



SNDT Women's University, Mumbai

Master of Business Administration – Finance Management (MBA-Finance Management)

as per NEP-2020

Syllabus

(2023-24)

Meera Shanker
H.O.D. Prof. (Dr.) Meera Shanker
Department of Education Management
SNDT Women's University, Juhu Campus
Santacruz (West), Mumbai - 400 049.

** Passed in BOS under the faculty of Management Studies.*

Tentative Template

Terminologies

Abbreviation	Full-form	Remarks	Related to Major and Minor Courses
Major (Core)	Main Discipline		
Major (Elective)	Elective Options		related to the Major Discipline
Minor Stream	Other Disciplines (Inter/Multidisciplinary) not related to the Major	either from the same Faculty or any other faculty	
OEC	Open Elective Courses/Generic		Not Related to the Major and Minor
VSEC	Vocational and Skill Enhancement Courses		
VSC	Vocational Skill Courses		Related to the Major and Minor
SEC	Skill Enhancement Courses		Not Related to the Major and Minor
AEC	Ability Enhancement Courses	Communication skills, critical reading, academic writing, etc.	Not Related to the Major and Minor
VEC	Value Education Courses	Understanding India, Environmental science/education, Digital and technological solutions; Health & Wellness, Yoga education, sports, and fitness	Not Related to the Major and Minor
IKS	Indian Knowledge System	I. Generic IKS Course: basic knowledge of the IKS II. Subject Specific IKS Courses: advanced information pertaining to the subject: part of the major credit.	Subject Specific IKS related to Major
VAC	Value-Added Courses		Not Related to the Major and Minor

OJT	On-Job Training (Internship/Apprenticeship)	corresponding to the Major Subject	Related to the Major
FP	Field projects	corresponding to the Major Subject	Related to the Major
CC	Co-curricular Courses	Health and Wellness, Yoga education sports, and fitness, Cultural Activities, NSS/NCC and Fine/ Applied/Visual/ Performing Arts	Not Related to the Major and Minor
CE	Community Engagement and service		Not Related to the Major and Minor
RP	Research Project	corresponding to the Major Subject	Related to the Major

Programme Template:

Programme Degree e.g. B.A./B.Com./B.Sc./ B.M.S., etc.		Bachelor of Management Studies BMS
Parenthesis if any (Specialization) e.g. History, Human Development, English, etc.		Financial Management
Preamble (Brief Introduction to the programme)		BMS is a course in the management domain that imparts practical and theoretical knowledge. The main aim of the course is to make students well equipped with application of management principles in various industrial scenarios. This course gives the students an understanding of how organizations work, how they are managed, and how organizations interface with each other in the environment.
Programme Specific Outcomes (PSOs) <i>Action Verbs demonstrating (Major) discipline-related knowledge acquisition, mastery over cognitive and professional, vocational skills are to be used e.g. demonstrate sound understanding of., analyse, compare, create, design, etc... (minimum 5)</i>		After completing this programme, Learner will
	1.	Develop a foundation and understanding of managerial concepts, principles and practices.
	2.	Gain knowledge and skills to exploit opportunities in management profession.
	3.	Through the specialisation of finance, the program seeks to teach the basics of accountancy and financial management
	4.	Develop a positive attitude towards lifelong learning and research with reference to Financial management
	5.	Enhance leadership ability and teamwork skills that enable them to work effectively in group
Eligibility Criteria for Programme		XII or equivalent from any stream/ any medium / any state
Intake (For SNDT WU Departments and Conducted Colleges)		

Structure with Course Titles

(Options related to our area of study to be provided with "OR" for baskets of different types)

SN	Courses	Type of Course	Credits	Marks	Int	Ext
	Semester I					
1.1	Financial Management - I	Major (Core)	4	100	50	50
1.2	Principles of Management	Major (Core)	2	50	0	50
1.3	Financial Accounting	OEC	4	100	50	50
1.4	Fundamentals of Marketing / Human Resource Management	VSC	2	50	50	0
1.5	Business Economics/ Women Empowerment / course from SWAYAM/ CHETNA/ MOOC	SEC	2	50	50	0
1.6	Communication Skills	AEC	2	50	0	50
1.7	Business Culture of India	IKS	2	50	0	50
1.8	Information Technology-I / Health & Wellness-I	VAC	2	50	50	0
1.9	NCC / NSS / Sports / Cultural	CC	2	50	50	0
			22	550	300	250
	Semester II					
2.1	Cost Accounting – I	Major (Core)	4	100	50	50
2.2	Environment of Business	Major (Core)	2	50	0	50
2.3	Marketing Management /Human Resource Development	Minor Stream	2	50	0	50
2.4	Business & Industrial Laws	OEC	4	100	50	50
2.5	Rural Marketing/ Information Technology-II	VSC	2	50	0	50
2.6	Financial Literacy/ /course from SWAYAM/ CHETNA/ MOOC	SEC	2	50	50	0
2.7	Corporate Communication	AEC	2	50	50	0
2.8	Health & Wellness-II/ Environmental Studies	IKS	2	50	0	50
2.9	NCC / NSS / Sports / Cultural	CC	2	50	50	0
			22	550	250	300

Exit with UG Certificate with 10 extra credits (44 + 10 credits)

SN	Courses	Type of Course	Credits	Marks	Int	Ext
	Semester III					
3.1	Cost Accounting – II	Major (Core)	4	100	50	50
3.2	Management Accounting	Major (Core)	4	100	50	50
3.3	Consumers & Buying Behaviour / Organizational Behaviour	Minor Stream	4	100	50	50
3.4	Fundamentals of Production & Operations Management/ Introduction to Data Analytics	OEC	2	50	0	50
3.5	Entrepreneurship Development	VSC	2	50	50	0
3.6	NGO Management/ Money and Banking / SWAYAM/ CHETNA/ MOOC	AEC	2	50	0	50
3.7	Survey, presentation and report on specific local Industry/Product	FP	2	50	50	0
3.8	NCC / NSS / Sports / Cultural	CC	2	50	50	0
			22	550	300	250
	Semester IV					
4.1	Corporate Accounting	Major (Core)	4	100	50	50
4.2	Advanced Financial Accounting	Major (Core)	4	100	50	50
4.3	Brand Management / Performance Management & Appraisal	Minor Stream	4	100	50	50
4.4	Quality Management / Macro Economics	OEC	2	50	0	50
4.5	Event Management / e - commerce/Course from SWAYAM/ CHETNA/ MOOC	VSC	2	50	0	50
4.6	critical reading/ academic writing/ Art of Handling People effectively	AEC	2	50	0	50
4.7	Study of Local Business/Industry/Sources and pattern of Recruitment at nearby Industry	CC	2	50	50	0

4.8	NCC / NSS / Sports / Cultural	CEP	2	50	50	0
			22	550	250	300

Exit with UG Diploma with 10 extra credits (44 + 10 credits)

SN	Courses	Type of Course	Credits	Marks	Int	Ext
	Semester V					
5.1	Financial Markets	Major (Core)	4	100	50	50
5.2	Financial Management – II	Major (Core)	4	100	50	50
5.3	Business Ethics/ Design Thinking	Major (Core)	2	50	0	50
5.4	Strategic Management / Corporate Etiquette	Major (Elective)	4	100	50	50
5.5	Social Media Management / International Human Resource Management	Minor Stream	4	100	50	50
5.6	Digital Marketing	VSC	2	50	50	0
5.7	Survey, presentation and report on production process of specific Product	CEP	2	50	50	0
			22	550	300	250
	Semester VI					
6.1	Financial Services	Major (Core)	4	100	50	50
6.2	International Business	Major (Core)	4	100	50	50
6.3	Micro Financing and Various Schemes by the Government	Major (Core)	2	50	0	50
6.4	Industrial Relations	Major (Elective)	4	100	50	50
6.5	Service Marketing & CRM / Social Security Law	Minor Stream	4	100	50	50
6.6		OJT	4	100	50	50
			22	550	250	300

