOMES:

On successful completion of this course learners would be able to:

CO1: Differentiate between various types of personality using standard tools.

CO2: Appreciate the applicability of decision making process in real life situations and use TA and Johari Window.

CO3: Have knowledge to understand the level of motivation in employees.

CO4: Describe characteristics of a leader.

CO5: Build a supportive organisational culture.

Board of Studies (BoS) :

16th BoS of Department of Commerce
held on 11.12.2021 & 13.12.2021

Academic Council:

18th AC held on 24.02.2022

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
CO1	M	L	H	L		L	M	H	M	H	L	M	H	H	L	
CO2	M	L	M	H	L		M	M	L	M	H	L	L	M	H	
CO3	H	H	L	H			L	H	L	L	M	M	H	L	M	
CO4	M	H	H	L			H	L	H	H			L	M	H	
CO5	H	M	L	H			L	H	M	M	L	H	M	L	M	

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

The course aims to develop a theoretical understanding among learners about the structure and behaviour of organisation as it develops over time. The course will also make them capable of realizing the competitiveness for firms.

CODX 321	CUSTOMER RELATIONSHIP	L	T	P	C
SDG: 4, 12	MANAGEMENT	3	1	0	4

COURSE OBJECTIVES:

COB1: To enable the organizational need, benefits and process of creating long-term value for individual customers

COB2: To describe the aspects of Customer relationship management using database.

COB3: To state the significance of strategic customer relationship management.

COB4: To identify the various dimensions of understand the technological and human issues relating to implementation of Customer Relationship Management in the organizations

COB5: To provide fundamental knowledge regarding the concept of e-CRM and e-CRM technologies.

MODULE I INTRODUCTION TO CUSTOMER RELATIONSHIP MANAGEMENT 12

CRM: Meaning & Definition ,Dimensions of CRM, Nature of CRM, Goals of CRM, Advantages of CRM, Elements of CRM, CRM Process, Models of CRM, CRM Road Map for Business Applications, CRM as a Strategic Marketing Tool, CRM Significance to the Stakeholders.

MODULE II UNDERSTANDING CUSTOMERS 12

Product & Customer, Overview, Importance of a Customer, Consumer Behavior, Customer Information Database, Customer Profile Analysis, Customer Perception, Expectations Analysis, Customer Behavior In Relationship Perspectives; Individual and Group Customer's, Customer Life Time Value, Selection of Profitable Customer Segments.

MODULE III CUSTOMER RELATIONSHIP MANAGEMENT STRATEGY 12

Customer Portfolio Management, CPM In The Business-To-Business Context, Customer Portfolio Models, Additional Customer Portfolio Management Tools, Strategically Significant Customers, The Seven Core Customer Management Strategies.

MODULE IV CUSTOMER RELATIONSHIP MANAGEMENT PLANNING AND IMPLEMENTATION 12

Strategic CRM planning process, CRM Implementation, A comprehensive model, Developing CRM vision and strategy Management support, Implementation Issues, CRM Tools, Analytical CRM, Operational CRM, Call center management, Role of CRM Managers.

MODULE V RECENT TRENDS IN CUSTOMER RELATIONSHIP MANAGEMENT 12

ERP an Overview, Enterprise an Overview, Benefits of ERP, ERP and Related Technologies, e-CRM Solutions, Data Warehousing, Data mining for CRM, an introduction to CRM software packages, Business Intelligence.

L – 45; T–15; TOTAL HOURS –60

TEXT BOOKS:

1. Jagdish N Sheth, Parvatiyar Atul, G Shainesh “Customer Relationship Management: Emerging Concepts, Tools and Applications” ,Publisher : McGraw Hill Education, 2017.
2. Francis Buttle & Stan Maklan “Customer Relationship Management: Concepts and Technologies”, Publisher :Routledge; 3rd edition, 2015.

REFERENCES:

1. Ken, B., “Customer Relationship Management: The Handbook of Key Customer Relationship Management”, Prentice Hall, 2000
2. Greenberg, P., “CRM at the speed of light: Capturing and keeping customers in Internet real time”, Elsevier, 2001.

COURSE OUTCOMES:

On the successful completion of the course, the learners will be able to

CO1: Explain the basic concepts of Customer relationship management.

CO2: Analyze various aspects of Customer relationship management using database.

CO3: Illustrate Customer Portfolio Management Tools

CO4: Explain the operational and analytical CRM.

CO5: Describe the overview of e-CRM Solutions and CRM Packages.

Board of Studies (BoS) :

16th BoS of Department of Commerce
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Academic Council:

18th AC held on 24.02.2022

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
CO1	H	H	H	H	M						M	H	H	M	H	H
CO2	H	H	M	M	M						M	H	M	M	H	H
CO3	H	M	M	M	L						M	M	H	M	M	H
CO4	H	M	M	M	L						M	M	M	H	M	M
CO5	M	M	M	M	L						M	M	M	H	M	M

Note: L- Low Correlation M - Medium Correlation H - High Correlation

SDG: 04 Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

SDG: 12 - Responsible Consumption and Production

This course enables the learners to have an insight about ERP tools for CRM that are vital to ensure a transformative education required for life-long learning and enable the sustainable customer relationship strategies.

CODX 322	SELLING SKILLS AND	L	T	P	C
SDG: 8	APPLICATION PROCESS	3	1	0	4

COURSE OBJECTIVES:

COB1: To acquaint students with an exposure to the selling as profession and various approaches to selling insurance.

COB2: To know the various steps in the sales process: prospecting; making an appointment for sales interview; need analysis; presentation and positioning the solution.

COB3: To gain knowledge on the grooming and etiquettes and significance of closing the sales.

COB4: To comprehend the disciplines of selling.

COB5: To acquire knowledge on different calculation methods, sales strategies and implementation.

MODULE I SOURCE INSURANCE CLIENTS 12

Client segmentation for insurance; Sales with new and existing customers; Ways of approaching potential customers; Sales pitch and objection handling; Investment planning for clients.

MODULE II SELLING AS A PROFESSION 14

Challenges in selling, selling contexts & methods, steps for effective selling, selling & marketing, Fundamental approaches to insurance selling, Positioning life insurance products, general insurance products, identify needs for insurance, targeting market.

MODULE III THE SELLING PROCESS I 12

Selling process: Prospecting, Hurdles, methods of prospecting, Sales process of planning to execution, Database creation, cold calling, lead generation, Advantages of lead prioritizing.

MODULE IV THE SELLING PROCESS II and DISCIPLINES OF SELLING 12

Communication process for appointment, Grooming and etiquettes, Objection handling and closing a call, significance of closing a sale, Effective closes.

The core disciplines of selling, The Karma and the Dharma of Selling, The Making of a successful insurance sales person.

**MODULE V ASSIST PROCESSING INSURANCE 10
APPLICATIONS**

Calculation of premium as per plans, Application process and documentation, Accurate documentation, optional documents, After sales activities

L – 45; T – 15; TOTAL HOURS – 60

TEXT BOOK:

1. Prasad, Yash Mohan, Professional Selling, CPAIM-BL-03, Insurance Institute of India, 2013.

REFERENCES:

1. Mohinder Singh Kamboj, Coursebook On Life Insurance (IC-38) TNKM CONSULTANTS LLP (1 January 2020)
2. Hargovind Dayal, The Fundamentals of Insurance: Theories, Principles and Practices, Notion Press; 1st edition (1 January 2017).

COURSE OUTCOMES:

On successful completion of this course learners will be able to

- CO1:** Explain in detail the challenges in selling.
- CO2:** Design sales process and how to build database, generate leads, etc.
- CO3:** Construct a communication plan and flow as well as demonstrate grooming techniques and communication flow.
- CO4:** Analyze the core disciplines of selling.
- CO5:** Prepare premium calculation methods and describe the list of documents required for application of General Insurance and its relevance.

Board of Studies (BoS) :

16th BoS of Department of
Commerce held on 11.12.2021 &
13.12.2021

Academic Council:

18th AC held on 24.02.2022

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CO 1	H	M	M			H						H	H	H	H	H
CO 2	H	H	H			M						M	M	H	H	H
CO 3	H	M	H			H						H	H	M	H	H
CO 4	H	L	H			M						H	H	H	H	H
CO 5	M	H	M			H						M	M	H	M	M

Note: L - Low Correlation M - Medium Correlation H - High Correlation
SDG No. 8: Decent work and economic growth

Through this course learners will understand the importance of selling as a profession which leads them to know about the relationship between employment and economic growth.

CODX 31	BUSINESS ETHICS AND HUMAN	L	T	P	C
SDG: 8	VALUES	3	1	0	4

COURSE OBJECTIVES:

This course aims to enable the learners to:

COB1: To Create awareness about Business Ethics and Human Values.

COB2: To develop critical thinking skills and the ability to use business ethics theories in different organizations as a process for decision making.

COB3: To Examine the scope of human values and business ethics.

COB4: Analyze the moral issues, values to business and its relevance

COB5: Develop an insight in to CSR and its relevance to business

MODULE I INTRODUCTION 12

Business Ethics: Meaning, Importance; Business Ethics in Different Organisational contexts; Sustainability: A Goal for Business Ethics; Approaches and Practices of Business Ethics; Ethical Decision Making and Decision Making Process, Relevance of Ethics and Values in Business; Codes of Ethics; Ethical Behaviour of Manager. Ethical theories: Normative and descriptive ethical theories.

MODULE II BUSINESS ETHICS MANAGEMENT 12

Management process and ethics, Ethos of Vedanta in management, Hierarchism as an organisational value, Business Ethics and Cultural Ethos; Role of various agencies in ensuring ethics in corporation; Setting standards of ethical Behaviour; Managing stakeholder relations; Assessing ethical performance; Organizing for Business Ethics Management

MODULE III HUMAN VALUES AND BUSINESS 12

Meaning of Human Values; Formation of Values: Socialization; Types of Values: Societal Values, Aesthetic Values, Organisational Values, Spiritual Values; Value Crisis in Management; concept of knowledge management and wisdom management, Wisdom-Based Management, Concept of Karma and its kinds: Karma Yoga, Nishkam Karma, and Sakam Karma.

MODULE IV MORAL ISSUES IN BUSINESS 12

Implications of moral issues in different functional areas of business (Finance, Human Resource, and Marketing), Whistle blowing; Marketing truth and advertising: Manipulation and coercion, Allocation of moral responsibility in advertising; Trade secrets, Corporate disclosure, Insider trading; Equal

employment opportunity, Affirmative action, Preferential hiring; Consumerism and Environmental protection.

MODULE V HUMAN VALUES AND ETHICS

12

Human Values and Ethics, Integrity, Work Ethic, Service learning, Civic Virtue, Respect for others, Living Peacefully, Caring, Sharing, Honesty, Courage, Cooperation, Commitment, Empathy, Self Confidence Character, Spirituality, Safety and risk, Assessment of safety and risk, Intellectual Property rights (IPR), Case Study

L – 45; T – 15; TOTAL HOURS – 60

Practical Exercises:

The learners are required to:

1. Participate in discussion of decision-making situations by presenting scenarios;
2. Design code of ethics for a selected organisation.
3. Assess ethical performance of a selected organisation.
4. Prepare a questionnaire to measure the importance of different types of values.
5. Analyse, interpret and present key learnings of the case study on Whistle Blowing- Infosys Case.

