Syllabus of BBA (NEP)

DEPARTMENT OF BUSINESS MANAGEMENT

SCHOOL OF MANAGEMENT, HNBGU (A CENTRAL UNIVERSITY), SRINAGAR GARHWAL, UTTRAKHAND

(For existing Batch 2024-25)

I YEAR SEMESTER–I

Course Offered	Course Name	No. of Papers	Total Credit	Course Type
SOM/IPM/DSC-101	Principles of Management	1	6	Discipline Specific Core Course
SOM/IPM/DSC-102	Micro Economics	1	6	Discipline Specific Core Course
SOM/IPM/MDC-103	Yoga	1	4	Additional-Multidisciplinary/ Interdisciplinary
SOM/IPM/SEC-104	Business Communication	1	2	Skill Enhancement Course (SEC)
SOM/IPM/VAC-105	Life Skills & Personality Development	1	2	Value Addition Course (VAC)
Total		5	20	

Total Credits=20

I YEARSEMESTER–II

Course Offered	Course Name	No. of Papers	Total Credit	Course Type
SOM/IPM/DSC-201	Organization Behavior	1	6	Discipline Specific Core Course
SOM/IPM/DSC-202	Principles of Marketing	1	6	Discipline Specific Core Course
SOM/IPM/MDC-203	Project Planning and Implementation	1	4	Additional-Multidisciplinary/ Interdisciplinary
SOM/IPM/SEC-204	Basics of Computer	1	2	Skill Enhancement Course (SEC)
SOM/IPM/VAC-205	Understanding and Connecting with Environment	1	2	Value Addition Course (VAC)

Total		5	20	

Total Credits=20

Note: Student on exit after successfully completing first year (i.e., securing minimum required 40 credits) will be awarded "Undergraduate Certificate in Business Administration" of one year.

SECOND YEAR SEMESTER III & IV

Course Category	Semester-III				Semester-IV		
	Subject/Title	Name of paper	Credits		Subject /Title	Name of paper	Credits
Major (One)	DSC major-I SOM/IPM/DSC-301	Management Accounting	6		DSC major –II SOM/IPM/DSC-401	Financial Management-	6
Minor (Three) Select any two courses within the one minor group opted	DSC minor –I Finance SOM/IPM/DSC-MF-I-302 SOM/IPM/DSC-MF-II-302	Security Analysis & Portfolio Management	4		DSC minor –I Finance SOM/IPM/DSC-MF-I-402 SOM/IPM/DSC-MF-II-402	Financial derivative and Risk Management-	4
		Cost Accounting	4			Banking and Financial Services	4
	DSC minor –II Marketing management SOM/IPM/DSC-MM-I-303 SOM/IPM/DSC-MM-II-303	Marketing Research	4		DSC minor -II Marketing management SOM/IPM/DSC-MM-I-403 SOM/IPM/DSC-MM-II-403	Rural Marketing-RB	4
		Advertising Management	4			Sales and Distribution Management	4
	DSC minor –III Human Resource Management SOM/IPM/DSC-MHRM-I-304 SOM/IPM/DSC-MHRM-II-304	Labour Laws	4		DSC minor -III Human Resource Management SOM/IPM/DSC-MM-I-404 SOM/IPM/DSC-MM-II-404	Compensation Management-MK	4
		Human Resource Planning and Development	4			Organizational Development & Intervention Strategies-	4
SEC	SEC Major-I SOM/IPM/SEC-305	Management Information System	2		SEC Minor-I SOM/IPM/SEC-405	Finance Management/Marketing Management/HRM	2
(M.D/I.D)	M.D/I.D-III SOM/IPM/ M.D/I.D-III -306	Information Technology in Business	2		VAC SOM/IPM/ M.D/I.D-III -406	Culture Traditions and Moral values	2
AEC	AEC SOM/IPM/AEC-307	IKS	2		SEC SOM/IPM/SEC-407	SEC-AMSC	2
Total		6	20			6	20
NHEQF Level 5	*Student on exit after successfully completing Second year (i.e., securing minimum required 80 credits + 4 Credits in* one vocational course/skills-enhancement course of 4 credits*) will be awarded "Undergraduate Diploma" of two year, in related field/discipline/subject*						
Student will continue with only one DSC minor in the second year of the FYUP out of the two DSC minors studied in the first year of FYUP.							
IKS- Indian Knowledge System- AEC							
Field Work/Discipline Specific Skill enhancement Course- SEC (SEC related to any one discipline subject opted by student as a core in the second year) *In addition to providing students with practical, experience-based learning, fieldwork aims to expose them to real-world socio-economic and societal challenges, allowing them to bridge the gap between theory and practice and develop effective solutions to real-life problems.*							

AMSC- Additional Multidisciplinary Skill Course (will be offered as an AEC)
List of Additional Multidisciplinary Skill course (AMSC) courses: Following are the courses which will be offered by the University under AMSC under the 4-year U.G. program. University may add new courses under AMSC in future along with the following courses: 1. Nursery training course 2. Basic Yoga practices 3. Physical Education and Sports Management 4. Folklores and their cultural context 5. Indian traditional music 6. Tour and travel Operations
In lieu of (AMSC)-Additional Multidisciplinary Skill Course (SEC) a department may offer Field work/Discipline Specific skill course under the Skill Enhancement Course (SEC) during the second year i.e. third or fourth semester of FYUP.
Students are required to study both courses — *Indian Knowledge System (IKS)* and *AMSC/Field Work/SEC* — during the 3rd and 4th semesters. However, they will have the flexibility to study one course in each semester. **If a student opts for *Indian Knowledge System (IKS)* in the 3rd semester, they must choose *AMSC-SEC* in the 4th semester, and vice versa.**
IMR Language- 'Indian, Modern, Regional Language'- Hindi, Sanskrit and English (Student have to study 2 different languages in the second year with one language in one semester and other language in another semester).

THIRD YEAR SEMESTER V &VI

Third Year – NHEQF Level- 5.5

Course Type	Semester-V				Semester-VI		
	Subject/Title	Name. of paper	Credits		Subject /Title	Name. of paper	Credits
Major (One)	DSC Major-I SOM/IPM/DSC-501	Production and Operations Management	6		DSC Major-I SOM/IPM/DSC-601	Research Methodology-	6
	DSE Major Elective-I SOM/IPM/DSE-502	International Trade Theories and Policies	4		DSE Major Elective-II SOM/IPM/DSE-602	International Marketing Management	4
	Field visit/Vocational/Internship with viva voce SOM/IPM/FV-IVV-503	(Any Major Subject Related/Industrial Visit) with Report of Visit	4		Project Report with Viva- Voce SOM/IPM/PRVV/603	Based on Primary and Secondary Data	4
Minor (One)	Minor-I SOM/IPM/Minor-F-II-504	Finance (Financial Institutions and Markets)	4		Minor-II SOM/IPM/Minor-F-II-604 SOM/IPM/Minor-M-II-604 SOM/IPM/Minor-HRM-II-604	Finance (Working Capital Management)	4
	SOM/IPM/Minor-M-II-504	Marketing Management (Marketing of Services)				Marketing Management (Industrial Marketing)	
	SOM/IPM/Minor-HRM-II-504	Human Resource Management (Social Security &Labour Welfare)				Human Resource Management (Industrial Psychology)	
AEC (Language based courses)	AEC SOM/IPM/AEC-505	Indian, Modern, Regional Language-I	2		AEC SOM/IPM/AEC-605	Indian, Modern, Regional Language-II	2
Total		5	20			5	20
NHEQF Level 5.5	***Student on exit after successfully completing three years (i.e., securing minimum required 128 credits will be awarded "Bachelor's Degree" of three year, in related field/discipline/subject.***						

Note: In case of Vocational *course being offered by the department, the 6 credits may be given entirely to the theory course or distributed between theory and practical as per the requirements.*
Community outreach-*The curricular component of 'community outreach' will involve activities that would expose students to the socio-economic issues in society so that the theoretical learnings can be supplemented by actual life experiences to generate solutions to real-life problems.*
The student will pursue the Minor in 5th and 6th semester from the courses designated under the Minor course category and not from the courses studied under the I.D/M.D category.
***SEC-(Self study course) Business Ethics*

I-SEMESTER

IYEARSEMESTER–I

IntegratedprograminManagement(IPM)FirstSemester

Paper Code: IPM/DSC-101

Course:PrinciplesofManagement

COURSEOBJECTIVES

1. The general objective of this course is to provide a broad and integrative introduction to the theories and practice of management.
2. In particular, the course focuses on the basic areas of the management process and functions from an organizational viewpoint.
3. The course also attempts to enable students to understand the role, challenges, and opportunities of management in contributing to the successful operations and performance of organizations.
4. Specifyhowthemanagerialtasksofplanning,organizing,andcontrolling can beexecuted in a variety of circumstances.
5. Examination of management theory and provide opportunities for application of these ideas in real world situations.