Exit with Degree (3-year)

4-Year Degree with Honors

SN	Courses	Type of Course	Credits	Marks	Int	Ext
	Semester VII					
7H.1	Auditing	Major (Core)	4	100	50	50
7H.2	Direct Taxation	Major (Core)	4	100	50	50
7H.3	Research Methodology	Major (Core)	4	100	50	50
7H.4	Accounting for Managerial Decision	Major (Core)	2	50	50	0
7H.5	Digital and Social Media Marketing	Major (Elective)	4	100	50	50
7H.6	International Marketing Management / Organizational Development & OD Interventions	Minor Stream (RM)	4	100	50	50
			22	550	300	250
	Semester VIII					
8H.1	Indirect Taxes	Major (Core)	4	100	50	50
8H.2	Security Analysis & Portfolio Management	Major (Core)	4	100	50	50
8H.3	Financial Modelling	Major (Core)	4	100	50	50
8H.4	Financial Statement Analysis	Major (Core)	2	50	0	50
8H.5	Current trends and Technology in Finance / Course from Swayam	Major (Elective)	4	100	50	50
8H.6	Internship	OJT	4	100	50	50
			22	550	250	300

4-Year Degree with Research

SN	Courses	Type of Course	Credits	Marks	Int	Ext
	Semester VII					
7R.1		Major (Core)	4	100	50	50
7R.2		Major (Core)	4	100	50	50
7R.3		Major (Core)	2	50	0	50
7R.4		Major (Elective)	4	100	50	50
7R.5		Minor Stream (RM)	4	100	50	50
7R.6		Research	4	100	100	0
			22	550	300	250
	Semester VIII					
8R.1		Major (Core)	4	100	50	50
8R.2		Major (Core)	4	100	50	50
8R.3		Major (Core)	2	50	0	50
8R.4		Major (Elective)	4	100	50	50
8R.5		Research	8	100	100	100
			22	550	250	300

Course Syllabus

Semester I

1.1 Major (Core)

Course Title	Financial Management - I
Course Credits	4
Course Outcomes	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> 1. Understand the advanced concept of financial management 2. Analyse practical understanding of capital budgeting and techniques used to take capital budgeting decisions 3. Develop knowledge on allocation and funding of financial resources
Module 1(Credit 1)	
Learning Outcomes <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i>	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Understand the concept of Financial management and various types of finance.
Content Outline	<p>Introduction to Financial Management: (i) Meaning, scope & objective of finance management (ii) Classification of finance function (iii) Financial goal (Profit Max and Wealth Maximization)</p> <p>Sources of Finance: a) Long Term Sources: i) Equity shares ii) Preference Shares iii) Debentures & Bonds iv) Retained Earnings (Types, advantages and disadvantages) b) Short Term Sources: i) Trade Credit ii) Commercial Paper iii) Bank Loan iv) Cash Credit</p>
Module 2(Credit 1)	
Learning Outcomes <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i>	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Understand concept and importance of cost of capital
Content Outline	<p>Cost of Capital: Meaning, Concept of Cost of Capital, Importance of Cost of Capital</p> <p>Simple Problems: (Cost of debt, equity and preference)</p>
Module 3(Credit 1)	

Learning Outcomes <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i>	After learning the module, learners will be able to 1. Analyse each proposal using various capital budgeting techniques and take correct financial investment decisions.
Content Outline	Capital Budgeting: Introduction, meaning, significance, investment decision process, Methods of Capital Budgeting: (Advantages and disadvantages) Simple problem on: a) Pay back Method b) ARR c) Net Present Value d) Profitability Index e) Discounted Pay back
Module 4(Credit 1)	
Learning Outcomes <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i>	After learning the module, learners will be able to 1. Understand the cash management techniques
Content Outline	Management of Current Assets: Cash management: meaning, motive of holding cash, cash management techniques. Receivable management: Meaning, factors considering the receivable size Inventory management: Meaning, kinds of inventories, techniques of inventory management, methods of valuation of inventory – (FIFO, LIFO, average price, inflated price, base stock, market price)

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Assignment - 10 Marks
2. Problem Solving - 15 marks
3. Presentation - 10 marks
4. Case Study - 15 marks

References

1. P. V. Kulkarni & B. G. Satyaprasad (2015) Financial Management, Himalaya Publishing House.
2. M. Y. Khan & P. K. Jain (2018) Basic Financial Management, Tata McGraw Hill Publishing Co. Ltd.
3. Prof. A. P. Rao (2006) Fundamentals of Financial Management- Everest Publishing House
4. Satish M. Inamdar (2018) Principles of Financial Management- Everest Publishing House

1.2 Major (Core)

Course Title	Principles of Management
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	1. Understand the basic concepts and functions of management
	2. Know and apply various management aspects as future manager
	3. Relate to concepts of coordination, controlling and leadership
	4. Equip with basic knowledge about latest developments in the field of management
Module 1(Credit 1)	
Learning Outcomes (Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)	After learning the module, learners will be able to
	1. Describe the primary functions of management and the roles of managers
	2. Explain how managers align the planning process with company mission, vision, and values.
Content Outline	Nature and Scope of Management Meaning, significance and objectives of Management, Management as a process, management as-an-art, science and profession Planning Meaning, importance, elements, process, forecasting, MBO. Organizing and Staffing Meaning, importance, process, types of organizations Staffing, meaning, sources of recruitment and selection process
Module 2(Credit 1)	
Learning Outcomes (Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)	After learning the module, learners will be able to
	1. Recognize the importance of employee motivation and how to promote it.
	2. Explain the process and techniques of decision-making.
Content Outline	Motivation – meaning, importance and theories of motivation (Maslow's theory and Theory X and Y) Leadership – meaning, importance and leadership styles Decision Making - meaning, importance , process and techniques of decision making.

	Recent trends - Green management and Fintech management
--	----------------------------------------------------------------

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Case solution - 15 marks
2. Review Report - 10 marks
3. Presentations - 15 marks
4. Assignment - 10 marks

References

1. Ramasamy (2010), Principles of Management, Himalaya Publication, Mumbai
2. Tripathi Reddy, (2021), Principles of Management, Tata McGraw Hill
3. Rao VSP (2002), Management Text and Cases Excel Books, Delhi
4. Koontz H & Weihrich H (2006), Essentials of Management, Mc Graw Hill, New York
5. Gami N.D. (2010), Personnel Management, New Popular Publication, 2010
6. Ramaswamy (2008), Principles of Management, , Himalaya Publishing House,
7. Dr. M. Sakthivel Murugan,(2008), Principles of Management – Text and Cases – New Age Publications

1.3 OEC - Open Elective Courses

Course Title	Financial Accounting
Course Credits	4
Course Outcomes	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> 1. Understand the basic theory & concepts of Financial Accounting. 2. Record journal entries and prepare ledger account using double entry system. 3. Prepare Financial Statement in accordance with appropriate standards.
Module 1(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
<i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i>	<ol style="list-style-type: none"> 1. Explain and apply accounting concepts, principles & conventions.
Content Outline	<p>Introduction to Book Keeping and Accountancy: Basic terms used in financial accounts.</p> <p>Accounting Concepts and Conventions (Theory)</p> <p>Journal: Meaning, Types, General Journal (Problems)</p> <p>Special Journal that is Cash Book.</p>
Module 2(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
<i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i>	<ol style="list-style-type: none"> 1. Develop skills of recording basic accounting transactions and prepare annual financial statement.
Content Outline	<p>Ledger and Trial Balance: (Theory and Problems)</p> <p>Bank Reconciliation Statement: (Theory and Simple Problem)</p>
Module 3(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
<i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i>	<ol style="list-style-type: none"> 1. Analyse, interpret & communicate the information contained on basic financial statement.

