

VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES (VISTAS)

B.B.A. DEGREE COURSE

COURSES OF STUDY AND SCHEME OF ASSESSMENT

(MINIMUM CREDITS TO BE EARNED: 140)

Code No.	Course	Hours/Week			Maximum Marks			Total
		Lecture	Tutorial	Practical	Credits	CA	SEE	
SEMESTER 1								
LANG	Tamil I / Hindi / French	3	0	0	3	40	60	100
ENG	English I	3	0	0	3	40	60	100
CORE	Management Principles	4	1	0	5	40	60	100
CORE	Business Environment	4	1	0	5	40	60	100
CORE	Managerial Economics	4	1	0	5	40	60	100
AECC	Communication Skills	1	0	2	2	40	60	100
SEC	Orientation / Induction programme / Life skills	-	-	-	-	-	-	-
		19	3	2	23			

SEMESTER 2

LANG	Tamil II / Hindi / French	3	0	0	3	40	60	100
ENG	English II	3	0	0	3	40	60	100
CORE	Fundamentals of Financial Accounting	4	1	0	5	40	60	100
CORE	Financial Services	4	1	0	5	40	60	100
CORE	Organizational Behaviour	5	0	0	5	40	60	100
SEC	Soft Skills – I	2	0	0	2	40	60	100
SEC	NSS	-	-	-	-	-	-	-
		21	2	0	23			

CA - Continuous Assessment

SEE - Semester End Examination

VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES

Programme: B.B.A DEGREE COURSE

Code No.	Course	Hours/Week			Maximum Marks			Total
		Lecture	Tutorial	Practical	Credits	CA	SEE	
SEMESTER 3								
CORE	Business Mathematics and Statistics	4	1	0	5	40	60	100
CORE	Financial Management	4	1	0	5	40	60	100
CORE	Human Resource Management	5	0	0	5	40	60	100
DSE	Discipline Specific Elective – Paper I	4	1	0	5	40	60	100
AECC	Environmental Studies	2	0	0	2	40	60	100
SEC	Soft Skills – II	2	0	0	2	40	60	100
SEC	Swayam / NPTEL / Value Added Course	-	-	-	-	-	-	-
		21	3	0	24			

SEMESTER 4

CORE	Management Accounting	4	1	0	5	40	60	100
CORE	Operations Research	4	1	0	5	40	60	100
CORE	Marketing Management	4	0	0	4	40	60	100
CORE	Business Law	4	0	0	4	40	60	100
DSE	Discipline Specific Elective – Paper II	3	0	0	3	40	60	100
SEC	Soft Skills III	2	0	0	2	40	60	100
SEC	Internship	0	0	2	1	-	-	-
		21	2	2	24			

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VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES

Programme: B.B.A DEGREE COURSE

Code No.	Course	Hour / Week			Maximum Marks			Total
		Lecture	Tutorial	Practical	Credits	CA	SEE	
SEMESTER 5								
CORE	Research Methodology	4	1	0	5	40	60	100
DSE	Discipline Specific Elective – Paper III	5	0	0	5	40	60	100
DSE	Discipline Specific Elective – Paper IV	4	0	0	4	40	60	100
DSE	Discipline Specific Elective – Paper V	4	0	0	4	40	60	100
GE	Generic Elective paper – I	3	0	0	3	40	60	100
SEC	Mini Project	0	0	4	2	40	60	100
SEC	Skill Enhancement Training / Student Club Activities	-	-	-	-	-	-	-
		20	1	4	23			

SEMESTER 6

DSE	Discipline Specific Elective – Paper VI	4	0	0	4	40	60	100
DSE	Discipline Specific Elective – Paper VII	4	1	0	5	40	60	100
DSE	Discipline Specific Elective – Paper VIII	4	0	0	4	40	60	100
GE	Generic Elective paper – II	3	0	0	3	40	60	100
SEC	Entrepreneurship Development	2	0	0	2	40	60	100
CORE	Project Work	0	0	8	4	40	60	100
SEC	Technical Seminar / Innovation Council / Start up Initiative	0	0	2	1	40	60	100
		17	1	10	23			

CA - Continuous Assessment

SEE - Semester End Examination

LIST OF B.B.A COURSES

LIST OF CORE COURSES

S.NO	COURSE CODE	COURSE TITLE
1	21CBBA11	MANAGEMENT PRINCIPLES
2	21CBBA12	BUSINESS ENVIRONMENT
3	21CBBA13	MANAGERIAL ECONOMICS
4	21CBBA21	FUNDAMENTALS OF FINANCIAL ACCOUNTING
5	21CBBA22	FINANCIAL SERVICES
6	21CBBA23	ORGANIZATIONAL BEHAVIOUR
7	21CBBA31	BUSINESS MATHEMATICS AND STATISTICS
8	21CBBA32	FINANCIAL MANAGEMENT
9	21CBBA33	HUMAN RESOURCE MANAGEMENT
10	21CBBA41	MANAGEMENT ACCOUNTING
11	21CBBA42	OPERATIONS RESEARCH
12	21CBBA43	MARKETING MANAGEMENT
13	21CBBA44	BUSINESS LAW
14	21CBBA51	RESEARCH METHODOLOGY
15	21PBBA61	PROJECT WORK

LIST OF ABILITY ENHANCEMENT COMPUSLORY COURSE (AECC)

S.NO	COURSE CODE	COURSE TITLE
1	21ABBA11	COMMUNICATION SKILLS
2	21ENVS31	ENVIRONMENTAL STUDIES

LIST OF SKILL ENHANCEMENT COURSE (SEC)

S.NO	COURSE CODE	COURSE TITLE
1	21SBBA11	ORIENTATION / INDUCTION PROGRAMME / LIFE SKILLS
2	21SSKU21	SOFT SKILLS –I
3	21SBBA21	NSS
4	21SSKU31	SOFT SKILLS – II
5	21SBBA31	SWAYAM / NPTEL / VALUE ADDED COURSE
6	21SSKU41	SOFT SKILLS – III
7	21SBBA41	INTERNSHIP
8	21SBBA51	MINI PROJECT
9	21SBBA52	SKILL ENHANCEMENT TRAINING / STUDENT CLUB ACTIVITIES
10	21SBBA61	ENTREPRENUERSHIP DEVELOPMENT
11	21SBBA62	TECHNICAL SEMINAR / INNOVATION COUNCIL / START UP INITIATIVE
12	21SBBA63	PERSONALITY DEVELOPMENT

LIST OF GENERIC ELECTIVE COURSES (GE)

S.NO	COURSE CODE	COURSE TITLE
1	21GBBA11	CONSUMER AFFAIRS
2	21GBBA12	DISASTER MANAGEMENT
3	21GBBA13	UNIVERSAL HUMAN VALUES

LIST OF DISCIPLINE SPECIFIC ELECTIVE COURSES (DSE)

S.NO	COURSE CODE	COURSE TITLE
1	21DBBA11	DIGITAL MARKETING
2	21DBBA12	ADVERTISEMENT AND SALES PROMOTIONS
3	21DBBA13	CONSUMER BEHAVIOUR
4	21DBBA14	BRAND MANAGEMENT
5	21DBBA15	TRANSPORTATION AND DISTRIBUTIONMANAGEMENT
6	21DBBA16	E-BUSINESS
7	21DBBA17	COMPUTER APPLICATIONS IN BUSINESS
8	21DBBA18	PRODUCTION AND OPERATIONS MANAGEMENT
9	21DBBA19	COUNSELLING AND NEGOTIATION SKILLS
10	21DBBA20	TOTAL QUALITY MANAGEMENT
11	21DBBA21	INDUSTRIAL RELATIONS

12	21DBBA22	E – HRM
13	21DBBA23	HUMAN RESOURCE DEVELOPMENT
14	21DBBA24	BUSINESS TAXATION
15	21DBBA25	CAPITAL MARKET
16	21DBBA26	INTERNATIONAL FINANCE

SYLLABUS

CORE COURSES

பாடக் குறியீட்டு எண்: 21LTA001

பருவம்-1, தமிழ்மொழிப்பாடம்-1, பகுதி-1, தகுதிப்புள்ளி: 3, வாரப் பாட நேரம்: 3.
தாள்-1

இக்காலக் கவிதைகள் - உரைநடை - பண்பாடு - மொழித்திறன்

அலகு 1: மரபுக்கவிதை 9 மணி நேரம்

1. பாரதியார் - பாரத தேசம் என்னும் தலைப்பில் ஆறு பாடல்கள்.
(பாடல் எண்கள் 1, 6, 7, 9, 12, 13)
2. பாரதிதாசன் - தமிழுக்கும் அமுதென்று பேர் என்னும் தலைப்பிலான கவிதை.
3. தேசிக விநாயகம் பிள்ளை - உடல்நலம் பேணல் என்னும் தலைப்பிலான கவிதை
4. முடியரசன் - காவியப் பாவை - "புண்படுமா" என்னும் கவிதை.

அலகு 2: புதுக்கவிதை 9 மணி நேரம்

1. நா. காமராசன் - கறுப்பு மலர்கள் தொகுப்பில் காகிதப்பூக்கள் என்னும் தலைப்பிலான கவிதை.
2. அப்துல் ரகுமான் - ஆலாபனை தொகுப்பில் போட்டி என்னும் தலைப்பிலான கவிதை
3. ஈரோடு தமிழன்பன் - ஒரு வண்டி சென்றியு தொகுப்பில் தேர்ந்தெடுக்கப்பட்ட சென்றியு கவிதைகள்
4. ஆண்டாள் பிரியதர்ஷினி - முத்தங்கள் தீர்த்துவிட்டன தொகுப்பில் 'இங்கே வரும் போது' என்னும் தலைப்பிலான கவிதை

அலகு 3: உரைநடை 9 மணி நேரம்

1. மாணாக்கரும் தாய்மொழியும் - திரு.வி.க.,
2. மன வலிமை வேண்டும் - மு.வரதாசனார்
3. செம்மொழித் தமிழின் சிறப்புகள்

அலகு 4: தமிழர் வாழ்வும் பண்பாடும்

9 மணி நேரம்

பண்பாடு - வாழ்வியல் முறை - அகம், புறம் - உணவு முறை - விருந்தோம்பல் - நம்பிக்கைகள் - விழாவுகள் வழிபாடும் - கலைகள் - கட்டடம் - சிற்பம் - ஓவியம் - இசை - கூத்து - தொழிலும் வணிகமும் - அறிவியல் நோக்கு.

அலகு 5: மொழித்திறன், இலக்கிய வரலாறு, இலக்கணம்

9 மணி நேரம்

1. எழுத்துப் பிழை, தொடர்பு பிழைகள்
2. வேற்றுமை இலக்கணம்
3. செய்யுள் நலம் பாராட்டல்
4. பாடம் தழுவிய இலக்கிய வரலாறு (மரபுக் கவிதை, புதுக்கவிதை, உரைநடை)

மொத்தம்: 45 மணி நேரம்

பார்வை நூல்கள்

1. தமிழர் நாகரிகமும் பண்பாடும், டாக்டர் அ. தட்சிணாமூர்த்தி, ஐந்திணைப் பதிப்பகம்
2. தவறின்றித் தமிழ் எழுதுவோம், மா. நன்னன், ஏகம் பதிப்பகம்
3. தவறின்றித் தமிழ் எழுது - மருதூர் அரங்கராசன், ஐந்திணைப் பதிப்பகம்
4. தமிழ் இலக்கிய வரலாறு, வரதராசன், மு., புது தில்லி: சாகித்திய அக்காடெமி ,
5. புதிய தமிழ் இலக்கிய வரலாறு, நீல. பத்மநாபன், சிற்பி பாலசுப்ரமணியம், சாகித்திய அக்காடெமி
6. செம்மொழி தமிழின் சிறப்பியல்புகள் - முனைவர் மறைமலை இலக்குவனார்; <https://www.youtube.com/watch?v=HHZmmJb4jSY>
7. பாடநூல் தேடலுக்கான இணையம் - <https://archive.org/>

COURSE OUTCOMES:

CO1	Recall and recognize heritage and culture of Tamils through History of Tamil Language.
CO2	Interpret the cultural life style of Ancient Tamils.
CO3	Evaluate social and individuals moral value after studying Ethics In modern Literature
CO4	Build the humanistic concept and moral life skills after studying divine and minor Literature.
CO5	Improve their own creativity and writing skills after studying history of Modern Tamil Literature.

WEB LINKS:

1. <https://www.youtube.com/watch?v=HHZnmJb4jSY>
2. <https://archive.org/>

HINDI SYLLABUS(2021-22)**Course Objective:**

- To enable the students to develop communication skills
- To train students in official language
- To enrich their knowledge in Hindi literature
- To teach them human values & create awareness towards exploitation

Unit I - „Ek atuut kadi“ by shri Rajkishoreletter writing (application), Technical words (prashasanik vakyansh:1-50)	9 hrs
Unit II „Devi singh“ by agyeya , letter writing (bank A/C opening&closing), Technical words (prashasanik vakyansh:51-100).	9 hrs
Unit III „, kabiraa ki kaashi “by Kumar Ravind	9 hrs
Unit IV „bharathiya vigyan ki kahaani - „,hamne diyaa ,hamne liyaa“by Gunakar mule, letter writing (shikayath pathra,gyapan) Technical words:takniki shabd-25.	9 hrs
Unit V letter writing (sarkari pathra, ardha sarkaari pathra, kaaryalaya aadesh), Technical words:takniki shabd-25	9 hrs

Total hours 45 HRS**Course Outcome**

At the end of this course

- CO 1 Students will be familiar with official letter writing
 Co 2 will understand their responsibility in the society
 CO 3 students will be moulded with good character understand human values
 CO 4 students will gain knowledge about ancient &,rich culture of India
 CO 5 will know the equivalent Hindi words for scientific terms

Text /Reference Books:

1. Agyeya ki sampoorna kahaniyaa -Rajpal &sons, year,6th, edition 2017,
2. Yatrae our bhi ,Kumar Ravindra Rashmi prakashan ,Lucknow,4th, edition 2019
3. Bharathiya vigyan ki kahani, Hindi book centre ,NewDelhi,2nd, edition 2015.

Weblinks:

1. <http://www.hindisamay.com/content/1321/1/%E0%A4%B0%E0%A4%BE%E0%A4>
2. <http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0>
3. <http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0>
4. <http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0>

Course Objective:

To introduce French language.

To enable the students to understand and to acquire the basic knowledge of French language with elementary grammar.

UNIT: I

9 hrs

Introduction-Alphabet-comment prononcer, écrire et lire les mots-base: les prénoms personnel de 1er , 2eme et 3eme personnes-conjugaisons les verbes être et avoir en forme affirmative, négative Et interrogative.

UNIT: II

9 hrs

Premiers mots en français- Les hommes sont difficiles -Vive la liberté- Réponses aux questions tires de la leçon-Grammaire: Les adjectives masculines ou féminines-Les article définies et indéfinis-Singuliers et pluriels.

UNIT: III

9 hrs

L'heure c'est l'heure-.Elle va revoir sa Normandie - Mettez-vous d'accord groupe de nom-Réponses aux questions tires de la leçon-Grammaire :A placer et accorder l'adjectif en groupe de nom-Préposition de lieu-A écrire les nombres et l'heure en français

UNIT: IV

9 hrs

Trois visage de l'aventure - A moi Auvergne - .Recit de voyage-Réponses aux questions tires de la leçon- Grammaire : Adjectif processif- Les phrases au présent de l'indicatif-Les phrases avec les verbes pronominaux au présent.

UNIT: V

9 hrs

A écrire une lettre a un ami l'invitant a une célébration différente ex :mariage-A faire le dialogue- A lire le passage et répondre aux questions.

Total 45 hrs**Course Outcome:**

CO1:- The content of the unit1 aids the students to explore the basics of the new foreign language.

CO2:- The content of unit 2 to experience the basic formations of words and its basic grammar by differentiating with English.

CO3:- This imparts the additional information in terms of general in the sense of geographical and culture.

CO4:- Enable students for framing the basics sentence.

CO5:- Making the students community to know the french format of letter writing and essay writing.

TEXTBOOK :

1. Jack GIRARDER & Jean Marie GRIDLIG, <<Méthode de Français PANORAMA>> ,
2. Clé Internationale, Goyal Publication ,New Delhi 2nd Edition 2014.

REFERENCE BOOKS:

1. DONDO Mathurin, “Modern French Course”, Oxford University Press, New Delhi 4th Edition 2014.
2. Nithya Vijayakumar get ready French grammar-Elementary Goyal publications ,New Delhi 2nd Edition 2014.

WEB SITE RESOURCES LINK;

1. <https://www.thoughtco.com/french-reading-tips-1369373> <https://www.bnf.fr/fr>
2. <https://www.laits.utexas.edu/tex/>

Course Objective:

- To enable students to develop their communication skills effectively. To make students familiar with usage skills in English Language.
- To enrich their vocabulary in English
- To develop communicative competency.

	Credit Hours
UNIT I	9 hrs
1 Dangers of Drug Abuse - Hardin B Jones	
2 Tight Corners - E. V. Lucas	
UNIT II	9 hrs
3 Futurology - Aldous Huxley	
4 If You are Wrong, Admit it - Dale Breckenridge Carnegie	
UNIT III	9 hrs
5 Industry - Dr.M.Narayana Rao & Dr.B.G.Barki	
6 Turning Point of My Life - A.J Cronin	
UNIT IV	9 hrs
7 Excitement - Mack R. Douglas	
8 The Kanda Man Eater - Jim Corbett	
UNIT V	9 hrs
9 Vocabulary and Exercises under the Lessons	
Total	45 hrs

Note: Lessons prescribed are from various anthologies and respective exercises therein will be taught.

Course Outcome

- At the end of this course students will be able to,
- CO1 Examine the language of prose.
- CO2 Utilize instructions on fundamentals of grammar
- CO3 Develop their own style of writing after studying diverse prose essays.
- CO4 Classify different essays on the basis of their types.
- CO5 Critically comment on the textual content of prose.

Books Prescribed:

1. English for Communication Enrichment: by Jeya Santhi, 2nd edition, June 2015.
2. Dr. M. Narayana Rao and Dr. B. G. Barki – Anu's Current English for Communication (AnuChitra) 3rd edition, 2016.

3. Dr. Ananthan , R. Effective Communication. Ed. Chennai : Anu Chithra Pub., 2nd edition, 2010.

Web Sources:

1. <https://www.gradesaver.com/>
2. <https://www.enotes.com/>
3. <https://www.jstor.org/>
4. <https://www.sparknotes.com/>
5. <https://www.cliffsnotes.com/>

Course Objective:

This subject is a comprehensive learning on what management is all about and different schools of thoughts on management. It gives a clear understanding of management practices and the various functions of management and also gives away the principles of management developed by eminent management thinkers. The syllabus is structured to provide basic conceptual knowledge on the principles of planning, organizing, staffing, motivation, leadership, controlling and to offer orientation to the recent dynamics of managerial practice.