COURSEOUTCOMES

1. Analyzeeffectiveapplicationofknowledgetodiagnoseandsolveorganizational problems and develop optimal managerial decisions.
2. Understand the complexities associated with management in the organizationsand integrate the learning in handling these complexities.
3. Assessglobalsituation,includingopportunitiesandthreatsthatwillimpactman agement of an organization
4. StudentscanIntegratemanagementprinciplesintomanagementpractices.
5. Assessmanagerialpracticesandchoicesrelativetoethicalprinciplesandstanda rds.

UNIT -I: INTRODUCTION TO MANAGEMENT – Meaning, definition, concept, scope and principles of management; Evolution of management thought - Management theories-classical,behaviour,system,contingencyandcontemporary perspectives on management. Management art or science and management as profession. Process and levels of Management. Introduction to Functions

(POSDCORB) of Management.

UNIT - II: PLANNING – IMPORTANCE – Planning– Importance,objectives, process, policies and procedures, types of planning, Decision making - Process of decision making, Types of decision, Problems involved in decision making.

UNIT - III: ORGANIZING –Meaning, importance, principles of organizing,span of management, Patterns of organization– formal and informal organizations, Common organizational structures; departmentalization, Authority, delegation, centralization and decentralization, Responsibility – line and staff relationship.

UNIT - IV: STAFFING –Sources of recruitment, Selection process, Training, Directing, Controlling – Meaning and importance, Function, span of control, Process and types of Control, Motivation, Co-ordination – Need and types and techniques of co-ordination- Distinction between coordination and co-operation - Requisites for excellent co- ordination - Systems Approaches and co-ordination.

UNIT-V:EMERGINGISSUESINMANAGEMENT–TotalQuality

management, Technology Management, Talent and Knowledge Management, Leadership, Organizational change and Development, Corporate Social responsibility.

SUGGESTEDBOOKS

1. Robbins,S.P.,&DeCenzo,A.D.FundamentalsofManagement.NewDelhi:Pearson Education
2. HaroldKoontz&HeinjWeihrich,EssentialsofManagement,Tata McGraw-Hill Education, New Delhi.
3. T. Ramasamy, Principles of Management, Himalaya Publishing House,Mumbai.
4. L.M. Prasad,PrincipleandPracticeofManagement,SultanChandandSons.
5. P. C. Tripathi & P. N. Reddy, Principles of Management, Tata McGraw-HillEducation, New Delhi.
6. Singh,“PrinciplesandPracticesofManagementandOrganizationalBehaviour,Sage Publication.
7. PSubbaRao,“PrinciplesofManagement,HimalayaPublishigHouse.
8. Gupta,SharmaandBhalla;PrinciplesofBusinessManagement;KalyaniPublications.

PaperCode:IPM/DSC-102 Course:

Micro Economics

COURSEOBJECTIVES

1. The course objective is to make a student learn basic principles of MicroEconomicswhichwillhelphim/hertoutilisethemforunderstandingthe

economic behaviour of individual agents (Consumers and Producers) and firms.

2. Thecoursewillhelpthelearnerstoapplytheeconomicconceptsfora better understanding of the micro economy.

COURSEOUTCOMES

3. TheCoursewillhelpthelearnerto:
4. Learn the basic concepts of Economics along with the fundamentals andframework of Micro Economics
5. Analysisofthefunctioningofthemicroeconomy
6. To understand the individual consumer, producer, firm economic behaviour along with their equilibrium conditions
7. Tolearnthestatusofcostandrevenueoffirmintheshortandlongrun
8. Tounderstandthefirm’sbehaviourunderperfectmarketcompetition
9. Tounderstandtheconceptandconditionsofallocativeefficiencyunder perfectly competitive markets

UNIT-I- Basic Introduction:-Problem of scarcity and choice: scarcity, choice and opportunity cost; Micro and Macro Economics: Concept, scope, and nature; Static and Dynamic Economics; Production Possibility Frontier.

Demand and supply: law ofdemandandits exceptions, determinants ofdemand, shifts of demand versus movements along a demand curve, market demand, law of supply, determinants of supply, shifts of supply versus movements along a supply curve, market supply, market equilibrium; Consumer Surplus and Producer Surplus.

Elasticity: price elasticity of demand, calculating elasticity, determinants of price elasticity; Income and Cross Elasticity.

UNIT-II- Consumer Theory:-Concept of utility, Diamond-water paradox, Law of Diminishing Marginal Utility and equi-marginal utility; Indifference Curve: Consumer Equilibrium, Price Effect; Derivation of the demand curve from indifference curve.

UNIT-III-Production,CostsandRevenueanalysis

Production: Concept and factors of production; Production function; Law of variable proportions; Return to scale; Producer equilibrium.

Costs: costs in the short run and long run, revenue and profit maximizations, minimizing losses, short run industry supply curve, economies and diseconomies of scale, long run adjustments.

UNIT-IV-PerfectCompetition

Assumptions: theory of a firm under perfect competition, demand and revenue; Equilibrium of the firm in the short run and long run; Long run industry supply curve: increasing, decreasing and constant cost industries.

Welfare:allocativeefficiencyunderperfectcompetition.

SUGGESTEDBOOKS

1. AhujaH.L.(2016)AdvancedEconomicTheory:MicroeconomicAnalysis,20thEdition, S.ChandandCompanyLtd.NewDelhi
2. Case,KarlE.,RayC. FairandSharonE.Oster(2013)PrinciplesofEconomics,(11th Edition), Prentice Hall of India, New Delhi
3. Koutsoyiannis,A.(1990)ModernMicroeconomics,MacmillanPressLtd.,London
4. Layard,P.R.G.andA.W.Walters(1978)MicroeconomicTheory,McGrawHill,NewYork
5. Lipsey,R.G.andK.A.Chrystal(2004)PrinciplesofEconomics,(9thEdition),Oxford University Press, New Delhi
6. Perloff,JeffreyM.(2001)MicroEconomics,AddisonWesleyLongmanPvt.Ltd.,NewDelhi
7. Sen,A.(1999)MicroeconomicsTheoryandApplications,OxfordUniversityPress,NewDelhi
8. Stigler,G.(1996)TheoryofPrice,(4thEdition),PrenticeHallofIndia,NewDelhi
9. Varian,H.(2000)MicroeconomicAnalysis,W.W.Norton,NewYork

PaperCode:SOM/IPM/MDC-103 Course:

Yoga

COURSEOBJECTIVES

ThesubjectentitledBasicYogaPracticeshasthefollowingobjectives:

1. StudentsoftheUGcoursewillhaveanunderstandingaboutorigin,history,meaningand types of Yoga.
2. TheywillhaveanideaabouttheAsana,PranayamaandMeditation.
3. StudentswillexperiencethebenefitsofAsana,PranayamaandMeditationbyself-practice.

COURSEOUTCOMES

The course aims at creating consciousness among the students towards health, fitness and wellness and in developing and maintaining a healthy life style.

Unit-1: Fundamentals of Yoga History and Development of Yoga, Meaning and Definition of Yoga,AimandObjectivesofYoga,MisconceptionsofYoga;BriefknowledgeaboutStreamsof Yoga; Importance of Yoga.

Unit-2:SookshmaVyayamaandSooryaNamaskarPadanguliNaman&GoolfNaman,Goolf Chakra, Janu Naman, Poorna Titali Asana, Manibandha Naman, Kehuni Naman, Skandha Chakra, Greeva Sanchalana, Soorya Namaskar.