TEXT BOOK:

1. Prof. S.K. Sarangi, Dr. (Prof.) Anandarup Sarangi, "Values and Ethics of Business and Profession", Himalaya Publishing House Private Limited, 1st Edition, Nagpur, 2020

REFERENCES:

1. Prof. C.S.V. Murthy, "Business Ethics - Text & Cases", Himalaya Publishing House Private Limited, 1st Edition, Nagpur, 2020
2. Dr. Neeru Vasishth & Dr. Namita Rajput, "Taxmann's Business Ethics and Values", Taxmann Publications Private Limited, 2nd Edition, New Delhi, 2020
3. Smriti Srivastava, "Human Values and Professional Ethics", Taxmann Publications Private Limited, 4th edition, New Delhi, 2020
4. Ananda Das Gupta, "Ethics, Business and society", SAGE Publications India Private Limited, New Delhi, 2020

COURSE OUTCOMES:

At the end of the course, Learners would be able to:

CO1: Identify and analyze an ethical issue in the subject matter under investigation or in a relevant field

CO2: Make and adopt the multiple ethical interests at stake in a real-world situation or practice

CO3: Assess their own ethical values and the social context of problems

CO4: Provide depth knowledge on codes of ethics.

CO5: Apply the knowledge of human values to contemporary work ethical and global safety issues.

Board of Studies (BoS) :

16th BoS of Department of Commerce
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Academic Council:

18th AC held on 24.02.2022

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CO1	H					M	H	H	M			H				H
CO2	M					M	H	H	M			H				M
CO3	H					M	M	M	H			M				M
CO4	H					H	M	M	H			M				M
CO5	H					H	M	M	H			M				H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

The course helpful to learners an understanding of the concept of Business Ethics and Human Values and its application in business decision making using sustainable business practices.

CODX 331	PERFORMANCE MANAGEMENT	L	T	P	C
SDG: 4		3	1	0	4

COURSE OBJECTIVES:

COB1: To discuss the concept of Performance Management

COB2: To analyze the process of Performance Management and Performance Counselling.

COB3: To evaluate the performance of employees through methods of evaluating performance appraisal

COB4: To identify the role of HR role in Performance Management

COB5: To gain knowledge of Ethics in Performance Management

MODULE I INTRODUCTION TO PERFORMANCE MANAGEMENT 12

Performance Management: Aims, Characteristics, Developments in Performance Management, Concern, Understanding Performance Management, Performance Appraisal, Performance Management and Management by Objective (MBO), Rules of Excellence, Sins of HR Professionals.

MODULE II PROCESS OF PERFORMANCE MANAGEMENT 11

Performance Management Cycle, Performance Management Sequence, Performance Management Activities, Feedback management; Performance Counselling: Objective, Process, conditions for Effective Performance Counselling and Planning.

MODULE III PERFORMANCE MONITORING 12

Performance Monitoring: Assessment Centre, Designing and Measuring Performance, Key Performance Indicators (KPI) and Key Result Areas (KRA), Criteria for Performance Measurement, Setting Organizational Team, Team and Individual performance Standards, Methods for evaluating Performance, 360 Degree appraisal, Competency Mapping and Competency Modelling, Balance Score card.

MODULE IV TRAINING AND DEVELOPMENT IN PERFORMANCE MANAGEMENT SYSTEM 13

Need for Training and Development in Performance Management, Rewards and Recognition, Team Performance, Performance

Management linked Reward System, Role of HR Professionals in Performance Management, Potential Appraisal and its linkage to Performance Management, Performance Agreements, Performance Reviews, Feedbacks, Strategic role of HR professionals.

MODULE V ETHICS IN PERFORMANCE MANAGEMENT 12

Ethics in Performance Management: Principles, Objectives and Significance of Ethics in Performance Management, Ethical Issues and Dilemmas in Performance Management, Ethical Strategies in Performance Management, Developing Code of Ethics in Performance Management, Future Implications of Ethics in Performance Management.

L – 45; T – 15; TOTAL HOURS – 60

TEXT BOOKS:

1. R. K. Balyan, Vikramender Singh, "Performance Management", Himalaya Publishing House, New Delhi, 2017 (ISBN Number : 978-93-5051-434-4)
2. Dipak Kumar Bhattacharya, "Performance Management System and Strategies", Pearson Education Limited, India, 2011 (ISBN-13: 9788131754221)

REFERENCES:

1. A. S. Kohli, T. Deb, "Performance Management", Oxford University Press, New York, 2008
2. Michael Armstrong, "Performance Management", Kogan Page Limited, London, 2006.

COURSE OUTCOMES:

After the completion of the course, the learners will be able to:

CO1: Describe the concept of Performance Management

CO2: Discuss the process of Performance Management

CO3: Evaluate and measure the performance of employees through various methods

CO4: Outline the role of HR professionals in Performance Management

CO5: Apply the ethics in performance management

Board of Studies (BoS) :

16th BoS of Department of
Commerce held on 11.12.2021 &
13.12.2021

Academic Council:

18th AC held on 24.02.2022

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CO 1	H	H	M	H		M		H		H		H	H	H		M
CO 2	H	H	H		H			H					H	H		
CO 3	H	H	H	H				H					H	M	H	
CO 4	M	H	M		M			H					M	H		H
CO 5	H	H	H					H				H	M	H		

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

Learning opportunities are increased and diversified to gain the knowledge of management goals.

CODX 332	INDIAN FINANCIAL SYSTEM	L	T	P	C
SDG: 4		3	1	0	4

COURSE OBJECTIVES:

COB1:To acquaint students with the components of the Indian financial system

COB2: To familiarize students with various financial assets

COB3To enable students to compare the role and responsibilities of various market intermediaries

COB4: To describe the various functions of financial intermediaries

COB5: To equip students to operate different regulatory authorities in Indian financial system.

MODULE I INTRODUCTION TO INDIAN FINANCIAL SYSTEM 9

Financial System: Meaning and Functions; Saving-Investment Process; Components of the Financial System; Growth and Trends in Indian Financial System; Financial Sector Reforms in India, Role of Indian Financial System in Indian Economic Development.

MODULE II FINANCIAL ASSETS 9

Meaning and Features of Financial Assets; Financial Assets Vs. Real Assets; Classification of Financial Assets; Equity Shares; Preference Shares, Debentures, Innovative Debt Instruments; Derivative Instruments; Non-Marketable Financial Assets, Money Market Instruments

MODULE III FINANCIAL MARKETS 9

Meaning and Functions of Financial Markets; Classifications of Financial Markets; Money Market and Capital Market; Debt Market and Equity Market; Primary Market (IPO and Book Building) and Secondary Market; Spot Market and Forward Market; Exchange Traded Market and Over the Counter Market.

MODULE IV FINANCIAL INTERMEDIARIES 9

Meaning of Financial Intermediation; Functions of Financial Intermediaries; Major Financial Intermediaries and Their Roles: Commercial Banks, Non-Banking Financial Companies, Mutual Funds, and Insurance Companies, Financial Institutions, Non-Banking Financial Services Companies

MODULE V REGULATORY AUTHORITIES**9**

Regulators of Indian Financial System; The Reserve Bank of India, Organization, Roles and Functions, Monetary Policy, Techniques of Monetary Control; The Securities and Exchange Board of India, Organization, Objectives, Roles, Functions and Power; Insurance Regulatory and Development Authority of India, Organization, Power, Scope, and Functions

L – 15; T-15 ; TOTAL HOURS - 60**TEXT BOOK:**

1. Bhole and Mahakud, "Financial Institutions and Markets", Structure, Growth & Innovations, 6th edition Publisher: McGraw Hill Education India, New Delhi, 2020

REFERENCES:

1. Pathak, "Indian Financial System", 5th Edition, 2018.
2. M. Y. Khan, "Indian Financial System", 2019.
3. Gomez, "Financial Markets Institutions and Financial Services", 1st edition, PHI Learning, 2017.
4. Ramesh Babu, "Financial Markets and Institutions", 1st edition, Concept publishing company, 2016.

COURSE OUTCOMES:

On successful completion of this course learners are able to:

CO1: To Ascertain the components of the Indian financial system.

CO2: To Compare the distinguishing features of various financial assets.

CO3: To Appreciate the role and responsibilities of various market intermediaries

CO4: To recognize the roles of different regulatory authorities operating in the Indian financial system.

CO5: To elaborate the Regulatory authorities and its need.

Board of Studies (BoS) :

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CO1	H	H	H	M									H		H	H
CO2	H	M	M	H									H		H	H
CO3	H	M	H	M									H		M	H
CO4	H	M	H	H									M		H	M
CO5	H	H	M	H									H		M	H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4: "Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all".

This course benefited to learners with different aspects of Indian Financial System like Capital market, Money Market, Financial intermediaries and Regulatory authorities to develop the necessary knowledge and skills for effective financial system.

SKILL ENHANCEMENT ELECTIVES

CODX 341	LOGISTICS AND SUPPLY CHAIN	L	T	P	C
SDG: 12	MANAGEMENT	3	1	0	4

COURSE OBJECTIVES:

The objectives of the course are to make the students

COB1: To describe the conceptual framework of logistics & supply chain management.

COB2: To get practiced with the mechanism and procedure involved in strategic sourcing of logistics management.

COB3: To get expertise about the role of Inventory and warehousing in supply chain management

COB4: To develop insight related to logistics business.

COB5: To interpret the tools and techniques in current trends of global logistics.

MODULE I INTRODUCTION 12

Supply Chain definition, Objectives, Types, Various definitions, Drivers, Need for SCM, SCM as a profession, Strategy formulation in SCM, Value in Supply Chain, Tradeoffs, CRM Strategy relationship matrix.

MODULE II STRATEGIC SOURCING 10

Outsourcing, Make Vs buy, Identifying core processes, Sourcing strategy, Supplier Selection and Contract Negotiation, Logistics outsourcing-catalysts, benefits, value proposition, Third and fourth-party logistics, selection of service provider.

MODULE III INVENTORY AND WAREHOUSING 10

Inventory, definition, need, objectives, functions of inventory management, types, EOQ, buffer stock, ABC analysis; Warehousing: Nature and Importance of Warehousing, types of Warehousing, Warehousing Operations Facility Development, Location Analysis, Warehouse Layout and Design, transportation system and packaging.

MODULE IV LOGISTICS MANAGEMENT 10

Definition and Scope of Logistics, Functions and Objectives, Customer Value Chain, Service Phases and attributes, logistics costs-logistics, sub-systems, inbound and outbound logistics, bullwhip effects in logistics.

MODULE V CURRENT TRENDS 10

Logistics Information Systems, Need, Characteristics and Design, E-Logistics, Logistics Resource Management, e-LRM, Automatic Identification Technologies, Reverse Logistics, Global Logistics, Green Logistics.

L – 45;T – 15;TOTAL HOURS - 60

TEXTBOOKS:

1. Sunil Sharma, Supply Chain Management: Concept, Practices and Implementation, Oxford Press, New Delhi, 2010.
2. Bowersox, D. and Closs, D. Logistical Management: The Integrated Supply Chain Process, Tata McGraw Hill, 1st Edition, New Delhi, 2010.

REFERENCES:

1. Ganapathi, S.L. and Nandi, S.K. Logistics Management, Oxford Higher Education, 2015.
2. Sunil Chopra, Peter Meindl and D.V. Kalra. Supply Chain Management: Strategy, Planning, and Operation, Pearson Education, 5th Edition, New Delhi, 2013.
3. Vinod V. Sople. Logistics Management, Pearson Education, 3rd Edition, New Delhi, 2012.

COURSE OUTCOMES:

After completion of this course, the students will be able to:

CO1: Equip them with the conceptual framework of logistic and supply chain management.

CO2: Up skill with mechanism and procedure involved in strategic sourcing of logistics management.

CO3: Get proficiency in the involvement of Inventory and warehousing.

CO4: Gain wisdom about establishing logistics business.

CO5: Conversant with the importance of current trends of global logistics.