Content Outline	2. Final Accounts of Sole Proprietor and Partnership Firm (theory & simple problems)
Module 4(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
<i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i>	Learn computerized accounting software (Tally)
Content Outline	Computerized Accounting: Introduction, Features and Accounting Software (Tally)

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Case solution - 15 marks
2. Problem Solving - 15 marks
3. Presentations - 10 marks
4. Assignment - 10 marks

References

1. S N Maheshwari (2009) Advanced Accounting , Vikas Publishing House Pvt. Ltd. Eleventh Edition
2. T.S. Reddy & A Murthy, (2011)"Financial Accounting", Margham Publications, Sixth Revision Edition,
3. P.C. Tulsian,(2002) "Financial Accounting," Tata MC Graw Hill Ltd.
4. Amitabh Mukherjee & Mohammad Hanif (2010) Book-keeping and Accountancy - TMH Publications
5. Assish K Bhattacharyya, (2002) "Financial Accounting", Prentice of hall of India, 2002.

1.4 VSC - Vocational Skill Courses

Course Title	Fundamentals of Marketing
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	1. Gain basic marketing management and decisions
	2. Understand marketing mix and its application by business units.
Module 1(Credit 1)	
Learning Outcomes (Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)	After learning the module, learners will be able to
	1. Understand the concept of market, marketing, marketing process and market design
Content Outline	Introduction to Marketing <ul style="list-style-type: none"> • Introduction to Marketing: Market – Introduction – Meaning of Market – Definition of Market– Classification of Markets – Marketing – Features of Marketing – Objectives of Marketing – Importance of Marketing – Marketing Functions – Approaches to the study of Marketing – Modern Marketing Concept
Module 2(Credit 1)	
Learning Outcomes (Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)	After learning the module, learners will be able to
	1. Understanding of various elements of marketing mix
Content Outline	Marketing Mix and Process:. <ul style="list-style-type: none"> • Marketing Mix – Meaning – Definition – Elements – Problems –Marketing System – Meaning – Marketing Process –Product Planning and Development – Product Life Cycle (PLC) – New Product development strategy

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Case solution - 15 Marks
2. Review Report - 10 Marks
3. Presentations - 15 marks
4. Assignment - 10 Marks

References

1. Kotler Philip (2008) Principles of Marketing, Prentice Hall
2. Gupta C.B and NairRajan.(1996), Marketing Management, Sultan Chand and Sons
3. Books for References
4. Pillai R.S.N. and Bhāgavathi (1987) , Modern Marketing Principles and Practice, S. Chand Publishing,
5. Jayasankar(2009) , Marketing, Margham Publication

1.4 VSC - Vocational Skill Courses

Course Title	Human Resource Management
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> 1. Develop necessary skill set in the students for application of issues pertaining to Human Resource Management 2. Create a critical appreciation and knowledge for understanding the determinants of human resource requirements and the means for meeting those requirements. 3. Understand talent HRM concepts in detail as well as their application in real business environment
Module 1 (Credit 1)	
Learning Outcomes <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i>	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Understand concept and function of HRM
Content Outline	<p>Introduction:</p> <ul style="list-style-type: none"> • Importance of Human Resource Management – Meaning, Nature and Scope, Functions and • Role of HR Manager – Advisory and service function to other department • HRM function planning Importance, Process of Human Resource Planning, Need & Benefit OF HRP, Factors affecting HRP (Internal & External)
Module 2 (Credit 1)	
Learning Outcomes <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i>	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Understand Job design and job evaluation 2. Analyse Recruitment, selection and Induction process
Content Outline	<p>Job analysis, Job Design and Job evaluation</p> <ul style="list-style-type: none"> • Job analysis- definition, method of collecting job data, merits and demerits/ limitations • Job design definition, factors affecting job design, approaches to job design • Job evaluation- definition, methods of job evaluation, process of job evaluation

	Recruitment, selection and Induction: <ul style="list-style-type: none"> • Recruitment- Definition, sources of recruitment, merits and demerits • Selection- definition process of selection, types of selection tests, types of interviews • Induction/orientation- definition, methods, Placement process
--	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Case solution - 15 marks
2. Review Report - 10 marks
3. Presentations - 15 marks
4. Assignment - 10 marks

References

D.K Bhattacharya (2012), Human Resource Planning,Excel Books; Second edition
M.S Reddy (2005), Human Resource Planning, DiscoveryPublishingGroup
William J Rothwell, H.C Kazanas (2014), Planning & Managing Human Resources, HRD Press Inc.,U.S.; Second edition
James W Walker(1980), Human Resource Planning, McGraw Hill Higher Education
Uday Kumar Haldar (2009), Human Resource Development Oxford Publications

1.5 SEC - Skill Enhancement Courses

Course Title	Business Economics
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> 1. Understand the basic concepts of business economics 2. Study the demand function and its importance 3. know the concept of supply, production function and cost of production
Module 1 (Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
<i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i>	<ol style="list-style-type: none"> 1. Understand the basic concepts and importance business economics 2. Familiarized with nature of demand function and production function
Content Outline	<p>Introduction : Scope and Importance of Business Economics - basic tools in economic analysis</p> <p>Demand Analysis: Demand function and determinants of demand – , types of elasticity of demand – Consumer's Surplus and Demand forecasting</p> <p>Production function; Short Run and Long Run, Returns to Scale – Economies of Scale - Producer's Equilibrium</p>
Module 2 (Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
<i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i>	<ol style="list-style-type: none"> 1. Distinguish between different costs concepts such as accounting cost and economic costs, implicit and explicit cost etc 2. Analyse the different market structure.
Content Outline	<p>Cost Concepts: Social and Private costs, Economic and Accounting Costs, Fixed and Variable Costs, Opportunity Cost – Behavior of Cost Curves: Short Run and Long Run</p> <p>Revenue Concepts - Total Revenue, Average Revenue and Marginal Revenue - Break Even Analysis</p> <p>Market Structure - Features of perfect competition, monopoly, monopolistic competition and oligopoly</p>

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Assignment - 10 marks
2. Problem Solving - 10 marks
3. Presentation - 10 marks
4. Case Study - 10 marks
5. Group Discussion - 10 marks

References:

1. Ahuja. H. L(2011), Theory of Micro Economics Analysis, S. Chand, 14th Edition
2. Chatterjee, Johnson and Mascarenhas (2008) Managerial Economics , Manan Prakashan , Mumbai ,
3. Mithan. D. M (2008) Advanced Economic Theory, Himalaya Publications.
4. Swaminathan Saraswathy (2014) Introduction to Economics, Vipul Prakashan , Mumbai
5. Swaminathan Saraswathy (2013) Micro Economics , Vipul Prakashan , Mumbai

1.5 SEC -Skill Enhancement Courses

Course Title	Women Empowerment
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	1. Understand the concept and dimensions of women empowerment
	2. Identify the various policies and schemes of women empowerment
	3. Understand the role played by women in economic development
Module 1(Credit 1)	
Learning Outcomes (Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)	After learning the module, learners will be able to
	1. Learn the concept and importance of women empowerment
	2. Discuss the dimensions, policies and schemes of women empowerment.
Content Outline	Women Empowerment: Meaning, forms, Need and Importance. Dimensions of Women Empowerment - Social, Religious, Economic, Educational and Political. Policy and Schemes : Women Empowerment Policy and Schemes - Central and State Level
Module 2(Credit 1)	
Learning Outcomes (Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)	After learning the module, learners will be able to
	1. Identify issues and problem relating to women empowerment.
	2. Analyse the contribution of supporting agencies for women empowerment
Content Outline	Women Empowerment: Issues and Challenges. Supporting Agencies: NGOs, Self Help Groups etc Women and globalization- Women at the workplace, changing working conditions

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Assignment - 10 marks
2. Problem Solving - 10 marks
3. Presentation - 10 marks
4. Case Study - 10 marks
5. Group Discussion - 10 marks

References

1. Altekar, A.S, (1983) The Position of Women in Hindu Civilization, Delhi: Motilal Banarasadass.
2. Desai, N and M. Krishnaraj (1998), Women and Society in India. Delhi: Ajantha, 1987.
Forbes, G.. Women In Modern India. New Delhi: CUP.