Unit-3:AsanaTadasana,Vrikshasana,Utkatasana,ArdhChakrasana,Pashchimuttasana, Goumukhasana, Vakrasana,Vajrasana,Uttanpadasana, Nokasna,Halasana, Shavasana Bhujangasana, Shalabhasana, Dhanurasana, Makarasana.

Unit-4:PranayamaandMeditationNadishodhan,Bhastrika,Seetali,Bhramari,Ujjayi,Soham& Pranav Meditation, Yoga-Nidra.

SUGGESTEDBOOKS

1. SinghS.P:HistoryofYoga,PHISPC,CentreforStudiesinCivilizationIst,2010
2. SinghS.P&YogiMukesh:FoundationofYoga,StandardPublication,NewDelhi,2010
3. Saraswati,SwamiSatyananda:SuryaNamaskar,YogaPublicationTrust,Munger,2004
4. SwamiSatyanandaSaraswati:AsanaPranayamaMudra-Bandha,BiharSchoolofYoga, Munger,2005.
5. Digambar,Swami(2012)Hathpradipika(Swatmaramkrit),KaivalyadhamLonavala,Pune.
6. Swami,NiranjananandSaraswati(2013)GherandSamhita,BiharSchoolofYoga,Munger.

PaperCode:SOM/IPM/SEC-104

Course:BusinessCommunication

COURSEOBJECTIVES

1. Thiscourseisintendedtohelpthestudentstopresentthemselvesproperly tothe corporate world.
2. Itenablesthemtocommunicateformallyhighlightingtheirstrengths.
3. Thiscourseisintendedtounderstanddifferentmethodsofcommunication.
4. To develop fundamental skills to thrive in today’s fast-paced, complex businessworld.
5. Toimpartthecorrectpracticesofthestrategiesof EffectiveBusinesswriting.

COURSEOUTCOMES

1. Studentswillbeachievedeffectiveinterpersonalcommunications.
2. Students will possess skills that maximize team effectiveness, effective problemsolving.
3. Understandstheimportanceofethicalcommunicationinorganizations.
4. Developinterpersonalcommunicationsskillsthatarerequiredforsocial andbusiness interaction.
5. Itfocusesonfutureentrepreneurstocreateeffectivebusinessco mmunications,present business.

UNIT - I: INTRODUCTION – Understanding Workplace Communication, Communicating across cultures, Importance of Business Correspondence, Communication and organizational effectiveness, Perception and conception, Formal and informal communication systems.

UNIT-II:**REPORTWRITING&BUSINESSLETTERS–**ReportWriting-

What is a report, Importance of Reports, Types of reports, Characteristic of good report, Structureof Reports. Business Letters - Structure and Format of Business Letter, Typesof Business Letters, Writing Cover letters, Letters for enquiry,Offer, Order, Purchase and Complaint.

UNIT-III:INTERVIEW,GROUPDISCUSSION,MEETINGSAND AGENDA – Writing ,Applications for Jobs, Preparing CV, Preparing for Interviews, Preparing for Group Discussion. Meetings - Types of Meetings; Importance of Business Meetings; Different Types of Business Meetings - Developing agendas and Writing Minutes.

UNIT - IV: COMMUNICATION – The role of and process of communication. Barriers to communication Surmounting barriers to communication, Types of communication; Listening process–Elements of good listening–improvinglistening competence. Importance of feedback – Principles of feedback.

UNIT-V:NON-VERBALCOMMUNICATION&NEGOTIATION– Characteristics of non- verbal communication–Types and functions of non-verbal communication–Interpretingnon-verbalcommunication;Negotiations-Approaches to negotiations–Preparing for andconducting negotiations.

SUGGESTEDBOOKS

1. Penrose,RasberryandMyers, “BusinessCommunication for Managers”,Cengage Learning.
2. Lesikar,R.V.andM.E.Flatley,“BasicBusinessCommunication”, NewYork, McGraw-Hill.
3. CSG Krishnamacharyalu and L. Ram akrishnan, “Busine
4. TechnicalCommunication:M.Raman&Sharma,OxfordUniversityPress.
5. BusinessCommunication:FromPrinciplestoPractice–Matukutty

M.Monippally,UBSPublishers.
6. Business Letters: The Effective Commercial Correspondence-
R.Gupta,RPH Editorial Board.
7. Quintanilla,BusinessandProfessionalCommunication,SagePublication.
8. Rai+Rai,BusinessCommunication,HPH.

Paper Code: SOM/IPM/VAC-105

Course:LifeSkills&PersonalityDevelopment

Course Objective:

Course Outcomes:

Course Content Will be developed by the University

II-SEMESTER

IYEARSEMESTER–II

IntegratedprograminManagement(IPM)SecondSemester

PaperCode:SOM/IPM/DSC-201

Course: OrganizationBehaviour

COURSEOBJECTIVES

1. Themainobjectiveistoexplainthefundamentalsofmanagingbusiness.
2. To understand individual and group behavior at workplace so as to improve theeffectiveness of an organization.
3. Toengagecreativelyandinnovativelyinsolvingorganizationalchallenges.
4. To learn the basic concepts of Organizational Behaviour and its applications incontemporary organizations.
5. To understandhowindividual, groups and structure have impacts on theorganizational effectiveness and efficiency.

COURSEOUTCOMES

1. Demonstrate the applicability of the concept of organizational behaviortounderstand the behavior of people in the organization.
2. Analyze the complexities associated with management of the group behaviorinthe organization.
3. Demonstrate the applicability of the concept of organizational behaviortounderstand the behavior of people in the organization.
4. Toacquireanddevelopskilltotakerationaldecisions.
5. It highlights the significance of Challenges and Opportunities of OB, perception,attribution, learning.

UNIT - I: ORGANIZATIONAL BEHAVIOR – Meaning, importance and historical development of organizational behavior, Factors influencing organizational behavior. Perception and Attribution-concept, nature and process, Factors influencing perception. Values and Attitudes. Personality - Stages of personality development, Determinants of personality. Concept and theories of learning.

UNIT-II:MOTIVATION–Concept,importanceandtheoriesofmotivation.Leadership

-concept,characteristics,theoriesandstylesofleadership,Managerialgrid,Leadership continuum and Leadership effectiveness.

UNIT - III: GROUP DYNAMICS - Meaning of groups and group dynamics, Formation, Characteristics and Types of groups, Theories of group dynamics, Group cohesiveness - Factors influencing group cohesiveness - Group decision making process. Types of teams. Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window.

UNIT - IV: MANAGEMENT OF CHANGE – Meaning and importance of change, Factors contributing to organizational change, Change agents, Resistance to change – causes of and dealing with resistance to change, Organizational Development - meaning and process.

UNIT-V:ORGANIZATIONALCULTURE,CONFLICTANDEFFECTIVENESS– Concept

of Organizational Culture, Distinction between organizational culture and organizationalclimate,Factorsinfluencingorganizationalculture,Morale-concept and types of morale. Managing conflict, Organizational Effectiveness – Indicators of organizational effectiveness, Achieving organizational effectiveness. Organizational Power and Politics.

SUGGESTEDBOOKS

1. Robbins, P. Stephen – Organizational Behavior-concepts, controversies & Applications - Prentice Hall of India Ltd., New Delhi.
2. Luthans Fred - Organizational Behavior - McGraw Hill Publishers Co. Ltd., NewDelhi.
3. Rao,VSPandNarayana,P.S.-OrganizationTheory&Behavior-KonarkPublishersPvt.Ltd., Delhi.
4. Prasad,L.M-OrganizationalTheory&Behavior-SultanChand&Sons,NewDelhi.
5. Sekaran,Uma-OrganizationalBehavior-text&cases- Tata McGraw HillPublishing Ltd., New Delhi.
6. Aswathappa.K.-OrganizationalBehavior–HimalayaPublishingHouse, Mumbai.
7. AfsanehNahavandi-OrganizationalBehavior–SagePublications.
8. PSubbaRao–OrganizationalBehavior,HPH.