Board of Studies (BoS) :

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CO 1	H	H	H		L								H	L	H	H
CO 2	H	H	H										H	H	H	H
CO 3	M	H	H					M					H	H	H	H
CO 4	M	H											H	H	M	H
CO 5	M									H			M	M	M	H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 12: Ensure sustainable consumption and production patterns.

To strengthen the scientific and technological capacity to move towards more sustainable patterns of consumption and production.

CODX 342	IT FOR BUSINESS	L	T	P	C
SDG: 17		3	1	0	4

COURSE OBJECTIVES:

COB1: To enhance student's technical skills in terms of operating computers, Hardware, Software, and its applications, Categories of Machines, Servers, How Computers works

COB2: To know the operating system and network operating system.

COB3: To introduce the fundamentals of Information Technology, Application of Information technology in functional area.

COB4: To comprehend on data communications, network and internet concepts.

COB5: To introduce with Communication & Computer Networking, & Programming concepts, five generation of programming languages.

MODULE I	INFORMATION TECHNOLOGY	14
	INTRODUCTION	

Introduction to Information Technology, Scope of IT in business, Categories of Machines: Servers, How Computers work, Hard ware, Input Hardware Processing and Memory, Hardware: Storage Hardware, Output hardware, Software-System software, Application Software, History Input-Output devices, How the processor or CPU works : Control unit, ALU and Registers, How memory works :RAM, ROM, Flash, Hard disks, Optical Disks, Magnetic Tapes, Smartcards, Flash Memory Cards.

MODULE II	INTRODUCTION TO SOFTWARE	12
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Introduction to Software: System Software, Components of System software, The operating system: What it does, Booting, User interface, CPU Management, File Management, Task Management: Multitasking, Multiprogramming, Timesharing, Multiprocessing, Formating, System software: Device Drivers and Utility Programs, Desktop and Laptop, Operating Systems: DOS, Network operating systems, windows versions, UNIX, Linux.

MODULE III	APPLICATION OF IT IN FUNCTIONAL AREAS	10
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IT and Marketing, IT and Finance, IT and Operational Management, IT and Human Resource Management, Enterprise Systems, Knowledge Management

MODULE IV DATA COMMUNICATION, NETWORKS AND INTERNET CONCEPTS 12

Data Communication, Networks and Internet Concepts: Concept of Data communications, Transmission Modes, Benefits of Networks, Types of networks, Types of LAN, Components of LAN, Topology of LAN, Analog and Digital signal Internet Concepts : The internet and World Wide Web, Sending and Receiving E-mail, Search Engines, Other Internet Resources, FTP, Telnet, E-Commerce. Network and internet security issues, Extranet and Intranet.

MODULE V PROGRAMMING CONCEPTS AND TOOLS 12

Introduction to Programming, Concepts and Tools, Five step programming, Design the program, code the program, test the program, Document and maintain the program, Five generations of programming languages, Programming languages used today, Pseudo Code.

L – 45; T – 15; TOTAL HOURS –60

TEXT BOOK:

1. V. Rajaraman, "Introduction to Information Technology", PHI Learning; 3rd edition, 2018.

REFERENCE:

1. Norton. P., Introduction to computers, 7Ed, TMH, 2010.

COURSE OUTCOMES:

On successful completion of this course learners will be able to

CO1: Describe in detail Computer system, its components and types of computer system and working style of computer. he challenges in selling.

CO2: Design and develop software solutions for contemporary business environments by employing appropriate problem solving strategies.

CO3: Analyze common business functions and identify, design, and develop appropriate information technology solutions..

CO4: Identify the basics of data communication, networking, internet and their importance.

CO5: Design and code the program.

Board of Studies (BoS) :

16th BoS of Department of Commerce
held on 11.12.2021 & 13.12.2021

Academic Council:

18th AC held on 24.02.2022

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	H	M	M			H						H	H	H	H	H
CO 2	H	H	H			M						M	M	H	H	H
CO 3	H	M	H			H						H	H	M	H	H
CO 4	H	L	H			M						H	H	H	H	H
CO 5	M	H	M			H						M	M	H	M	M

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG No. 17: Partnerships for the Goals.

This course helps the learners to know the concept of information technology for business for measuring progress on sustainable development.

CODX 43	LEADERSHIP AND TEAM MANAGEMENT			
	L	T	P	C
SDG: 8	3	1	0	4

COURSE OBJECTIVES:

COB1: To evaluate the traits of successful Leader

COB2: To use the leadership self-assessment tool to assess their leadership styles

COB3: To differentiate between different Leadership Styles with real life examples and demonstrate roleplay as a Leader in a team in the class

COB4: To analyse the strategies of building an effective team with a real-life example

COB5: To design shared vision and articulate business strategy of a hypothetical organisation to create high performing Teams.

MODULE I LEADERSHIP 12

Leadership: Meaning & Concept; Role and Functions of a Leader; The Great Man Theory; Trait Theory; Leadership & 3 Forces Model; Power: Definition & Types; Ways to use Power for Effective Leadership; Creating Appropriate Power Base; Current Trends in Leveraging of Power.

MODULE II LEADERSHIP STYLES 12

Self & Personality in Leadership; Leadership Traits & Motive Profile. Lewin's (Iowa) Leadership Styles: Autocratic, Democratic, Free Reign; Contingency Theories of Leadership: Fiedler's Contingency Model, The Path-Goal Theory, Hersey-Blanchard Situational Leadership Theory; Transactional Leadership; Charismatic Leadership; Transformational Leadership.

MODULE III LEADERSHIP SKILLS 12

Leader as a Coach; Leader as a Mentor; Empowering Skills; Delegation of Authority; Decentralization; Service Leadership; Servant Leadership; Ethics & Leadership; Sustainable Leadership; Collective Leadership. Leadership Development Practices in various organisations.

MODULE IV TEAM BUILDING AND MANAGEMENT 12

Team: Meaning, Characteristics, Types; Team Development Stages - Tuckman's Model, etc.; Team Building; Team Leader; Belbin Team Roles- Action Oriented Roles, People Oriented Roles, and Cerebral Roles; Team

Meetings and Leadership; Ginnett-Team Effectiveness Leadership Model (TELM); High Performance Teams & Leadership.

MODULE V LEADING TRANSFORMATION 12

Leading Transformation: Context, Shared Vision, Strategy. Wheel of Transformation Model. Determinants of High Performing Teams: 4 Cs- Context, Composition, Competencies, Change; Leading Innovative Teams- Employee First Customer Second, Cross-Cultural Teams, Virtual Teams.

L – 45 ; P- 15; TOTAL HOURS – 60

Practical Exercises:

The learners are required to:

1. Identify a Leader of your choice, prepare and present a report highlighting the important traits that have contributed to the effectiveness of that Leader.
2. Prepare and present a report of their leadership self-assessment analysis.
3. Identify organisations where:
4. model of Service Leadership is being followed,
5. model of Sustainable Leadership is being followed,
6. Collective Leadership.
7. Present a report on their key learnings from its Leadership.
8. Read case study of Starbucks Company on Team Building. Analyse its strategy of building an effective team and present a report of their key learnings.
9. Analyse the organisation of the Leader chosen in Exercise 1 in terms of implementation of the concept of shared vision, well-articulated strategy, 4 Cs of high performing teams and present the findings in front of the class and respond to the questions raised by the students;
10. Analyse and interpret case study on Employee First Customer Second: Turning Conventional Management Upside Down by Vineet Nayar or any other similar case study.

TEXT BOOK:

1. Willink, J. "Leadership Strategy and Tactics: Field Manual", New York, Macmillan Publisher, 2020.

REFERENCES:

1. Chandra Mohan, Leadership and Team Management, , Himalaya Publishing House ,2019
2. Richard Hughes, Robert C. Ginnett, Gordon J Curphy, Leadership: enhancing the lessons of Experience, McGraw–Hill Publication,6thEdition,
3. T.V. Rao, Charu Sharma, 100 Managers in Action, McGraw- Hill
4. Bonnie TY arbrouch, Leading groups& Team, Cengage Learning, New Delhi

COURSE OBJECTIVES:

After completion of the course, learners will be able to

CO1: Assess the traits of successful Leader

CO2: Use the leadership self-assessment tool to assess their leadership styles

CO3: Segregate between different Leadership Styles with real life examples and demonstrate role play as a Leader in a team in the class

CO4: Examine the strategies of building an effective team with a real-life example

CO5: Design shared vision and articulate business strategy of a hypothetical organisation to create high performing Teams.

Board of Studies (BoS) :

16th BoS of Department of Commerce
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Academic Council:

18th AC held on 24.02.2022

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CO1	H	H										M	H	H		
CO2	M	H										M	H	H		
CO3	M	M										H	M	H		
CO4	H	M										H	M	H		
CO5	H	H										L	M	H		

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG No.8: Ensure decent work for all through enhancement of organization working skills, promoting self-development, contributing subsequently to the development of nation's economy.

The course aims to enable the learners understand key leadership theories and be able to apply them effectively in developing solutions to relevant case studies and issues. A comprehensive understanding of self and people's behavior in organization and role playing organizational dynamics leads to the development of competent workforce

CODX 51	BUSINESS RESEARCH METHODS	L	T	P	C
SDG: 4		3	1	0	4

COURSE OBJECTIVES:

COB1: To comprehend the concept and process of business research in business environment.

COB2: To describe the approach towards research design.

COB3: To foster various sampling techniques for a variety of research scenarios and justify their selection.

COB4: To identify and describe the data collection techniques in quantitative research.

COB5: To elucidate the concepts of interpretation and report writing.

MODULE I INTRODUCTION 12

Business Research: Meaning of research, Objectives of research, Types of research, Research approaches, Significance of research, Research methods versus methodology, Research and scientific method, Research process, Criteria of good research, Problems encountered by researchers in India.

MODULE II RESEARCH DESIGN 12

Defining the research problem: Components, Selection and formulation of research problem related to economics, Commerce and business; Meaning and need of literature review; Meaning of research design, Features of a good research design; Types of research design, Important concept relating to research design

MODULE III SAMPLING DESIGN 12

Sampling: Meaning, Need, Significance and principle of sampling; Essentials of a good sampling; Sample survey vs census survey; Types of sampling design: Non-probability sampling, Probability sampling, Complex random sampling designs; Determination of sample size.

MODULE IV DATA COLLECTION 12

Introduction of data collection; Experiments and surveys; Collection of primary data: Difference between questionnaire and schedule, Guidelines for constructing questionnaire/schedule, Some other methods of data collection; Collection of secondary data, Selection of appropriate method for data collection; Use of computer and internet in collection of data; Limitation of

primary and secondary data.

MODULE V INTERPRETATION AND REPORT WRITING 12

Meaning of interpretation, Techniques of interpretation, Precautions in interpretation, Significance of report writing, Different steps in writing report, Layout of the research report, Types of reports, Mechanics of writing a research report, Precautions for writing research reports.

L – 45; T – 15; TOTAL HOURS – 60

Practical Exercises:

The learners are required to:

Select a topic from the area of economics, commerce and business, Design the research project, Collect and analyse data, Write the report.

TEXT BOOK:

- 1.C R Kothari, Gaurav Garg Research Methodology Methods and Techniques New Age International Publishers, 2019.

REFERENCES:

- 1.Alan Bryman and Emma Bell, Business Research methods, Oxford University Press, New Delhi, 3 rd edition, 2011.
- 2.Uma Sekaran, Research methods for Business, Wiley India, New Delhi, 2010.
- 3.K. N. Krishnaswamy, Appalyer Sivakumar and M. Mathirajan, Management Research Methodology, Pearson Education, New Delhi, 2009.
- 4.Borse, M. N. Research Methodology: Modern Methods & New Techniques, Shree Niwas Publishers. Jaipur, 2012
- 5.Donald R. Cooper and Pamela S. Schindler, Business Research methods, 12th Edition, Tata Mc Graw Hill, 2010.