1.6 AEC - Ability Enhancement Courses

Course Title	Communication skills
Course Credits	2
Course Outcomes	After going through the course, learners will be able :
	1. Acquire skills in reading, writing, comprehension and communication, and also to use electronic media for business communication.
Module1(Credit1)	
Learning Outcomes (Specific related to the module.. e.g. Define ,Differentiate, Carryout ,Design ,etc....)	After learning the module, learners will be able to
	1. Identify and analyse non verbal cues
	2. Demonstrate and apply non verbal communication in real life situations.
Content Outline	<ul style="list-style-type: none"> • Process and Importance of Communication: Types of Communication (verbal &Non Verbal), Different forms of Communication. Barriers to Communication: Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers Organizational Barriers. Role, effects and advantages of technology in Business Communication like email, text messaging, instant messaging and modern techniques like video conferencing, social networking. Strategic importance of e communication. • Non-Verbal Aspects of Communicating: Body Language, Kinesics, Proxemics, and Paralanguage. Effective Listening: Principles of Effective listening, Factors affecting listening exercises, Oral, Written and video sessions, Interviewing skills: Appearing in interviews, Writing resume and letter of application. Modern forms of communicating: E-Mail, Video Conferencing etc
Module2(Credit1)	

Learning Outcomes <i>(Specific related to the module.. e.g. Define, Differentiate, Carryout, Design, etc....)</i>	After learning the module, learners will be able to
	1. Demonstrate a good understanding of effective business writing, effective business communications.
	2. Recognize how to plan and complete reports for maximum impact.
	3. Identify the different measures of readability and to know how to tailor a report for a specific audience.
Content Outline	<ul style="list-style-type: none"> • Business language and presentation: Importance of Business language, Common errors in English. Oral Presentation Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. • Writing skills: Planning business messages, Rewriting and editing, The first draft and Reconstructing the final draft. Office Correspondence: Official Letter, Semi Official Letter And Memorandum • Report Writing: Identify the types of reports, define the basic format of a report, identify the steps of report writing, write a report meeting the format requirements, determine the process of writing a report, importance of including visuals such as tables, diagrams and charts in writing report

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Assignment - 15 marks
2. Practical - 10 marks
3. Presentation - 15 marks
4. MCQ - 10 marks

References

1. Bovee, and Thill (2018), Business Communication Essentials, Pearson Education
2. Shirley Taylor (2005) Communication for Business , Pearson Education
3. Locker and Kaczmarek (2013), Business Communication: Building Critical Skills, Business Communication: Building Critical Skills
4. Herta A Murphy, Herbert, Hildebrandt, Jane P. Thomas(2017), Effective Business Communication (SIE), McGraw Hill Education
5. Dona Young (2005) Foundations of Business Communication, McGraw Hill Education

1.7 IKS - Indian Knowledge System

Course Title	Business culture in India
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> 1. Gain a deep understanding of the cultural context in India and its influence on business practices 2. Identify cultural values, beliefs, and norms that shape the Indian business culture. 3. Develop cultural intelligence, adaptability, and cross-cultural communication skills, positioning themselves as culturally aware professionals in the Indian business context.
Module 1(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
<i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i>	<ol style="list-style-type: none"> 1. Grasp the essential of business etiquette and protocol in India 2. Comprehend the nuances of communication styles in India
Content Outline	<ul style="list-style-type: none"> • Introduction to Business cultures : Meaning, definition, and importance • Communication Styles: Indirect Communication(facial expressions, tone of voice, and body language), High-Context Communication(Explain the significance of high-context communication in India), Respectful Language(Highlight the use of respectful and formal language in Indian business communication), Non-Verbal Communication(Examine the significance of non-verbal communication cues in India), Cross-Cultural Communication(Address the challenges and strategies for effective cross-cultural communication between Indians and individuals from other cultures.) Technology and Communication (Discuss the impact of technology on communication practices in India-Email) • Business Etiquette and Protocol: Greetings and introductions, Dress Code and Appearance, Punctuality and Time Management, Business Card Etiquette, Respect for Hierarchy and Authority, Cultural Sensitivity and Taboos
Module 2(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
<i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i>	<ol style="list-style-type: none"> 1. Recognize and appreciate the diversity present in Indian business culture 2. Comprehend the dynamics of the start-up culture in India

Content Outline	<ul style="list-style-type: none"> • Managing Diversity: Regional Diversity, Linguistic Diversity, Religious and Spiritual Diversity, Gender Diversity, Generational Diversity. • Start-up Culture: growth and evolution of the start-up ecosystem in India, role of technology and innovation in Indian start-ups. the traits and skills required to succeed as an entrepreneur, the role of government initiatives and policies in supporting the start-up ecosystem in India, the role of start-ups in addressing social issues (in areas like healthcare, education, sustainability, and rural development.) • Ethical Considerations: ethical issues and challenges specific to Indian business culture, (such as bribery, intellectual property rights, social responsibility, and sustainability practices)
------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Incorporate case studies, role-playing exercises, and group discussions to allow students to practice and apply their knowledge of communication styles in various business scenario (15 marks)
2. Encourage students to actively participate in role-playing exercises, case discussions, and real-life scenarios to practice business etiquette and protocol. (10 marks)
3. Provide examples of successful organizations in India that have embraced diversity and inclusion as a strategic advantage. (10 marks)
4. Encourage students to engage with start-up founders, attend entrepreneurship events, and participate in start-up competitions to gain practical insights into the start-up culture in India. (15 marks)

References

1. Rajesh Kumar and Lise McKean (2005), "Doing Business in India: A Guide for Western Managers" Palgrave Macmillan
2. James King, "India Business Culture Guide: Understanding Indian Business Culture & Etiquette"
3. Gail Simmons and Rajan Simons, "India Unveiled: A Guide to Indian Business, Culture, and Etiquette"
4. Becky Stephe (2016), "The Essential Guide to Customs & Culture, Kuperard; Revised edition"

1.8 VAC - Value-Added Courses

Course Title	Information Technology – I
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> 1. Explain the basic concepts of Information Technology and its role in management facilitation. 2. Understand how to effectively use information technology tools to communicate ideas and information using a variety of media. 3. To empower students with the practical application of MS Office software. 4. Understand the basic concepts of Email, Internet and websites and security therein.
Module 1(Credit 1)	
Learning Outcomes (Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Define the basic concepts of Information systems and its various support systems 2. Demonstrate the ability to design ideas using the elements MSOffice software
Content Outline	<ul style="list-style-type: none"> • Introduction to IT Support in Management: • Main types of IT Support systems - Computer based Information Systems (CBIS),Types of CBIS - brief description, Office Automation System(OAS),Management Information System(MIS), Executive Information System(EIS), Knowledge based system. • Learn Word: Creating/Saving of Document Editing and Formatting Features Designing a title page, Preparing Index, Use of SmartArt Cross Reference, Bookmark and Hyperlink. Mail Merge Feature. • Spreadsheet application (e.g. MS-Excel/) Creating/Saving and editing spreadsheets Drawing charts. Using Basic Functions: text, statistical, date & time, database, financial, logical Using Advanced Functions : Use of VLookup/HLookup. • Presentation Software Creating a presentation with minimum 20 slides with a script. Presenting in different views, Inserting Pictures, Videos, Creating animation effects on the Slide Transitions, Timed Presentations Rehearsal of presentation.
Module 2(Credit 1)	
Learning Outcomes (Specific related to the module..	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Comprehend basic concepts of Email, Internet, Websites and Security.

e.g. <i>Define, Differentiate, Carry out, Design, etc. ...</i>)	2. Describe and practise appropriate safety procedures when working with information technology tools.
Content Outline	<ul style="list-style-type: none"> • Introduction to Email Writing - professional emails, creating digitally signed documents. • Internet Understanding - Concepts of Internet, Intranet, Extranet Networking Basics, different types of networks. • Threats to Computer systems and control measures. Types of threats virus, hacking, phishing, spyware, spam, physical threats, threat management • E-Commerce - Global Electronics Market, Trade Cycle, E-Market, EDI, Firewall, Digital Certificates, (WMIS)Web-based Mass Information System, Password, E-transaction Payment. etc.