Unit-1 INTRODUCTION TO MANAGEMENT

15 hrs

Definition – nature, process and significance of management –Role of managers – Managerial Skills and Roles – Evolution of Management Thought : Classical Management Approaches, Behavioural Management Approaches, Quantitative Management Approaches, Modern Management Approaches - Management as a Science or Art – Management as a profession- Administration and Management- Functions of Management – Functional Areas of Management.

Unit-2 PLANNING AND DECISION MAKING

15 hrs

Planning – Nature and Importance of Planning- Types of Plans – Levels of Planning – Steps in planning – Making Effective Plans- Objectives and Management By Objective (MBO) – Management By Exception (MBE) - Policy and Strategy- Forecasting and Decision Making – Nature of decision making – Types of decisions – Decision Making Process – Rational Perspectives and Behavioural Aspects of decision making.

Unit-3 ORGANIZING

15 hrs

Organizing – Nature and purpose – Principles of Organization – Types of Organization – Organizational Structure and Design – Line, Staff and functional authority – Conflict between Line and Staff – Overcoming the Line-Staff Conflict. Committees, Departmentation – Span of control – Authority, Responsibility and Accountability – Principles of Delegation – Steps – Centralization Vs Decentralization – Factors determining the degree of Decentralization of authority.

Unit-4 STAFFING AND DIRECTING

15 hrs

Staffing – Nature and Purpose of staffing – Importance of staffing – Components of Staffing – Manpower planning – Recruitment and Selection – Training and Development – Performance Appraisal. Directing – Nature of Directing function – Principles – Importance of Effective Direction – Motivation theories – Motivating people at work Effective Communication skills for directing – Barriers of communication.

Unit-5 CONTEMPORARY ISSUES AND CHALLENGES IN MANAGEMENT

15 hrs

Leadership and change, Total quality management, Work force diversity, Globalization and innovation, Enterprise mobility, How to manage and control virtual teams, creating an ethical workplace

Total 75 hrs**Course Outcomes:**

- CO – 1: Identify the basic activities which any manager will conduct in the organization.
CO – 2: Discover the role of general management for the success of an organization.
CO – 3: Demonstrate managerial ability and professional skills.
CO –4: Analyze the managerial issues they will have to tackle in the competitive environment.
CO – 5: Learn the latest trends in the field of management.

Text Books :

1. Stoner, Freeman, Gilbert Jr., .Management ,Prentice Hall India, 6th edition, 2014.
New Delhi: Daft, R. L. . Principles of Management, Cengage Learning, 1st edition, 2009.
2. Gupta, R.S., Sharma, B.D., &Bhalla. N.S., Principles & Practices of Management Kalyani Publishers New Delhi, 11th edition, 2011.

Reference Books:

1. Williams. Management, (International edition) South-western Cengage Learning, 5th edition, 2009.
2. John R. Schermerhorn.,Management, Wiley-India, 13th edition, 2018.
3. Koontz, H., &Wehrich, H. Essentials of Management, McGraw Hill Publishers, 6th edition, 2012.

Websites

1. <https://open.lib.umn.edu/principlesmanagement/chapter/1-1-introduction-to-principles-of-management/>
2. https://www.managementstudyguide.com/management_principles.htm

Web Sources

1. <https://www.learnpick.in/prime/documents/ppts/details/4049/principle-of-management-organization>

Course Objective:

The basic objective of the course is to develop understanding and provide knowledge about business environment to the management students. To promote basic understanding on the concepts of Business Environment and to enable them to realize the impact of environment on Business.

Unit-1 Introduction to Concept of Business Environment 15 hrs

The concept of Business Environment - Its nature and significance - Brief overview of political - Cultural - Legal - Economic and social environments and their impact on business and strategic decisions.

Unit-2 Political Environment 15 hrs

Political Environment - Government and Business Relationship in India - Provisions of Indian Constitution Pertaining to Business

Unit-3 Social Environment 15 hrs

Social Environment - Cultural Heritage - Social Attitudes - Impact of Foreign Culture - Castes and Communities - Joint Family Systems - Religious Groups - Types of Social Organization

Unit-4 Economic Environment 15 hrs

Economic Environment - Economic Systems And Their Impact of Business - Macro Economic Parameters Like GDP - Growth Rate - Population - Urbanization - Fiscal Deficit - Plan Investment - Per Capita Income And Their Impact on Business Decisions

Unit-5 Financial Environment 15 hrs

Financial System - Commercial Banks - RBI – IDBI-NBFC

Total **75 hrs**

Course Outcome:

CO – 1: To discover the knowledge of the environment in which businesses operate, the economic operational and financial framework with particular application to the transaction of insurance business

CO – 2: To demonstrate the outline the operations in business environment.

CO – 3: To analyses the complex problems

CO – 4: To demonstrate effective communication in various business environments

CO – 5: To explore the human relationships involved in an organization

Text Books:

1. Morrison J, The International Business Environment, Palgrave,2006
2. Francis Cherunilam, *Business Environment*-Himalaya Publishing House, New Delhi,2009
3. Aswathappa, Essentials Of Business Environment, Himalaya Publishing House, New Delhi.2013
4. Mishra and Puri , Indian Economy, Himalaya Publishing House, New Delhi,2005

Reference Books:

1. Business Environment Raj Aggarwal Excel Books, Delhi,2002
2. Strategic Planning for Corporate, Ramaswamy, V McMillan, New Delhi, 2000.
3. Business and society – Lokanathan and Lakshmi Rajan, Emerald Publishers, 2001.
4. Economic Environment of Business – M. Adhikary, Sultan Chand & Sons, 2000.

Websites

1. <https://www.ukessays.com/essays/international-business/analysis-of-indias-business-environment.php>
2. <https://ncert.nic.in/ncerts/l/lbs103.pdf>

Weblinks

<https://www.slideshare.net/ronniesirsikar/business-environment-ppt-39380438>

Course Objectives: To understand the micro economic principles and to impart knowledge about the behaviour of a individual business firm and enable to connect their experience with business practice.

Unit-1 Introduction 15 hrs
 Managerial Economics – Meaning, Nature and Characteristics – Scope – Relationship with other Disciplines – Objectives of firms

Unit-2 Demand And Utility Analysis 15 hrs
 Laws of Demand – Elasticity of Demand Utility – Concepts – Law of Diminishing Marginal Utility – Concept of Consumer Surplus – Indifference Curve Analysis

Unit-3 Cost Analysis 15 hrs
 Cost Concepts – Cost Output relationship in the short run and long run – Revenue Analysis – Break Even Analysis

Unit-4 Production Analysis 15 hrs
 Factors of Production –Law of returns – Law of variable proportions – Law of returns to scale – Economies of Large Scale Production.

Unit-5 Market Structure 15 hrs
 Kinds of Market conditions – Price and Output determination under perfect competition, monopoly, oligopoly and monopolistic competition.

Total 75 hrs

Course outcome:

Co – 1: To understand the basic elements of managerial economics aspects of firm and SSI

Co – 2: To understand the role of manager, so as to manage or organize FOP

Co – 3: To forecast demand for a product

Co – 4: To know what to produce, where to, when to, how to, for whom to

Co – 5: To frame policy for production to minimize the cost and maximum the profit

Text Books

1. R L Varshney and K L Maheswari, “ Managerial Economics”, Sultan Chand & Sons, New Delhi, 22th Edition, 2014
2. S. Sankaran, “Managerial Economics”, Margham Publications Chennai, 5th Edition 2013

References Books:

1. P L Mehta “Managerial Economics –Analysis, Problem and Cases”, Sultan Chand & Sons, New Delhi, 20th revised and enlarged edition, 2014
2. V. Lokanathan, “Principles of Economics, Economic Analysis” –S. Chand publication, 3rd edition, 2010.

E References

1. <https://www.mooc-list.com/tags/managerial-economics>
2. https://www.edx.org/learn/managerial_economics
3. <https://www.classcentral.com/course/swayam-intoduction-to-managerial-economics-141155>

பாடக் குறியீட்டு எண்: 21LTA002

பருவம்-2, தமிழ்மொழிப்பாடம்-2, பகுதி-1, தகுதிப்புள்ளி: 3, வாரப் பாட நேரம்: 3.
தாள்-2

அற இலக்கியம் – சிற்றிலக்கியம் – சிறுகதை – பயன்பாட்டுத் தமிழ்

அலகு 1: அற இலக்கியங்கள்

10 மணி நேரம்

1. திருக்குறள் - வான் சிறப்பு(அறம்), ஊக்கமுடைமை(பொருள்), குறிப்பறிதல்(இன்பம்) - மூன்று அதிகாரங்கள் முழுமையும்.
2. நாலடியார் - மூன்று பாடல்கள். (2, 3, 5)
3. பழமொழி நானூறு - மூன்று பாடல்கள் (74, 75, 78)
4. திரிகடுகம் - மூன்று பாடல்கள் (10, 12, 22)
5. இனியவை நாற்பது - மூன்று பாடல்கள் (1, 12, 16)

அலகு 2: சிற்றிலக்கியம்

10 மணி நேரம்

1. முத்தொள்ளாயிரம்
 - சேரன் - வீரம் 14, 15 பாடல்கள்
 - சேழன் - காதல் 23, 24 பாடல்கள்
 - பாண்டியன் - நாடு 87, 88 பாடல்கள்
2. தமிழ்விடு தூது - முதல் 20 கண்ணிகள்
3. திருக்குற்றாலக் குறவஞ்சி - மலைவளம் கூறுதல் - முதல் 5 பாடல்கள்
4. முக்கூடற்பள்ளு - மூத்த பள்ளி நாட்டு வளம் கூறுதல் 3 பாடல்கள், இளைய பள்ளி நாட்டு வளம் கூறுதல் 3 பாடல்கள்.
5. கலிகத்தூப் பரணி - பாலை பாடியது - முதல் 5 பாடல்கள்

அலகு 3: சிறுகதை

9 மணிநேரம்

1. அறிஞர் அண்ணா - செவ்வாழை
2. புதுமைப்பித்தன் - கடவுளும் கந்தசாயிப் பிள்ளையும்
3. ஜெயகாந்தன் - யுகசந்தி
4. கு.அழகிரிசாமி - காற்று
5. அம்பை - காட்டில் ஒரு மான்

அலகு 4: பேச்சுத் தமிழ்

8 மணி நேரம்

பேச்சுத் திறன் - விளக்கம் - பேச்சுத்திறனின் அடிப்படைகள் - வகைகள் -
மேடைப்பேச்சு - உடையாடல் - பயிற்சிகள்

அலகு 5: எழுத்துத் தமிழ், இலக்கிய வரலாறு, இலக்கணம்

8 மணி நேரம்

1. கலைச் சொல்லாக்கம் - தேவைகள் - கலைச்சொற்களின் பண்புகள் - அறிவியல் கலைச் சொற்கள் - கடிதம் - வகைகள் - அலுவலகக் கடிதங்கள் - உறவுமுறைக் கடிதங்கள்.
2. பாடம் தழுவிய இலக்கிய வரலாறு (அற இலக்கியம், சிற்றிலக்கியம், சிறுகதை)
3. அணி இலக்கணம்
4. விண்ணப்பக் கடிதம் எழுதுதல்

மொத்தம்: 45 மணி நேரம்

பார்வை நூல்கள்

1. **பேசும் கலை**, முனைவர் கு.ஞானசம்பந்தன் விஜயா பதிப்பகம்
2. **தமிழ் இலக்கிய வரலாறு**, வரதராசன், மு., சாகித்திய அக்காடெமி, புது தில்லி
3. **தமிழ் நடைக் கையேடு**, மொழி அறக்கட்டளை
4. **பயன்பாட்டுத் தமிழ்**, முனைவர் அரங்க இராமலிங்கம், முனைவர் ஒப்பிலா மதிவாணன், சென்னை பல்கலைக்கழகம், 2007
5. **மொழிபெயர்ப்பியல் அடிப்படைகள்**, கா. பட்டாபிராமன், யமுனைப் பதிப்பகம், திருவண்ணாமலை

COURSE OUTCOME

CO1	Measure human mind through the studying of Tamil charity Literature in the aspect of moral value.
CO2	Justify the contemporary social issues through studying Tamil Epics.
CO3	Build the life skills after studying of the poetry.
CO4	Develop narrative skill after reading short stories.
CO5	Improve their own style of writing after studying Terminology methods

WEB LINKS

1. <http://www.tamilvu.org/library>
2. <https://archive.org/>

21LHIN21

HINDI PAPER- II

3003

I year-II Sem (kahani , Natak & Translation)

Course Objective:

- To train students in translation
- To develop reading & writing skills
- To create interest towards reading different types of literature

Unit I	9 hrs
„ idgah” by Premchand“(kahani), Translation- Definition, Types	
Unit II	9 hrs
„pitha ”, by gyanranjan (kahani), Translation - Anuvadak ke gun	
Unit III	9 hrs
jamun ka ped by Krishna chander,, (kahani) , Translation Practice	
Unit IV	9 hrs
adhi rath ke baad by Shankar shesh (<u>naatak</u>), Translation Practice	
Unit V	9 hrs
adhi rath ke baad by Shankar shesh (<u>naatak</u>), Translation Practice	
Total Hours	45 hrs

Course Outcome

At the end of this course

- CO 1 Students will know the importance & process of translation
- Co 2 understand the values of elders in a family & extend their supportCO 3
will know the different writing skills of authors
- CO 4 gain knowledge in Hindi literature
- CO 5 will acquire knowledge in Hindi Sahithya

Text/Reference book :

1. Adhi rath ke baad ,by Shankar shah ,kitabghar prakashan ,3rd edition,2000.
2. Idgah by Premchand,Bharathiya gyan peeth ,NewDelhi ,2nd edition,2014.
3. Jamun ka ped by Krishna Chandra, Deepak publishers, 5th edition,Nov. 2019
4. Pitha by gyan ranjan,Rajkamal publication,3rd edition,Jan 2018
5. Glossary of Administrative terms ,Commission for scientific terms &Technical Terminology,2nd edition,2007
6. Patralekhan kala by Dr.Shivshankar Pandey,2nd edition,2018

Weblinks:

1. <https://premchandstories.in/eidgaah-story-munshi-premchand-pdf/>
2. <https://www.google.com/search?q=pitha+by+gyan+ranjan&oq=pitha+by+gya&aqs=chrome.1.69i57j0i113j0i22i30.10387j0j4&sourceid=chrome&ie=UTF-8>
3. <http://db.44books.com/2020/04/%E0%A4%86%E0%A4%A7%E0%A5%80-%E0%A4%B0%E0%A4%BE%E0%A4%A4-%E0%A4%95%E0%A5%87-%E0%A4%AC%E0%A4%BE%E0%A4%A6.html>
4. <http://gadyakosh.org/gk/%E0%A4%A6%E0%A5%87%E0%A4%B5%E0%A5%80%E0%A4%B8%E0%A4%BF%E0%A4%82%E0%A4%B9 / %E0%A4%85%E0%A4%9C%E0%A5%8D%E0%A4%9E%E0%A5%87%E0%A4%AF>

Course Objective :

To introduce French language.

To enable the students to understand and to acquire the basic knowledge of French language with elementary grammar.

Unit I

9 hrs

Les affaires marchent - un repas midi a problèmes- Réponses aux questions tires de la leçon-grammaire ;présent progressif passe récent ou future proche-complément d'Object directe-complément d'objet

Unit II

9 hrs

tout est bien qui fini bien,- aux armes citoyens-réponses aux questions tires de la leçon-grammaire :les pronoms<<en ou y>> rapporter des paroles-Les pronoms relatifs que, qui ou ou.

Unit III

9 hrs

Qui ne risque rien n'a rien-15.la fortune sourit aux audacieux-réponses aux questions tires de la leçon-grammaire : comparaison-les phrases au passe compose.

Unit IV

9 hrs

la publicité et nos rêves - la France la monde - campagne publicitaire réponses aux questions tires de la leçon-grammaire :les phrases a l'imparfait-les phrases au future

Unit V

9 hrs

A écrire une lettre a un ami l'invitant a une célébration différente ex :mariage-A faire le dialogue- A lire le passage et répondre aux questions. Making the students community to know the french format of letter writing and essay writing.

Total Hours**45 hrs**

Course Outcomes

CO1:-This enable students to learn the language without any grammatical errors.

CO2:-As a result of the content makes the students to known about the types of pronouns and their useage.

CO3:-This imparts the students in order to develop their basic writing skills

CO4:-Enable students for framing the basics sentence.

CO5:-Making the students community to know the french format of letter writing and essay writing.

TEXTBOOK :

1. Jack GIRARDER & Jean Marie GRIDLIG,<<Méthode de Français PANORAMA>>
2. Clé Internationale, Goyal Publication ,New Delhi 5th Edition 2014.

REFERENCE BOOKS:

1. DONDO Mathurin, “Modern French Course”, Oxford University Press, New Delhi 2nd,Edition 2014.
2. Nithya Vijayakumar get ready French grammar-Elementary Goyal publications ,New Delhi 3rdEdition 2014.

WEB SITE RESOURCES LINK;

1. <https://www.thoughtco.com/french-reading-tips-1369373> <https://www.bnf.fr/fr>
2. <https://www.laits.utexas.edu/tex/>

Course Objective:

To train students in the use of English language in varied literary and non-literary contexts.

To teach them soft skills and strengthen their foundation in grammar.

To evaluate students to sensitivity in conversational competency.

Unit I	9 hrs
At the Airport In a Bank On a Bus	
Unit II	9 hrs
In Flight In a Hotel In a Library	
Unit III	9 hrs
Tea Time On a Train In a Restaurant	
Unit IV	9 hrs
On a Picnic In a Police station In a Post office	
Unit V	9 hrs
In a travel agency Asking the way At the theatre	
Total Hours	45 hrs

Course Outcome

- At the end of this course students will be able to,
- CO1 Feel confident to speak in different situations.
 - CO2 Learn befitting vocabulary words.
 - CO3 Have the ability to visualize speaking situations.
 - CO4 Be conversant with other conversational situations.
 - CO5 Categorize the nature of questions asked usually in interviews.

Books Recommended:

1. English Conversation Practice, D.H.Spencer, Oxford 2nd edition, 2000.
2. Communicative English by Department of English, National College (Autonomous), Trichy, 2nd edition 2001..