COURSE OUTCOMES:

On Completion of this course students will be able to

CO1: Outline the significance of research and research methodology and to analyse the problems in conducting social science research in India.

CO2: Formulate research problem and research design.

CO3: Identify and carryout sampling design process for the research scenario

CO4: Collect and tabulate required primary and secondary data for analysis.

CO5: Prepare a report on the basis of collected data.

Board of Studies (BoS) :

16th BoS of Department of
Commerce held on 11.12.2021 &
13.12.2021

Academic Council:

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CO1	M	H	H	H	M				M			M	M	M	M	H
CO2	M	H	H	H	M				M			H	M	M	H	H
CO3	M	M	H	H	M				M			M	H	H	H	H
CO4	M	M	H	H	M				M			H	M	H	H	H
CO5	M	M	H	H	M				M			H	M	M	H	H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 04: Ensure inclusive and equitable quality education and promote Lifelong learning opportunities for all.

The course aims to inculcate research aptitude among the learners and to enable them to prepare project report based on empirical data. This course enables the learners to have an education and training that are vital to improve themselves as effective human capital in conducting business research.

CODX 351	COLLECTIVE BARGAINING AND	L	T	P	C
SDG: 16	NEGOTIATION SKILLS	3	1	0	4

COURSE OBJECTIVES:

COB1: To provide information on the current scenario of collective bargaining

COB2: To make the students to practice what you learn in a safe environment.

COB3: To make the students equip with the fundamentals of negotiations and the collective bargaining process in labor management relations

COB4: To make the students the techniques useful for reaching agreements and ratifying a collective bargaining agreement

COB5: To make the students to learn about the skills needed in negotiating a collective bargaining agreement.

MODULE I INTRODUCTION TO COLLECTIVE BARGAINING 10

Introduction to Collective Bargaining -Objectives of Collective Bargaining-Importance and Functions- Process of Collective Bargaining-Problems of Collective Bargaining-Collective Bargaining in India.

MODULE II NEGOTIATION PROCESS 15

Nature of Negotiation-Types of Negotiation-Negotiation Styles-Pre-requisites of Successful Negotiation-Negotiation Framework. Negotiation Process-Failures in Negotiations-Role of Emotions in Negotiation-Misunderstanding in Negotiations- Barriers in Negotiations-Making Negotiation Successful.

MODULE III TRUST BUILDING IN NEGOTIATION 10

Introduction- Pre-negotiation Strategy Checklist- Negotiation Strategies - Negotiation Tactics- Issues in Negotiation -Fundamentals of Relationship-Key Elements in Negotiations- Trust Building and Negotiation-The Dynamics of Trust-Foundations of Negotiator's Trustworthiness.

MODULE IV COVERAGE OF AGREEMENTS 15

Introduction of Agreement-Enforceability of Agreements- Process of Forming Collective Agreements-Conditions of the Agreement-Termination Covenants-Types of Collective Bargaining Agreements- Drafting and Collective Bargaining Agreements- Implementation of the Agreements- Administration of the Agreements-Grievance- Grievance Management System.

MODULE V SYSTEM OF ADJUDICATION 10

Objectives- Introduction- Conciliation- Arbitration--Adjudication-Three Tier system of Adjudication-Model Principles for Adjudication-International Negotiations-Dimensions of Cross-culture Differences- Culture and Negotiation -Why Culture Effects Negotiation Strategies-Impact of Culture on Negotiation.

L – 45;T-15; TOTAL HOURS – 60

TEXT BOOKS:

1. Amit Kumar Anand, Kanika Bhutani and Paswan, Collective Bargaining and Negotiation Skills Galgotia Publishing Company (1 January 2017)
2. Shiv Das, Collective Bargaining and Negotiation Skills for B.Com Prog S for Delhi University Perfect Paperback – 1 January 2019.

REFERENCES:

1. C. Srivastava, Industrial Relations and Labour Laws, 6th Ed., Reprint, Vikas Publishing House Pvt. Ltd., New Delhi. 2012
2. S.K. Puri, Labour & Industrial Law, Allahabad Law Agency. O.P. Malhotra, the Law of Industrial Disputes, 8th Ed., 2017

COURSE OUTCOMES:

On successful completion of this course learners will be able to

CO1: Introduction to Collective Bargaining and Industrial Relations

CO2: Sources and Determinants of Bargaining Power

CO3: Evaluate and create Management Strategies and Structures for Collective Bargaining

CO4: Comprehend the function of Negotiations Process with Mock Bargaining

CO5: Evaluate and create Grievance Procedure and Economic Impact of Collective Bargaining.

Board of Studies (BoS) :

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13.12.2021

Academic Council:

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CO1	H	M							H				H	H	H	H
CO2	H	M							M				H	H	H	H
CO3	M	H							M				M	M	H	M
CO4	M	H							M				M	H	M	M
CO5	H	H							M				H	M	M	L

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 16: Peace, justice and strong institutions.

Learners will Promote peaceful and inclusive societies for sustainable development provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

CODX 352	HUMAN RESOURCE DEVELOPMENT	L	T	P	C
SDG: 08		3	1	0	4

COURSE OBJECTIVES:

The objectives of this course is to make the learner,

COB1: To articulate fundamental knowledge on human resource development.

COB2: To describe the training and development needs, implementation, monitoring and assessment of training outcomes.

COB3: To Identify the mechanism for evaluating the HRD Program.

COB4: To recognize the various methods of employee wellness programs in the organizations.

COB5: To evaluate the determinants of retention of employee.

MODULE I INTRODUCTION TO HUMAN RESOURCE DEVELOPMENT 12

Human Resource Development: Concept, Evolution, Relationship with HRM, Functions, Roles and Competencies of HRD Professionals; Challenges to Organization and HRD professionals; Employee behaviour, External and Internal influence, Motivation as internal influence; Learning and HRD, Learning strategies and styles.

MODULE II FRAME WORK OF HUMAN RESOURCE DEVELOPMENT 12

HRD Processes, Assessing HRD needs, HRD model, Designing effective HRD program, HRD Interventions, Creating HRD programs, Implementing HRD programs, Training methods: Self based, Computer based, Company sponsored Training, On the job and Off the job, Brain storming, Case studies, Role plays, Simulations, T-Groups, Transactional analysis.

MODULE III EVALUATING THE HUMAN RESOURCE DEVELOPMENT PROGRAMME 12

Evaluating HRD programs, Models and framework of evaluation, Assessing the impact of HRD programs, Human Resource Development applications, Fundamental concepts of socialization, Realistic job review, Career management and development.

MODULE IV EMPLOYEE WELLNESS AND HEALTH PROGRAM 12

Management Development: Employee counseling and wellness services, counseling as an HRD activity, Counseling programs, Issues in employee

counseling, Employee wellness and health promotion programs; Organizational strategies based on human resources.

MODULE V DIVERSITY OF WORKFORCE**12**

Diversity of work force;HRD programs for diverse employees, Expatriate & Repatriate support and development; Work force reduction, Realignment and retention, HR performance and bench marking, Impact of globalization on HRD.

L – 45; T – 15; TOTAL HOURS – 60**TEXT BOOK:**

1. Aswathappa, K, "Human Resource Management". Tata McGraw-Hill, 8th Edition, New Delhi, 2017.

REFERENCES:

1. Pravin Durai, "Human Resource Management", Pearson Publications, 2 nd Edition New Delhi, 2020.
2. Gupta, C. B, "Human Resource Management", Sultan Chand & Sons, 2018.
3. VSP Rao, "Human Resource Management: Text & Cases", Excel Books, New Delhi, 2010.
4. Gary Dessler, "Human Resource Management", Pearson Publications, 8 th Edition, 2020.

COURSE OUTCOMES:

On successful completion of this course, the students will be able to

CO1: Describe the basic concept of human resource management.

CO2: Evaluate various training and development programmes.

CO3: Elaborate on the models and framework for evaluation.

CO4: Identify appropriate compensation mechanism and grievance handling system to maintain the employees.

CO5: Describe HRD programs for diversified employees.

Board of Studies (BoS) :

16th BoS of Department of
Commerce held on 11.12.2021 &
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CO 1	H	M		H					H		H	M	H	H	M	H
CO 2	H	H		H					M		M	H	H	M	M	M
CO 3	M	H		H					M		M	H	M	M	M	M
CO 4	M	H		H					M		M	H	M	M	H	H
CO 5	H	M		H					H		H	H	H	H	H	H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 08: Decent Work and Economic Growth

This course enables the learners to Instill to use various concepts and techniques of HRD to ensure productive employment and decent work place for all and helps to promote sustainable economic growth.

Characteristics, and functions; Fundamental principles: Indemnity, Insurable Interest, Utmost good faith, Proximate cause, Contribution, Subrogation; Reinsurance and coinsurance: Features, Objectives, Methods; Bancassurance: Features, Merits and demerits.

MODULE V LIFE AND NON-LIFE INSURANCE 12

Types of insurance: Life and non-Life, Features, Needs, Policies of different types of insurance, Control of malpractices and mis-selling, Negligence, Loss assessment and loss control, Computation of insurance premium, Dematerialization of insurance policies; Claims and settlement procedure; Regulatory framework of insurance: IRDA Act 1999, Objectives and role of IRDA.

L – 45; T – 15; TOTAL HOURS – 60

Practical Exercises:

The learners are required to:

1. Describe the procedure of opening a bank account-current A/C, savings A/C, recurring A/C, and fixed deposit A/C on the basis of your experience.
2. Practice online account opening, E-banking operations, and UPI transfers.
3. Analyse the Balance sheet of a bank with respect to loans and advances and to identify the stressful assets.
4. Prepare the documents of a hypothetical insurance claim.
5. Make a comparative analysis of the claim settlement procedure of select insurance companies and assess their efficiency.

TEXT BOOK:

1. M. Eswari, "Principles and Practices of Insurance", Sahitya Bhawan Publications, 2021.

REFERENCES:

1. D.D.Chaturvedi, "Banking and Insurance", Scholar Tech Press, 2021.
2. O.P. Gupta, "Banking & Insurance", SahityaBhawan Publications, 2019.
3. P.N. Sundharam, "Banking Theory Law & Practice", Sultan Chand & Sons, 2014.

COURSE OUTCOMES:

On successful completion of this course, the learners will be able to

CO1: Describe the meaning, scope and functions of Banking along with legal framework.

CO2: Identify the operations of banking and its services.

CO3: Formulate the lending operations of banks and identify the causes of NPA in banks.

CO4: Describe the concepts of insurance and its principles.

CO5: Explain the types of insurance and regulatory framework of insurance.

Board of Studies (BoS) :

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Academic Council:

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CO1	H	H	M					H	H		M		H	H	H	H
CO2	H	H	H					H	H		M		H	H	H	H
CO3	H	H	H					H	H		M		H	H	L	H
CO4	M	H	M					H	M		H		M	M	M	M
CO5	H	H	H					H	M		H		M	M	M	M

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 9 : Build resilient Infrastructure, promote inclusive and sustainable industrialization and foster innovation.

This course helps the learners to have a complete know-how about the working of banking and insurance companies, which will help them to enrich themselves as an effective human capital.

CODX 62	EVENT MANAGEMENT	L	T	P	C
SDG: 9		3	1	0	4

COURSE OBJECTIVES:

The objectives of this course is to make the learner,

COB1: To illustrate the overview of event management and role of event manager

COB2: To equip learners with the skills to plan and manage events.

COB3: To deliberate the appropriate control action for events, and job skills with responsibilities.