PaperCode:SOM/IPM/DSC-202

Course: PrinciplesofMarketing

COURSEOBJECTIVES

1. ToprovideanexposuretothestudentspertainingtothenatureandScopeo fmarketing.
2. Students learns practical application which they are expected to possesswhenthey enter the industry as practitioners.
3. To give them an understanding of the basic philosophies and tools of marketingmanagement.
4. Demonstrateaclearunderstandingofthemarketingconcept.
5. Explain how marketing creates value for the consumer, the company, andsociety.

COURSEOUTCOMES

1. Students understands role of a marketing plan as a guiding document formarketing activities
2. Studentsunderstandshowmarketingstrategiesalignwithcorporatestrategies.
3. Describethetypesofethicalandsocialresponsibilityissuesthemarketing
4. Understandroleofmarketinginformationinhelpingfirmsunderstandandrea chconsumers.
5. Demonstrate how organizationsuse integrated marketing communication tosupport their marketing strategies

UNIT-I:INTRODUCTIONOFMARKETING–Nature,Scopeand

Importance of Marketing, Evolution of Marketing; Core marketing concepts; Production concept, Product concept, Selling concept, Marketing concept. MarketingEnvironment: Micro and Macro Environment.

UNIT - II: MARKET SEGMENTATION – Target Market and Product Positioning: Levels of Market Segmentation, Bases for Segmenting Consumer Markets, Bases for Segmenting Industrial Markets. Target Market and Product Positioning Tools.

UNIT - III: NEW PRODUCT DEVELOPMENT – Introduction, Meaning of a New Product.Need and Limitations for Development of a New Product, Reasons for Failure of a New Product, Stages in New Product Development and Consumer Adoptions Process.

UNIT - IV: PRODUCT & PRICING DECISIONS – Concept of Product, Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Pricing Decisions: Concept ofPrice, Pricing Methods andPricingStrategies.

UNIT - V: PROMOTION MIX – Concept of Promotion Mix, Factors determining promotion mix, Promotional Tools –Types of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Distribution: Designing Marketing Channels Channel functions, Types of Intermediaries.

SUGGESTEDBOOKS

1. Kotler Philip, Garyarmstrong, Prafullay. Agnihotri, EU Haque, “Principlesof Marketing”, Pearson Education Prentice Hall of India.
2. PaulBaines, Chris Fill, Kelly page, “MarketingManagement”, OxfordUniversity Press.
3. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E.: Principles ofMarketing: A South Asian Perspective, Pearson.
4. Dr.Sreeramulu,“BasicsofMarketing,HPH.
5. Ramaswamy,V.S.&Namakumari, S.: Marketing Management: GlobalPerspective- Indian, Sage Publishing.
6. Context,MacmillanPublishersIndiaLimited.
7. RajanSaxena,“Marketing Management”,TataMcGrawHill.
8. RogerJ.best,“Market–BasedManagement”,PHILearningPvt.Ltd.

Paper Code: SOM/IPM/MDC-203

Course:ProjectPlanningandImplementation

Course Objective: Thecourseaimstoenablethelearnerstoevolveasuitableframeworkforthe preparation, appraisal, monitoring, and control of projects undertaken in an organisation.

CourseOutcomes: Aftercompletionofthecourse,learnerswillbeable to:

1. Explaintheconceptandattributesofprojects,projectmanagementsystem,processandits principles.

2. Perform technical feasibility, marketing feasibility and commercial viability using NPV, and further to understand tax and legal aspects of a project.

3. Demonstrateanddevelopscheduleforaspecificprojectanditsappraisalusingvarious techniques.

4. Calculateprojectdurationandassessprojectcost.

5. Evaluateprojectmanagementintermsofriskandperformance.

CourseContents:

Unit 1: Introduction: Concept and attributes of Project; Project Management Information System; Project Management Process and Principles; Role of Project Manager; Relationship between Project Manager and Line Manager; Project Stakeholder Analysis; Identification of Investment opportunities; Project life cycle; Project Planning; Monitoring and Control of Investment Projects; Pre-Feasibility study; Identify common sources of conflict within a project environment.

Unit 2: Project Preparation and Budgeting: Technical Feasibility; Marketing Feasibility; Financial Planning: Estimation of Costs and Funds (including sources of funds), Loan Syndication for the Projects, Demand Analysis and Commercial Viability (brief introduction to NPV) and Project budget.

Unit 3: Project Scheduling and Appraisal: Decomposition of work into activities; determining activity-time duration; Business Criterion of Growth, Liquidity and Profitability; Methods of Capital Budgeting.

Unit 4: Project Planning Techniques: Determine project duration through critical path analysis using PERT & CPM techniques; Resource allocations to activities.

Unit 5: Project Risk and Performance Assessment: Project Risk Management: Identification, Analysis and Reduction; Project quality management; Project Performance Measurement and Evaluation; Project Report.

SuggestedReadings:

1. Chandra. P. Projects: Planning, Analysis, Selection, Financing, Implementation and•Review. McGraw Hill Education, New Delhi.

2. Agrawal,R.&Mehra,Y.S.ProjectAppraisal&Management.TaxmannPublications.

3. Singh,K.&Kansal,M.L.ProjectPlanningandManagement:WithCPMandPERT.HP Hamilton Ltd. Publications.
4. Kerzner,H.ProjectManagement:ASystemsApproachtoPlanning,Scheduling,and Controlling. Wiley Publications.
5. Ahuja, H.N., Dozzi, S.P., &Abourizk, S.M. Project Management: Techniques in Planningand Controlling Construction Projects. Wiley Publications.
6. Gido,J.,&Clements,J.P.ProjectManagement.CengageLearningPvt.Ltd.,NewDelhi.
7. Gray, C.F.,Larson,E.W., & Desai, G.V. Project Management: The Managerial Process. McGraw Hill Publications, New Delhi.
8. Khatua,S.ProjectManagementandAppraisal.OxfordUniversityPress

PaperCode:SOM/IPM/SEC-204 Course:

Basics of Computer

CourseObjective: Thispaperaimstoimpartcomputerknowledgetothestudentsthatwill enable them to understand the basic concept and uses of computers.

CourseOutcomes: Aftercompletionofthecourse,learnerswillbeable to:

1. Understandthebasicfundamentalsofcomputer.
2. AnalysetheneedandobjectivesofComputerNetworking.
3. GainknowledgeabouttheconceptandbasicterminologiesofOperatingSystems.
4. Understandthetypesofcomputer'sinterface.
5. Understandtheusefulinternetterminologiesandtheirapplications.

Course Contents:

Unit 1: Introduction: Basic computer concepts; Meaning of computers; Types of computers; Essential components of a Computer: Hardware and Software; Characteristics and uses of computer; Input Devices and Output Devices; Central Processing Unit (CPU); Memory Unit; Storage Devices; Computer Hardware setup: Setting up a Laptop Computer and Setting up a Desktop Computer.

Unit 2: Computer Networks: Meaning of computer network; objectives/ needs for networking; Applications of networking; Basic Network Terminologies; Types of Networks; Network Topologies; Distributed Computing: Client Server Computing, Peer- to- peer Computing; Wireless Networking; Securing Networks: firewall.

Unit 3: Operating Systems and Applications: Basic terminologies; Relationship between Hardware and Software; System Software; Operating System: Functions and difference types of Operating Systems; Common used Operating Systems; Installing and Starting Windows; Working with Windows; Security feature in Windows; User Account Control; PaymentGateway.

Unit 4: Computer's Interface: Concept of computing, Data and information; Types of Computer's Interfaces: Graphical User Interface (GUI), Command Line Interface (CLI), Touch Interface, Natural Language Interface (NLI); data processing.