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Draw charts, graphs etc using excel.- 10 marks
2. Practical assignments on V Lookup, H Lookup. - 10 marks
3. Use of presentations to convey a given topic.- 15 marks
4. Preparation of digital certificates.- 15 marks

References

1. Rajaraman – V (2014), Fundamentals of Computers, Prentice Hall of India
2. Sanders, Donald(1988), Computers Today (3rd Ed)., New York McGraw Hill,
3. Xavier C (2008), Introduction to Computers, NewAge,
4. Efraim Turban, R. Kelly Rainer Jr, Richard E. Potter (2005), Introduction to Information Technology, John Wiley & Sons, (Asia) Pvt. Ltd
5. Deshpande, A V ;Kulkarni, S K ; Vaishampayan, S Y ; Tatpuje, Dipak, (2011), A text book of Information Technology, NiraliPrakashan

1.8 VAC - Value-Added Courses

Course Title	Health and Wellness - I
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	1. Understand the relationship between health and wellness
	2. Learn about the importance, responsibility and effect of health on body
Module 1(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)	1. Understand the basic concept, dimensions and determinants of health and wellness
	2. Understand the concept of mental health and types of diseases
Content Outline	Health (definition according to WHO), <ul style="list-style-type: none"> • Meaning dimensions. • Responsibility for health, Need & importance, characteristics • Effect of health on human body • Types of diseases • Determinants of health • Mental health -definition & meaning
Module 2(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)	1. Understand the basics concepts, benefits and components of wellness
	2. Differentiate between health and wellness
Content Outline	Wellness - <ul style="list-style-type: none"> • Definition meaning, Concept • Behavior that promotes wellness • Benefits, features components-Wellness • Need & importance • Difference between health and wellness.

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Organization of health awareness programme in community - 20 marks
2. Preparation of health profile - 15 marks
3. Participate in different sports activities - 15 marks

References

1. Harrold M Barrow "Man and Movement (1977) Principles of Physical Education" published in Great Britain by Henry Kimpton Publishers, London.
2. Scott K. Powers and Stephen L. Dodd. (1999) Total Fitness: Exercise, Nutrition and wellness, Boston: Allyn and Bacon.
3. Lindsey L. Wilner, PsyD, and Megan E. Shaal, PsyD (2020), Principles of health. Anxiety and stress, edited.

2.1 Major

Course Title	Cost accounting
Course Credits	4
Course Outcomes	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> 1. Acquire knowledge and understanding of the concepts, and techniques of cost accounting and develop skills for decision making. 2. Familiarize with the provisions and use of accounting information within organization 3. Exercise appropriate judgment in selecting and presenting information using various methods relevant to cost accounting.
Module 1(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
<i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i>	1. Understand the scope and significance of cost accounting
	2. Identify the specifics of different costing methods
Content Outline	<p>Introduction: Definition, scope, objectives & significance of cost accounting, Types, Classification of costs</p> <p>Cost Accounting Standards: (CAS 1 – 24)</p> <p>Objectives and functions of Cost accounting Standards.</p>
Module 2(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
<i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i>	1. Apply cost accounting methods to evaluate and project business performance
Content Outline	<p>Cost sheet:</p> <ol style="list-style-type: none"> a) Simple cost sheet b) Estimated cost sheet (Theory & simple problem)
Module 3(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
<i>(Specific related to the module.. e.g. Define, Differentiate, Carry</i>	1. Understand the advantages and disadvantages of job costing

out, Design, etc. ...)	
Content Outline	Job Costing: concept, advantages & disadvantages of job costing (Simple problems)
Module 4(Credit 1)	
Learning Outcomes (Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)	After learning the module, learners will be able to 1. Demonstrate mastery of budgeting systems and performance measurement system
Content Outline	Budgetary Control: Concepts - Budget, Budgeting & Budgetary control, objectives, advantages & limitations of budgetary control, types of budget (Simple problems)

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Assignment - 10 marks
2. Problem Solving - 15 marks
3. Presentation - 15 marks
4. Case Study - 10 marks

Reference

1. Choudhary and Chopde (2015) Cost and Management Accountancy, Sheth Publisher
2. Khan M. Y. and Khan. P. K. (2015) Cost and Management Accountancy, TMH Publication
3. Aınapure, (2015) Cost Accounting, Manan Prakashan
4. MN Arora (2015) Cost and Management Accounting, Vikas Publishing House
5. C.A. Minakshi A. Rachchh and Gunwantrai A. Rachchh, (2015) Cost and Management Accountancy, Pearson Publication

2.2 Major (Core)

Course Title	Environment of Business
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	1. Understand the aspects of business environment.
	2. Study the contemporary issues in business.
	3. Examine and evaluate business in international environment.
Module 1(Credit 1)	
Learning Outcomes <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i>	After learning the module, learners will be able to
	1. Recall and relate to various concepts pertaining to business and components of micro and macro environment
Content Outline	Introduction to Business Environment Business: Meaning, Definition, Nature & Types of Business Organizations. Business Environment: Meaning, Characteristics, Significance. Micro and Macro Environment: Definition, SWOT Analysis. Introduction to Micro-Environment: Internal Environment: Mission, Objectives, Organizational Structure, Organizational Resources, Corporate Image. External Environment: Firm, customers, suppliers, distributors, Competitors, Society Introduction to Macro Components: Demographic, Natural, Political ,Social, Cultural, Economic, Technological, International and Legal
Module 2(Credit 1)	
Learning Outcomes <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i>	After learning the module, learners will be able to
	1. Gain knowledge about the operation of different institutions in international business environment.
Content Outline	International Environment Globalization: Meaning, Drivers ,features of Globalization, Impact of globalization on business. MNCs: Definition, meaning, merits, demerits, MNCs in India FDI: Meaning, Factors influencing FDI, FDI operations in India

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Case solution - 15 marks
2. Review Report - 10 marks
3. Presentations - 15 marks
4. Assignment - 10 marks

Reference

- Morrison J, (2002), The International Business Environment, Palgrave
- Francis Cherunilam (1985), Business Environment Himalaya Publishing House, New Delhi
- K.Aswathappa,(2011), Essentials of Business Environment, Himalaya Publishing House, NewDelhi
- MISHRA AND PURI (2017), Indian Economy, Himalaya Publishing House ,New Delhi
- Raj Aggarwal (2002), Business Environment, Excel Books, Delhi
- Ramaswamy V, (2000) Strategic Planning for Corporate strategy, Macmilan India. New Delhi
- Lokanathan and Lakshmi Rajan (2020) ,Business and society, Emerald Publishers.
- M. Adhikary, Sultan (2012), Economic Environment to Business, Chand & S

2.3 Minor

Course Title	Marketing Management
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> 1. Understand the elementary aspects of marketing management. 2. Evaluate the key analytical frameworks and qualitative and quantitative tools and techniques used in marketing
Module 1(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
<i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i>	<ol style="list-style-type: none"> 1. Identify Market segment and targets
Content Outline	Identifying Market Segments and Target Market: Introduction to Segmentation - The logic of Market Segmentation- Advantages of segmentation-Effective Segmentation-Types, Levels of Market Segmentation Basis for Segmentation Marketing Targeting- Mass marketing Use Case Study for Discussion
Module 2(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
<i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i>	<ol style="list-style-type: none"> 1. Understand tools of marketing research
Content Outline	Market and Marketing Research : Meaning of Market Research & Marketing -Research-Role of Marketing Research in Marketing Management- process of Marketing Research- Applications of Market Research Ethical Issues in Marketing Research, Nature & contents of Ethics