COB4: To relate the importance of event marketing, advertising and public relations.

COB5: To highlight the role and function of event sponsor and sponsorship.

MODULE I INTRODUCTION 11

Management: Meaning and functions; Event Management: Concept, and Scope, Categories of Events: Personal/Informal Events and Formal/Official Events, Requirement of Event Manager, Roles & Responsibilities of Event Manager in different events; Special event topics.

MODULE II PLANNING AND ORGANIZING FOR EVENTS 12

Characteristics of a Good Planner, Communication, SWOT Analysis, Understanding the client needs, identification of target audience; Event Planning Process, Conceptualization, Costing, Canvassing, Customization, and Carrying-out. Critical Success Factors; Outsourcing Strategies, working with Vendors, Negotiating Tactics, Accountability and Responsibility. Event Risk Management and IT for Event Management.

MODULE III MANAGING TEAM 11

Team Building and Managing Team: Concept, nature, approaches, activities, and practices; Characteristics of a high performing team; Skills required and Job Responsibilities of Leading Teams; Role of communication in team building.

MODULE IV EVENT MARKETING, ADVERTISING & PUBLIC RELATIONS 14

Nature & Process of Marketing; Branding, Advertising; Publicity and Public relations; Types of advertising, merchandising, giveaways, competitions,

promotions, website and text messaging; Media tools – Media invitations, press releases, TV opportunities, radio interviews. Promotional tools – Flyers, Posters, Invitations, Website, newsletters, blogs, tweets.

MODULE V SPONSORSHIP 12

Event Partners, Event Associates, Event Sponsor; Importance of Sponsorship–for event organizer, for sponsor; Type of Sponsorship; Making sponsorship database; Sponsorship Proposal; Ways to seek Sponsorship; Closing a sponsorship; Research on sponsorship avenues; Converting sponsorship into partnership.

L – 45; T- 15; TOTAL HOURS – 60

Practical Exercises:

The learners are required to:

1. Prepare a check-list for organizing a formal student led event in your Institution, draft and present the role and responsibilities of all the members in the organizing team with timelines. The student led event should be organized as a group activity for the class.
2. Present SWOT analysis for the event organized as per Unit 1 and Critical Success factors
3. Conduct a team building game to be performed with students of the class.
4. Prepare and present the promotional tools (flyers, posters, blogs, tweets, etc.) and post them on your Facebook, Instagram, LinkedIn, twitter, etc.
5. Present Wedding Planner, prepare a note on skills required and job responsibilities of Wedding Planner. Understanding Rituals and Customer; Wedding arrangements: Creating Blueprint, Designing Wedding Plan, Catering Services, transportation. OR About Live Events, Planning Live Show, Job Responsibilities of Live Show Planner. Live Show arrangements, budgeting, Creating Blueprint, Designing Live Show Plan, Understanding technical requirements, Celebrity management in Live Show.

TEXT BOOK:

1. Conway, D.G., “The Event Manager's Bible: The Complete Guide to Planning and Organising a Voluntary or Public Event” United Kingdom, Little, Brown, 3rd Edition, 2020.

REFERENCES:

1. Goldblatt, J. “Special Events: Event Leadership for a New World”,

New Jersey, John Wiley & Sons Inc., 2005.

2. Hoyle, L. H., "Event Marketing", New Jersey, John Wiley & Sons Inc., 2002

COURSE OUTCOMES:

On successful completion of this course, the learners will be able to

CO1: Discuss the roles & responsibilities of event manager in different events.

CO2: Explain the event planning process and conceptual strategies.

CO3: Describe the different ways for creating, organizing, and managing team.

CO4: Prepare and present the promotional material.

CO5: Illuminate the different types of sponsorship

Board of Studies (BoS) :

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CO2	H	H	H				H	H				H	H			
CO3	H	H	H				H	H				H	H			
CO4	H	H	H				H	H				H	H			
CO5	H	H	H				H	H				H	H			

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 9 : Build resilient Infrastructure, promote inclusive and sustainable industrialization and foster innovation.

The course aims to equip learners with the skills to plan and manage events. This course enables the learners to develop the holistic understanding of leads to creation of robust organization and sustainable management.

CODX 361	MUTUAL FUND MARKET	L	T	P	C
SDG: 4	RESEARCH AND SALES	3	1	0	4

COURSE OBJECTIVES:

COB1: To acquaint different products of mutual fund investment

COB2: To familiarize mutual fund investment along with the regulations

COB3: To recognize process and sales strategies for mutual fund market

COB4: To execute sale in the mutual fund market

COB5: To enable concepts of risk profiling in calculation

MODULE I INTRODUCTION TO MUTUAL FUNDS 10

Concept of mutual fund; Advantages and limitations; Unit capital; Investment objective and risk appetite; NAV, time stamping, AUM, and return on investment, Types of mutual funds in India and their implications on income tax.

MODULE II MUTUAL FUND OPERATIONS AND REGULATORY ENVIRONMENT 12

Structure of mutual fund industry in India; Regulators and their role; Pricing, key accounting, and reporting requirements; Role of SEBI in regulation; Code of Ethics of AMFI; Investor right and obligations; Consolidated account statement.

MODULE III OFFER DOCUMENT & KEY INFORMATION 15

Regulations with respect to offer document for New Fund Offer (NFO), Process of NFO and steps involved in marketing an NFO, Objectives of information disclosure in an offer document, Objectives and contents of the Statement of Additional Information (SAI) and related regulations e. Objectives and contents of the Scheme Information Document (SID) and related regulations, Key Information Memorandum (KIM) and related regulations

MODULE IV RESEARCH ON MUTUAL FUND MARKET 12

Analysis of top mutual funds and factors influencing them; Develop profile of target customers based on research of market and mutual funds.

MODULE V SELLING MUTUAL FUNDS 11

Approach and sell products and services; Educate and inform customers about product and services; Assess customer needs and share research

information to customers; Mapping appropriate mutual funds to customer goals; Risk profiling, dividend calculation.

L – 45; T-15;TOTAL HOURS – 60

TEXT BOOK:

1. Sankaran, S. "Indian Mutual Fund Handbook", Delhi, Vision Books, 2019.

REFERENCES:

1. Ornstein, S., Royer, J., Hubbard, R. G., VanAudenrode, M., Koehn, M. "The Mutual Fund Industry: Competition and Investor Welfare", Germany: Columbia Business School/Columbia University Press, 2010
2. Inclusive Banking through Business Correspondence (IIBF)
3. Indian *Mutual Funds Handbook* 5th Edition: *A Guide for Industry Professionals and Intelligent Investors.*

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

CO1: Explain concept on investment and type of mutual funds

CO2: Demonstrate the code of conduct policy as per the SEBI guidelines

CO3: Illustrate the framework of New Fund offer and key information memorandum.

CO4: Identify the factors influencing the top mutual funds in India.

CO5: Develop a sales plan after apply concepts of risk profiling in calculation of investment amounts and returns.

Board of Studies (BoS) :

16th BoS of Department of Commerce
held on 11.12.2021 & 13.12.2021

Academic Council:

18th AC held on 24.02.2022

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
CO1			H	H							H	H			H	H
CO2			H	H							H	H			H	H
CO3			H	H							H	H			H	H
CO4			H	H							H	H			H	H
CO5			H	H							H	H			H	H

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 4 :Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

This course enables the learners to have an education and training that are vital to ensure a transformative education required for life-long learning.

CODX 71	PROJECT MANAGEMENT	L	T	P	C
SDG: 9		3	1	0	4

COURSE OBJECTIVES:

COB1: To portray the concepts of Project Management and its process.

COB2: To identify cost estimation and budgeting in project management

COB3: To make out the practice of Liquidity and Profitability, Social Cost Benefit Analysis, Project scheduling and appraisal.

COB4: To Impart the Project evaluation, termination and assess project cost, PERT, CPM Networking.

COB5: To make the learners .evaluate project management in terms of risk, performance and report.

MODULE I INTRODUCTION 14

Concept and attributes of Project, Project Management Information System, Project Management Process and Principles, Role of Project Manager, Relationship between Project Manager and Line Manager, Project Stakeholder Analysis, Identification of Investment opportunities, Project life cycle, Project Planning, Monitoring and Control of Investment Projects, Pre-Feasibility study, Identify common sources of conflict within a project environment.

MODULE II PROJECT PREPARATION AND BUDGETING 12

Technical Feasibility, Marketing Feasibility, Financial Planning: Estimation of Costs and Funds (including sources of funds), Loan Syndication for the Projects, Demand Analysis and Commercial Viability (brief introduction to NPV), Project budget, Collaboration Arrangements, Tax considerations and legal aspects.

MODULE III PROJECT SCHEDULING AND APPRAISAL 12

Decomposition of work into activities, determining activity-time duration. Business Criterion of Growth, Liquidity and Profitability, Social Cost Benefit Analysis in Public and Private Sector, Investment Criterion and Choice of techniques, Estimation of Shadow prices and Social discount rate.

MODULE IV PROJECT PLANNING TECHNIQUES 12

Determine project duration through critical path analysis using PERT & CPM

techniques. Resource allocations to activities. Cost and Time Management issues in Project Planning and Management.

MODULE V PROJECT RISK AND PERFORMANCE 10
ASSESSMENT

Project Risk Management: Identification, Analysis and Reduction, Project quality management, Project Performance Measurement and Evaluation, Project Report, Project Closure and Audit.

L – 45; T – 15; TOTAL HOURS – 60

Practical Exercises:

The learners are required to:

1. Identify the project running in the local area and list the activities required for project completion;
2. Develop time estimates for various activities;
3. Identify the critical activities of the project using CPM technique;
4. Find out the delays in the activities, if any, and their impact on cost and project completion.
5. Identify how the approaches to project appraisal differ between commercial projects in the private sector and a public sector.
6. Students can visit a financial institution / Bank and study the project appraisal criteria adopted by them.
7. Students can study the project financing procedure provided by Banks.
8. Students can visit the organization which have undertaken large scale projects like 'Chennai Metro Rail' and study the risk associated with such projects and also study how they access and manage such risks.

TEXT BOOK:

1. Rajeev M. Gupta, "Project Management", Asia-Pacific Holdings Private Limited, 1st Edition, New Delhi, 2020.

REFERENCES:

1. Nagarajan .K , "Project Management", New Age International Publisher, 1st Edition, New Delhi, 2021,
2. Khanna R. B., "Project Management", Prentice-Hall of India Private Limited, 1st Edition, New Delhi, 2020,
3. Chandra. P. "Projects: Planning, Analysis, Selection, Financing, Implementation and Review", Tata McGraw Hill, 2nd edition, New Delhi, 2019.
4. Larson, E.W. and Gray, C.F, "Project management the managerial

process”, McGraw-Hill, Seventh Edition, New Delhi. 2018.

COURSE OUTCOMES:

At the end of the course, Learners would be able to:

CO1: Apply the concept and attributes of projects, project management system, in the areas of Marketing , Banking, Finance and Human Resource in an organization

CO2: Perform technical feasibility, marketing feasibility and commercial viability; using NPV, and further to understand tax and legal aspects of a project.

CO3: Develop schedule for a specific project and its appraisal using various Techniques in business

CO4: Calculate project duration and assess project cost in terms of finance.

CO5: Evaluate project management in terms of risk and performance in business.

Board of Studies (BoS) :

16th BoS of Department of
Commerce held on 11.12.2021 &
13.12.2021

Academic Council:

18th AC held on 24.02.2022

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CO1	H	M	H	H								M			H	H
CO2	H	H	M	H								M			M	M
CO3	M	H	H	M								M			M	M
CO4	H	H	H	M								M			H	M
CO5	H	M	H	H								H			M	M

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 9 : Build resilient Infrastructure, promote inclusive and sustainable industrialization and foster innovation.