Unit 5: Basic Internet Terminologies: I.P. Address, Modem, Bandwidth, Routers, Gateways, Internet Service Provider (ISP), World Wide Web (www), Browsers, Search Engines, Proxy Server, Intranet and Extranet; Basic Internet Services; Internet Protocols: TCP/IP, FTP,HTTP(s), Uses of Internet to Society; Cyber Security: Cryptography, digital signature

SuggestedReadings:

1. Madan,S.ComputerApplicationsinBusiness.ScholarTechPress,Delhi.
2. Sharma,S.K.&Bansal,M.ComputerApplicationsinBusiness.Taxmann,Delhi.
3. Madan, S. Fundamentals of Computers and Information System. Mayur Paperbacks Publications.Shrivastava, N. Fundamentals of Computers and Information System. Wiley India Publications.Rajaraman, V. &Adabala, N. Fundamentals of Computers. Prentice Hall India Learning Pvt. Ltd.
4. Sinha, P. & Sinha, P.K. Computer Fundamentals: Concepts, Systems & Applications. BPB Publications.
5. Jain,H.C.&Tiwari,H.N.ComputerApplicationsinBusiness.Taxmann,Delhi.
6. Mathur, S. & Jain, P. Computer Applications in Business. Galgotia Publishing Company Walkenbach, J. MS Excel, Bible.
7. John Wiley & Sons, USA.Winston, W. L. MS Excel, Data Analysis & Business Modeling. Microsoft Press, USA.

PaperCode:SOM/IPM/VAC-205

Course:UnderstandingandConnectingwithEnvironment

CourseObjective: Toenablethestudentstoacquirethebasicknowledgeof EnvironmentalScience.

CourseOutcomes: Aftercompletionofthecourse,learnerswillbeable to:

1. Understand thescopeandimportanceofmultidisciplinarynatureofenvironmentalscienceand sustainability.
2. Understandthemeaningandconceptofrenewableandnon-renewableresources.
3. Understand thelevels of biodiversityand threats to biodiversity. Theywill also learn thetypes of environmental pollution and assess the steps to overcome them.
4. ExaminethevariouspoliciesandpracticesadoptedbytheGovernmenttoprotectthe environment of the nation.
5. Assess the impact of human population growth on environment and to know the importance of various disaster management techniques and environmental movements.

CourseContents: WillbedevelopedbytheUniversity

III-SEMESTER

SOM/IPM/DSC-301

Major-301-Management Accounting

AIM OF THIS COURSE

The objective of this course is to expose the learner to the concept and methods of financial and management accounting. Focus will be on understanding techniques, uses and applications of financial and management accounting.

LEARNING OUTCOMES:

After successful completion of this course, the students are expected to be able to:

1. Develop a clear understanding about the concepts of financial and managerial accounting
2. Understand the basics of cost accounting through various tools and techniques available
3. Get a insight about the budget and budgetary control methods

BLOCK 1: FINANCIAL ACCOUNTING

UNIT I: Financial Accounting- Meaning, Need, Accounting principles: Accounting Conceptsand Conventions; Branches of Accounting, Users of Accounting information, Advantages and Limitations of Financial Accounting, Accounting Standards

UNIT II: The Double Entry System- Its Meaning and Scope, The Journal, Cash Book, Ledger,Trial Balance.

UNIT III: Trading Account Profit and Loss Account, Balance Sheet, entries and adjustments of different heads in different Books and Accounts, Introduction of Company Accounts, Use of Accounting Software

BLOCK 2: MANAGERIAL ACCOUNTING

UNIT IV: Management Accounting-Meaning, Functions, Scope, Utility, Limitations and Toolsof Management Accounting, Analysis of Financial Statements- Ratio, time series, common size and Du Pont Analysis. Comparative and Common Size Statements. Cash Flow and Fund Flow Analysis

UNIT V: Budget and Budgetary Control- Meaning, Uses and Limitations, Budgeting and Profit planning, Different Types of Budgets and their Preparations: Sales Budget, Purchase Budget, Production Budget, Cash Budget, Flexible Budget, Master Budget, Zero Based Budgeting. Mergers and Acquisition, Tax System- GST

SUGGESTED READINGS

1. S P Jain and K L Narang ,2014. Financial Accounting. 12th Edition. Kalyani publisher
2. Sharma and Gupta, 2018. Management Accounting 13th Edition, Kalyani Publisher
3. Maheshwari SN & Maheshwari SK. 2018. Financial Accounting. 6th Ed. Vikas Publ. House.

Minor (Three) Select any two courses within the one minor group opted

SOM/IPM/DSC-MF-I-302

Minor-I (Finance)

Security Analysis & Portfolio Management

LEARNING OBJECTIVES

1. To provide a conceptual framework for analysis from an investor's perspective of maximizing return on investment
2. To provide a sound theoretical base with examples and references related to the Indian financial system.
3. To emphasize on understanding of the forces that influence the risk and return of financial assets and related models and theories.

LEARNING OUTCOMES

On successful completion of the course the learner will be able to:

1. Remember the concepts of risk and return, bonds and their valuation, technical and fundamental analysis, asset pricing and risk return of portfolio.

2. Understand the process of calculating risk and return, pricing of bonds along with duration, valuation of shares along with trading strategies and portfolio risk and return, pricing research reports and advice of financial firms and brokers.
3. Evaluate the best measures of risk and return, bond prices and sensitivity based on other variables, share valuation models and techniques of arriving at portfolio risk and return.
4. Analyse the outcomes of evaluation to choose the best return risk asset, change in bond price based on changes in interest rate etc., execute buy and sell transactions based on fundamentals and trends in the respective asset and compare the risk return ratios of various assets and portfolios so as to choose the optimal portfolio.
5. Create trading and investment strategies for maximising returns in the financial markets and also create a portfolio of investments to achieve the best risk return trade-off.

Unit 1: Risk–Return Analysis, Bond Valuation & Fundamental Analysis - Basics of risk and return: concept of returns, application of standard deviation, coefficient of variation, beta, alpha. Bonds: present value of a bond, yield to maturity, yield to call, yield to put, systematic risk, price risk, interest rate risk, default risk. Fundamental analysis: EIC framework; Economic analysis: Leading lagging & coincident macro-economic indicators, Expected direction of movement of stock prices with macroeconomic variables in the Indian context; Industry analysis: stages of life cycle, SWOT analysis, Company analysis.

Unit 2: Share Valuation & Technical Analysis -Share valuation: Dividend discount models – no growth, constant growth, and two stage growth model. Relative valuation models using P/E ratio, other ratios. Technical analysis: meaning, assumptions, difference between technical and fundamental analysis; Price indicators – Dow theory, advances and declines, new highs and lows, circuit filters. Volume indicators – Dow Theory, small investor volumes. Other indicators – institutional activity, Trends: resistance, support. Technical charts & patterns. Indicators: moving averages.

Unit 3: Portfolio Analysis and Management- Portfolio analysis: portfolio risk and return, Markowitz portfolio model: risk and return for 2 and 3 asset portfolios, concept of efficient frontier & optimum portfolio. Market Model: concept of beta, systematic and unsystematic risk.

Investor risk and return preferences: Indifference curves and the efficient frontier, Traditional portfolio management for individuals: Objectives, constraints, time horizon, current wealth, tax considerations, liquidity requirements, and anticipated inflation. Asset allocation: Asset allocation pyramid, investor life cycle approach. Portfolio management services: Passive – Index funds, systematic investment plans. Active – market timing, style investing.

Unit IV: Asset Pricing Models and Mutual Funds -Capital asset pricing model (CAPM): Efficient frontier with a combination of risky and risk-free assets. Assumptions of single period classical CAPM model. Expected return, required return, overvalued and undervalued assets as per CAPM. Multiple factor models: Arbitrage Pricing Theory (APT), APT vs CAPM.

UNIT V: Mutual Funds: Introduction, classification of mutual fund schemes by structure and objective, advantages and disadvantages of investing through mutual funds. Performance Evaluation of Managed Funds using Sharpe's, Treynor's and Jensen's measures.

Essential/recommended Readings (latest edition of readings to be used)

1. Reilly, F. K. & Brown, K.C. (2012) Analysis of Investments and Management of Portfolios, (12th edition), Cengage India Pvt. Ltd.
2. Singh, Rohini (2017): Security Analysis and Portfolio Management, (2nd Edition).

Excel Books. Suggestive Readings (latest edition of readings to be used)

1. Fischer, D.E. & Jordan, R.J. (2006) Security Analysis & Portfolio Management, (6th edition), Pearson Education.
2. Ranganathan, M., & Madhumathi, R. (2006). Investment Analysis and Portfolio Management. Pearson

SOM/IPM/DSC-MF-II-302

Minor-I (Finance)

Cost Accounting

AIM OF THIS COURSE

The objective of this course is to expose the learner to the concept and methods of Cost Accounting. Focus will be on understanding techniques, uses and applications of Cost Accounting.