Web Sources:

1. <https://self-publishingschool.com/how-to-write-dialogue/>
2. <https://www.masterclass.com/articles/how-to-write-dialogue>

Course Outcome:

CO – 1: To Identify the underlying principles, characteristics and objectives of a set of financial statements.

CO – 2: To Prepare ledger accounts using double entry bookkeeping and record journal entries accordingly

CO – 3: To demonstrate the preparation of single entry method accounting.

CO – 4: To describe the concepts of depreciation and its application

CO-5: To demonstrate familiarity with pass book and cash book reconciliation and average due date.

Text Books:

1. T.S.Reddy&A.Murthy-Financial Accounting -Margham publications.-6th edition,2012
2. Dr.S.N.Mageswari- Financial Accounting - Vikas Publishing house.-jan2012

Reference Books:

1. Shukla.MC, SC Gupta and PS.grewal – Advanced Accounting- - Sultan Chand & Sons- 5th edition,2012
2. ByRajasekaran Financial Accounting V-dorling Kindersley-1st edition,2010
3. By Jain &Narang-kalyani -Financial Accounting publishers;12th edition.2014.

Weblinks:

1. <https://www.accountingedu.org/what-is-financial-accounting/weblinks>
2. <https://www.slideshare.net/vikasvadakara/depreciation-14165601>

Course Objective: This aims to provide a basic knowledge of the financial services market and understand financial services offered by financial intermediaries such as nonbanking finance companies, banks and financial institutions.

Unit I Introduction to Financial Services

15 HRS

Indian financial system components- meaning of financial markets- financial institutions- financial intermediaries and Financial Services- Types of financial services, its contribution towards economic development

Unit II Merchant Banking

15 HRS

Merchant banking – functions of merchant banks – special reference to the role of merchant banks in New Issue management – managing of new issues – Underwriting of shares. Regulations of merchant Bankers

Unit III Capital Markets

15 HRS

Capital Market, meaning and functions, SEBI – Objectives, functions, powers and role of SEBI in marketing of services and protection of Investors’ interest – Stock exchanges – listing arrangements.

Unit IV Leasing & Hire Purchase

15 HRS

Leasing, concepts & features, types of leasing, leasing & Hire purchase. Factoring, functions of Factor. Personalized banking , ATM, Tele –banking,E-Banking, Credit & Debit cards.

Unit V Insurance

15 HRS

Insurance, principles of Insurance, types of insurance, life, marine, fire, motor, health, pension plan – Laws & Regulations regulating Insurance(IRDA)

Total Hours

75 hrs

Course Outcome:

CO – 1: To analyse investments and financial risks in order to assist clients with meeting their financial goals.

CO – 2: To demonstrate interpersonal skills necessary for success in the personal finance field by actively engaging with peers, faculty and professionals.

CO – 3: To apply financial concepts, theories and tools and will be in a position to evaluate the legal, ethical and economic environment related to financial services.

CO –4: To understand the role and function of the financial Services in reference to the macro economy.

CO – 5: To demonstrate an awareness of the current structure and regulation of the Indian financial services sector.

Text Books:

1. Santhanam. B, “Financial Services”, Margham Publications, Chennai, 5th edition, 2003.
2. Khan. M.Y, “Financial Services”, TataMcGraw Hill Publications. 10th edition, 2013
3. S.Gurusamy, “Financial Services”, TataMcGraw Hill Publications 1st edition, 2009.

Reference Books:

1. Machiraju, “Indian financial system”, Vikas publishing house 2nd edition 2002.
2. Pathak, Bharati V, “Indian Financial System”, Pearson education. 4th edition, 2011.

Websites

1. <https://examstime.in/indian-financial-system-study-materials/>
2. <https://www.tutorialsduniya.com/notes/investment-banking-and-financial-services-notes/>

Weblinks

1. <https://www.slideshare.net/ABHINAVRAI88/factoring-and-forfaiting-20497797>
2. https://www.slideshare.net/Gina_Evans/start-up-finance

Course Objective: The course is intended to help the students to gain a solid understanding of human behaviour in the workplace from an individual, group, and organizational perspective. To obtain frameworks and tools to effectively analyze and approach various organizational situations.

Unit I Focus and Purpose

10 HRS

Definition, need and importance of organizational behaviour – Nature and scope – Framework – Organizational behaviour models..

Unit II Foundations of Individual Behaviour

15 HRS

Individual behaviour – Personality- Perception and its role in individual decision making, Learning-Theories of Learning- Motivation,-Theories of motivation

Unit III Group Behaviour

15 HRS

Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – Team building - Interpersonal relations – Communication – Control.

Unit IV Leadership And Power

10 HRS

Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power – Power centers – Power and Politics.

Unit IV Organizational Effectiveness

10 HRS

The concept of organizational effectiveness; efficiency, effectiveness and productivity; approaches of organizational effectiveness; contributing factors of organizational effectiveness.

Unit V Groups in Organisation

10 HRS

Group Dynamics: The concept of groups, kinds and functions of groups, formal and informal groups, group cohesiveness, group thinking, transactional analysis.

Total

60 HRS

Course Outcome:

CO-1: To illustrate the range of organizational behaviour theories.

CO-2: To analyse the behaviour of individuals and groups in organisations in terms of organisational behaviour theories, models and concepts

CO-3: To apply organisational behaviour concepts, models and theories to real life management situations through case analysis

CO-4: To demonstrate a critical understanding of organisational behaviour theories and current empirical research associated with the topics covered in this course.

CO-5: To enable in oral and written forms about organisational behaviour theories and their application using appropriate concepts, logic and rhetorical conventions.

Text Books:

1. K. Ashwathappa, Organisational Behaviour, Himalaya Publishing House, 2005
2. Anjali Ghanekar, Organisational Behaviour, Everest Publications, 2001
3. J. Jayashankar – Organisational Behaviour, Margham Publications, 2011

References Books:

1. Schermerhorn, Hunt and Osborn, Organisational behavior, John Wiley, 9th Edition, 2008.
2. Udai Pareek, Understanding Organisational Behaviour, 2nd Edition, Oxford Higher Education, 2004.
3. Mc Shane & Von Glinov, Organisational Behaviour, 4th Edition, Tata McGraw Hill, 2007.
4. Hellrigel, Slocum and Woodman, Organisational Behavior, Cengage Learning, 11th Edition 2007
5. Ivancevich, Konopaske & Maheson, Organisational Behaviour & Management, 7th edition, Tata McGraw, 2013

Website:

1. <https://www.iedunote.com/organizational-behavior>
2. <https://www.economicdiscussion.net/management/organisational-behaviour/31869>

Weblink:

1. <https://www.slideshare.net/priyasharmma/organizational-behavior-6858461>
2. <https://www.slideshare.net/payalrchhabra/organisational-behavior-15668552>

21CBBA31 BUSINESS MATHEMATICS AND STATISTICS 4105

Course Objective: To develop the skills of the students in the concepts of Mathematics and Statistics. The course will also serve as a prerequisite for post graduate and specialized studies and research.

Unit I Set theory and Matrices 15 HRS

Set theory: Introduction – Definitions – Operations on sets – Simple application of Venn diagram

Matrices: Definitions – Operations on Matrices - Inverse of matrix – Solution of linear equations- Matrix method- Cramer's rule

Unit II Applications of Differentiation 15 HRS

Differentiation -Functions in economics and commerce - Demand function - Supply function - Cost function – Revenue function - Profit function - Elasticity - Elasticity of demand - Elasticity of supply - Equilibrium price - Equilibrium quantity - Relation between marginal revenue and elasticity of demand

Unit III Statistical methods 15 HRS

Introduction – Scope and Limitations of Statistical methods- Diagrammatic and Graphical representation of data- Measures of Central tendency: Mean, Median, Mode– Measures of Dispersion- Range, Quartile Deviation, Standard Deviation and Coefficient of variation

Unit IV Correlation and regression analysis 15 HRS

Correlation: Types of Correlation-Methods of studying correlation- Scatter diagram method, Karl Pearson's Coefficient of correlation, Spearman's Rank Correlation Coefficient. Regression: Regression Lines and Regression equations - simple problems.

Unit V Tests of significance 15 HRS

Concept of Sampling and Sampling Distribution –Parameter and Statistics- Standard error – Tests of Significance for small samples : t-test for Single mean - Difference of means , F-test(variance –Ratio test) , Chi-Square tests for goodness of fit and test for independence of attributes in contingency table

Total Hours 75 hrs

Course Outcome:

At the end of the course the students will be able to

CO1: Understand the Set theory concept and find the inverse of matrix, solution of linear equations.

CO2: Evaluate the marginal, average, and total cost; compute and graph marginal, average, and

total cost; differentiate between variable and fixed costs

CO3: Describe and discuss the key terminology, concepts tools and techniques used in Statistical analysis

CO4: Understand and critically discuss the issues surrounding of correlation and Regression

CO5: Analyze the uses and limitations of Testing of hypothesis

Text Books

1. S.P. Gupta (S.P.): “Statistical Methods”, Sultan Chand & Sons, 34th Edition, 2007
2. Richard Levin & David Rubin, “Statistics for management”, Prentice Hall, 2008.

Reference Books

1. P.R.Vital, “Business Mathematics”, Margham publications 2nd edition, 2003.
2. P.R.Vital, “Business Statistics” Margham publications 3rd edition, 2002
3. S.P. Rajagopalan and R. Sattanathan, business statistics and Operation Research, Tata McGraw-Hill publishing company Ltd., 2nd edition, 2009.
4. Beri G, Business statistics, Tata Mc Gram Hill Publishing company, limited, 2009.

Web source link

1. <https://ncert.nic.in/textbook/pdf/lemh103.pdf>
2. <https://ncert.nic.in/ncerts/l/lemh105.pdf>
3. <https://ncert.nic.in/ncerts/l/kemh101.pdf>
4. <https://d3bxy9euw4e147.cloudfront.net/oscms-prodcm5/media/documents/IntroductoryBusinessStatistics-OP.pdf>

Course Objectives:

To offer the students relevant, systematic, efficient and actual knowledge of financial management that can be applied in practice with making financial decisions and resolving financial problems.

Unit I Introduction

15 HRS

Meaning, objectives, importance and types of Corporate Finance – Sources of long term and short term finance – Functions of financial management – Role of financial manager in Financial Management.

Unit II Capital Structure

15 HRS

Capital structures planning – Factors affecting capital structures – Determining Debt and equity proportion – Capital structure theories-NI, NOI, traditional and M-M theories– Leverage concept.

Unit III Capital Budgeting

15 HRS

Capital budgeting – Meaning – Scope – Appraisal criteria for capital budgeting decisions - NPV Vs IRR.- Multiple IRRs - Capital Rationing – Risk Analysis in Capital Budgeting – Measurement of Risk – Project variance – Expected NPV

Unit IV Dividend Decision

15 HRS

Dividend policies – Factors affecting dividend payment – Company Law provision on dividend payment – Various Dividend Models (Walter's Gordon's – M.M. Hypothesis – only theory)

Unit V Working Capital

15 HRS

Working capital – components of working capital - working capital operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.

Total Hours 75 hrs

Course Outcome:

CO – 1: To get acquainted with to measure risk and return and explain the trade-off between risk and return

CO – 2: To label various capital structures and its effect on profitability

CO – 3: To estimate the project cash flows to distinguish between value-creating and value destroying investments.

CO – 4: To determine cash flows and dividend return from an investment.

CO – 5: To discover the working capital requirements at various stages of business.

Text Books:

1. I.Pandey, I.M., “*Financial Management*”, Vikas Publishing House, New Delhi.10th edition, 1999
2. Khan M.Y. and Jain P.K., “*Financial Management*”, Tata McGraw Hill, New Delhi.10th edition, 1992
3. Kishore, R., “*Financial Management*”, Taxmans Publishing House, New Delhi. 6th edition, 2006

Reference Books

1. Chandra, Prasanna, “*Financial Management*”, TMH, New Delhi. 8th edition,1997
2. Horn, Van, “*Financial management and Policy*”, Prentice Hall of India.12th edition, 1971.

Websites

1. <https://www.economicdiscussion.net/financial-management/time-value-of-money/32809>
2. <https://cleartax.in/s/capital-budgeting>

Weblinks

1. [slideshare.net/aartikkr3/capital-structure-ppt-54883039](https://www.slideshare.net/aartikkr3/capital-structure-ppt-54883039)
2. <https://www.slideshare.net/PoojaNarwani/dividend-policy-9334231>

Course Objective: Success in today's competitive business environment is increasingly the function of effective management of its resources, particularly, employee. Hence the students must aware of basic aspects of human resource management to understand the functioning of human resource management in an organizational setting. Therefore, this introductory course on Human Resource Management is designed to introduce the basic concepts, functions and processes of human resource management to students and to create an awareness of the role, functions and functioning of human resource department of the organizations.

Unit I Introduction to HRM

15 HRS

Evolution of human resource management-concept of HRM – evolution from Personnel Management- Importance and functions of HRM – activities and role of HR manager – Challenges of HRM.

Unit II Human Resources Planning

15 HRS

Definition and objectives of Human Resource Planning- process of Human Resource planning-Importance of Human Resource Planning – Forecasting human resource requirement Concept of Recruitment-Recruitment policy-Sources of Recruitment- Selection process screening and procedure – Promotion, Demotion, Transfer and Separation policy.

Unit III Training and Development

15 HRS

Training-Meaning and Definition- Need-objectives-Importance of Training-Training Methods-Evaluation of Training Programme –Executive development programmes-Benefits – Self-development – Knowledge management.

Unit IV Performance Appraisal

15 HRS

Performance Appraisal Concept and objectives - Process Performance Appraisal Methods- Feedback -Uses and limitations of Performance Appraisal.

Unit V Contemporary Issues

15 HRS

Talent management - Workplace Stress – women at work – violence at workplace – the Moonlight effect Flexibility and Change - Managing Knowledge and Learning - Managing an International Workforce - Developing HR Strategies – HR in electronic era.

Total Hours 75 hrs**Course Outcome:**

- CO – 1: Synthesize information regarding the effectiveness of recruiting methods and the validity of selection procedures, and make appropriate staffing decisions.
- CO -2: Design a training program using a useful framework for evaluating training needs, designing a training program, and evaluating training results.
- CO-3: Properly interpret salary survey data and design a pay structure with appropriate pay grades and pay ranges.
- CO-4: Evaluate a company's implementation of a performance-based pay system.
- CO-5: Demonstrate knowledge of employee benefit concepts, plan design, administrative considerations and regulations governing employee benefit practices.
- CO-6: Align HR systems with the strategic business objectives of a firm

Text Books:

- 1) V. P. Michael, Human Resource Management & Human Relations, Vikas Publishing House, 2007
- 2) P. C. Pardeshi, Human Resource Management. NiraliPrakashan pub, 2013
- 3) C. B. Mamoria ,PersonnelManagement,Himalaya Publishing,2005
- 4) Rao, V.S.P, Human Resource Management- Text and Cases, Excel Books, 2001

Reference Books:

1. Monappa&Saiyaddin: Personnel Management, McGraw Hill, 2011

2. Dessler.G: Human Resource Management, Pearson publisher, 2005
3. R.WayneMondy&RobertM.Noel: Human Resource Management, Pearson publisher, 2001
4. L.M.Prasad , Human Resource Management., sultan chand, 2nd edition, 2005

Website:

1. <https://open.lib.umn.edu/humanresourcemanagement/chapter/1-1-what-is-human-resources/>
2. <https://searchhrsoftware.techtarget.com/definition/human-resource-management-HRM>

Weblink:

1. <https://www.slideshare.net/srinidhiraman/human-resource-management-ppt-43320777>
2. <https://www.slideshare.net/zulfiqer732/human-resource-management-92188095>

Course Objective:

To accustom students with the objectives and role of Management Accounting in planning, controlling and decision-making.

Unit I Introduction

15 HRS

Management Accounting: Nature and Scope, Financial Accounting Vs. Cost Accounting vs. Management Accounting, Advantages and Limitations of Management Accounting, Role of Management Accounting in decision making.

Unit II Ratio Analysis

15 HRS

Meaning and significance – Classification of ratios –Profitability ratios – Turnover of ratios – Solvency ratios – Advantages and limitations of ratio analysis.

Unit III Funds Flow statement and Cash Flow Analysis

15 HRS

Meaning, advantages & limitations- Computation of fund from operations -Preparation of Funds flow – Computation of Cash from operations and preparation of Cash flow statements – Distinction between funds flow & cash flow statements.

Unit IV Marginal Costing

15 HRS

Concept of Budgets and Budgetary Control - Advantages and Limitations of Budgetary Control - Preparation of production , Cash and Flexile Budgets

Unit V Budgets and Budgetary Control

15 HRS

Meaning - Marginal cost - Objectives – Advantages –Contribution computation – Profit Volume ratio – Break even chart –Computation of BEP (excluding decision making)

Total Hours**75 hrs**

Course outcomes:

Co – 1: To understand the objectives of management accounting to demonstrate its application in practical life.

Co – 2: To compute various ratios and interpret the situation of the business on the basis of ratio.

Co – 3: To solve problem using fund flow and cash flow statements.

Co – 4: To demonstrate extremely well in decision making, control and performance evaluation.

Co – 5: To develop a plan for future on the basis of past and present data and assist the management in more effective planning and control decisions.

Text books:

1. Maheshwari, S.N.; Principles of Management Accounting, Sultan Chand & Sons,2012
2. T.S.Reddy&Y.Hari Prasad Reddy; Management Accounting;Margham publishing House.2000

Reference Books:

1. M.N. Arora: A Textbook of Cost and Management Accounting, Vikas Publishing House Pvt. Ltd.2010

Web Site:

1. <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/>
2. <https://www.investopedia.com/terms/m/managerialaccounting.asp>

Weblink:

1. <https://www.slideshare.net/rajvardhan7/management-accounting-63668091>
2. <https://www.slideshare.net/YaminiKahaliya/management-accounting-80325866>

Course Objective:

To impart knowledge in concepts and tools of Operations Research; To understand mathematical models used in Operations Research; To apply these techniques constructively to make effective business decisions.

Unit I Introduction to Operation Research 15 HRS

Introduction: Definition- Scope of OR in Business - Linear Programming Problems –Formulation – Graphical method of solution- Standard form of LPP- Canonical form of LPP- Simplex method

Unit II Transportation and Assignment problems 15 HRS

Transportation Problems: Introduction-Balanced and Unbalanced Transportation Problems- IBFS for finding North West Corner Rule-Least Cost Method- Vogel's Approximation Method-MODI Method.