The course aims to enable the learners to evolve a suitable framework for the preparation, appraisal, monitoring, and control of projects undertaken in an organisation. This course will equip the students to various feasibility analyses Market, Technical, Financial and Economic. To equip them with the knowledge and skills required to be successful in applying Project Management.

CODX 371**E-COMMERCE****L T P C****SDG:8****3 1 0 4****COURSE OBJECTIVES:****COB1:** To educate the fundamentals of electronic commerce**COB2:** To elucidate the essential knowledge on e-business Infrastructure and applications**COB3:** To illustrate the framework of E - Commerce infrastructure**COB4:** To acquaint essential knowledge on payment, security & privacy in E-Commerce**COB5:** To provide the knowledge in E- Marketing and M- Commerce.**MODULE I INTRODUCTION TO E-COMMERCE****12**

E-Commerce: Meaning, Features of E-Commerce, Categories of E-Commerce, Advantages and Limitations of E-Commerce, Traditional Commerce and E-Commerce; Factors Responsible for Growth of E-Commerce, Issues in Implementing E-Commerce, Myths of E-Commerce; Impact of E-Commerce on Business, E-Commerce in India; Trends in E-Commerce in Various Sectors: Retail, Banking, Tourism, Government, Education; E-Commerce Organisation Applications: E-Marketing, E-Advertising, E-Banking, Mobile Commerce, E-Trading, E-Learning, E-Shopping.

MODULE II E-BUSINESS AND APPLICATION**13**

E-Business: Meaning, Launching an E-Business, Different Phases of Launching an E-Business; E-Business Applications: E-Procurement, E-Communication, E-Delivery, E-Auction, E-Trading; Electronic Data Interchange (EDI) in E-Business: Meaning of EDI, Benefits of EDI, Drawbacks of EDI, Applications of EDI; Website: Design and Development of Website, Advantages of Website, Principles of Web Design, Life Cycle Approach for Building a Website, Different Ways of Building a Website.

MODULE III E-COMMERCE FRAMEWORK**8**

Framework of E-Commerce: Application Services, Interface Layers, Secure Messaging, Middleware Services and Network Infrastructure, Site Security, Firewalls and Network Security, TCP/IP, HTTP, Secured HTTP, SMTP, SSL; Data Encryption: Cryptography, Encryption, Decryption, Public Key, Private Key, Digital Signatures, Digital Certificates.

MODULE IV PAYMENT, SECURITY, PRIVACY AND LEGAL ISSUES IN E-COMMERCE 15

Issues Relating to Privacy and Security in E-Business; Electronic Payment Systems: Features, Different Payment Systems: Debit Card, Credit Card, Smart Card, E-Cash, E-Cheque, E-Wallet, Electronic Fund Transfer; Payment Gateway: Introduction, Payment Gateway Process, Payment Gateway Types, Advantages and Disadvantages of Payment Gateway; Types of Transaction Security; E-Commerce Laws: Need for E-Commerce laws, E-Commerce Laws in India, Legal Issues in E-Commerce in India, IT Act 2020.

MODULE V E-MARKETING AND M-COMMERCE 12

Electronic Marketing: Behavioral Targeting, Native Advertising, Visitor Tracking, Website Personalization, DoubleClick Mechanism; E-Commerce Presence Map; Electronic Payment Systems: ECS, NEFT, RTGS, Digital Cash, Currency Servers, Virtual Currencies, Bitcoins, Debit Cards, Credit Cards, Digital Credit Cards, Smart Cards, Digital Wallets, Electronic Cheques, Online Stored Valued Systems; Meaning of M-Commerce, Benefits of M-Commerce, Trends in M-Commerce; Role of Digital Marketing; Digital Marketing on Various Social Media Platforms; E-Commerce Websites.

L – 45; T- 15; Total Hours – 60

TEXT BOOKS:

1. Anita Agrawal, Rahul Vasant Kotian, Tushar Agarwal, and Vijayalakshmi Kannan, "E-Commerce and Digital Marketing", Himalaya Publishing House Pvt. Ltd., 2016.
2. Tulasi Ram Kandula, K. Maheshwari, & Hari Prasad Javangula, "E-COMMERCE", Himalaya Publishing House Pvt. Ltd., 2019.
3. S.J. P.T. Joseph, "E-COMMERCE: An Indian Perspective", PHI Learning Pvt. Ltd., 2019.

REFERENCE BOOKS:

1. C.S.V.Murthy; "E-Commerce", Himalaya Publishing House, 2018.
2. Manjot Kaur; "Introduction to E-Commerce", Kalyani Publishers, 2018.

COURSE OUTCOMES:

After the completion of this course, the learners will be able to

CO1: Explain the advantage and overview of e-commerce.

CO2: Describe the process of e-business and EDI.

CO3: Illustrate the framework of E-Commerce diagrammatically.

CO4: Examine the various issues relating to privacy and security in E-

Business and need of e-commerce laws.

CO5: Elaborate the overview of e-marketing and m-commerce.

Board of Studies (BoS) :

16th BoS of Department of Commerce
held on 11.12.2021 & 13.12.2021

Academic Council:

18th AC held on 24.02.2022

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
CO1	H	H			H							H	H	H	H	H
CO2	H	H			H							H	H	H	L	M
CO3	H	H			H							H	H	H	H	M
CO4	H	H			H							H	H	H	H	H
CO5	H	H			H							H	H	H	M	L

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

This course enable the learners to the knowledge on digital economy expansion and how policies can help to harness e-commerce for sustainable development which leads to potential of developing countries to engagement in sustainable business.

MODULE IV HR AND STRATEGIC INTERVENTIONS 12

HRM Interventions:- Performance Management, Goal Setting, Performance Coaching, Appraising And Rewarding; Career Planning, Workforce Diversity Interventions, Wellness and Work-Life Balance; Strategic Interventions: Competitive Strategies, Collaborative Strategies, Organizational Transformation, Self-Designing Organizations, Learning and Knowledge Management.

MODULE V THE FUTURE AND THE OD 12

The Future and OD: The changing environment, Fundamental strengths of OD, Implications of OD for the client, ethical standards in OD, OD's future, OD Consultant's role, issues in consultant-client relationship, Power, Politics & OD, Research on OD

L – 45; T–15; TOTAL HOURS – 60

Practical Exercises:

- Analysis of organization in terms of process - attitudes and values, motivation, leadership.
- Simulation exercises on problem-solving - Study of organizational climate in different organizations.
- Study of organizational structure of development departments, Study of Departmentalization, span of control delegation of authority, decisions making patterns, Study of individual and group behaviour at work in an organization. Conflicts and their management in an organization.
- Comparative study of functional and non-functional organizations and drawing factors for organizational effectiveness.

TEXT BOOKS:

1. Thomas G. Cummings & Christopher G. Worley. " Organization Development and Change 10th Edition". Publisher : Cengage Learning; 10th edition (January 1, 2014).
2. Linda Holbeche. "Organization Development: A Practitioner's Guide for OD and HR Second Edition". Publisher: Kogan Page; Second edition (May 28, 2015)

REFERENCES:

1. Thomas G. Cummings, Christopher G. Worley, "Organization Development and Change", Cengage Learning, 10th edition, 2014
2. Wendell French , Cecil Bell , Robert Zawacki, Organization

Development: Behavioral Science Interventions For Organizational Improvement Sixth Edition, Pearson Publications, 2017

COURSE OUTCOMES:

By the completion of the course student will be able to

CO1: Explain the basic theories upon which the field of OD is based on.

CO2: Develop as a consultants, internal or external, and can play in the OD Process

CO3: Comprehend on all aspects of the OD intervention process, intervention methodologies, implementation, and sustaining change

CO4: Explain the unique challenges of attempting an organization transformation and would have improved facilitation skills through a team facilitation assignment.

CO5: Accept the challenges of OD processes to increase the likelihood of success.

Board of Studies (BoS) :

16th BoS of Department of Commerce
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CO1	H	H	H			H	H	H	H	H		H	H	M	H	H
CO2	H	H	M			H	H	H	H	H		H	M	M	H	H
CO3	H	M	M			M	M	M	M	M		M	H	M	M	H
CO4	H	M	M			M	M	M	M	M		M	M	H	M	M
CO5	M	M	M			M	M	M	M	M		M	M	H	M	M

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

By understanding the management functions, learners will perform decent work which in turn promotes employment opportunities and economic development.

GENERIC ELECTIVES

CODX 81	PUBLIC ADMINISTRATION AND	L	T	P	C
SDG: 01	BUSINESS	3	1	0	4

COURSE OBJECTIVES:

COB1: To enable the students to understand the basic concept of public administration and its relevance for business;

COB2: To describe the concept of good society and its impact on business;

COB3: To provide the learner about the impact of political system on business environment in India;

COB4: To enable the students about the impact of judicial system on business environment in India;

COB5: To equip the learners with the understanding of Governance and Public Policy

MODULE I INTRODUCTION 12

Public Administration: meaning, nature and scope and limitations; Concept and functions of a welfare state; Emergence of civil society: Factors leading to emergence of civil society, Concept of liberty, Theories of liberty: Concept of equality, Dimensions of equality, Concept of justice, dimensions of justice; Similarity and Dissimilarity between Public Administration and Business Administration.

MODULE II IDEA OF A GOOD SOCIETY 12

Good Society: Need and Importance, Moral Reasoning, Theories of Moral Reasoning, Diversity, Equity and Equality; Leadership: Responsibility, Accountability; Globalization and society: Cross cultural issues, Ethical Conduct of National and Multinational Corporations.

MODULE III POLITICAL SYSTEM AND BUSINESS 12

Constitution of India: Preamble, Fundamental rights, Directive Principles of state policies, India's federal system; NITI AYOJ- role and functions; Impact of political system on business environment: policies, Programmes and Procedure; Ease of doing business: Startup India, Stand Up India, Make in India, Recent trends in taxation policies, impact on investment and business.

MODULE IV JUDICIAL SYSTEM AND BUSINESS 12

Judicial System: features and structure, Jurisdiction, Powers and Functions,

Judicial Review, Judicial Activism and business; Human Rights and business: challenges and opportunities, Social Justice; Public Interest Litigation and writs: Challenges and Opportunities for business.

MODULE V GOVERNANCE AND PUBLIC POLICY 12

Governance: Concept and Nature, Public accountability, Redressal of public grievances with special reference to RTI, Lokpal and Lokayukta, Election Commission, Association for Democratic Reforms (ADR); Bringing people closer to Administration: E-Governance, Political Representation; Decentralization of Governance: Panchayati Raj System, Urban Local Bodies.

L – 45; T–15; TOTAL HOURS – 60

Practical Exercises:

The learners are required to:

1. Analyse cases from real life regarding fundamental rights, freedom of expression, and civil society
2. Discuss case studies from real life regarding equity and equality in the context of organisations.
- 3A. Evaluate the ease of doing business parameters in the context of a specific sector.
- 3B. Practice session as Mock Parliament.
4. Practice session as Moot Court related to business cases.
5. Discuss case study on decentralization of governance and present key learnings.

TEXT BOOKS:

1. Fadia, B. L., & Fadia, K. "Indian Government and Politics", Sahitya Bhawan, Uttar Pradesh, 2017.
2. Basu, D. D. "Introduction to the Constitution of India", LexisNexis, New York, 2015.

REFERENCES:

1. Kashyap, S. C., "Our Constitution", National Book Trust, New Delhi, 2011.
2. Sapru, R. K., "Public Policy: Formation, Implementation and Evaluation", Sterling Publishers, New York, 2012.