LEARNING OUTCOMES:

After successful completion of this course, the students are expected to be able to:

1. Develop a clear understanding about the concepts of Cost Accounting
2. Understand the basics of cost accounting through various tools and techniques available
3. Get a insight about the budget and budgetary control methods

UNIT I: Cost: Meaning, Concept and Classification. Elements of Cost, Nature & Importance, Material Costing. Methods of Valuation of Material issue. Concept and material control and its techniques. Labour Costing, Methods of Wages payments.

UNIT II: Cost Accounting–Nature, Course, Significance of Cost Accounting; Classification ofCost, Costing for Material; Labour (a) Materials: Accounting and control of purchases, storage and issue of materials. Techniques of inventory control, Periodic and perpetual systems of maintaining inventory records, an overview of methods of pricing of materials issues — FIFO, LIFO and Weighted Average price method, Valuation of materials as per CAS – 6 on Material Cost, Accounting treatment of losses— Wastage, scrap, spoilage and defectives (b) Employee (Labour) Cost : Accounting and control of employee cost. Employee turnover: meaning, methods of measurement and accounting treatment. Concept and treatment of idle time and overtime. Methods of wage payment and Incentive schemes- Halsey, Rowan, Taylor's differential piece wage.

UNIT III:overheads; Marginal Costing and cost volume profit Analysis- Its Significance, Uses and Limitations.Classification, allocation, apportionment and absorption of overheads, Under and over- absorption of overheads; Capacity Levels and Costs; Treatments of certain items in costing like interest and financing charges, packing expenses, bad debts, research and development costs.

UNIT IV: Standard Costing – Its Meaning, Uses and Limitations, Determination of Standard Cost, Variance Analysis-Material, Labour and Overhead.

UNIT V: Contract Costing: Reconciliation of Cost and Financial Accounts, Cost Audit and Cost

Reduction.

TEACHING METHODS/ ACTIVITIES

Lecture

Case studies for making the participants get a clear idea about the real life budgeting and accounting practices.

Live project in the firms finance departments for getting the first hand experience

Suggested Readings

1. Cost Accounting - Theory & Problems S.N. Maheshwari.
2. Cost Accounting: Concepts and Applications for Managerial Decision Making, Set Frank J. Fabozzi.
3. Cost Accounting: Principles & Practice M.N. Arora

SOM/IPM/DSC-MM-I-303

Minor-II (Marketing management)

Marketing Research

AIM OF THIS COURSE

The objective of this course is to expose the learner to the concept and methods of Marketing research. Focus will be on understanding techniques, uses and applications of Marketing research.

LEARNING OUTCOMES:

1. Understand the concept, objectives, and process of marketing research and its role in business decisions.
2. Identify types of research and recognize ethical issues and the importance of research design.
3. Apply methods of data collection, scaling techniques, and questionnaire design.
4. Understand sampling methods and basics of data analysis.
5. Explain hypotheses and develop basic research report writing skills.

Unit I: Definition, Concept and Objectives of Marketing Research; Advantages and Limitations of Marketing Research;Role of Marketing Research in Decision Making; Research Process – Steps in the Research Process; Importance of Marketing Research in Indian Context.

Unit II: Types of Marketing Research: - Consumer Research, Product Research, Sales Research, Advertising Research; Various Issues and Ethics in Marketing Research, Research process, research design - exploratory research, descriptive research, and experimental research designs

Unit III: Data Collection Methods – Primary and Secondary. Primary methods: Surveys, Interviews, Observations, Focus Groups. Secondary Method: Government reports, company records, journals, websites, government data. Measurement and Scaling- Primary Scales of Measurement: Nominal, Ordinal, Interval, and Ratio; Scaling Techniques- Paired Comparison, Rank Order, Semantic Differential, Likert Scale; Questionnaire – Form and Design.

Unit IV: Sampling – Meaning, importance, Sampling techniques and its merits and demerits - Probability Sampling and Non-Probability Sampling, determination of sample size; Data Analysis: Definition and purpose of data analysis, Basic tools: tabulation, charts, graphs.

Unit V: Definition and Concept of Hypothesis – Need, Objectives, and Types of Hypotheses- Null Hypothesis and Alternative Hypothesis, Uses of Hypothesis in Research, Report Writing- Key Features of Report Writing, importance of report writing.

Suggested Readings:

1. Malhotra, Naresh K. *Marketing Research: An Applied Orientation*.
2. Churchill, Gilbert A. *Marketing Research: Methodological Foundations*. Cengage Learning.
3. Aaker, David A., Kumar, V., & Day, George S. *Marketing Research*. Wiley.
4. Malhotra, Naresh K. *Marketing Research*. Pearson.
5. Hair, Joseph F. Jr., Bush, Robert P., & Ortinau, David J. *Essentials of Marketing Research*.

SOM/IPM/DSC-MM-II-303

Minor-II (Marketing management)

Advertising Management

AIM OF THE COURSE

This subject offers a fundamental framework for advertisement management and its application in organization. It also covers a wide spectrum of advertisement management aspects in order to prepare the students to undertake marketing associated work for management .

LEARNING OUTCOMES

1. Understand the basics, purpose, and types of advertising.
2. Learn how advertising supports marketing and communication.
3. Develop simple ad messages, media plans, and budgets.
4. Evaluate ad performance using basic testing methods.
5. Know the role of ad agencies and follow ethical advertising practices.

Unit I: Advertising-Meaning-Origin and Development -Objectives- Importance – Functions of Advertising- Classification and Types of Advertisement- Merits and Demerits.

Unit II: Advertising and the Marketing Process, Nature and Elements of Communication Process, Obstacles in Communication, Promotional Mix and Elements ,Market Segmentation, Brand Positioning, Message and Copy

Unit III: Media Planning – Types of Media, Media Choice and Scheduling, Budgeting for Advertising.

Unit V: Need and Importance for Measuring the Effectiveness of Advertising – Methods of Measurement – Pretesting, Post Testing.

Unit IV: AdvertisingAgencies,Types and Functions of Advertising Agencies, Role of Ad Agencies in India, Advertising Laws and Ethics.

Suggested Readings:

1. Batra, Myers, and Aaker – *Advertising Management*
2. Wright, Winters, and Zeigler – *Advertising*
3. Dunn and Barban – *Advertising: Its Role in Modern Marketing*
4. Chunawalla and Sethia – *Foundations of Advertising: Theory and Practice*
5. Jethwaney and Jain – *Advertising Management*
6. Manendra Mohan – *Advertising Management: Concepts and Cases*

SOM/IPM/DSC-MHRM-I-304

Minor-I (Human Resource Management)

Labour Laws

COURSE OBJECTIVE

Understanding of the legal framework is important for the efficient decision-making relating to management and employees 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.

Unit I: Definition and meaning of Labour, Need, Importance and scope of labour laws in India. New development in the labour laws in india.A glance of International Lanour Laws.

Unit II: Labour Legislations in a Changing Context The Factories Act, 1948. The Shop and Establishments Act, 1953. The Contract Labour (Regulation and Abolition) Act, 1970.

Unit III: Social-Security Legislations The Employees' State Insurance Act, 1948. Maternity Benefit Act, 1961. The Workmen's Compensation Act, 1923, The Payment of Gratuity Act, 1972, Employees' provident Funds and Miscellaneous Provisions Act, 1952.

Unit IV: Wage Legislations The History of Wage legislations, The Payment of Wages Act, 1936, The Minimum Wages Act, 1948, The Payment of Bonus Act, 1965.

Unit V: Other Significant Legislations Recent development in labour laws in India,Conpemporary Issues regarding labour in india.

Suggested Readings

1. P. N. Singh, Neeraj Kumar, Employee Relations Management, Pearson.
2. P.L. Malik, Handbook of Labour and Industrial Law, 5e, Eastern Book Company.