Assignment Problems: Introduction-Balanced and Unbalanced Assignment Problems- Maximization case in Assignment Problems

Unit III Sequencing problems 15 HRS

Introduction- Processing „n“ jobs on 2 machines-Processing „n“ jobs on 3 machines- Processing „n“ jobs on „m“ machines- 2 jobs with „m“ machines.

Unit IV Game Theory 15 HRS

Game Theory: Introduction – Two Person Zero Sum Games –Game with Saddle Point- Game without Saddle Point-Solution of 2x2 games without Saddle Point- Dominance Property-Matrix Oddment Method- Graphical Method for 2xn or mx2 games.

Unit V Network Analysis 15 HRS

Network Analysis: Introduction – Basic Terminologies –Construction of Network- Critical Path method (CPM)- PERT- Float Analysis-Total Float-Free Float-Independent Float- Difference Between CPM and PERT.

Total Hours 75 hrs

Course Outcome:

At the end of the course the students will be able to

CO1: Identify and develop operational research models from the verbal description of the real system.

CO2: Apply mathematical technique to solve the transportation and assignment problems.

CO3: Analyze report that describes the network model and the solving technique, analyze the results

CO4: Apply the decision-making processes in sequencing problems.

CO5: Apply the decision-making processes in game theory

Text Books:

1. P. K. Gupta, Man Mohan, KantiSwarup: "Operations Research", Sultan Chand, 2008.
2. V. K. Kapoor: "Operations Research", Sultan Chand & Sons, 2006
3. J. K. Sharma: Operations Research Theory & Applications, Macmillan India Limited, fifth edition.2013

Reference Books:

1. HamdyTaha, Operations Research, 8th Edition, Pearson Education, 2009.
2. Sharma J.K, Operations Research, 3rd Edition, Macmillan Business Books, 2009.
3. Sundaresan V, Ganapathy K.S, Ganesan K, Resource Management Technique- Lakshmi Publications, 2003.
- 4.Kantiswaroop, Gupta P. K, Man Mohan, Operations Research, 14th Edition, Sultan Chand & Sons, 2008.
5. Kalavathy S, Operations Research, 2nd Edition, Vikas Publications, 2009.

Web source link

1. <https://www.bbau.ac.in/dept/UIET/EME-601%20Operation%20Research.pdf>
2. <https://thalis.math.upatras.gr/~tsantas/DownloadFiles/Taha%20-%20Operation%20Research%20Ed.pdf>

Course Objective:

This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the marketing elements and sensitize them to certain emerging issues in Marketing. The course will use and focus on Indian experiences, approaches and cases

Unit I Marketing Concepts

15 HRS

Marketing Meaning – Concept – Functions –Marketing Environment- Market Segmentation and Consumer Behaviour – Market Information System.

Unit II Product Mix

15 HRS

Product: Meaning – Product Planning – Policies – Positioning – New Product Development – Product Life Cycle – Branding, Packing, Labeling.

Unit III Price Mix

15 HRS

Meaning of Price – Factors influencing price – factors affecting pricing decisions – pricing policies – kinds of pricing.

Unit IV Promotion mix

15 HRS

Promotion: Promotion Mix – Advertisement – Measuring Advertisement Effectiveness – Media Strategy – Sales Promotion – Personal Selling and Publicity-Budget, Selecting copy and Media.

Unit V Marketing Research

15 HRS

Physical Distribution: Distribution Mix – Managing Channel – Intermediaries – Transport and Warehousing – Distribution Strategies

Total Hours 75 Hrs

Course Outcome:

CO – 1: To develop the concepts of marketing in a critical way and focuses on the application of the marketing conceptual frameworks.

CO – 2: To describe key marketing theories and techniques for analyzing a variety of marketing situations.

CO – 3: To identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation.

CO – 4: To demonstrate the ability to carry out a research project that explores marketing planning and strategies for a specific marketing situation.

CO – 5: To acquire broad-based knowledge and skills necessary to fulfill their professional goals.

Text Books:

1. Kurtz and Boone – Principles of Marketing (Thomson India edition, 2007)
2. Kotler Philip, Keller Kevin Lane, Koshy Abraham and JhaMithileshwar - Marketing Management: A South Asian Perspective (Pearson Education 12th Edition),2006
3. Ramaswamy V.S. and Namakumari S - Marketing Management: Planning, Implementation and Control (Macmillan, 3rd Edition),2002

Reference Books:

2. Kotler, P. & Keller, K. L.: Marketing Management,Pearson.,2014
3. Kotler, P., Armstrong, G., Agnihotri, P. Y., &UlHaq, E.: Principles of Marketing: A South Asian Perspective, Pearson.,2013
4. Ramaswamy, V.S. &Namakumari, S.: Marketing Management: Global Perspective- Indian Context, Macmillan Publishers India Limited.,5th edition.,2013
5. Zikmund, W.G. & D' Amico, M.: Marketing, Ohio: South-Western College.,7th edition.,2002

Website:

1. <https://www.iedunote.com/marketing-management>
2. <https://www.economicdiscussion.net/marketing-management/what-is-marketing-management/31788>

Web Link:

1. <https://www.slideshare.net/versatileBschool/marketing-management-45052508>
2. <https://www.slideshare.net/yatinsharma712/marketing-management-complete-ppt>

Course Outcome:

- CO 1: To discuss the primacy of contract, offer and acceptance
- CO 2: To analyses the factors to be included in contract to perform
- CO 3: To understand the methods of discharge of contracts
- CO 4: To analyze how to find the solution after breaking the contracts
- CO 5: To design the legal aspects for creating an agency

Text Books:

1. N.D. Kapoor.Elements of Mercantile Law,Sultan Chand & co Ltd, 4th edition, 2014
2. Rsn Pillai &Bhagavathy Business Law, Sultan chand& co Ltd, 3rd edition, 2011
3. Dr. V.K. Agarwal Law Of Consumer Protection, Bharath law house-2nd edition, 2013

Reference Books:

1. B.N. Tandon, Principles Of Mercantile Law -- Sultan chand&co,Ltd, 14th edition,2010
2. Davar ,Mercantile Law -- Sultan chand&co,Ltd , 16th edition, 2010
3. Mercantile Law –M.C.Shukla- Sultan chand& co,Ltd,4th edition, 2010.

Websites

1. <https://www.legalbites.in/offer-and-acceptance/>
2. <https://www.mondaq.com/india/contracts-and-commercial-law/285520/consequential-damages-under-the-indian-contract-act-1872>

Weblinks

1. https://www.slideshare.net/gyan_prakash/performance-of-contract
2. <https://www.slideshare.net/kingxshashank/remedies-for-breach-of-contract-72582519>

21CBBA51

RESEARCH METHODOLOGY

4105

Course Objective:

The course is to introduce students to methods for conducting meaningful inquiry and research. They will gain an overview of research intent and design, methodology and technique, format and presentation, and data management and analysis informed by commonly used statistical methods.

UNIT I: INTRODUCTION

15 HRS

Introduction: Meaning and Definition of Research · Characteristics of Research – Objectives of Research – Types of Research – Process and steps of Research.

UNIT II: RESEARCH PROBLEM

15HRS

Process of Selection and formulation of Research problem, Problem Selection / Identification of the problem – Sources of research problems – Criteria of a good research problem – Principles of research problem –Hypothesis – Meaning — Characteristics of good Hypothesis.

UNIT III: RESEARCH DESIGN

15 HRS

Research Design: Meaning of Research Design – Types of Research Design – Essential steps in preparation of Research Design – Evaluation of the Research Design – A Model Design.

UNIT IV: DATA ANALYSIS AND INTERPRETATION

15 HRS

Data Collection and analysis and interpretation of data. Main forms of Data Collection responses – Methods of data Collection – Analysis of data – Types of analysis – Statistical tools and analysis – Interpretation of data – Need and Importance – Technique of interpretation.

UNIT V: REPORT WRITING

15 HRS

Research Report: Meaning of Research Report – Steps in Organization of Research Report – Types of Report – Significance of Report Writing – Drafting of reports – Contents of a report.

Total 75 HRS

Course Outcomes:

CO – 1: To demonstrate of the research process and its different approaches.

CO – 2: To apply a range of quantitative and / or qualitative research techniques to business and management problems / issues

CO – 3: To understand and apply research approaches, techniques and strategies in the Appropriate manner for managerial decision making

CO – 4: To demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process

CO – 5: To collaborate the research process

Text Books:

1. Dr. T.N. Srivastava and Mrs. ShailajaRego,;Business Research methods ,Tata Mcgraw Hill. Co Chennai,2nd edition, 2002
2. Alan Bryman and Emmabell, Business Research methods, – Oxford University press. Chennai.,1st edition, 2005
3. R. PanneerSelvam ,Research methodology, phi learning India PVT Ltd., New Delhi,5th edition, 2008
4. Mathukutty M. Monippally and Badrinarayanan Shankar Pawar,Academic writing, A guide for management students and Researchers, 5th edition, 2008

References Books:

1. Donald H. Mcburney and Theresa,Research methods Indian Edition ,Cengage learning., 2nd edition 2008
2. Zikmund, Babin& Carr: Business Research Method, South-Western, 4th edition, 2007
3. Cooper & Schindler: Business Research Methods McGraw-Hill Education, 2nd edition, 2005

4. Research Methodology: Methods and Techniques : C.R.Kothari: New Age International, 3rd edition, 2004

Website:

1. <https://www.guide2research.com/research/how-to-write-research-methodology>
2. [https://www.cusb.ac.in/images/cusb-files/2020/el/cbs/MCCOM2003C04%20\(Business%20Research%20Methods\)Research%20Methodology_C_R_Kothari.pdf](https://www.cusb.ac.in/images/cusb-files/2020/el/cbs/MCCOM2003C04%20(Business%20Research%20Methods)Research%20Methodology_C_R_Kothari.pdf)

Weblink:

1. <https://www.slideshare.net/santoshmirje2/research-methodology-83452193>
2. <https://www.slideshare.net/AhmedRefat/research-methods-basic-concepts-and-methods>

- I. Each student has to undertake a project as a group of maximum 3 students under the supervision of a faculty.
- II. The students must undergo with their project work in the V semester vacation in any of the private limited and public limited companies.
- III. The candidates should submit the confirmation certificate from the organisation for having undertaken the project work for a minimum period of 30 days.
- IV. The project report must be typed and hard bound.
- V. The project report must be submitted by the end of VI semester.
- VI. Failure to submit the Project Report or failure to appear at the Viva-voce Examination will be treated as “Absent” in the Examination. He /she has to submit the Project Report and appear at the Viva-Voce Examination in the subsequent years.
- VII. No marks will be allotted on the Project Report unless a candidate appears at the Viva-Voce Examination. Similarly, no marks will be allotted on Viva-Voce Examination unless a candidate submits his/her Project Report.
- VIII. Evaluation of the Project Work to be done jointly by one internal expert and one external expert with 40:60 weightage.
- IX. A candidate has to qualify in the Project Work separately, obtaining a minimum marks to qualify for the degree.
- X. Marking Scheme for Project Report and Viva-Voce Examination:

Project Report (50 marks)

Chapter 1: Introduction – 10 marks

Chapter 2: Conceptual Framework/ National/International Scenario – 5 marks

Chapter 3: Presentation, Analysis & Findings -- 25 marks

Chapter 4: Conclusion & Recommendations -- 10 marks

Viva-Voce (50 marks)

In course of Viva-Voce Examination, the question may be asked in the following areas. Importance / relevance of the Study, Objective of the Study, Methodology of the Study / Mode of Enquiry--15 marks

Ability to explain the analysis, findings, concluding observations, recommendation, limitations of the Study-----25 marks

Overall Impression (including Communication Skill)...--10 marks

Course Outcome:

CO -1: TO understand a general definition of research design. Students should be able to identify the overall process of designing a research study from its inception to its report

CO -2: To explain the primary characteristics of quantitative research and qualitative research. Students should be able to identify a research problem stated in a study.

CO -3: To articulate a good introduction to an educational research study should be familiar with conducting a literature review for a scholarly educational study

CO -4: To understand how to design a good quantitative purpose statement and good quantitative research questions and hypotheses.

CO -5: To design a good qualitative purpose statement and a good central question in qualitative research. Students should know the steps in the process of quantitative data collection.

SYLLABUS
ABILITY
ENHANCEMENT
ELECTIVE
COURSES

Course Objective:

This course is to subject the students to practise the components in various units. To make students ready for placement interviews within campus. To infuse confidence to face job situations.

UNIT - I	06 HRS
<ul style="list-style-type: none"> • Resume and CV Writing • Complaint Letter • Social Correspondence • Letter of Enquiry 	
UNIT - II	06 HRS
<ul style="list-style-type: none"> • Short Essay Writing 	
UNIT - III	06 HRS
<ul style="list-style-type: none"> • Explaining Proverbs 	
UNIT - IV	06 HRS
<ul style="list-style-type: none"> • Use of Prepositions 	
UNIT - V	06 HRS
<ul style="list-style-type: none"> • Synonymous Words 	
Total	30 Hours

Course Outcome:

- CO1 To enhance learners' confidence level.
- CO2 To make learners' feel the assimilation of skills.
- CO3 To engage in a conversation with others to exchange ideas.
- CO4 To impart leadership qualities among the participants.
- CO5 To express opinions to enhance their social skills.

Books Prescribed

1. For Unit I–V Effective Communication For You – V.Syamala Emerald Publishers, Chennai - 600008.

WEBSOURCES:

1. <https://www.vskills.in/practice/communication-skills-test>
2. <https://www.thetrainingbox.eu.com/communication-skills-test/skills-test/>

Course Objective

To inculcate the importance of environmental pollution, preservation of nature and environmental management for human welfare.

Unit-I Multidisciplinary nature of environmental studies, Natural Resources 06 HRS

Definition, scope and importance, need for public awareness.

Renewable and non-renewable resources - Natural resources and associated problems. a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people. b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies. f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification - Role of an individual in conservation of natural resources- Equitable use of resources for sustainable lifestyles.

Unit-II Ecosystems, Biodiversity and its conservation 06 HRS

Concept of an ecosystem. - Structure and function of an ecosystem Producers, consumers and decomposers. -Energy flow in the ecosystem. Ecological succession. - Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the following ecosystem: a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Introduction–Definition,genetic, species and ecosystem diversity. Biogeographical classification of India, Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values - Biodiversity at global, National and local levels. India as a mega-diversity nation. Hot-spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife

conflicts. Endangered and endemic species of India. Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Unit-III -Environmental Pollution

06 HRS

Definition, Cause, effects and control measures of a) Air pollution b) Water pollution c) Soil pollution d) Marine pollution e) Noise pollution f) Thermal pollution g) Nuclear hazards. Solid waste Management. Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management- floods, earthquake, cyclone and landslides.

Unit-IV-Social Issues and the Environment

06 HRS

From Unsustainable to Sustainable development, Urban problems related to energy - Water conservation, rain water harvesting, watershed management- Resettlement and rehabilitation of people; its problems and concerns. Case Studies - Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies. Wasteland reclamation. Consumerism and waste products. Environment Protection Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act - Issues involved in enforcement of environmental legislation. Public awareness.

Unit-V Human Population and the Environment

06 HRS

Population growth, variation among nations. Population explosion – Family Welfare Programme. Environment and human health. Human Rights. Value Education. HIV/AIDS. Women and Child Welfare. Role of Information Technology in Environment and human health. Case Studies. Field work - Visit to a local area to document environmental assetsriver/forest/grassland/hill/mountain, Visit to a local polluted site-Urban/Rural/Industrial/Agricultural, Study of common plants, insects, birds, Study of simple ecosystems-pond, river, hill slopes, etc.

Total:30HRS

Course Outcomes

CO1 To understand the nature and facts about environment.

CO2 To find and implement scientific, technological, economic solutions to environmental problems.

CO3 To know about the interrelationship between living organisms and environment.

CO4 To understand the integrated themes and biodiversity, natural resources, pollution control and waste management.

CO5 To appreciate the importance of environment by assessing its impact on the human world.

Text Books

1. De AK, Environmental Chemistry, Wiley Eastern Ltd.
2. Bharucha Erach, 2003. The Biodiversity of India, Mapin Publishing Pvt. Ltd, India.
3. Brunner RC, 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480pgs.
4. Clark RS, Marine Pollution, Clanderson Press, Oxofrd (TB).

Reference Books

2. Agarwal KC, 2001. Environmental Biology, Nidi Publishers Ltd. Bikaner.
3. Gleick HP, 1993. Water in Crisis, Pacific Institute for Studies in Development, Environment and Security. Stockholm Environmental Institute, Oxford University Press, 473pgs.
4. Heywood VH, and Watson RT, 1995. global Biodiversity Assessment. Cambridge University Press 1140pgs.
5. Jadhav H and Bhosale VM, 1995. Environmental Protection and Laws. Himalaya Publishing House, Delhi 284pgs.
6. Miller TG, Jr. Environmental Science, Wadsworth Publishing CO. (TB)

SYLLABUS
SKILL
ENHANCEMENT
ELECTIVE
COURSES

Course Objective:

- To enable participants Business Communication Skills
- To enhance participants E-mail writing skills
- To impart Leadership and Team Bonding skills

	Credit Hours
1. READING COMPREHENSION AND VOCABULARY	06HRS
Filling the blanks – Cloze Exercise – Vocabulary building – Reading and answering Questions.	
2. LISTENING AND ANSWERING QUESTIONS.	06HRS
Listening and writing – Listening and sequencing sentences – Filling in the blanks – Listening and answering questions.	
3. GROUP DISCUSSIONS	06HRS
Why GD part of a selection process – Structure of a GD – strategies in GD – Team Work – Body Language	
4. CONVERSATION.	06HRS
Face to face Conversation and Telephone conversation.	
5. SELF- INTRODUCTION AND ROLE PLAY	06HRS
Total	30HRS

Course Outcome

At the end of this course the students will be able to,

- CO 1 Prioritize power of understanding and aids assimilation of vocables. Vocabulary to charge communication with educated words
- CO 2 Develop comprehensive knowledge through listening leading to answering questions
- CO 3 Build observation power and infuse self-confidence through group discussions
- CO 4 Identify methodology for befitting constructional ability
- CO 5 Experiments with inward looking and visualization of the „otherness“ of situations

Books Recommended

1. Barun K. Mitra. Personality Development and Soft Skills. Oxford University Press. New Delhi.2011.
2. S.P. Sharma. Personality Development. PustaqMahal. New Delhi. 2010.Meenakshi Raman and Sangeetha Sharma. Technical Communication. Oxford University Press. New Delhi. 2009.
3. Tiko, Champa & Jaya Sasikumar. Writing with a Purpose.OUP. New Delhi. 197

Web Source:

1. <https://www.skillsyouneed.com/ips/communication-skills.html>
2. <https://blog.smarp.com/top-5-communication-skills-and-how-to-improve-them>
3. <https://blog.hubspot.com/service/phone-etiquette>

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Course Objective:

To create awareness among the students why the social services are important to the society.