COURSE OUTCOMES:

After completion of the course the learners would be able to

CO1: State the basic concept of public administration and its relevance for business;

CO2: Describe the concept of good society and its impact on business;

CO3: Identify the impact of political system on business environment in India;

CO4: Interpret the impact of judicial system on business environment in India;

CO5: Explain the framework of Governance and Public Policy.

Board of Studies (BoS) :

16th BoS of Department of
Commerce held on 11.12.2021 &
13.12.2021

Academic Council:

18th AC held on 24.02.2022

	PO 1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	P O1 0	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4
CO1	M	H		M								M	M	M		
CO2	M	H		M								M	H	M		
CO3	H	M		M								M	M	M		
CO4	H	M		L								L	M	M		
CO5	H	M		L								L	M	M		

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 1: No poverty

The course aims to impart basic knowledge about the structure and working of the public administration system in India. This course helps the students to understand that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance

CODX 82	RURAL DEVELOPMENT	L	T	P	C
SDG: 1		3	1	0	4

COURSE OBJECTIVES:

COB1: To help learners to acquire knowledge on various aspects of rural development

COB2: To familiarize with the democratic features of rural population

COB3: To highlight the various aspects of rural financial support institution.

COB4: To enable learners understand the road map of infrastructure and communication network

COB5: To acquaint learners with the various programmes of rural development.

MODULE I INTRODUCTION 10

Concepts and Connotations of Rural Development; Basic Elements of Rural Development; Determinants of Rural Development; Rural Development Policy; Goals of Rural Development Policy; Rural Development Policies in India; Generation and Transfer of Technology; Environmental Concerns.

MODULE II LEVERAGING DEMOGRAPHIC DIVIDEND 12

Demographic characteristics of rural population, issue of urban migration; Rural Work Force; Livelihood: Micro and Macro Perspectives of Rural Livelihood, Gender Issues in Livelihood; Challenges and opportunities for demographic dividend, skill development and capacity building for employment and entrepreneurship; Production, Income Generation and Poverty Alleviation

MODULE III RURAL ECONOMY OF INDIA 12

Size and Structure of the Rural Economy, Characteristics of the Rural Sector, Agricultural and Allied Sectors, Non-Farm Sector, Rural Industrialization and Entrepreneurship; Rural Finance: Rural credit and indebtedness; Institutional supports, NABARD, Nationalized Commercial Banks including Regional Rural Banks and Cooperatives; Payment Banks and Small Finance Banks overview.

MODULE IV RURAL INFRASTRUCTURE 12

Road infrastructure and communication network; Water and sanitation services; Rural Electrification and non-conventional energy sources;

Educational Institutions; Primary Health Care Facilities; Irrigation; Flood Control; Market for Rural product, Rural Regulatory Markets, E-Market Place (E-Choupal, etc.), Public Distribution System (PDS); Rural Infrastructure Development Programmes in India.

MODULE V RURAL DEVELOPMENT PROGRAMMES IN INDIA 14

Rural Development programmes in India, Role of Organisations engaged in implementation of rural development programmes in India - Government Organisations and Agencies, Panchayati Raj Institutions (PRIs), Cooperatives, Voluntary Agencies/Non-Governmental Organisations, Self-Help Groups, Evaluation and monitoring of the programmes, Role of Corporate sector in Rural Development.

L – 45; T-15; TOTAL HOURS – 60

Practical Exercises:

The learners are required to:

1. Analyse various programmes related to skill development and capacity building for employment and entrepreneurship using primary/secondary data with the help of appropriate statistical tools.
2. Prepare a business plan for a start-up venture in rural setting after analysing the various facets of rural economy.
3. Evaluate the impact of rural infrastructure development using primary/secondary data with the help of appropriate statistical tools.
4. Evaluate rural development programmes and rural infrastructure to see the impact on rural life using primary data and with the help of appropriate statistical tools.
5. Prepare report to know how SHGs play crucial role in improving the savings and credits and also reducing poverty and social inequalities.

TEXT BOOK:

1. Singh, K., "Rural Development - Principles, Policies, and Management", New Delhi, Sage Texts, 2008

REFERENCES:

1. Samanta, R. K. "New Vista in Rural Development Strategies & Approaches", Delhi, B.R. Publishing Corporation, 2000
2. Hussain, T., Tahir, M., & Tahir, R. "Fundamentals of Rural Development" New Delhi, I. K. International Publishing House Pvt. Ltd., 2017
3. Sahu, B. K., "Rural Development in India", New Delhi: Anmol

Publications Pvt. Ltd. Dutta, 2003

4. S. K., & Ghosh, D. K., "Empowering Rural Women" New Delhi, Akansha Publishing House. Dutta, 2013

5. S. K., & Ghosh, D. K., "Institutions for Development: The case of Panchayats", New Delhi, Mittal Publications, 2006

COURSE OUTCOMES:

After completion of the course, learners will be able to

CO1: Describe the concept of rural development

CO2: Analyse various skill development and capacity building programmes according different demographic features.

CO3: Describe the role of institutional bodies like NABARD/ RRBs in financing rural based projects.

CO4: Prepare a business plan for a start-up venture in rural setting after analyzing the various facets of rural economy in India

CO5: Assess the impact of infrastructure development in rural India and evaluate the rural development programmes in India.

Board of Studies (BoS) :

16th BoS of Department of Commerce
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Academic Council:

18th AC held on 24.02.2022

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CO1	H	H		H							H	H	H			
CO2	H	H		H							H	H	H			
CO3	H	H		H							H	H	H			
CO4	H	H		H							H	H	H			
CO5	H	H		H							H	H	H			

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 1: End poverty in all its forms everywhere

The course aims to help learners to acquire knowledge on various aspects of rural development and to acquaint them with the various programmes of rural development. The universal understanding of rural development leads to the resilient and sustainable human development which in turn reduces the poverty.

CODX 83	PEOPLE MANAGEMENT	L	T	P	C
SDG: 8		3	1	0	4

COURSE OBJECTIVES:

COB1: To elevate the conceptual and analytical skill of the students

COB2: To make the learners a good leader who ensures effective management.

COB3: To make the learners understand the importance of smooth functioning of an organization.

COB4: To manage different set of people

COB5: To make them proactive and develop problem solving skills.

MODULE I MANAGING AND EVALUATING ONESELF 12

Mind Management, Time Management, Tackling Time Robbers, Planning workload, Active Listening, Decision Making: steps, Managing your Manager, Evaluating and building a personal development plan for oneself.

MODULE II MANAGING AND MOTIVATING OTHERS 12

Basics of People Management and its significance, Difference between People Management and Human Resource Management; impact of individual and Organisational factors on people management, Motivating Others, Employee First Strategy: Employee First Customer Second. Developing Intrinsic Motivation amongst People, People First Strategy: Emerging cases

MODULE III PEER NETWORKS 12

Team Building Process, Managing Diversity in Teams, Competency mapping, Team Roles, Team Identity, Team Charter, Team Performance, Managing Behaviour of people in groups, 360 Degree Feedback as a Development tool. Group Dynamics, Challenges of getting work done; Significance of prioritization and assigning work to team members, Importance of peer networks in an Organisation.

MODULE IV MANAGING EVALUATION AND ASSESSMENT 12

Managing Performance, Appraisal methods, Role Reviews and performance management, Dealing with Poor Performers, Agreeing Performance Targets, Negative Feedback, Performance Management System, 360 Degree Feedback as a Performance Appraisal Tool.

MODULE V LEADING PEOPLE & RESOLVING CONFLICTS 12

Leading people to achieve the vision and mission of the Organisation. Leadership for high performance culture, Leadership Styles for creating conducive Organisational climate and culture of excellence. Managing different types of conflicts in an Organisation, Problem solving and quality improvement process.

L – 45; T-15; TOTAL HOURS – 60

Practical Exercises:

The learners are required to:

1. Practice of meditation techniques (brain stilling exercise) for mind management.
2. Build a Personal Development Plan for themselves.
3. Prepare Time Management framework for themselves.
4. Participate in simulation exercise on preparing a workload plan in an organisation based on a case study.
5. Participate in role play on active listening in an organisation.
6. Participate in role play for developing intrinsic motivation amongst other people.
7. Discuss case study of HCL on Employee First Customer Second by Vinit Nayar.
8. Discuss case studies of Organisations where People first strategy is being used.
9. Conduct competency mapping of students of the class.
10. Conduct 360-degree feedback-role play and tips for development amongst the students of the class.
11. Participate in simulation activity wherein students are divided into groups with one leader in each group wherein each team is assigned responsibility of planning and executing a business activity that shows the team work and leadership qualities followed by its presentation.
12. Role play of 360-degree appraisal in groups (as formed in previous activity) assessing the performance of each member of the group.
13. Discuss and analyse case study on High Performing Organisational culture.
14. Discuss and analyse case study on High Performing Organisational climate.
15. Discuss and analyse case study on Leadership.

TEXT BOOK:

1. Randall, J., & Sim, A. J. "Managing People at Work" Abingdon, Routledge, 2013.

REFERENCES:

1. Wellington, P. "Effective People Management: Improve Performance Delegate More Effectively" London, Kogan Page Publishers, 2011.
2. Thomas, M. "Mastering People Management" London, Thorogood Publishing, 2007.

COURSE OUTCOMES:

After completion of the course, learners will be able to

CO1: Develop skills to analyse people requirements.

CO2: Develop in order to manage all levels of employees in the organization.

CO3: Utilize various techniques and concepts of people management.

CO4: Acquire people friendly skills and become an easily approachable person.

CO5: Develop systems and processes to spot the workflow imbalances and other challenges.

Board of Studies (BoS) :

16th BoS of Department of Commerce
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18th AC held on 24.02.2022

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PS O3	PSO 4
CO1	M	H				L	L					H	H	H		
CO2	M	H				L	L					H	M	H		
CO3	M	H				L	M					H	M	H		
CO4	H	M				L	M					M	M	M		
CO5	H	M				M	M					M	M	M		

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 8: Enhancement of organization working skills, promoting self-development, contributing subsequently to the development of nation's economy.

The course aims to provide an overview to the learners of what it means to be an effective people manager. The course helps the learners to develop leadership and communication skills and manage people in an organisation effectively. A comprehensive understanding of self and people's behavior in organization and role playing organizational dynamics leads to the development of competent workforce

CODX 91	SUSTAINABLE DEVELOPMENT	L	T	P	C
SDG: 16		3	1	0	4

COURSE OBJECTIVES:

COB1: To comprehend the key challenges and pathways to sustainable development and its policy.

COB2: To elucidate about the sustainable development goals of United Nations Development Programme.

COB3: To define the sustainable development goals for community and city level.

COB4: To elaborate the responsible production and mind full consumption.

COB5: To foster their ability to know the socially responsible investments.

MODULE I INTRODUCTION 12

Sustainable Development: Meaning, Principles, History of Sustainable Development. Components of Sustainability, Goal Based Development, Feasibility of Sustainable Development; Sustainable Development and International Contribution: International Summits, Conventions, Agreements. Triple Bottom Line approach. Environmental, Social and Governance (ESG) factors. Role of ICT in Sustainable Development. Community Engagement. Policy framework on Sustainable Development in India.

MODULE II SUSTAINABLE DEVELOPMENT GOALS 12

Sustainable Development Goals (SDGs): Meaning, Background, Transition from Millennium Development Goals (MDGs) to SDGs. Role of UNDP; SDG Integration. SDGs (1-6): No Poverty, Zero Hunger, Good Health and Well-Being, Quality Education, Gender Equality, Clean Water and Sanitation. SDGs (1-6) in India: Key indicators of performance.