SOM/IPM/DSC-MHRM-II-304

Minor-II (Human Resource Management)

Human Resource Planning and Development

AIM OF THIS COURSE

The primary aim of a Human Resource Planning and Development (HRP&D) course is to equip individuals with the knowledge and skills to effectively manage an organization's human capital. This includes understanding how to forecast future workforce needs, identify skill gaps, and develop strategies to acquire, train, and retain employees, all while ensuring legal compliance and promoting a positive work environment.

LEARNING OUTCOMES:

Assess business environment to anticipate Human Resource requirement / Competencies. Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes. Integrate Human Resource Planning and Development with strategic organizational planning. Estimate current competencies and skills and existing gaps in human resources. Forecast future requirements of human resources with different levels of skills. Design processes and policies to source and develop human resources.

UNIT I: Introduction to HRD: Definition, Relationship between HRM & HRD, Functions of HRD, HRD Climate, Roles& Competencies of HRD professional Aligning HRD with corporate strategy, The evolution of the HRD theory, Shift from training to Learning, Interventions to informal workplace training Psychology to sociological perspective of learning, Model of Employee Behavior and Employee Influences.

UNIT II: Human Resource Planning and procurement techniques- Overview of global sourcing Work planning and role analysis, Work review and feedback, Potential individual as well as team appraisal, Trends in performance management and feedback. The Role& Theories of Learning & HRD and HRD Needs.

UNIT III: Designing Effective HRD programs, Training Delivery methods, HRD Program evaluation, Global Perspectives of HRD.

UNIT IV: HRD Applications-Management Development and Management education/Training Socialization& orientation of Employees Employee Counseling and wellness Services,

UNIT V: Coaching and performance management- Competency, Mapping Assessmentcenters, Career planning and development, Succession Planning and Career Management, Employeeskills and technical training (Basic, Workplace Competencies, Basic Skill /literacy program, Interpersonal Skill training, Professional developments and Education etc)

TEACHING METHODS/ ACTIVITIES

Classrooms lecture, tutorials, Group discussion, Seminar, & field work (if required) etc.

Assignment can be given in group to study HRD, practices in SMEs /Large organizations, Comparison between them/ identifying common HRD practices among all level Assignment can be given for preparing detailed training, programme for the company in which students have taken SIP. After preparing training schedule/program they may be asked to take company manager's feedback on the same for improvement.

Suggested Readings:

1. Strategic HRM by Mabey and Salama
2. Development Human Resources by Mabey and Thompson
3. Human Resource Information System: Development and Application by Kavanagh M.J
4. Jon M. Werner, Randy L. DeSimone Human Resource Development Cengage Learning 2016 / 6th
5. David Mankin Human Resource Development Oxford 2019
6. Udai Pareek Designing and Managing Human Resource Systems Oxford & IBH 2017 / 3rd
7. Raymond Noe Employee Training & Development McGraw Hill 2019 / 8th

SOM/IPM/SEC-Major-I-308-

Management Information System

AIM OF THE COURSE

This subject offers a fundamental framework for information systems application in organization. It also covers a wide spectrum of information technology aspects in order to prepare the students to undertake IT associated work for management .

LEARNING OUTCOMES

After Successful completion of this course, the students are be able :

1. To develop understanding of MIS in modern business.
2. To equip students with knowledge of information systems, and their types.
3. To develop Understandings for E business and Customer Relationship.
4. To enhance decision-making, while facing Management Challenges.

UNIT : 1- Concept of Computers

History, Generation of computers, Characteristics of computers, Functions of computer, Types of computers, Benefits & Drawbacks of computers, Meaning of Computer system, Computer Hardware – Input output devices.

UNIT : 2- Foundation concepts

Foundations of information systems (IS) in business: Data & Information, Information as a Resource, System concepts – Components of an IS – IS resources , Fundamental roles of IS applications in business.

UNIT : 3 - Kinds of Information Systems

TPS, OAS, MIS, DSS, ES, ECS, Functional business systems – Sales &
Marketing, Financial & Accounting, HR, Operational IS, cross-functional enterprise
systems and applications – service sectors.

UNIT : 4- E-Business

E-Business models – Customer relationship management (CRM),Enterprise resource planning (ERP) and Supply chain management (SCM), E-Commerce systems ,Essential e-Commerce processes – e payment processes – e-commerce application trends – Web store requirements.

UNIT : 5 - Management challenges

Rapid change in Technology, Quality Assurance –Ethical and Social Dimensions – IP
Rights as related to IT Services / IT Products, Security threats, System vulnerability and

hazards, Information security and access control, Disaster recovery planning, IT risk management.

TEACHING METHODS ACTIVITIES

- Lecture
- Case Studies for making the participants aware about the concept of Management Information System
- Group Discussions on contemporary issues related to Management Information System

SUGGESTED READINGS

1. Stair & Reynolds – Fundamentals of Information Systems (Thompson, 2nd Ed.)
2. D. P. Goyal - Management Information System (Mac Millan, 3rd Ed.)
3. Jawedkar W S - Management Information System (Tata Mc Graw Hill.)

SOM/IPM/ M.D/I.D-III -306

Information Technology in Business

AIM OF THE COURSE

The objective of this course is to expose the learner to the concept of information technology in Business. Course will focus on understanding role and applications of Information Technology in business.

LEARNING OUTCOMES

After Successful completion of this course, the students are be able :

1. To develop understanding of IT tools used in modern business.
2. To equip students with knowledge of , communication systems, and digital tools.
3. To develop digital literacy and innovation
4. To enhance decision-making skills using IT applications.

UNIT : 1 Introduction to IT in Business

Introduction to Information technology , Role of IT in Business Transformation, Digital Economy & E-Governance ,Components of Information System (Hardware, Software, Data, Network, People) Types of Information Systems, Emerging Trends: Cloud Computing, AI,

UNIT : 2- Business Tools and Office Productivity

Digital Signature & e-Documentation ,Google Workspace / Microsoft 365 Overview, Word Processing for Reporting , Spreadsheet Functions for Business Analysis (formulas, charts,) Presentations for Business Communication (design, animation, visuals)

UNIT : 3 - Digital Marketing and E business

Basics of E-Business Models (B2B, B2C, C2C,) ,E-Payment Systems (UPI, NEFT, Credit/Debit)

Digital Marketing: SEO, Email, Social Media& Google Ads Cyber security in E-Business: Phishing, Ransom ware, Firewalls ,Government Initiatives: Digital India, Startup India

UNIT : 4 - IT Governance, Ethics and Sustainability

IT Laws and Regulations (IT Act 2000 and 2008 a brief note) , Role of Copyright in IT, Ethical Use of Information Technology in Business, Green Computing & Importance of E-Waste Management ,Contribution of IT in Sustainable Business Practices (CSR & ESG integration)

UNIT : 5 - Business Intelligence and Data management

Database Concepts: Tables, Records, Introduction to DBMS & MS Access ,Business Data Visualization Tools, Data-Driven Decision Making , Introduction to Excel Automation (macros & conditional formatting)

TEACHING METHODS ACTIVITIES

- Lecture
- Case Studies for making the participants aware about the concept of Information Technology and its use in Business
- Group Discussions on contemporary issues related to Information technology and Business

SUGGESTED READINGS

1. Dr . Anant Kumar Srivastava " Information Technology and Its application in Business"
2. David Whiteley "E-Commerce: Strategy, Technology and Implementation"

SOM/IPM/AEC-307
Indian Knowledge System (Offered by University)

IV-SEMESTER

DSC major –II

SOM/IPM/DSC-401

Financial Management

Course Objective: This course aims to equip students with the conceptual foundations and practical applications of financial management. It focuses on the role of finance in decision-making, the principles of time value of money, capital structure, investment appraisal, dividend policy, leverage, and working capital management.

Course Outcomes:

1. Understand the nature, scope, and objectives of financial management and its role in modern organizations.
2. Apply the concept of time value of money in various financial decision-making situations.
3. Analyze cost of capital and capital structure decisions using theoretical and practical approaches.
4. Evaluate investment proposals using capital budgeting techniques and understand dividend policy implications.
5. Assess leverage impacts and perform EBIT–EPS analysis for capital structure choices.
6. Manage working capital effectively and develop sound financial plans.