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Assignment - 10 marks
2. Problem Solving - 10 marks
3. Presentation - 10 marks
4. Case Study - 10 marks
5. Group Discussion - 10 marks

References

1. Kotler Philip (2007), Marketing Management, Prentice Hall,
2. Saxena Rajan (2010), Marketing Management, Tata McGraw Hill
3. Dutta Bholanath (2010), Marketing Management Exce lBooks,
4. Ramaswamy. V S & Nama kumari. S (2008), Marketing Management, Macmillan

2.3 Minor Stream

Course Title	Human Resource Development
Course Credits	2
Course Outcomes	After going through the course, learners will be able to <ol style="list-style-type: none"> 1. Understand the meaning, scope and functions of HRD and a greater realization about its contribution to the value chain 2. Learn various rule of HRD managers
Module 1 (Credit 1)	
Learning Outcomes (Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)	After learning the module, learners will be able to <ol style="list-style-type: none"> 1. Learn how to improve the performance of employees at work place through training and development
Content Outline	HRD – Introduction The Concept of Human Resource Development , Difference between HRD and HRM, The Need for HRD , Features of Human Resource development , Benefits of Human Resource Development
Module 2 (Credit 1)	
Learning Outcomes (Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)	After learning the module, learners will be able to <ol style="list-style-type: none"> 1. Understand importance ,benefits, process and method of Management development programme
Content Outline	Training & Development: Training Needs, Types & Methods of Training Types: Induction , Job training , Promotion training , Refresher training . Methods /Techniques of on the job and -off the job: Lectures, Trial and error experience, Understudy, Position Rotation, Specific Project, Committee Assignments, Selective Reading, Vestibule Schools, Case Studies, Conferences, Symposium, Brain Storming, Fish bowl, Role Playing, Simulation, T- Groups, In-basket Training, Games.

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Case solution - 15 marks
2. Review Report - 10 marks
3. Presentations - 15 marks
4. Assignment - 10 marks

References

1. David A Decenzo & Stephen P Robbins (1988), India Personnel/Human Resource Management, - Prentice-Hall
2. Gary Dessler,(2017) Human Resource Management, Prentice-Hall, India
3. John M Ivancevich (2007) Human Resource Management, TMH,
4. Raymond A Noe (2017), Employee Training and Development by , 3ed. McGraw Hill
5. Publication (International Edition)
6. Bhatia. S.K. (2005), Training And Developmet, Deep and Deep Publications.
7. Aswathappa. K. , Human Resource Management Text and Cases 8th Edition

2.4 OEC - Open Elective Courses

Course Title	Business and Industrial Laws
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	1. Analyze and apply legal principles to real-world business scenarios
	2. foster critical thinking and problem-solving skills within a legal context
Module 1(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
<i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i>	1. Develop an understanding of the legal concepts and principles applicable to business and industrial activities
Content Outline	<p>Indian Contract Act, 1872 & Indian Partnership Act 1932</p> <p><u>Indian Contract Act, 1872:</u></p> <ul style="list-style-type: none"> i. Essential elements of Contract; Agreement and Contract – Capacity to Contract. ii. Free consent :-Meaning, Coercion, Undue-influence, Fraud, Misrepresentation & Mistake iii. Consideration:- Definition, Rules as to consideration iv. Breach of contract, Remedies for breach of Contract. <p><u>Indian Partnership Act,1932</u></p> <ul style="list-style-type: none"> i. Definition of Partnership ii. Rights & Duties of partners iii. Modes of dissolution of partnership
Module 2(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
<i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i>	1. Understand the various provisions of Company Law

Content Outline	Negotiable Instruments Act 1881 & Company Law <u>Negotiable Instruments Act, 1881.</u> i. Negotiable Instrument: Meaning, Features ii. Promissory note, Bill of exchange & Cheque-Basic Features/Concepts iii. Kinds of crossing. <u>Company Law</u> i. Definition, Characteristics of a company ii. Types of companies iii. Registration of a company, promoters, memorandum of association & articles of association iv. Meetings-Annual General Meeting, Extra Ordinary General Meeting v. Directors-Meaning, Types, DIN.
Module 3(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
<i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i>	1. Demonstrate the recognition of laws relating to Industrial Disputes
Content Outline	Law Relating to Industrial Disputes <u>Industrial Disputes Act, 1947</u> i. Definitions, Authorities, Awards, Settlements, Strikes, Lockouts, Lay Offs, Retrenchment and Closure.
Module 4(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
<i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i>	1. Understand the various provisions of Factories Act and Employee Provident Fund
Content Outline	Factories Act,1948 &Employees Provident Funds and Miscellaneous Provisions Act,1952 <u>Factories Act,1948</u>

	i. Definitions- Factory, Manufacturing Process ii. Provisions relating to health, safety and welfare. <u>Employees Provident Funds and Miscellaneous Provisions Act, 1952</u> i. Introduction to schemes under the Act
--	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Case solution - 15 marks
2. Review Report - 10 marks
3. Presentations - 15 marks
4. Assignment - 10 marks

References

1. Singh Avtar (2008), The Principles of Mercantile Law, Eastern Books Co.
2. Kapoor N.D. (2020), Elements of mercantile Law, Sultan Chand and Sons
3. Tulsian. P.C. (2018), Business Law , McGraw Hill Education; Third edition
4. Gulshan S. S (2020), Indian contract Act – Dr.Avtar Singh
5. Tripathy N M (2017), The Negotiable Instruments Act, Lexis Nexis; Twenty second , 2017 edition.
6. Misra S.N (2013), Labour and Industrial Laws, Central Law Publication
7. Khergamwala J S – N M Tripathy (2013), Negotiable Instruments Act , Lexis Nexis; Twenty Second 2017 edition
8. Kapoor N.D. (2018), Industrial Law, Sultan Chand
9. Mallick, P.L. Industrial Law,, Sultan Chand

2.5 VSC - Vocational Skill Courses

Course Title	Rural Marketing
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> 1. Understand the unique characteristics, dynamics, and diversity of rural markets 2. Develop insights into the socio-economic, cultural, and infrastructural aspects that shape rural markets and their implications for marketing strategies. 3. Develop the ability to measure and evaluate the effectiveness of marketing strategies in rural markets. 4. Aware the government policies and initiatives related to rural development and marketing.
Module 1(Credit 1)	
Learning Outcomes <i>(Specific related to the module..</i> <i>e.g. Define, Differentiate, Carry out, Design, etc. ...)</i>	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Understand the socio-economic and cultural factors that influence rural consumer behavior 2. Identify and evaluate the specific challenges faced in marketing products and services to rural consumers.
Content Outline	Introduction to Rural Marketing <ul style="list-style-type: none"> • Definition and scope of rural marketing • Characteristics and diversity of rural markets • Challenges and opportunities in rural marketing • Importance of rural markets in the overall economy • Socio-economic and cultural factors influencing rural consumer behavior
Module 2(Credit 1)	
Learning Outcomes <i>(Specific related to the module..</i> <i>e.g. Define, Differentiate, Carry out, Design, etc. ...)</i>	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Analyze and segment rural markets based on factors such as income levels, occupation, lifestyle, and cultural preferences. 2. Develop an understanding of the buying patterns, decision-making processes, and preferences of rural consumers.
Content Outline	Marketing Strategies for Rural Markets <ul style="list-style-type: none"> • Segmenting and targeting rural consumers • Product development and innovation in rural markets • Distribution channels and logistics for reaching rural consumers • Communication strategies for rural markets • Government policies and initiatives for rural development