MODULE III SUSTAINABLE DEVELOPMENT GOALS (SDGS)-II 12

SDGs (7-17): Affordable and Clean Energy, Decent Work and Economic Growth, Industry, Innovation and Infrastructure, Reduced Inequalities, Sustainable Cities and Communities, Climate Action, Life Below Water, Life on Land. Peace, Justice and Strong Institutions, Partnerships for the Goals. SDGs (7-17) in India: Key indicators of performance.

MODULE IV RESPONSIBLE PRODUCTION AND MINDFUL CONSUMPTION 12

Responsible Production and mindful consumption: Concept, Rationale, Implications, Challenges and Opportunities. Global initiatives on Sustainable Development by Industry: World Business Council for Business Development.

MODULE V RESPONSIBLE INVESTMENT 12

Responsible Investment: Concept, Rationale, Implications, Challenges, and Opportunities. Socially Responsible Investment: Green Bonds, Carbon Credits. Socially Responsible Mutual Funds. Global Reporting Initiatives.

L – 45;T-15; TOTAL HOURS – 60

Practical Exercises:

The learners are required to:

1. Identify an organisation and suggest key initiatives required to enhance the contribution of that organisation towards Sustainable Development and measure the quantum of improvements that would be achieved by the implementation of such initiatives.
2. Visit the website of UNDP and other related internet resources wherein the cases related to action taken for achieving the SDGs are specified and compare it with the organisation chosen in unit 1 above and present report of the benchmarking exercise and the new suggestions/recommendations for taking the organisation to the next level.
3. Prepare and present a report on Smart Cities Mission Initiative of Government of India highlighting the strategy, key features of Smart Cities, achievements, and challenges.
4. Identify an organisation which is integrating practices (green initiative, dry waste management, recycling, etc.) related to SDGs of responsible Production & Consumption. Prepare and present the report of its strategies highlighting the cumulative impact of its outcome.
5. Identify a company dealing with green bonds in India, analyse its business model. Prepare and present a report of its contribution to the environment.

TEXT BOOK:

1. Stokke, O. "Sustainable Development" Abingdon: Routledge, 2018.

REFERENCES:

1. Rogers, P. P., Jalal, K. F., & Boyd, J. A. "An Introduction to

Sustainable Development.” Abingdon: Routledge, 2012.

2. Edwards, A. R., & Orr, D. W. “The Sustainability Revolution: Portrait of a Paradigm Shift. British Columbia: New Society Publishers, 2005.

3. Reid, D. “Sustainable Development: An Introductory Guide”. Earthscan Publications Ltd., London: 1995.

COURSE OUTCOMES:

After the completion of the course, the learners will be able to:

CO1: Identify the key initiatives required to enhance the contribution of an organization towards sustainable development.

CO2: Analyse the significance of various steps taken by UNDP to ensure Sustainable Development.

CO3: Assess the results of smart cities mission initiative of government of India.

CO4: Articulate the key activities towards responsible production and mindful consumption.

CO5: Express the socially responsible investments.

Board of Studies (BoS) :

16th BoS of Department of
Commerce held on 11.12.2021 &
13.12.2021

Academic Council:

18th AC held on 24.02.2022

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO 9	PO 10	PO1 1	PO 12	PS O1	PS O2	PS O3	PSO4
CO1	H		M				M	H	H	M			M	H	H	L
CO2	H		M				M	H	H	M			M	H	H	L
CO3	H		M				M	H	H	M			M	H	H	L
CO4	H		M				M	H	H	M			M	H	H	L
CO5	H		M				M	H	H	M			M	H	H	L

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 16 : Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

The course aims to provide the learners an understanding of the key challenges and pathways to sustainable development i.e. also socially inclusive and environmentally sustainable. This course enables the learners to have more knowledge on mindful consumption, responsible production and diversified development strategy to have a sustainable growth.

CODX 92	RURAL MARKETING	L	T	P	C
SDG: 12		3	1	0	4

COURSE OBJECTIVES:

COB1: To Portray the Rural marketing importance and segmentation of consumers.

COB2: To Identify marketing strategies and various methods of sales in rural areas.

COB3: To Make out the promotion and distribution system in rural market.

COB4: To Impart the development of rural schemes with Government roles.

COB5: To enhance the knowledge of Agricultural credit and related Insurance schemes.

MODULE I INTRODUCTION TO RURAL MARKETING 14

Meaning, Definition Scope and Importance, Rural, Urban, semi-urban differences and Disparities, Rural Marketing towards Management Perspectives, Challenges to Indian Marketer; Marketing Research: Concept, Nature, Degrees Bases and Guide for Effective Segmentation, consumers Behaviour, Evaluation Procedure, Brand Loyalty, Innovation Adoption.

MODULE II STRATEGIES AND SALE METHODS 12

Product Strategies: Product Mix, Items Decision, Pricing Strategies; Methods of Sale: Hatha System, Private Negotiations, Quotations on Samples, Dara Moghum Sale Methods, Open Auction Method, Prevalence of Beoparis and Arahatis Rural Mandi's, APMC's, 66 Selecting and Attracting Markets.

MODULE III PROMOTION AND DISTRIBUTION 10

Promotion aimed in rural audience, Exploring Media, Profiling Target Audience Designing Right Promotion Strategy and Campaigns; Rural Distribution: Channels - Old Setup - New Players - New Approaches-Coverage Strategy.

MODULE IV GOVERNMENT ROLE IN THE DEVELOPMENT 13

Government Intervention in Marketing System, Role of Agencies: Council of State Agricultural Marketing Boards, State Trading, Cooperative Marketing, Types of Cooperative Marketing Societies, Cooperative Processing, National Agricultural Cooperative Marketing Federation, National Cooperative Development Corporation, Public Distribution Systems, Food Corporation of India, Directors of Marketing and Inspection, National institute of Agricultural

Marketing, Self Help Groups.

MODULE V AGRICULTURAL CREDIT AND CROP INSURANCE 12

Agricultural Credit Policy, Institutional Agreements for Agricultural Credit; Insurance: Crop Insurance, Agricultural Insurance. Infrastructure, Importance & Scope, Modern Techniques for Rural Distribution, Policy Interventions required for Rural Reforms and towards Cyber India. (Case Study of ITC's "e-choupal" Initiative.)

L – 45;T-15; TOTAL HOURS – 60

Practical Exercises:

The learners are required to:

1. Analyse the impact of various environmental forces in the context of rural marketing..
2. Analyse the marketing mix strategy.
3. Select any product and analyse its segmentation strategy in comparison to its immediate competitive product./.

TEXT BOOKS:

1. Dogra, B. and Ghuman, K., "Rural Marketing: Concepts and Practices" Tata McGraw-Hill Education, 2007.
2. Krishnamacharyulu and Ramakrishnan, L., "Rural Marketing" Text and Cases, 2nd Edition, Pearson, 2011.

REFERENCES:

1. Velayudhan, S.K., "Rural Marketing- Targeting the Non-Urban Consumer" 2nd Edition, Response Books, 2007.
2. Bhatia, T "Advertising and Marketing in Rural India" 2nd Edition, Macmillan Publishers India Ltd., 2007.
3. Kashyap, P., "Rural Marketing" 2nd Edition, Pearson, 2012.

COURSE OUTCOMES:

On successful completion of this course learners are able to:

CO1: Describe the disparities in geographical Area and rural marketing Analysis for the benefit of society.

CO2: Analyze the product making strategy relating to rural business and its sales techniques.

CO3: Outline the promotional and distribution system in the rural marketing and business for the benefit of society.

CO4: Evaluate role of Government in development schemes and enhancing collaboration activities

CO5: Comprehend the various Agricultural Credit policy and available

insurance schemes for the security of business and workers.

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CO2	L	M	H	M	H		M	M	M	M	H	H	H			M
CO3	H	H	M	M	H			M	H	M	M	M	M	M		M
CO4	H	M	H	M	H			M	M	M	H	M	M			
CO5	H	M	H	M	H	M		M	H	H	M	H	H	M		M

Note: L - Low Correlation M - Medium Correlation H -High Correlation

SDG: 12: Ensure Sustainable Consumption and Production Patterns

The course helps the learners to how to do decent production work and help them to create dependent consumption and economic Growth in rural area also enhancing them to support local communities.

CODX 93	RISK MANAGEMENT	L	T	P	C
SDG: 4		3	1	0	4

COURSE OBJECTIVES:

COB1: To appreciate the functioning of Risk and Uncertainty

COB2: To impart knowledge about methodologies for measuring Business Risk

COB3: To make the students recognize the concept of Process of Risk Management

COB4: To make the students to develop insight related to Artificial Intelligence and Business Analytics

COB5: To make the students to gain knowledge on credit risk and their impact on business development

MODULE I INTRODUCTION 10

Concept and meaning of Risk, Risk and Uncertainty-Classification of Risks-Dynamic Nature of Risks-Types of Risk- including Systematic and Unsystematic Risk- Strategic and Operational Risks- Business Risk-Financial Risk.- Information Risk-Liquidity Risk.

MODULE II BUSINESS RISKS AND MEASUREMENT 15

Identification and Sources of Risk-Various methodologies for measuring Business Risk- Impact of Business Risk on different stakeholders of business concern- Role of Risk Manager and Risk Committee in identifying and diversifying risk.

MODULE III RISK MANAGEMENT 20

Risk Management- concept-objectives and importance-Process of Risk Management-Risk Management techniques-managing risk through diversification,-Strategy of transferring the risk through re-insurance-underwriting and factoring etc

MODULE IV QUANTITATIVE ANALYSIS 15

Population and Sample Analysis- Bayesian analysis- Statistical inference and hypothesis testing EWMA and GARCH Model- Volatility- Artificial Intelligence and Business Analytics-Risk model- VAR-Stress Testing- Scenario Analysis- Analysis with the help of relevant software.

MODULE V CREDIT RISK MEASUREMENT AND FINANCIAL LEVERAGE 15

Credit risk- concept-components- relevance- evaluation and reduction- Emerging sources of credit risk and their impact on business development- Credit Risk and Financial Leverage.

L – 45; T- 15; TOTAL HOURS – 60

Practical Exercises:

The learners are required to:

1. Practice quantitative analysis of risk through the help of spreadsheets and relevant software.
2. Analyse and interpret case study based on real life business problems.

TEXT BOOK:

1. Ghosh, R. "Risk Management and Derivatives", New Jersey, Wiley, 2020

REFERENCES:

1. Harrington, S., & Niehaus, G. "Risk Management and Insurance, New York, McGraw Hill Education, 2017.
2. Hopkin, P. "Fundamentals of Risk Management: Understanding, Evaluating and Implementing Effective Risk Management.", London, Kogan Page, 2018.
3. Crouhy, M., Galai, D., & Mark, R. "The Essentials of Risk Management" New York, McGraw-Hill Education, 2013.
4. George, E. R., & Michael, M. "Principles of Risk Management and Insurance" London, Pearson, 2017.

COURSE OUTCOMES:

On successful completion of this course learners are able to:

CO1: Explain the types of risk in business.

CO2: Identify and evaluate business risk.

CO3: Evaluate various techniques of managing business risk

CO4: Perform quantitative analysis of business risk.

CO5: Analyze financial leverage and credit risk.

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CO1	H	M							H				H			
CO2	H	M							M				H			
CO3	M	H							M				M			
CO4	M	H							M				M			
CO5	H	H							M				H			

Note: L - Low Correlation M - Medium Correlation H - High Correlation

SDG 04: Ensure inclusive and equitable quality education and promote Lifelong learning opportunities for all.

The course aims to provide knowledge and an insight into the spectrum of risks faced by businesses and to learn the techniques of managing risks. This course helps the learners to analyze and interpret case study based on real life business problems.