UNIT I ENVIRONMENT ISSUES

6 HRS

Environment conservation, enrichment and Sustainability - Climate change - Waste management – Natural resource management - (Rain water harvesting, energy conservation, waste land development, soil conservations and a forestation)

UNIT II DISASTER MANAGEMENT

6 HRS

Introduction to Disaster Management, classification of disasters - Role of youth in Disaster Management

UNIT III PROJECT CYCLE MANAGEMENT

6 HRS

Project planning-Project implementation- Project monitoring-Project evaluation: impact assessment.

UNIT IV DOCUMENTATION AND REPORTING

6 HRS

Collection and analysis of data-Preparation of documentation/ reports - Dissemination of documents/ reports

UNIT V PROJECT WORK/ PRACTICAL

6 HRS

Workshops/seminars on personality development and improvement of communication skills.

Total: 30 HRS

Text book:

1. Dr. S. Baskaran, “Social Work and Development”, Himalaya Publication, 1998.

Course Outcomes:

CO1:- To examine the environment conservation.

CO2:- To estimate the disaster.

Co3:- To present a project and evaluate

CO4:- To analyze the data and reports

CO5:- To design workshops.

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SOFT SKILL II

2 0 0 2

Course Objective:

- To enable students to develop their communication skills effectively
- To enhance students Reading, Writing, Listening and Speaking skills
- To develop their self-confidence through communication

UNIT-1-PRESENTATION SKILLS

06HRS

Elements of an effective presentation – structure of presentation – voice modulation – Audience analysis – Body language

UNIT-II-SOFT SKILLS

06HRS

Time Management – Articulateness – Assertiveness – Stress management

UNIT-III- RESUME / REPORT PREPARATION / LETTER WRITING

06HRS

Structuring the resume / Report – Business letters – E-Mail Communication

UNIT-IV-INTERVIEW SKILLS

06HRS

Kinds of Interviews – Required by Skills – Corporate Culture – Mock Interviews

UNIT-V- 30 FREQUENTLY ASKED QUESTIONS

06HRS

Total

30 HRS

Course Outcome

At the end of this course the students will be able to,

- CO1 Illustrate the essential of presentation skills, thoughts, structure, voice modulation, audience analysis and body language
- CO2 Utilize the psychological skills pertaining to time management, articulation, assertion and stress management
- CO3 Construct methodology for preparation of resume, reports, business letters and email communication
- CO4 Appraise learners with varied skills needed for expose to interviews
- CO5 Categorize the nature of questions asked usually in interviews

Books Recommended

1. BarunK.Mitra. Personality Development and soft skills. Oxford University Press. New Delhi. 2011.
2. S P Sharma. Personality Development. PustaqMahal. New Delhi. 2010.
3. Meenakshi Raman and Sangeetha Sharma. Technical Communication. Oxford University Press. New Delhi. 2009.

Web Sources:

1. <https://www.skillsyouneed.com/ips/communication-skills.html>
2. <https://www.businessnewsdaily.com/5836-top-interviewing-skills.html>
3. <https://gdpi.hitbullseye.com/Group-Discussion.php>

Course Objective:

- To enable students to develop their soft skills and Body Language
- To enhance students Reading, Writing, Listening and Speaking skills
- To develop their self-confidence to excel at Interviews

UNIT-I	06 HRS
Powerful Presentation	
UNIT-II	06 HRS
Reinforcement	
UNIT-III	06 HRS
Using visual aids	
UNIT-IV	06 HRS
Types and Methods of Presentations	
UNIT-V	06 HRS
Obstacles to Presentation	
Total	30 HRS

Course Outcome:

- CO1 To develop participants social and professional skills
 CO2 To help participants manage time effectively
 CO3 To build a strong resume to suit corporate requirements
 CO4 To face interviews confidently
 CO5 To enhance their aptitude abilities

Books Recommended:

1. Roz Townsend: Presentation Skills for the Upwardly Mobile, Emerald, Chennai.
2. Prasad, H. M. How to Prepare for Group Discussion and Interview. NewDelhi: Tata McGraw- Hill Publishing Company Limited, 2001.
3. Pease, Allan. Body Language. Delhi: Sudha Publications, 1998.

Web Sources:

1. <https://www.skillsyouneed.com/ips/communication-skills.html>
2. <https://venngage.com/blog/presentation-skills/>
3. <https://gdpi.hitbullseye.com/Group-Discussion.php>

Course Objective

The goal of student internship program is to have the professional training and growth in various organisations and all types of companies.

Purpose

The purpose of the student internship program is to provide students with an opportunity to gain workplace skills and learn more about corporate field. This is also an opportunity to contribute to the local community by reaching out to future professionals.

Parties Involved

The student internship program involves two parties:

1. The Intern Supervisor(The Company)
2. The Intern(The Student)

Category	Requirements
Status	Group Internship Maximum of 5 person for one company .
Length	Period of 4 weeks
Hours	Hours will be agreed upon between the intern and the Intern Supervisor.
Reports To	The Intern Supervisor
Required Meetings	<ol style="list-style-type: none"> 1. Attend Orientation 2. Attend meetings as requested by the Intern Supervisor.
Duties	<ol style="list-style-type: none"> 1. Perform all duties as assigned by the Intern Supervisor 2. If performing the internship for school credit, the intern will be responsible for providing and submitting the required forms to the Intern Supervisor for

Evaluation process for Internship Reporting:

Internal Marks for Internship Report 40 marks

External Marks for Internship Report 60 marks

Certification	Content	Presentation
20 marks	20 marks	20 marks

Course Outcome

Co-1 To Contribute to organisations of all types and sizes by managing critical internship.

Co-2 To provide creative solutions to key challenges.

Co-3 To design marketing strategies.

Co-4 To Provide a variety of ways to engage in experiential Learning

Co-5 To lay the foundation for strong relationship and subsequent job offers

Co-6 To apply the Knowledge and skills acquired in the classroom to a professional context

Course Objective:

The mini project is designed to help students to develop practical ability and knowledge with the practical tools/techniques for solving real life problems related to the industry, academic institutions and computer science research. The course Mini Project is one that involves practical work for understanding and solving problems in the field of Commerce.

Instructions for preparation of Mini-Project Reports

The Mini-Project should be written in standard scientific paper format.

Title page: Authors name, Supervisor Name and Designation

Abstract: 250 words = 1 page.

Introduction: ~500-750 words = 2-3 pages

Materials and Methods: ~1500 words = 6 pages

Results: ~1500 words = 6 pages

This should provide a concise account of the results obtained, in a logical order that hopefully tells a story. This will not necessarily be the order in which you carried out the experiments! Make maximum use of figures / tables - remember a picture often replaces a thousand words. A standard scientific paper in most journals will contain ~6 (maximum 8) figures or tables.

Discussion :1500 words = 6 pages

This is valuable inclusion in a project report where the student may not have sufficient time to complete the work and it contains constant ideas of further work.

Reference :1250words = 5 pages

Standard format should be followed and include all the details, Including the full reference in the list maximum of 30 reference is adequate.

COURSE OBJECTIVE:

- To develop and strengthen entrepreneurial quality and motivation in students
- To impart basic entrepreneurial skills and understanding to run a business efficiently and effectively.
- To understand the concept and process of entrepreneurship and its contribution in and role in the growth and development of individual and the nation.

UNIT I ENTREPRENEURSHIP**6 HRS**

Entrepreneur – Personality characteristics of successful entrepreneur– Types of Entrepreneurs – Knowledge and skills required for an entrepreneur –Difference between Entrepreneur and Intrapreneur

UNIT II BUSINESS**6 HRS**

Definition, Classification – Characteristics, Ownership Structures – Project Formulation – Steps involved in setting up a Business –Market Survey and Research–Techno Economic Feasibility Assessment

UNIT III BUSINESS PLAN PREPARATION**6 HRS**

Sources of product for business – Pre-feasibility study – Criteria for selection of product– Ownership – Capital – Budgeting project profile preparation – Matching entrepreneurwith the project – Feasibility report preparation and evaluation criteria.

UNIT IV SUPPORT TO ENTREPRENEURS**6 HRS**

Sickness in small Business – Concept, Magnitude, Causes and Consequences, Corrective Measures – Business Incubators – Government Policy for Small Scale Enterprises – Growth Strategies in small industry.

UNIT V ENTREPRENEURSHIP DEVELOPMENT PROGRAMME**6 HRS**

Meaning, Objectives–Phases of EDP– steps in EDP–Strategies for Entrepreneurship development– Institutions in aid of Entrepreneurship Development Programme–Use of IT enabled services in entrepreneurship - E Licensing, E filing.

Total 30 HRS

COURSE OUTCOMES:

At the end of the course, a student will be able to

CO – 1: Understand the concept of Entrepreneurship

CO – 2: Identify, create and analyze entrepreneurial opportunities.

CO – 3: Assess techno economic feasibility of a Business Plan

CO- 4 - Create Business Plans

CO-5: State various statutory institutions involved in the process of Entrepreneurship development

TEXT BOOKS:

1. Hisrich R D, Peters M P, “Entrepreneurship” 8th Edition, Tata McGraw-Hill, 2016
2. Khanka S.S., “Entrepreneurial Development” S Chand & Company; edition, 2016

REFERENCE BOOKS:

1. Sharma, “Entrepreneurship Development”, PHI LEARNING PVT LTD, (2017)
2. Abhinav Ganpule&Aditya Dhobale, “Entrepreneurship Development”, Kindle Edition, Jatayu Publication; 1 edition ,2018.
3. Sangeeta Sharma, “Entrepreneurship Development”, 10th Edition, Kindle Edition PHI Learning, 2018

WEBSITES

1. <http://www.simplynotes.in/e-notes/mbabba/entrepreneurship-development/>
2. <https://openpress.usask.ca/entrepreneurshipandinnovationtoolkit/chapter/chapter-1-introduction-to-entrepreneurship/>

WEBSOURCES

1. <https://articles.bplans.com/10-great-websites-for-entrepreneurs/>
2. <https://www.entrepreneur.com/article/272185>

Course Objectives

The objective of the seminar is to impart training to the students in collecting materials on a specific topic from books, journals and other sources, compressing and organizing them in a logical sequence, and presenting the matter effectively both orally and as a technical report. The use of slides/transparencies and overhead/slide/multimedia projector is also introduced to the user during the seminar.

Guidelines for preparing Seminar

1. Selection of topic/area in Commerce Subjects.
2. Approval to the selected topic from the concerned faculty in charge.
3. Study of topic : Students are requested to acquire a thorough knowledge on the subject by referring back papers and reference books (These may be included as references at the end of the paper) on the corresponding area.
4. Preparation of slides for presentation Slides may be presented in MS power point. Time allowed for presentation is 20 minutes for presentation and 5 minutes for discussions. So, number of slides may be around 20 - 25 to adhere the time limit.
5. Organisation of slides
 - The first slide will be a title page showing the title, name of author (presenter), roll no. and Class.
 - 2 nd page will contain overview of the seminar
 - Successive pages will contain
 - Objectives of the paper
 - (1) Introduction
 - (2) Body of the paper includes system dynamics, methodology, graphs, block diagrams etc. arranged in a logical sequence depending on the problem.
 - (3) Results and discussions
 - (4) Conclusion
- 6.. Each slide will have a title and each figure have a caption.
6. Draft copy of the Seminar report should also be submitted before the presentation

Course Objective: To Make Aware About The Importance Of Personality And Development In The Business World. To Make The Students Follow The Good Personality And Create A Good Relationship With Others.

Unit I Personality Development-Introduction:**6 HRS**

The Concept Personality - Dimensions Of Personalty - Term Personality Development - Significance.The Concept Of Success And Failure What Is Success? - Hurdles In Achieving Success - Overcoming Hurdles - Factors Responsible For Success – What Is Failure - Causes Of Failure - Do's And Don'ts Regarding Success And Failure.

Unit II Attitudes And Values**6 HRS**

Attitude - Concept - Significance - Factors Affecting Attitudes - Positive Attitude - Advantages - Negative Attitude - Disadvantages - Ways To Develop Positive Attitude – Difference between Personalities Having Positive And Negative Attitude.

Unit III Body language and Self esteem**6 HRS**

Body Language - Assertiveness - Problem-Solving - Conflict And Stress Management - Decision-Making - Self-Esteem – Advantage - Positive And Negative Self-Esteem.

Unit IV Goals Setting**6 HRS**

Concept Of Goal-Setting - Importance Of Goals - Dream Vs Goal - Why Goal-Setting Fails? – Smart (Specific, Measurable, Achievable, Realistic, Time-Bound) Goals - Art Of Prioritization - Do's And Don'ts About Goals.

Unit V Leadership & work Ethics:**6 HRS**

Positive And Creative Thinking - Leadership And Qualities Of A Successful Leader – Team Work - Time Management - Work Ethics - Good Manners And Etiquettes (Concept, Significance And Skills To Achieve Should Be Studied.)

Topics Prescribed For Workshop/Skill Lab: 12

- A) Group Discussion
- B) Presentation Skill
- C) Problem-Solving
- D) Decision-Making
- E) Creativity
- F) Leadership
- G) Time Management
- H) Body Language

Total: 30 HRS

Course Outcome:

- Co – 1: Will know the origin of personality and its performance
- Co – 2: Will know how the personality is helping in enhancing one behaviour when they face success and failure
- Co – 3: Will understand the attitude and evaluate it
- Co – 4: Will appraise their attitudes and develop the positive attitudes
- Co – 5: Will be motivated by understanding different internal and external motives

Text Books:

1. Organisational Behaviour - S. P. Robbins - Prentice-Hall Of India Pvt. Ltd., New Delhi-15th edition,2013
2. Communicate To Win - Richard Denny - Kogan Page India Private Limited, New Delhi-2009
3. Essentials Of Business Communication - Rajendra Pal And J. S. Korlhali - Sultan Chand & Sons, New Delhi,1st edition,2012

ReferenceBooks:

- 2) Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.-4th edition,2012
- 3) Media And Communication Management - C. S. Rayudu - Himalaya Publishing House,Bombay.2011
- 4) Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal And Prof. Ravindra Kothavade - Diamond Publications, Pune.2009
- 5) You Can Win - Shiv Khera - Macmillan India Limited.2012
- 6) Group Discussion And Public Speaking - K. Sankaran And Mahendra Kumar - M.I. Publications, Agra .2000.

WEB SOURCES

1. <https://articles.bplans.com/10-great-websites-for-personalityskills/>
2. <https://www.softskills.com/article/272185>

GENERIC ELECTIVE COURSES

Course Objective: This paper seeks to familiarize the students with their rights and responsibilities as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights. It also provides an understanding of the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards. The student should be able to comprehend the business firms interface with consumers and the consumer related regulatory and business environment.

Unit 1: Conceptual Framework**9 HRS**

Consumer and Markets: Concept of Consumer, Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets, E-Commerce with reference to Indian Market, Concept of Price in Retail and Wholesale, Maximum Retail Price(MRP), Fair Price, GST, labeling and packaging along with relevant laws, Legal Metrology.

Consumer buying process, Consumer Satisfaction / dissatisfaction – Grievances – complaint, Consumer Complaining Behavior: Alternatives available to Dissatisfied Consumers, Complaint Handling Process: ISO 10000 suite.

Unit 2: The Consumer Protection Law in India**9 HRS**

Consumer rights and UN Guidelines on consumer protection, Consumer goods, defect in goods, spurious goods and services, service, deficiency in service, unfair trade practice and restrictive trade practice. Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels; Adjudicatory Bodies: District Forums, State Commissions, National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law.

Unit 3: Grievance Redressal Mechanism under the Indian Consumer Protection Law
10 HRS

Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties. Leading Cases decided under Consumer Protection law by Supreme Court/National Commission: Medical Negligence; Banking; Insurance; Housing & Real Estate; Electricity and Telecom Services; Education; Defective Products; Unfair Trade Practices.

Unit 4: Role of Industry Regulators in Consumer Protection**9 HRS**

Banking: RBI and Banking Ombudsman, Insurance: IRDA and Insurance Ombudsman, Telecommunication: TRAI, Food Products: FSSAI, Electricity Supply: Electricity Regulatory Commission, Real Estate Regulatory Authority.

Unit 5: Contemporary Issues in Consumer Affairs**9 HRS**

Evolution of Consumer Movement in India, Formation of consumer organizations and their role in consumer protection, Misleading Advertisements and sustainable consumption, National Consumer Helpline, Comparative Product testing, Sustainable consumption and energy ratings.

Voluntary and Mandatory standards; Role of BIS, Indian Standards Mark (ISI), Ag-mark, Hallmarking, Licensing and Surveillance; Role of International Standards: ISO an Overview.

Total 45 HRS**Course Outcomes:**

CO-1; To understand the concepts of consumer affairs

CO-2; To analyses the consumer protection act and its procedures.

CO-3; To apply the consumer grievances handling mechanisms and procedures.

CO-4; students can analyses the role of consumer protection act in India.

CO-5; Students can understand the contemporary issues in consumer affairs including the role of BIS, ISO and other issues.

Text Books:

1. Khanna, Sri Ram, SavitaHanspal, Sheetal Kapoor, and H.K. Awasthi. Consumer Affairs, Universities Press, 3rd edition, 2007
2. Choudhary, Ram Naresh Prasad, Consumer Protection Law Provisions and Procedure, Deep and Deep Publications Pvt Ltd, 2nd edition,2005.

Reference Books:

1. G. Ganesan and M. Sumathy, Globalisation and Consumerism: Issues and Challenges, Regal Publications,5th edition, 2012
2. Suresh Misra and SapnaChadah, Consumer Protection in India: Issues and Concerns, IIPA, New Delhi, 3rd edition, 2012.

3. Rajyalaxmi Rao, Consumer is King, Universal Law Publishing Company, 2nd edition, 2012.

Websites

1. <https://egazette.nic.in/WriteReadData/2019/210422.pdf>
2. <https://www.indialegallive.com/special-story/rights-of-consumer-and-the-redressal-system/>

Weblinks

1. <https://www.slideshare.net/vijayyadav107/consumer-protection-act-80098278>
2. <https://slideplayer.com/slide/5845006/>

UNIT I - Introduction to Disasters: 9 HRS

Concepts and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks).