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Case Study Analysis (15 marks)
2. Group Project (15 marks)
3. Individual Assignments (10 marks)
4. Class Participation and Discussions (5 marks)
5. Quizzes /Tests (5 marks)

References

1. Kashyap, M., & Rangnekar, S. (2018). Rural Marketing: Concepts, Practices, and Challenges. PHI Learning Pvt. Ltd.
2. Raman, K. S. (2019). Rural Marketing: Environment, Problems, and Strategies. Pearson Education India.
3. Kulkarni, M. V., & Srinivasan, R. (2017). Rural Marketing: Targeting the Non-urban Consumer. SAGE Publications India Pvt Ltd.
4. Nagi, B. S., & Kumar, A. (2019). Rural Marketing: Challenges and Opportunities. S. Chand Publishing.
5. Raut, R. D. (2019). Rural Marketing: Text and Cases. Oxford University Press.
6. Sahoo, D., & Choudhury, A. K. (2021). Rural Marketing: Concepts, Perspectives, and Practices. Springer.
7. Kapoor, A., Paul, J., & Halder, B. (2018). Rural Marketing: Text and Cases. McGraw-Hill Education.
8. Lagaan, N., & Lagaan, D. (2018). Rural Marketing: Strategies, Opportunities, and Challenges. Excel Books.

2.5 VSC -Vocational Skill Courses

Course Title	Information Technology II
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	1. Learn the basics of networking and DBMS
	2. Study the various models and types of networking and DBMS
	3. Understand the different concepts related to networking and DBMS
	4. Learn E-commerce and it's concepts
	5. Understand the importance of cyber security and ways to overcome.
Module 1(Credit 1) : Introduction to Networking and Database Management Using Ms. Access	
Learning Outcomes (Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)	After learning the module, learners will be able to
	1. Understand what is networking and it's importance
	2. Learn the various models and types of network, Study the DBMS concept and other basics
	3. Understand what is Ms. Access and learning how to create database in Access
Content Outline	<ul style="list-style-type: none"> • Concept of network • Importance of networking • Types of network (LAN, WAN, MAN, SAN, Internet and Intranet) • Types of network model (peer-to-peer and client/server network) • Difference between Internet and Intranet • Other concepts: Topology, Protocol, Server, Client, Hubs, Routers) • DBMS: Concept Advantages and disadvantages Need and importance Models: Hierarchical model, Data model, Network model, Relational model <p>Ms. Access: Concept, Features Importance</p> <ul style="list-style-type: none"> • Creating new database in Ms. Access • RDBMS • Designing of tables, forms and report • Other concepts: SORT, Query, Primary Number, Auto Number

Module 2(Credit 1) : E-Commerce and Cyber Security	
Learning Outcomes (Specific related to the module. e.g. Define, Differentiate, Carry out, Design, etc. ...)	After learning the module, learners will be able to
	1. Understand the pros and cons of using e-commerce
	2. Study the laws and ethics related to cyber security
Content Outline	<ul style="list-style-type: none"> • E-Commerce: Concept Features and scope of E-Commerce, Advantages and disadvantages of E-Commerce, Security threats in E-Commerce • Other concepts: Firewall, Digital Certificates, E-transaction Payments • Cyber Security: Concept, Need of Cyber Security Major security problems, Cyber Law and Cyber Crime, Ethics and guidelines, IT Act, 2000 • Other concepts: Software Piracy, Copyright, Software License, Encryption

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Activity on practically connecting the different servers.
2. Chart making activity on types of network and network models.
3. Assignments on creation of database in Ms. Access.
4. Assignment on creating tables, forms and reports.
5. Assignment on overcoming threats from E-commerce.
6. Activity on overcoming cyber threats by framing new guidelines.

References

1. Jennifer Niederst (2012), Learning Web Designing, O'Reilly Media
2. Jennifer Kyrnin (2015), HTML for Beginners, Digital publishing
3. VIRGINIA ANDERSEN (), Microsoft Office Access 2007: The Complete Reference, McGraw Hill Professional
4. Ashok K Nadhan (2006), Tally.ERP 9 Made Simple Basic Financial Accounting, BPB Publications
5. Efraim Turban, R. Kelly Rainer Jr, Richard E. Potter (2005), Introduction to Information Technology, John Wiley & Sons, (Asia) Pvt. Ltd
6. Deshpande, A V ;Kulkarni, S K ; Vaishampayan, S Y ; Tatpuje, Dipak (2014), A text book of information technology, Nirali Prakashan.

2.6 SEC - Skill Enhancement Courses

Course Title	Financial Literacy
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	1. Explain the basic concepts of Financial Literacy and its role in making smart decisions with money.
	2. Understand how to effectively use financial resources so as to earn good return on money invested.
	3. Ability to analyse banking and insurance products.
	4. Understand role of financial education in achieving financial well being
Module 1 (Credit 1)	
Learning Outcomes (Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)	After learning the module, learners will be able to
	1. Define the basic concepts of Financial Literacy and its various components
	2. Understand effective utilization of financial resources
Content Outline	<ul style="list-style-type: none"> • Introduction to Financial Literacy: Meaning of Financial Literacy, Need for Financial Literacy, Role of financial education in achieving financial well being, Fundamental Components of Financial Literacy, Benefits of Financial Literacy, • Financial Planning : Meaning, importance of financial planning, Financial Planning Process, steps involved in Financial Planning Process, SMART financial goals, concept of risk and return, Budgeting and its importance in financial planning. • Banking and Digital Payment: Types of bank accounts Savings account, current account ,fixed deposits, recurring deposits. • Digitisation of financial transaction : Debit cards(ATM cards) and credit cards, Net banking and UPI, Digital wallets • Do's and don'ts while using digital payments
Module 2 (Credit 1)	
Learning Outcomes	After learning the module, learners will be able to

(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)	1. Understand various avenues of investment.
	2. Gain knowledge about Primary and Secondary Market .
Content Outline	<ul style="list-style-type: none"> • Investment Planning and Management : • Various channels of investment avenues offered by securities markets - Mutual Funds, Insurance, Pension Plan, Derivatives • Primary and secondary market • Various risks involved in investing in securities markets • Government Schemes for various savings and investment options-salient features of various government schemes, insurance schemes of Government of India and its features, Pension Schemes of Government of India and their important features. • Tax Savings Options :concept of Income Tax, Various deduction allowed under Income Tax Act

Assignments/Activities towards Comprehensive Cotinuonus Evaluation (CCE)

1. Case study method may be followed as a teaching pedagogy - 15 marks
2. Practical assignments and projects. - 15 marks
3. Use of presentations to convey a given topic. - 10 marks
4. Preparation of budget and financial planning - 10 marks

References

1. Sinha Madhu (2017), Financial Planning, A Ready Reckoner July 2017, Mc Graw Hill
2. Sharma & Mounica Vallabhaneni (2012), Indian Financial System, I K Publishing House Pvt Ltd,2012.