UNIT II – Disasters: Classification Causes, Impacts 9 HRS

(Including social, economic, political, environmental, health, psychosocial etc.). Differential impacts - in terms of caste, class, gender, age, location, disability Global trends in disasters: urban disasters, pandemics, complex emergencies, Climate change.

UNIT III – Approaches to Disasters Risk reduction: 9 HRS

Disaster cycle – its analysis, Phases, Culture of safety, prevention, mitigation and preparedness, community based DRR, Structural – non structural measures, roles and responsibilities of community, Panchayat Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre and other stake-holders.

UNIT IV – Inter-relationship between Disasters and Development: 9 HRS

Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources.

UNIT V - Disaster Risk Management in India 9 HRS

Hazard and Vulnerability profile of India - Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programmes and legislation).

TOTAL 45 HRS

Course Outcomes:

CO-1; Students can understand the concepts of Disaster management and its impact.

CO-2; Students can analyse the Disaster management causes, types and its changes.

CO-3; To approach and learn the concepts of approaches to disaster management risk reductions.

CO-4; To describe the inter-relationship between disaster and developments concepts

CO-5; To improve the knowledge relevant of disaster risk management in India and to understand the components of disaster reliefs.

Text Books:

1. Alexander David, Introduction in 'Confronting Catastrophe', Oxford University Press, 5th edition,2000.
2. Andharia J. Vulnerability in Disaster Discourse, JTCDM, Tata Institute of Social Sciences Working Paper no. 8, 2008.
3. Blaikie, P, Cannon T, Davis I, Wisner B. At Risk Natural Hazards, Peoples' Vulnerability and Disasters, Routledge, 1997.

REFERENCE BOOKS:

1. Coppola P Damon, Introduction to International Disaster Management, Bullock &Haddow LLC, Third edition,2007.
2. Carter, Nick, Disaster Management: A Disaster Manager's Handbook. Asian Development Bank, Manila Philippines, 1st edition, 1991.

Websites

1. <https://www.emdat.be/classification>
2. <http://www.odpm.gov.tt/node162>

Weblinks

1. <https://www.slideshare.net/brissomathewarackal/disaster-preparedness-brisso>
2. <https://www.slideshare.net/pramodgpramod/disaster-management-system-in-india>

COURSE OBJECTIVE:

1. To create an awareness on Engineering Ethics and Human Values.
2. To understand social responsibility of an engineer.
3. To appreciate ethical dilemma while discharging duties in professional life.

UNIT – I : Concept of Human values, Value Education Towards personal Development 9 HRS

Aim of education and value education; Evolution of value oriented education; Concept of Human value; type of values; Components of value education. **Personal Development:** Self analysis and introspection; sensitization towards gender equality, physically challenged, intellectually challenged. Respect to – age, experience, maturity, family members, neighbors, co-workers. Character Formation Towards **Positive Personality:** Truthfulness, constructivity, Sacrifice, sincerity, self Control, Altruism, Tolerance, Scientific Vision.

UNIT – II : Value Education Towards National and Global Development 9 HRS**National and International values**

Constitutional or national values – Democracy, Socialism, secularism, equality, justice, liberty, freedom and fraternity. Social Values – Pity and probity, self control, universal brotherhood. Professional Values- Knowledge thirst, sincerity in professional, regularity, punctuality and faith. Religious Values – Tolerance, wisdom, character. Aesthetic Value – Love and appreciation of literature and fine arts and respect for the same. National Integration and international understanding.

UNIT – III : Impact of Global Development on Ethics and Value 9 HRS

Conflict of cross-cultural influence, mass media, cross-border education, materialistic values, professional challenges and compromise. Modern Challenge of Adolescent Emotions and behavior; Sex and spirituality; Comparison and competition; positive and negative thoughts. Adolescent Emotions, arrogance, anger, sexual instability, selfishness, defiance

UNIT – IV : Therapeutic Measures**9HRS**

Control of the mind through

- a. Simplified physical exercise
- b. Meditation – Objective, types, effect on body, mind and soul
- c. Yoga – Objectives, Types, Asanas
- d. Activities:
 - i. Moralization of Desires
 - ii. Neutralization of Anger
 - iii. Eradication of Worries
 - iv. Benefits of Blessings

UNIT – V : Human Rights**9HRS**

1. Concept of Human Rights – Indian and International Perspectives
 - a) Evolution of Human Rights
 - b) Definitions under Indian and International documents
2. Broad classification of Human Rights and Relevant Constitutional Provisions.
 - a) Right to life, Liberty and Dignity
 - b) Right to Equality
 - c) Right against Exploitation
 - d) Cultural and Educational Rights
 - e) Economic Rights
 - f) Political Rights
 - g) Social Rights
3. Human Rights of Women and Children
 - a) Social Practice and Constitutional Safeguards
 - i. Female Foeticide and Infanticide
 - ii. Physical assault and harassment
 - iii. Domestic violence
 - iv. Conditions of Working Women
4. Institutions for implementation
 - a. Human Rights commission
 - b. Judiciary
5. Violations and Redressal
 - a. Violation by state
 - b. Violation by Individuals
 - c. Nuclear Weapons and terrorism
 - d. Safeguards.

Total 45 Hours

Course outcomes:

On completion of this course, the students will be able to

1. Understand the significance of value inputs in a classroom and start applying them in their life and profession
2. Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.
3. Understand the role of a human being in ensuring harmony in society and nature.
4. Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.
5. Understand the responsibility of human being in ensuring the human rights and human rights commission.

Text Books:

1. R R Gaur, R Sangal, G P Bagaria, 2009, A Foundation Course in Human Values and Professional Ethics.
2. Dr. Saroj Kumar., Universal Human Values And Professional Ethics ,Thakur-Publication
3. **R.S. Naagarazan** , Professional Ethics and Human Values, 2006, New Age International (P) Ltd., Publishers

Reference:

1. A N Tripathy, 2003, Human Values, New Age International Publishers.

SYLLABUS
DISCIPLINE
SPECIFIC
ELECTIVE
COURSES

21DBBA 11

DIGITAL MARKETING

3003

Course Objective:

The emerging powers of internet and related technologies have changed the Market place in the world, by making transactions quick, economical and convenient. The course aims at enabling students with the techniques that can be used for marketing in the digital/internet world.

UNIT – I Marketing in the Digital Era

10 HRS

Introduction to E-Marketing, Challenges Faced by Organizations, The Online Marketing Mix, Segmentation and Targeting in Virtual World, Issues of Online Marketing

UNIT – II Consumer in the Digital Era

10 HRS

The Online Consumer, The Digital Ecosystem, Marketing in a Virtual World, The Potential of Digital Marketing, Types Of Online Behavior, Database Marketing, CRM in a Web 2.0 World, CRM Processes and Technology, Types of CRM (Operational, Collaborative and analytical), Sales Force Automation, Customer Service & Support, Customer Value Management

UNIT – III Business Drivers in the Virtual World

10 HRS

Concept and Tools of Web 2.0, Introduction to Social Media, Models of Social Media, Social Media Analytics, Social Media Tools, Viral Marketing, Social Curation, E-Enterprises, Online Branding, The Digital Brand ecosystem, Establishing Online Brand Identity.

UNIT – IV Web Business Models

8 HRS

Introduction to Web Business Models, Web Chain of Events and Analysis, Customer Life Time Value, Pricing in Virtual World, Introduction to E-commerce, Online Distribution and Procurement, New Intermediaries, Payment Service Providers.

UNIT – V Online Tools for Marketing

7 HRS

Consumer engagement and its Importance, Driving Consumer engagement, Engagement Marketing through Content Management, Measurement of Consumer Engagement, Concept of Online Campaign Management, Campaign Management using Corporate Blogs, Measuring Campaign effectiveness.

Total 45Hours

Course Outcome:

- 1 To enumerate an overall view of the Digital marketing space
- 2 To develop competency in students to develop Marketing Strategy using various tools available to manage consumers and content on the internet
- 3 To demonstrate the significance of innovation in business.
- 4 To interpret digital space of any business as a mechanism to communicate with customers.
- 5 To learn about the digital marketing platforms

Text Books:

1. Vandana Ahuja, Digital Marketing, Oxford University Press Essential Reading / Recommended Reading, 3rd edition, 2015
2. Dave Chaffey and Ellis Chadwick, Digital Marketing: Strategy, Implementation and Practice, Pearson Publications, 5th edition, 2019.

Reference Books:

1. Zimmerman Jan, Sahlin Doug. . Social media marketing, All-in-one for dummies, Wiley India, 4th edition, 2008.
2. Teixeira, J. . Your Google Game Plan for Success: Increasing Your Web Presence with Google AdWords, Analytics and Website Optimizer, Wiley India, 2nd edition, 2010
3. Damian Ryan. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page. 3rd edition, 2014.

Website:

1. <https://mailchimp.com/marketing-glossary/digital-marketing/>
2. <https://disruptiveadvertising.com/marketing/digital-marketing/>

Weblink:

1. <https://www.slideshare.net/ChandraShekharJoshi21/ppt-on-digital-marketing-72559714>
2. <https://www.slideshare.net/SellamiMaria/digital-marketing-75506678>

Course objective: This course covers the elements of advertising and sales promotion in the business environment. Topics include advertising and sales promotion appeals, selection of media, use of advertising and sales promotion as a marketing tool, and means of testing effectiveness. Upon completion, students should be able to demonstrate an understanding of the concepts covered through application.

Unit I: Introduction to advertising

15 HRS

Concept and definition of advertisement – Social, Economic and Legal Implications of advertisements – setting advertisement objectives – Ad Agencies – Selection and remuneration – Advertisement campaigns.

Unit – II Advertisement Media

15HRS

Media plan – Type and choice criteria – Reach and frequency of advertisements – Cost of advertisements - Related to sales – Media strategy and scheduling

Unit – III Design And Execution Of Advertisements

10HRS

Message development – Different types of advertisements – Layout – Design appeal – Copy structure – Advertisement production – Print – Radio. T.V. and Web advertisements – Media Research – Testing validity and Reliability of ads – Measuring impact of advertisements – case studies.

Unit – IV Introduction To Sales Promotion

10 HRS

Scope and role of sale promotion – Definition – Objectives of sales promotion - sales promotion techniques – Trade oriented and consumer oriented.

Unit – V Sales Promotion Campaign

10 HRS

Sales promotion – Requirement identification – Designing of sales promotion campaign – Involvement of salesmen and dealers – Out sourcing sales promotion national and international promotion strategies – Integrated promotion – Coordination within the various promotion techniques – Online sales promotions.

Total 60 HRS

Course Outcomes:

CO 1- To explain use of advertising and sales promotion as a marketing tool.

CO 2 – To describe advertising and sales promotional appeals.

CO 3 -. To explain appropriate selection of media.

CO 4 -. To discuss means of testing effectiveness of advertising.

CO5 - To learn the sales promotion techniques.

Text Books:

1. Wells, Moriarty & Burnett, Advertising, Principles & Practice, Pearson Education 7th Edition, 6th edition, 2007.
2. Kenneth Clow. Donald Baack, Integrated Advertisements, Promotion and Marketing communication, Prentice Hall of India, New Delhi, 3rd edition, 2003.

Reference Books:

1. S. H. H. Kazmi and Satish K Batra, Advertising & Sales Promotion, Excel Books, New Delhi, 2nd edition, 2001.
2. George E Belch and Michel A Belch, Advertising & Promotion, McGraw Hill, Singapore, 10th edition, 1998.
3. Julian Cummings, Sales Promotion, Kogan Page, London, 4th edition, 1998.
4. E. Betch and Michael, Advertising and Promotion, McGraw Hill, 2nd edition, 2003.
5. Jaishri Jephwaney, Advertising Management, Oxford, 1st edition, 2008.

Website:

1. http://oms.bdu.ac.in/ec/admin/contents/175_P16MBA4EM4_2020051909561946.pdf
2. <https://www.britannica.com/topic/marketing/Sales-promotion>

WebLink:

1. <https://www.slideshare.net/mailforyuva/advertising-sales-promotion-20952726>
2. <https://www.slideshare.net/rahulmandal338/advertising-and-sales-promotion-18797984>

Course Objectives:

This paper is introduced to equip the students to understand the principles and modern trends in the field of consumer behaviour. This paper provides a broad overview of very interesting phenomena, the behaviour of consumers.

Unit-1 Introduction**15 HRS**

Definition of Consumer Behaviour, scope, marketing concepts, customer value, customer satisfaction and retention; Market segmentation: meaning of market segmentation, bases for segmentation; Product positioning: meaning and types.

Unit-2 Factors Influencing Consumer Behaviour**15 HRS**

Consumer motivation: needs, goals, arousal, applications and evaluation; Consumer perception; Consumer learning: elements and measures of consumer learning theories.

Unit-3 Consumer Attitudes and Communication Process**10 HRS**

Attitudes: meaning, attitude formation, strategies of attitude change; Marketing communication: components of communication, communication process, designing and persuasive communication

Unit-4 Consumer in their social and cultural settings**10 HRS**

Reference Groups: meaning and power of reference group, types of reference groups, family, life-cycle, consumption rules; Social class: nature, social class categories: affluent consumer, middle class, techno class and applications of social class; Culture: influence of consumer behaviour, geographic and regional cultures.

Unit-5 Consumer Decision-making**10 HRS**

Consumer Decision: meaning, levels of consumer decision, views and models of consumer decision making; Consumer Influence and diffusion of innovation: opinion leadership, dynamics of opinion leadership, diffusion of innovation, diffusion process, adoption process and profile of consumer innovator.

TOTAL: 60HRS

Course Outcome

CO 1: To identify the major influences in consumer behaviour

CO 2: To distinguish between different consumer behaviour influences and their relationships

CO 3: To establish the relevance of consumer behaviour theories and concepts to marketing decisions

CO4 :To implement appropriate combinations of theories and concepts

CO5 :To recognise social and ethical implications of marketing actions on consumer behaviour

CO6 :To express most appropriate techniques to apply market solutions

Text Books

1. Foxall, G, & Ronald, G, E., Consumer Psychology for Marketing, International Thomson Business Press, London 12th edition, 1997.
2. Schiffman. L., G. & Kanuk L., Consumer Behaviour, 8th edition, Prentice Hall of India Pvt Ltd, New Delhi, India, 2nd edition. 2004.

Reference Books:

1. Hawkins, D I etc. Consumer Behaviour Implications for Marketing Strategy. Texas, Business, 4th edition, 1995
2. Mowen, John C. Consumer Behaviour , New York, MacMillan, Howard, 3rd edition 1996
3. Consumer Behaviour in marketing Englewood Cliffs, New Jersey, Prentice Hall Inc, 5th edition, 1989

Website:

1. <https://www.omniconvert.com/blog/consumer-behavior-in-marketing-patterns-types-segmentation/>
2. <https://www.business2community.com/consumer-marketing/consumer-behavior-understanding-the-psychology-behind-consumption-02361716>

Weblink:

1. <https://www.slideshare.net/SwatiSood4/consumer-behaviour-16366816>
2. <https://www.slideshare.net/kawtherAli4/consumer-behaviour-62295814>

21DBBA14

BRAND MANAGEMENT

4004

Course Objectives

To understand key principles of branding and focus the students to understand the concepts in brand management and analytical techniques commonly used by brand managers. Expose students to the situations and challenges frequently encountered by brand managers in ethical issues and to understand brand performance through brand positioning and communication

UNIT - 1 INTRODUCTION

15 HRS

Basic Understanding of Brands- Definitions – Branding Concepts- Functions of Brand- Significance of Brands- Different Types of Brands- Co-Branding- Store Brands

UNIT – II BRAND STRATEGIES

15 HRS

Strategic Brand Management process- Building a strong brand- Brand positioning- establishing Brand values- Brand vision- Brand elements

UNIT – III BRAND COMMUNICATIONS

10 HRS

Brand image building- Brand loyalty programmes – brand promotion methods- Role of brand Ambassadors, celebrities- online brand promotions

UNIT – IV BRAND EXTENSION

10 HRS

Brand adoption practices- different type of brand extension –factors influencing decision for extension- rebranding and re-launching

UNIT – V BRAND PERFORMANCE

10 HRS

Measuring brand performance- brand equity management – role of brand managers – branding challenges & opportunities – case studies

Total 60 HRS

Course outcomes:

CO 1. To demonstrate Knowledge of the nature and processes of branding and brand management

CO 2. To appraise the key issues in managing a brand portfolio and making strategic brand decision

CO 3. To formulate and justify brand development decisions and develop appropriate strategies and initiatives

CO 4. To enumerate a professional and coherent report in the form of a brand audit

CO 5: To acquire the knowledge of brand management.

Text books:

1. Mathew, Brand Management – Text & cases, MacMillan, 2008.
2. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall, 3rd Edition, 2007.

Reference books

1. Tyboust and Kotter, Kellogg on Branding, Wiley, 200
2. LanBatey, Asain Branding – A Great way to fly, PHI, Singapore, 2002.
3. Paul Tmepoal, Branding in Asia, John Willy, 2000.
4. Ramesh Kumar, Managing Indian Brands, Vikas Publication, India, 2002.
5. Jagdeep Kapoor, Brandex, Biztranza, India, 2005

Website:

1. <https://www.managementstudyguide.com/brand-management.htm>
2. <https://www.bynder.com/en/glossary/brand-management-definition/>

Weblink:

1. <https://www.slideshare.net/versatileBschool/brand-management-full-notes>
2. <https://www.slideshare.net/RAVINDRAPUJARI2/brand-management-138924081>

21DBBA15 TRANSPORTATION & DISTRIBUTION MANAGEMENT 4105

Course Objectives:

The main aim of this course is to understand role of distributors – designing various distribution channels – networking the role of transportation Will effectively be able to manage transportations – inventory warehousing – various distribution channels – costs and value measures.

Unit I Introduction

15 HRS

Role of Distribution in Supply Chain – Designing Distribution Channels

Unit II Distribution Networks

15 HRS

Distribution Networks – Factors Influencing Distribution Network Decisions – Network Design & Optimization Approach and Techniques

Unit III Supply Chain

15 HRS

Role of Transportation in Supply Chain – Factors influencing Transportation Decisions – Modes of Transportation – Transportation mode Selection Process. Transportation Principles and Participants – Transportation Participants Transportation Modes, Performance Characteristics and Selection

Unit IV Transporation

15 HRS

Transportation Performance, Costs and Value Measures – Factors driving Transportation Costs – Categories of Transportation Costs – Transportation Routing Decisions

Unit V Recent Technology**15 HRS**

Transit Operation Software – Benefits of Transportation Software – Advanced Fleet Management System – Inter modal Freight Technology – Transportation Security Initiatives and Role of Technology.