2.7 AEC - Ability Enhancement Courses

Course Title	Corporate Communication
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	1.Understand the concepts and evolution of corporate communication in the context of organisations
	2.Discuss the role and scope of Corporate communication in corporate brand management and image factors
	3. Review media especially the trade media and its relevance to the practice of Corporate communication.
Module 1(Credit 1)	
Learning Outcomes (Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)	After learning the module, learners will be able to
	1. Define organizational communication and explain structure of an organisations
	2.Discuss corporate communication and understand ethics and laws of corporate communication
Content Outline	<p>Understanding Organisational Communication :</p> <ul style="list-style-type: none"> • Defining structure of an organisation • Various kinds of organisations • Management hierarchy • Various kinds of communication in an organisation • Role and scope of corporate communication • Interface of corporate communication department with various management disciplines <p>Understanding Corporate Communication :</p> <ul style="list-style-type: none"> • Definitions, concept and genesis of CC • Difference and similarities between PR and CC • CC and public affairs, CC and corporate affairs • Publics in CC - Financial publics, media, opinion makers, government, elected representatives • Present state of CC • Organising corporate communication activities • Areas of strategic thinking in corporate communication • Ethics and laws in corporate communication
Module 2(Credit 1)	
Learning Outcomes (Specific related to	After learning the module, learners will be able to
	1.Explain the corporate communication tools

the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)	2. Define corporate identity and corporate brand management
Content Outline	<p>Corporate Communication Tools :</p> <ul style="list-style-type: none"> • Lobbying • Sponsorship • Financial communication • Corporate reputation • Corporate identity • Media mileage <p>Corporate Identity and Corporate Brand Management :</p> <ul style="list-style-type: none"> • Defining corporate identity • Integrating corporate identity into communication process • Making of house styles- the wherewithal • Case studies in corporate identity • Definition and role of corporate image • Corporate brand management

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Assignment – 15 marks
2. Presentation – 20 Marks
3. Group discussion – 15 marks

References

1. Richard R Dolphin(1998), The Fundamentals of Corporate Communication, Butterworth Heinmann
2. Pitman Jackson (1987) Corporate Communication for Managers, Pitman Publishing
3. Clow E Kenneth(2014) Integrated Advertising, Promotion and Marketing Communication, New York, Prentice Hall , New jersey
4. cutlip Centre & Broom (2012), Effective Public Relations, Prentice Hall, New Delhi
5. Neeru Vashishth & Namita Rajput (2005), Business Organisation and Management, Kitab Mahal, Allahabad, 2005

2.8 IKS - Indian Knowledge System

Course Title	Health and Wellness - II
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> 1. Gain knowledge regarding various aspects and its practical implication health and Wellness. 2. know the behavior changes needed to ensure a good quality of life. 3. Evaluate health related fitness in order to make changes in lifestyle
Module 1(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
<i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i>	<ol style="list-style-type: none"> 1. Understand the importance of nutrition and balance diet in maintaining healthy lifestyle. 2. Understand the behavior changes needed to ensure a good quality life style
Content Outline	<ul style="list-style-type: none"> • Balance diet -definition, Meaning, Need, Role and importance, components and its contribution towards health • Nutrition -Definition. Meaning, Types • Modern diet and diet as per Ayurveda • Difference between modern diet & ayurveda diet • Life style-present lifestyle and factor affecting Bad lifestyle, how to improve it.
Module 2(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
<i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i>	<ol style="list-style-type: none"> 1. Understand the concept and importance of yoga education, classify yoga and the role of yoga for maintaining physical and mental health and personality development 2. Know the types and preventive measures of diseases on body.
Content Outline	<ul style="list-style-type: none"> • Exercise & Yoga-Definition, meaning, Need, components and difference between exercise and yoga • Diseases -meaning, definition, causes, importance, types and preventive measures, effect of diseases on body as well as mind. • Stress-Meaning, Definition causes, symptoms and remedies to tackle with. • Health & education- Need & importance • Prevention -at various level • Promotion – at various level • Health care

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Yogic Practices- Asana, Kriya, Mudra, Bandha, Dhyana, Surya Namaskar
2. Mindfulness based stress reduction Technique (kabatzin)
3. General Warm up, Limbering down exercises. Free hand exercises, Stretching exercises Swiss ball exercises
4. Preparation of a chart on balance diet (age group 6-14)

References

1. Ajith Kumar (1984), Yoga Pravesha' RashtrotanaParuhad Bangalore.
2. B C Rai (1979) Health Education and Hygiene, published by Prakashan Kendra, Lucknow
3. Scott K. Powers and Stephen L. Dodd.(1999), Total Fitness: Exercise, Nutrition and wellness, Boston: Allyn and Bacon
4. Puri, K. Chandra, S.S (2005) Health and physical education, NewPublication

2.8 IKS - Indian Knowledge System

Course Title	Environmental Studies
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> 1. Realize the importance and their role in the protection and maintenance of a healthy environment for sustainable development. 2. Grasp the significance and issues related to ecosystems, biodiversity and natural resources, and ways of managing/ protecting them. 3. Aware of the environmental policies and movements, and the role of individuals and communities in environmental protection for educating and inspiring the young minds.
Module 1(Credit 1)	
Learning Outcomes <i>(Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)</i>	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Understand the importance and dimension of a healthy environment, become environmentally conscious, skilled and responsible in all their actions with a concern for sustainable development. 2. Comprehend the significance and issues related to ecosystems, natural resources and bio-diversity and become aware of the need and ways to protect/preserve them.
Content Outline	<ul style="list-style-type: none"> • Environmental Studies: Importance and scope, multidisciplinary nature; Concept of sustainability and sustainable development. • Ecosystems : Concept, structure and function; Pond ecosystem, Forest ecosystem; Food chains, Food webs; Concept of ecological succession. • Bio-geographical zones of India: Levels of biological diversity-Genetic, Species and ecosystem; Biodiversity Hotspots with special reference to India; Threats to biodiversity. • Conservation of bio diversity: In-situ and Ex-situ; Endangered and endemic species-Concept; Forestation – Social forestry, Agro forestry, Green belt <p>Environmental pollution and its management :</p>

	<ul style="list-style-type: none"> • air pollution, water pollution, noise pollution, Causes, effect and control measures. • climate change, global warming, ozone layer depletion, acid rain and its impact on human communities and agriculture. • solid waste management-bio degradable and non-bio degradable waste; Segregation of domestic waste at source. • impact of plastic on human and animal health
Module 2(Credit 1)	
Learning Outcomes (Specific related to the module.. e.g. Define, Differentiate, Carry out, Design, etc. ...)	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 2. Grasp the issues related to environmental pollution, solid waste management and climate change, and become conscious and proactive in the discharge of their responsibilities towards the environment. 3. Become aware and appreciate the values and concerns of environmental movements and policies and the role of communities, and act responsibly on environment-related issues.
Content Outline	<p>Natural resources and management:</p> <ul style="list-style-type: none"> • land and resources and land-use changes; Land degradation, soil erosion and desertification. • water: Use and over-exploitation of surface and groundwater; Water conservation-rainwater harvesting; Watershed management- Meaning and importance. • energy resources: Renewable and non-renewable energy sources, use of alternate energy sources. • disaster management-Definition and types (Natural and Man-made);Self-protection during disasters (Fire, Floods, Earthquakes, landslides). <p>Environmental Policies and Practices:</p> <ul style="list-style-type: none"> •

	<p>uman population growth: Impact on environment, human health and welfare.</p> <ul style="list-style-type: none"> • nvironmental ethics–Role of religion and cultures. Environment movements – Chipko, Narmada Bachao Andolan, Silent valley, Bishnois of Rajasthan, Individual and community initiatives–<i>Salu Marada Thimmakka</i>; Concept of Sacred Groves (<i>Devarakadu</i>). • nvironment Protection Act; Biodiversity Act (2002); National Environmental Policy, 2006 –Provisions and importance. • nvironmental Impact Assessment–Concept; <i>Swachh Bharat Mission</i> – Objectives
--	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Case Study Analysis (15 marks)
2. Group Project (15 marks)
3. Individual Assignments (10 marks)
4. Group Discussions (10 marks)

References

1. Barrow, C.J. (1999) Environmental Management. Routledge, N.Y.
2. Deswal, S. and Deswal, A., (2003), Energy, ecology, Environment and Society, Dhanpat Rai&co Ltd., Delhi.
3. Deswal, S. and Deswal, A. (2005). A Basic Course in Environmental Studies. Dhanpat Rai & Co Ltd., Delhi.
4. Miller, T.G. (2000). Environment Science.Wadsworth Publishing Co., Belmont.
5. Sharma, P.D. (1994) Ecology and Environment. Ashish Publications,