TOTAL 75 HRS**Course Outcomes:**

CO- 1: To get knowledge in transportation and distribution management.

CO -2: To have a in depth knowledge about the various transportation cost and technologies used in transportation and distribution management.

CO-3: To identify the Factors influencing the transportations decisions

CO-4: To Formulate the transportations costs and benefits

CO-5: To analyses the recent technologies used in transportation models.

Text Books:

1. Management of Modern City Transportation System, M Mustafa K KDewan, Deep & Deep Publications Pvt. Ltd., First Edition, 2004.

Reference Books:

1. Transportation Management – Imperatives and Best Practices, S. Jaya Krishna, ICFAI University Press, 2007.
2. Marine Transportation Management, Henry S. Marcus, Auburn House Pub. Co.,1986.
Management of Transportation, Bardi Edward J., Cengage Learning (Thompson), 6th Edition 2006 [International Edition]

Website:

1. <https://www.logmore.com/post/what-is-transportation-and-logistics-management>
2. <https://www.referenceforbusiness.com/encyclopedia/Per-Pro/Physical-Distribution-Management-Transportation.html>

Weblink:

1. <https://www.slideshare.net/RakshaSharma26/transportation-in-supply-chain-137741760>
2. <https://www.slideshare.net/hz826/role-of-transportation-in-supply-chain-mgmt>

Course Objective:

To enable the students encompasses the study of current management issues associated with electronic commerce strategies. Students can learn the marketing methods used in E-Business/ commerce.

Unit I E-Business-Introduction**10 HRS**

Framework for understanding e- business: Introduction to e- commerce, Environmental forces affecting planning and practice, Ethical, legal and social concerns.

Unit II E-Business Models**10 HRS**

Developing e- Business Framework: Developing e - Business Models, Introduction to Internet, www.Concepts, Building of e- commerce websites, software hardware and tools.

Unit III Planning, Controlling and financial planning of E-Business: 10 HRS

Planning, implementing and controlling of e-Business: Creating the Marketing Mix, Organizational and Managerial issues, Financial Planning and Working with Investors, Implementation and Control of the e-Business Plan.

Unit IV Key terms of E-Com**15 HRS**

Understanding of Key terms of E- Commerce: Electronic Commerce & Banking, Electronic Payment Systems, Electronic Payment Technology, On-line Credit Card.

Unit V Security in E-Com**15 HRS**

Introduction to E- Commerce Security: Digital Signatures, Network Security, Data Encryption, Decryption and Secret Keys, Technology behind web – Security Threats: Network Security – Data and Message Security and the Web.

Total 60H

Course Outcome:

Co – 1: Design basic business models on web to develop Entrepreneurship skills.

Co – 2: Create basic marketing techniques and strategies on the internet, including analysis of their effectiveness.

Co – 3: Explain basic personalization mechanisms for websites and their roles in gathering marketing information.

Co – 4: Apply data on the activity of users in order to make informed decisions as to marketing and business management in the organization and development of the product / service.

Co – 5: Understand the basic techniques of positioning on the Internet in creating the marketing image of the organization as well as the product brand.

Text Books

1. Murty, C.V.S., “E-Commerce”, Himalaya Publications, New Delhi,2002
2. Kienan, “Managing Your E-Commerce Business”, Prentice Hall of India, New Delhi,2001

Reference Books

1. Kosiur, “Understanding E-Commerce”, Prentice Hall of India, N.Delhi,1997
2. Kalakota, Whinston, “Frontiers of Electronic Commerce”, Addison Wesley,1996

Web Sites

1. www.w3schools.com
2. www.tutorialpoint.com
3. www.geeksforgeeks.com

Web Sources

1. <https://www.geektonight.com/e-commerce-notes/>
2. <https://www.learnpick.in/prime/documents/notes/details/3120/e-commerce>

Course Objective: To make the student to identify, describe and discuss the basic hardware and software components of a computer system and to explain the impact of computers on society and demonstrate proficiency in basic operating system functions. To access useful information on the internet.

Unit I Introduction to Computers 10 HRS

Types Of Computers- Characteristics – Classification Of Digital Computer Systems- Microcomputers- Minicomputers- Super Computers – Functions And Components Of Computers- Central Processing Unit.

Unit II Word Processing 10 HRS

Meaning And Role Of Word Processing In Creating Documents, Editing ,Formatting And Printing Documents Using Tools Such As Spell Check, Thesaurus Etc., In Word Processors, Mail Merge, Macro.(Ms Word), Electronic Spreadsheet, Structure Of Spread Sheet , Built-In Functions.

Unit III Programming Under A DBMS Environment 10 HRS

The Concept Of Database Management System: Data Field, Records, Sorting And Indexing Data; Searching Records, Designing Queries And Reports; Linking Of Data Files; Understanding Programming Environment In DBMS.

Unit IV Electronic Data Interchange (EDI) 15 HRS

Introduction to EDI- Basics Of EDI: EDI Standards; Financial EDI (FEDI); FEDI For International Trade Transaction; Applications Of EDI, Advantages Of EDI; Future Of EDI.

Unit V The Internet and Its Basic Concepts 15 HRS

Internet concept, History of internet, Technological foundation of internet; Distributed computing; Client – server computing; Internet protocol suite; Applications of distributed computing and client- server computing; Domain Name System (DNS); Generic Top Level Domain(GTLD); Country Code Top Level Domain(CCTLD); Ip Addresses; Internet protocol; TCP\IP; FTP; HTTP; Telnet; Gopher; Wais; WWW; e-mail; browsers; Application of internet in business, education and governance.

Total 60 HRS

Course Outcomes:

Co – 1: Develop familiarity with the concepts and terminology used in the development, implementation and operation of business computer applications.

Co – 2: Design various methods where Information Technology can be used to support existing businesses and strategies.

Co – 3: Experiment emerging technology in shaping new processes, strategies and business models.

Co – 4: Implement hands-on experience with productivity/application software to enhance business activities.

Co – 5: Describe projects utilizing business theories, teamwork, Internet resources and computer technology.

Text Books:

1. Introduction to Information Technology, ITL ESL , Pearson Education,2005
2. Microsoft office for Windows 95 Bible Author Ed. Jones and Derek Sulton Publications Comdex Computer Publication,2014

Reference Books:

1. TIAL Smart Accountant Book SMW Deva Publication, AVC Deva Publication,2011
2. Computerized Accounting under Tally Publication, Deva Publication,2014
3. Implementing Tally 5-4 Author A.K. Nadhani Publication BPB Publication,2008

Web Sites

1. www.w3schools.com
2. www.tutorialpoint.com
3. www.geeksforgeeks.com

Web Sources

1. <https://www.slideshare.net/sukhsandhu/an-introduction-to-microsoft-office-2007-lecture>
2. <https://www.gr8ambitionz.com/2013/08/shortnotes-on-ms-office-for-competitive.html>

21DBBA18

PRODUCTION AND OPERATIONS MANAGEMENT 4105

Course Objective: To understand the production and operation function and familiarize students with the technique for planning and control. To impart knowledge about purchasing, storing and distributing and enable to connect their experience with corporate business. Students can gain the skills needed to make production systems more efficient

Unit 1 Introduction to Production Management 15 HRS

Meaning, Nature and Scope of Production Management, Production Planning and control, Selection of sites for locating plants, Types of layout-Layout Planning.

Unit II Production Planning and Control 15 HRS

Routing, Scheduling, Dispatch and Follow up Operations for Jobbing, batch and mass production, New product design and product planning – Control charts.

Unit III Introduction to Operations Management 15 HRS

Definition of Operations Management: An Outline of Operations Strategy- Factors Affecting Operations Management-Objectives of Operations Management- Functions and Scope of Operations Management-Planning- Organizing- Controlling- Manufacturing and Non-Manufacturing Operations and their Classifications- Operations Planning and Control

UNIT IV Supply Chain Management 15 HRS

Definitions of Supply Chain Management (SCM)- Evolution-Nature- Concept and Relevance of SCM- Functions and Contributions of Supply Chain Management- Objectives of SCM-Value Chain: Supply Alliances-Purchasing-Logistics-Warehousing-Information Technology in Supply Chain-E-Commerce-Electronic Data Interchange (EDI), Data Warehousing (DW)-Radio Frequency Identification (RFID)

Unit V Inventory Management 15 HRS

Meaning and functions, Inventory Planning and Control, E.O.Q. Minimum and maximum Level, Re-order level, ABC analysis.

TOTAL 75 HRS

Course Outcome:

CO – 1: To apply analytical models, frameworks, tools and techniques relevant to production management

CO – 2: To evaluate the production management strategy

CO – 3: To describe the importance of operations management function in an organization, and how it can help in integrating various plans and reduce the material related costs

CO – 4: To investigate management issues in sales forecasting, qualitative techniques and distribution

CO – 5: To develop a master production schedule and, by using materials requirements planning (MRP), determine material needs and order release dates

Text Books:

1. P Saravanel and S Sumathi “ Production and materials Management”, Margham Publications, 4th edition, 2013
2. Mahadevan B, “Operations Management Theory & Practice”, Pearson Education, New Delhi, 2nd Edition, 2010
3. Heizer Jay and Render Barry , Production & Operations Management, Pearson Education, 2nd edition 2013.
4. Chase R B, Aquilano N J , Jacobs F R and Agarwal N, “Production & Operations Management Manufacturing and Services”, Tata McGraw Hill, 4th edition, 2007

References Books:

1. Paneerselvam.R . “Production and operations Management. R. B. Khanna. Prentice Hall India Pvt., Limited, 2nd edition 2004
2. Mahadevan, “Operations Management-Theory and Practice, Pearson India, 3rd edition, 2015.

Websites:

1. <https://mymbaguide.com/notes-on-production-planning-and-control/>
2. <https://ocw.mit.edu/courses/sloan-school-of-management/15-760a-operations-management-spring-2002/lecture-notes/>

Weblinks

1. <https://www.slideshare.net/gadekar1986/supply-chain-management-12816039>
2. <https://www.slideshare.net/KuldeepUttam/inventory-management-27668547>

21DBBA19 COUNSELLING AND NEGOTIATION SKILLS 5005

Course Objective:

This course helps the participants to understand human behaviour at different stages and recognize behavioural problems and examine strategies for positive behavior Management identify different types of exceptionalities and relate counselling theory to issues in counselling and develop an ethical approach to counseling. The course covers such complex areas as analyzing and assessing negotiation scenarios, preparing for a negotiation, power and influence strategies, coalitions, and resolving buyer-seller disputes/conflicts.

UNIT I: BASIC OF COUNSELLING

15 HRS

Basis of Counseling -Definition of counseling- Difference between guidance and counseling- Goals of counseling- Professional and ethical issues

UNIT II: COUNSELLING RELATIONSHIP

15 HRS

Steps in the counseling process-Portrait of an effective counsellor- Counseling Interview - Essential aspects of interviewing- Nonverbal communication in interview- Counsee-counselor relationship- Interviewing techniques in counseling - Characteristics of an Effective Counselor- Personal challenges as a Counselor.

UNIT III COUNSELING AND PERSONAL SKILLS

15 HRS

Fundamental counseling skills: the client –counselor relationship – the counselor as a role model- the counselor’s needs- counselor objectivity and subjectivity- emotional involvement – counselor limits in practice

The opening – Need & problem identification – The presentation & demonstration – Dealing with objections – Negotiations –closing the sale – Follow up (To be supplemented by live exercises on personal selling)

UNIT IV NEGOTIATION SKILLS

15 HRS

Goal , Collaborative / Win –Win not compromise, Pyramid of success: Power, Time, and Information. Opponent : Visceral or Idea. (To be supplemented by live exercises on personal selling)

UNIT V DIFFERENT PHASES OF NEGOTIATION

15HRS

Pre-negotiation – opening – information sharing – problem solving – agreement. Breakdown in negotiation – barriers that create impasse – overcoming barriers – people problem – mediation – arbitration – ethics.

Total 75 HRS

Course Outcome:

- Co – 1: To describe the importance of selling and its types
- Co – 2: To acquire knowledge about consumer based selling
- Co – 3: To demonstrate the attributes of salesperson
- Co – 4: To explain the skills of presentation and dealing
- Co – 5:: To Describe about the negotiation and closing of sales

Text Books:

1. Lewicki, Saunders & Barry - Negotiation ,Tata McGraw Hill, 5th Ed.,2000
2. Cohen S - Negotiation Skills for Managers Tata McGraw Hill, 1st Ed.,2001
3. Rao S.L. - Negotiation Made Simple Excel Books, 1st Ed. ,2011
4. Rao S N - Counseling and Guidance, Tata McGraw Hill, 2nd Ed.,2001

References Books:

1. Gelso, C. J. Fertz, B. R.: Counselling Psychology, 1995, Prism Books Pvt. Ltd, Bangalore, 2nd edition,1995
2. Dryden, W. Handbook of Individual Therapy. ND: Sage Publications, 1st edition.1998.
3. Kottler, J.A. and Brown, R.W.. Introduction to Therapeutic Counseling. NY, 2nd edition, 2000
4. U.S. Brooks/ Cole. Wills, F. Skills in Cognitive Behavior Counseling and Psychotherapy. ND : Sage Publications, 2ns edition, 2008
5. Lapworth, P. and Sills .C . Integration in counselling and psychotherapy.ND: Sage publications, 1st edition, 2008

Websites

1. <https://www.tripurauniv.ac.in/Content/pdf/StudyMaterialsDetail/MA%20Education%202nd%20Semester/EDCN-805E-Guidance%20%20Counselling%20in%20Education.pdf>
2. https://www.researchgate.net/publication/324209919_The_role_of_Guidance_and_Counselling_in_effective_teaching_and_learning_in_schools

Web links

1. <https://www.slideshare.net/sunitaiacr/negotiation-skill-44060154>
2. <https://slideplayer.com/slide/13748170>

Course Objective: The objective of this course is to acquaint the students with the basic concept of total quality management is a system that serves to control quality in the critical activities of an organization by bringing together resources, equipment, people and procedures. It uses techniques and principles such as quality function deployment, Taguchi method, service quality management, quality audits and Six Sigma to control quality in every sphere of activity in an organization.

UNIT-I: BASIC CONCEPTS AND ORIGIN OF TQM

15 HRS

Basic Concept of Total Quality – Evolution of Total Quality Management – Cost of Quality – Quality Productivity – Components of Total Quality Loop.

UNIT-II PRINCIPLES AND PHILOSOPHIES OF QUALITY MANAGEMENT 15 HRS

Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques – introduction, loss function-Concepts of Quality circle, Japanese 5S principles and 8D methodology.

UNIT-II: STATISTICAL QUALITY CONTROL AND INSPECTION

15 HRS

Conceptual Approach to SQC – Acceptance Sampling and Inspection Plans – Statistical Process Control – Prevention through Process Improvement.

UNIT-III STATISTICAL PROCESS CONTROL AND PROCESS CAPABILITY 15 HRS

Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributed. Process capability – meaning, significance and measurement -concepts of process capability.

UNIT:IV-TOOLS AND TECHNIQUES FOR QUALITY MANAGEMENT

15HRS

Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven old (statistical) tools. Seven new management tools. Bench marking and POKA YOKE.

UNIT-V: QUALITY SYSTEM ORGANISING AND IMPLEMENTATION 15 HRS

Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Quality Audits.

Total 75 HRS

Course Outcomes:

CO1. To evaluate the principles of quality management and to explain how these principles can be applied within quality management systems.

CO2. To identify the key aspects of the quality improvement cycle and to select and use appropriate tools and techniques for controlling, improving and measuring quality.

CO3. To appraise the organizational, communication and teamwork requirements for effective quality management

CO4. To analyses the strategic issues in quality management, including current issues and developments, and to devise and evaluate quality implementation plans

CO5. To be able to outline the ISO audit procedures.

Text Books:

1. Dale H.Besterfield et al, Total Quality Management, Third edition, Pearson Education ,First Indian Reprints 2004.
2. Subburaj, Total Quality Management, Tata McGraw hill, 3rd edition, 2006.
3. ShridharaBhat, Total Quality Management, Himalaya Publishing house, 2nd edition, 2006.
4. James R. Evans and William M. Lindsay, “The Management and Control of Quality”, First Indian Edition, Cengage Learning, 8th Edition, 2012.
5. Suganthi.L and Anand Samuel, “Total Quality Management”, Prentice Hall (India) Pvt. Ltd., 2006.

Reference Books:

1. Ansari. A and Modarress, JIT purchasing, Free press, Newyork. 15th edition,2020.
2. Sandeepa Malhotra, Quality Management planning, Deep & Deep, 2nd edition, 2006

3. Janakiraman. B and Gopal .R.K., “Total Quality Management – Text and Cases”, Prentice Hall (India) Pvt. Ltd., 3rd edition 2006.

Websites

1. https://www.researchgate.net/publication/318654507_Total_Quality_Management_Notes
2. <http://www.ddegjust.ac.in/2017/Uploads/11/POM-324.pdf>

Weblinks

1. <https://www.slideshare.net/Raviraj-Jadeja/statistical-quality-control-19754262>
2. https://www.academia.edu/8326376/Statistical_Quality_Control

Course Objectives:

Understanding of the legal framework is important for the efficient decision-making relating to man management and industrial relations. The course aims to provide an understanding, application and interpretation of the various labour laws and their implications for industrial relations and labour issues with Latest Case Laws.

UNIT 1 – Introduction**15 HRS**

Overview of Industrial Relations: Concept of Industrial Relations; Nature of Industrial Relations; Objectives of IR; Evolution of IR in India- ILO in.

UNIT 2 - Trade Union & Industrial Conflicts**15 HRS**

Trade Unionism : Trade Union : origin and growth, unions after independence, unions in the era of liberalization; concept, objectives, functions and role of Trade Unions in collective bargaining; problems of Trade Unions. Labour problems: Discipline and misconduct; Grievance Handling Procedure; Labour turnover; Absenteeism; Workers’ participation in management.

UNIT 3 – Labour Welfare**15 HRS**

Concept – Objectives – Scope – Need – Voluntary Welfare Measures – Statutory Welfare Measures – Labour – Welfare Funds – Education and Training Schemes.

UNIT 4 – Industrial Safety**15 HRS**

Causes of Accidents – Prevention – Safety Provisions – Industrial Health and Hygiene – Importance – Problems – Occupational Hazards – Diseases – Psychological problems – Counseling – Statutory Provisions.

UNIT 5 – WELFARE OF SPECIAL CATEGORIES OF LABOUR**15 HRS**

Child Labour – Female Labour – Contract Labour – Construction Labour – Agricultural Labour – Differently abled Labour - Social Assistance – Social Security – Implications.

Total 75H

Course Outcomes:

CO-1: To understand and explain the main theoretical approaches to the study of employee relations.

CO-2: To identify and analyse the institutions, actors, and characteristics of employee relations in India with respect to political, economic, social and legal contexts.

CO-3: To evaluate various skills, processes and outcomes of employee relations including handling disciplines, grievances, labour disputes, negotiation, and employee communication and involvement.

CO-4: To integrate the learned principles so as to make recommendations to organisations to develop effective and ethical employee relations policies and practices.

CO-5: To learn the legal issues relating to labour laws, Industrial disputes.

Text Books:

1. Malhotra, O.P. The Law of Industrial Disputes Vol.I and II. Bombay, N.M. Tripathi, 5th edition 1999.
2. Malik, P.L. Handbook of Industrial Law, Lucknow, Eastern Book, 2nd edition 1995.
3. Saini, Debi S Labour Judiciary, Adjudication and Industrial Justice, New Delhi Oxford, 4th edition 1995.
4. Saini, Debi S.Redressal of Labour Grievances, Claims and Disputes.New Delhi Oxford & IBH, 2nd edition 1994.
5. Seth, D D Industrial Dispute Act, 1947. Vol I & II Bombay, N M Tripathi,3rd edition, 1995
6. Srivastava S C Industrial Relations and Labour Law. New Delhi, Vikas, 1st edition, 1999
7. C.B.Gupta, Human Resource Management – Sultan Chand & Sons, 2nd edition, 1994.

Reference Books:

1. C.B. Mamoria, Personnel Management, Himalaya Publishing House. 2nd edition, 1995
2. L. Natarajan – Human Resource Management Margam Publications, 2nd edition, 1994
3. S.M. Shaw - Human Resource Management Himalaya Publishing House. 4th Edition 2013.
4. K.K. Ahuja Personnel Management and Industrial Relations –, Kalyani Publishers, 4th edition, 2004
5. P.C. Ttipathi, Personnel Management and Industrial Relations Sultan Chand & Sons, 2nd edition, 1994
6. S.S. Khanka - Human Resource Management Himalaya publishing House, 2nd edition, 1995

Websites

1. <https://blog.ipleaders.in/industrial-disputes/>
2. <https://www.osti.gov/servlets/purl/72484>

Weblinks

1. <https://www.slideshare.net/rajworship/trade-union-8870861>
2. <https://www.slideshare.net/kiran2512/employee-welfare-27876586>

Course Objective: Success in today's competitive business environment is increasingly the function of effective management of its resources, particularly, employee. Hence the students must aware of basic aspects of e-human resource management to understand the functioning of e-human resource management in an organizational setting. Therefore, this introductory course on E-Human Resource Management is designed to introduce the basic concepts, functions and processes of e-human resource management to students and to create an awareness of the role, functions and functioning of human resource department of the organizations.

Unit-1-Introduction

10 HRS

Introduction: Meaning, Definition, Nature, Types and Goals of e-HRM, Human Resource Information Systems (HRIS); e-HRM Functions, Challenges of e-HRM; Emerging trends in e-HRM- Activities of e-HRM.

Unit-2-E-Human Resource Planning

10 HRS

E-HRP practices; E-Recruitment, Meaning, Definition, Types and Benefits of E-recruitment- Process of E-Recruitment; e-recruitment strategies, Future of e-recruitment, E-Selection- Meaning, Definition, Process of e-selection, Benefits of e-selection, Merits and Demerits of e-selection.

Unit-3-E-Training and Development

10 HRS

Orientation; E-Training and Development; the Steps in e- training process, Types of e-training, Advantages and Disadvantages of e-training, seven effectiveness uses of Gamifications in e-learning, e-learning development process.

Unit-4-E-Compensation Management

10 HRS

E-Compensation Introduction: Meaning, Objectives of Compensation; Components of e-Compensation System; Compensation Management Process; e-compensation system, Roles of Compensation management, Pay related benefits.

Unit-5-E-Performance Appraisal

5 HRS

Meaning, Definition, e-performance management, Methods of e-Performance Appraisal; e-Problems in Performance Appraisal; e-appraisal management software

TOTAL 45 HRS

Course Outcome:

CO – 1: To understand the Synthesize information regarding the effectiveness of recruiting methods and the validity of selection procedures, and make appropriate staffing decisions.

CO -2: To Design a training program using a useful framework for evaluating training needs, designing a training program, and evaluating training results.

CO-3: To analyze the properly interpret salary survey data and design a pay structure with appropriate pay grades and pay ranges.

CO-4: To evaluate a company's implementation of a performance-based pay system.

CO-5: To demonstrate knowledge of employee benefit concepts, plan design, administrative considerations and regulations governing employee benefit practices.

Text Books:

- 1) V. P. Michael, Human Resource Management & Human Relations, Vikas Publishing House, 2nd edition, 2007
- 2) P. C. Pardeshi, Human Resource Management. NiraliPrakashan pub, 3rd edition, 2013
- 3) C. B. Mamoria , Personnel Management, Himalaya Publishing, 2nd edition, 2005
- 4) Rao, V.S.P, Human Resource Management- Text and Cases, Excel Books, 1st edition, 2001
- 5) Teresa Torres & Mario Arias, E-human resources management: Managing knowledge people, Idea group of publications, 2nd edition, 2004.

Reference Books:

1. Monappa&Saiyaddin: Personnel Management, McGraw Hill, 2nd edition, 2011
2. Dessler.G: Human Resource Management, Pearson publisher, 3rd edition, 2005
3. R.WayneMondy&RoberM.Noel: Human Resource Management, Pearson publisher, 2nd edition, 2001
4. L.M.Prasad , Human Resource Management., sultan chand, 2nd edition, 2005
5. Mohan Thite, e-HRM Digital approaches, Directions & applications, Routledge Publishing limited, 1st edition, 2019.

Websites

1. <https://www.hrzone.com/hr-glossary/what-is-e-recruitment>
2. <https://www.appvizer.com/magazine/hr/recruiting/e-recruitment>

Weblinks

1. <https://www.slideshare.net/rakeshm11/e-training-51396186>
2. <https://www.slideshare.net/rakeshm11/e-compensation-51396254>

Course Objective: The course gives an overview of the need for HRD and HRD practices which can develop and improve an Organization's systems and strategies leading to an optimal HRD climate

UNIT I: Introduction**15 HRS**

Concept – meaning – philosophy – nature – need and significance. HRD – climate – goals – competencies – functions – areas. HRD as a system – HRD in changing scenario. HRSD – Contextual factors and Human Resource System designing. Role Analysis and HRSD-key performance areas, Critical Attributes, Role effectiveness, Role analysis methods

UNIT II: HRD modules**15 HRS**

Recruitment and selection – orientation and placement performance appraisal – training and development – promotion and motivation – career development. Performance appraisals and performance development – objectives of performance appraisal – The past and the future; Basic consideration in performance appraisal; Development oriented appraisal system. Interpersonal feedback and performance counseling.

UNIT III: Potential Appraisal and Development**10 HRS**

Career planning and Development – Quality of work life – quality circles – human capital development – philosophy and principles – practices – work force and people development - performance management – knowledge management.

UNIT IV: Training Programmes**10 HRS**

conceptual framework for training; learning principles; Identification of training needs; Determination of training objectives; Training programme design; Training methods and their selection criteria; Evolution and Follow up training. Stress – definition – personality traits – emotional management – categories of stressors – identification of stress at various levels – pre-requisites for zero stress – psychological stress – stress and human resource development.

UNIT V HRD Challenges**10 HRS**

HRD challenges in 21st century – HR out sourcing – human resource audit – human response development – human resource accounting - future of HRD Organization.

TOTAL 60HRS

Course Outcome:

CO-1: To understand the nature of HRD, its history, origins and national and international context.

CO-2: To apply the nature of corporate learning strategy and its part in planned organizational change.

CO-3: To analyze the integration of HRD with other areas of HRM and overall business strategy.

CO-4: To demonstrate the knowledge and the language and terminology of HRD and the need to be able to place HRD in the overall context of the organization.

CO-5: To evaluate the wide range of approaches and interventions which comprise HRD and which impact on all categories of employees.

Text Books:

1. Dwivedi R S & Dwivedi G K, Human Resource Development, Galgotia Publishing, sixth Edition, 2002
2. Sen A K, Human Resource: Development, Planning & Deployment, Asian Books, 2nd edition, 1990
3. Rolf P Lynton, Training for Development, Sages Publication, 4th edition, 1990
4. Dayal, Management Training in Organisation, Prentice Hall of India, 2nd edition, 1970

References Books:

1. Jon M. Werner, Randy L. DeSimone, Human Resource Development, South Western, 6th edition, 2012
2. Nadler, Leonard: Corporate human Resource Development, Van Nostrand Reinhold / ASTD, New York, 3rd edition, 1980
3. Rao T.V.: Reading in human Resource Development, Oxford IBH Publication .Ltd, 1st edition, 1991
4. Rao, T.V.: Future of HRD, Macmillan Publishers India, 2nd edition, 2003

Websites

1. <http://icarzcu3.gov.in/pdf/Technical/8.pdf>
2. <https://www.nec.edu/overcome-global-hr-challenges/>

Weblinks

1. https://www.powershow.com/view/3ae91cMmFiM/Human_Resource_Development_Training_Module_14_National_power_point_ppt_presentation
2. <https://slideplayer.com/slide/9316191/>

Course Objective:

To impart the concept of both direct and indirect taxes that is related to business activities. To make them understand the canons and objectives of tax and make them aware of Goods and Services tax act in a concise manner and to give them peep into tax audit.

Unit I Introduction**10 HRS**

Objectives of taxation – canons of taxation – tax system in India – Direct and Indirect taxes – Meaning and types.

Unit II Income tax act 1961**10 HRS**

Income tax Act of 1961- Basic concepts and definitions – Income ,assessee, person, previous year, assessment year, Gross total income. Meaning of Permanent Account Number, Return of Income, TDS, Advance tax, rates of taxation, assessment procedure

Unit III: Central/ State Goods and Service Tax (CGST/ SGST)**15 HRS**

Important terms and definitions under Central Goods and Service tax Act, 2017 and State Goods and Service Tax Act, 2017- Meaning and scope of levy, supply and Collection of tax. Registration under CGST/SGST Act – Input tax credit. Filing of returns – Payment of tax including payment of tax on reverse charge basis.

Unit IV Intergrated Goods and Service Tax (IGST)**15 HRS**

IGST- Scope of IGST, Important terms and definitions under IGST – Levy and collection of IGST Act, 2017- - Principles determining the place supply of goods and services – Zero rated Supply.

Unit V Tax Audit**10 HRS**

An overview of Tax audit – Tax incentives and Export promotions, deductions & exemptions.

Total 60 HRS.**Course outcomes:**

Co – 1: To explain an overview of the Indian taxation system

Co – 2: To describe an overview of the basic principles of income tax act

Co – 3: To demonstrate the knowledge of Central and State Goods and Service Tax Act.

Co – 4: To summarise with a general idea about Integrated Goods and Service Tax Act

Co – 5: To identify the Tax Audit concepts

Text Books:

1. T.S.Reddy&Y.Hari Prasad Reddy; Business Taxation; Margham publishing House-8th edition,2017
2. Business Taxation – Dr.Radha- Prasanna Publishers & Distributors, 2nd edition, 2017

Reference Books:

1. Business Taxation – T.S Reddy & Y. Hariprasad Reddy-merghem publishing-8th edition-2012
2. Business Taxation – Senthil&Senthil-himalayan books, 1st edition, 2010

Websites

1. https://www.iilsindia.com/study-material/130743_1585893404.pdf
2. <https://cleartax.in/s/income-tax-basics-for-beginners>

Weblinks

1. <https://www.slideshare.net/parasmehra1991/gst-registration-in-india>.
2. <https://www.slideshare.net/DrSoheliGhoseBanerje/goods-and-service-tax-concept-of-cgst-sgst-and-igst-by-dr-soheli-ghose>

Course Objectives: To expand candidates' awareness and understanding of the process of investment management, financial markets, products offered and the interplay of macroeconomics on asset market movements and valuation

Unit I Indian Securities Market**15 HRS**

An overview of Indian Securities Market, Meaning, Functions, Intermediaries, Role of Primary Market – Methods of floatation of Capital – problems of New Issues Market –IPO's –Investor protection in primary market – recent trends in primary market – SEBI measures for primary market.

Unit II Secondary market**15 HRS**

Meaning, Nature, Functions of Secondary Market – Organisation and Regulatory Framework for stock exchanges in India – Defects in working of Indian stock exchanges – SEBI measures for secondary market – Overview of major stock exchanges in India

Unit III Listing of Securities**15 HRS**

Meaning – Merits and Demerits – Listing requirements, procedure, fee - Listing of rights issue, bonus issue, further issue – Listing conditions of BSE and NSE – Delisting

Unit IV Indian Stock Exchanges**15 HRS**

BSE – Different trading systems – Share groups on BSE –BOLT System – Different types of settlements – Pay –in and Pay out – Bad Delivery – Short delivery – Auction - OTCEI –Need –Features –Participants – Listing procedure – Trading and Settlement – Market making – Factors inhibiting growth of OTCEI.

Unit V Risk Management**15 HRS**

Risk Management system in BSE &NSE – Margins – Exposure limits – Surveillance system in BSE & NSE – Circuit breakers. Meaning , Purpose and Consideration in developing index –Stock market indices in India – BSE Sensex – Scrip selection criteria.

Total 75HRS

Course Outcome:

CO – 1: To understand of the three basic ideas underpinning finance: the time value of money; diversification; and, arbitrage and their application to corporate financial decision-making; investment decisions and portfolio management; derivatives and risk management; portfolio construction; corporate valuation; and debt markets.

CO – 2: To understand the role of lending and risk management decisions of banks and financial intermediaries in financial markets

CO – 3: To understand the pricing and hedging of options, futures and other contingent claims and their role in risk management.

CO – 4: To understand of investments theory, as well as knowledge of the issues associated with the application of this theory in a practical setting, in particular, how it applies to portfolio construction.

CO – 5: To describe the skills to apply discounted cash flow analysis to corporate investment, financing, dividend and merger and acquisition decisions.

Text Books:

1. Peter S. Rose, *“Money and Capital Markets”*, Tata McGraw –Hill, 6th edition, 2000
2. Bodie, Kane, and Marcus, *“Investment”*, Tata McGraw –Hill, 2nd edition, 2009

Reference Books:

1. V. A. Avadhani, *“Investment and Securities Market in India”*, Himalaya Publishing House, 12th edition, 1999
2. Prasanna Chandra, *“Security Analysis and Portfolio Management”*, Tata McGraw –Hill 4th edition, 2001

Websites:

1. <https://www.sebi.gov.in/acts/act02c.pdf>
2. <https://www.investopedia.com/articles/basics/06/invest1000.asp>

Weblinks

1. <https://www.slideshare.net/Gstheproud007/stock-market-for-beginners>
2. <https://www.slideshare.net/SiddharthBhatnagar3/the-indian-stock-market-114679753>

Course Objective: The objective of this paper is to equip the students with the techniques that can help them in managing the financial issues in international environment. This course will help them to manage MNCs in more effective manner.

Unit I Introduction

15 HRS

concept of International trade, International Business, International Finance and differences among them. Balance of payments (of India) International Monetary System: Different types of Exchange rate mechanisms- the gold standard, the gold exchange standard, The Bretton Woods System, Current monetary system, European Monetary Union.

Unit II Foreign Exchange Management

15 HRS

Forex market – Wholesale and Domestic market, Quotations- direct, indirect and cross currency; various kinds of transactions and their settlement dates, forward rates, Swaps, Quotes for various kinds of Merchant transactions; Early delivery, extension or cancellation of Forward contracts Exchange Rate determination and Forecasting: Purchasing power parity and Interest rate parity, relationship between PPP and IRP

Unit III Foreign Exchange Exposures

10HRS

Financial Accounting and Foreign Exchange, Measuring and managing Economic Exposure- Foreign Exchange Risk and Economic Exposure, Identifying Economic Exposure, Calculating Economic Exposure, Operational Measure of Exchange Risk. Multinational Financial System- Value of the Multinational Financial System, Intercompany Fund- Flow Mechanisms: Cost and Benefits, Designing a Global Remittance Policy, Transfer Pricing and Tax Evasion. Issue of GDR, ADR Euro bonds and foreign bonds

Unit IV International Investment Management

10 HRS

International project appraisal- IRR and APV methods; Managing Political Risk- Measuring Political Risk, Country Risk Analysis, Managing Political Risk, Postex propriation Policies. Multinational Working Capital Management: Current Asset Management for the Multinational- International Cash Management, Accounts Receivables Management, Inventory Management.

Unit V International Foreign Exchange Markets**10 HRS**

Euro Currency Market - Origin and reasons for the growth of Euro currency (off shore) markets, their characteristics and components, Euro-currency deposit, loans, bonds and notes market, Concept of off shore banking as a form of globalization of the Euro currency concept, its introduction in India, tax havens

International Equity Markets - Concept of Depository Receipt, Global Depository Receipt- characteristics, mechanism of issue, participants involved American Depository Receipt – types and characteristics, Foreign Currency Convertible Bonds and Foreign Currency Exchangeable Bonds Foreign Direct Investment and Foreign Portfolio Investment, Participatory notes

Total 60 HRS**Course Outcome:**

CO – 1: To apply theories of currency market movements.

CO – 2: To assess historical and contemporary international financial systems, and compare their relevance to markets.

CO – 3: To identify key factors that influence foreign direct investment and its drivers.

CO – 4: To determine how capital flows to international markets and how internationalization of markets drive the portfolio construction

CO- 5: To enumerate the concepts of depository receipts.

Text Books:

1. PG Apte, “International Finance”, TataMcgraw Hill, 6th edition, 2008
2. Alan C. Shapiro, “Multinational Financial Management”, Prentice Hall 2nd edition, 2002
3. Maurice D. Levi “International Finance - The Markets and Financial Management of Multinational Business”, Mcgraw Hill 8th edition, 1996

Reference Books:

1. Adrian Buckley, “International Finance”, Pearson Education.3rd edition, 2012
2. Alan Shapiro, “Foundations of Multinational Finance”, Wiley India Ltd 2nd edition, 1999

Websites

1. <https://www.clearias.com/foreign-trade-of-india/>
2. <https://www.bauer.uh.edu/rsusmel/7386/ln11.pdf>

Weblinks

1. <https://www.slideshare.net/anirban0/international-investment-9959028>
2. <https://www.slideshare.net/taher666/foreign-exchange-exposure-41882267>