Unit 1: Introduction to Financial Management & Time Value of Money

Nature, scope, and objectives of financial management, Role of finance manager in modern organizations, Goals of financial management – Profit vs. Wealth maximization, Concept of time value of money – Present value (PV) and future value (FV), Compounding and discounting techniques, annuities, perpetuities, Applications in decision-making: loan amortization, investment appraisals

Unit 2: Cost of Capital & Capital Structure Decisions

Meaning and significance of cost of capital, Measurement of cost for debt, equity, preference shares, retained earnings, Weighted Average Cost of Capital (WACC), Capital structure theories

– Net Income, Net Operating Income, Modigliani-Miller, and Trade-off theory, Factors influencing capital structure decisions

Unit 3: Capital Budgeting Techniques & Dividend Policy

Investment appraisal methods – Payback, ARR, NPV, IRR, PI, Risk analysis in capital budgeting – Sensitivity, scenario, and simulation analysis, Dividend theories – Walter, Gordon, MM hypothesis, Dividend policy decisions – Stable vs. variable dividend policy, stock dividends

Unit 4: Leverage & EBIT–EPS Analysis

Operating leverage, financial leverage, and combined leverage, Break-even analysis and margin of safety, EBIT–EPS analysis for capital structure decisions.

Unit 5: Working Capital Management & Financial Planning

Concept, importance, and components of working capital, Determinants of working capital needs. Techniques for cash, receivables, and inventory management, Working capital financing – Short-term sources, Financial planning – Meaning, objectives, and process

Recommended Readings:

1. Khan, M. Y., & Jain, P. K. *Financial Management: Text, Problems and Cases*. McGraw-Hill Education.
2. Pandey, I. M. *Financial Management.* Vikas Publishing House.
3. Brigham, E. F., & Ehrhardt, M. C. *Financial Management: Theory and Practice*. Cengage Learning.

DSC minor –I
Finance
SOM/IPM/DSC-MF-I-402
Financial derivative and Risk Management

Course Objectives:

1. To understand the concept of Financial Derivatives and its participants
2. To analyze Forward and Future trading and understand regulatory framework of Derivative market
3. To prepare Options strategies and Options valuation
4. To gain knowledge on Clearing, Settlement and Risk management in Derivatives

Course Outcomes:

1. Understand the basic concept of Derivative market
2. Learn the meaning and types of risk.
3. Develop hedging strategies in Future contract and Options strategies
4. Understand the mechanism of trading, clearing and settlement

Unit1- Derivatives- Meaning and Significance of Derivatives in the Development of Securities Market; Types of Derivatives; L.C. Gupta Committee Report on Derivatives Trading; Participants of Derivatives, organizational setup of exchanges and specifications of futures contracts in world's leading commodity exchanges

Unit2- Risk Management- Risk-Return Trade-Off; Systematic and Non-Systematic Risks; Types of Risks- Market Risk, Foreign Exchange Risk and Purchasing Power Risk, Trading in warehouse receipts (WRs).

Unit3- Futures Trading- Futures Contracts, its role in Hedging Portfolio Risk; Difference between Futures and Forward contracts; Short Hedge, Long Hedge; Cross Hedging; Basic Risk; Stock Index Future.

Unit4- Options Trading- Meaning; Options Trading Strategies- Hedging using Call and Put options, Straddle, Strangles; Call Options, Put Options; Option Pricing Model- Black-Schole Option Pricing Model and Binomial-Option Pricing Model.

Unit5- Swaps Trading- Meaning and significance of Swaps; Hedging Interest Rate Risks; Currrency Swaps; Swaps Pricing.

Suggested Readings

Chance, Don M	An Introduction to Derivatives
Chew, Lilian	Managing Derivative Risk
Kolb, Robert	Financial Derivatives
Kolb, Robert W	Understanding Futures Market
Johan C. Hull	Financial Derivatives

DSC minor –I
Finance

SOM/IPM/DSC-MF-II-402

Banking and Financial Services

AIM OF THIS COURSE: The objective of this course is to expose the learner to the concept and methods of Research. Focus will be on understanding techniques, uses and applications of

LEARNING OUTCOMES: After successful completion of this course, the students are expected to be able to:

-Understand and analyze the structure and functions of banking systems, including retail and commercial banking.
-Evaluate the range of financial services offered by banks and other financial institutions.
-Identify and manage risks in banking, including credit risk, liquidity risk, and operational risk.
-Understand the regulatory framework governing banking and financial services.
-Analyze the impact of digital technologies on banking and financial services.

-Evaluate the role of banking and financial services in promoting financial inclusion.
-Understand the day-to-day operations of banks, including payment systems and treasury management

Unit-I: Banking: Meaning and Definition, Evolution of Indian Banks, Types of banks, Performance of Banks. Commercial banking: Structure, Functions, Role of commercial banks in socio economic development, Credit creation and Deployment of Funds, Bank Clearing House: Clearing Procedure.

Unit-II: Bank and Customer: Relationship between the Banker and the Customer, Types of accounts and Deposits, Forms of lending, Documents & Procedure for loan. ALM in banks: Components of Liabilities and Components of Assets, Significance, Purpose and objectives.

Unit-III: International Banking: Exchange rates and Forex Business, BASEL, Correspondent banking and NRI Accounts, Letters of Credit, Foreign currency Loans, Facilities for Exporters and Importers, Role of ECGC, RBI and EXIM Bank.

Unit-IV: Housing Finance: Types, Institutions and banks offering Housing Finance, Procedure and Interest rates, Income Tax Implication. Leasing: Concept, Steps in Leasing Transactions, Types of Lease, Legal frameworks, Advantages and disadvantages of Leasing, Matters on Depreciation and Tax, Problems in leasing, Factors influencing Buy or Borrow or Lease Decision.

Unit-V: Credit rating: Definition and meaning, Process of credit rating of financial instruments, rating methodology, Rating agencies, securitization of debt: Meaning, Features, SPV, Types of securitisable assets, Benefits of Securitization, Issues in Securitization. Factoring & Forfeiting: Meaning, Functions, and Types.

(vi) Venture Capital: Concept, features, Origin in India and the current Indian Scenario. Mutual Funds: Meaning, types of funds, organization of fund, NAV, Guidelines of Mutual Funds.

Suggested Readings:

4. Banking and Finance: Theory and Practice - Clifford Gomez, 1/e, PHI, 2011.
5. Bank Financial Management-Indian Institute of Banking and Finance, 1/e, Macmillan,
6. Financial Markets and Services – Gordon & Natarajan, , Himalaya publishing
7. Financial services- Khan M.Y, 6/e, McGraw Hill, 2011.
8. Banking Theory and Practice – Shekar & Shekar, Vikas, 20/e, 2011.
9. M.Y.Khan: Financial Services, Tata McGraw – Hill.
10. Machiraju: Indian Financial System, Vikas Publishing House.
11. J.C.Verma: A Manual of Merchant Banking, Bharath Publishing House.

DSC minor -II
Marketing management

SOM/IPM/DSC-MM-I-403
Rural Marketing

Course Objective- This course aims to develop the analytical, strategic, and practical skills required to effectively tap into rural markets, which form a significant portion of the economy in many countries, especially in developing nations like India.

Course Outcomes

1. After completion of the course, learners will be able to:
2. Understand the importance and key concepts of rural marketing.
3. Apply segmentation, targeting, and positioning strategies considering rural consumer behavior.
4. Understand Planning of Distribution channels
5. Apply concepts of rural Marketing in India.

UNIT -1: Nature and scope of rural marketing, Differences between rural and urban markets ,Concepts and classification of rural markets , Rural marketing environment,Rise of rural consumerism, Socio- Cultural, Economic and Other Environmental Factors Affecting Rural marketing.

UNIT –2: Buying behavior in rural markets, Factors influencing consumer behavior, Bases for segmenting rural consumer markets, Marketing of Consumer Durables and Non Durable Goods and Services in Rural Markets, customer relationship management, rural market research.

UNIT –3: Planning of Distribution Channels, Organizing Personnel Selling in Rural Markets, Rural Product strategy: Marketing of consumer durable and non-durable goods and services in the rural markets with special reference to product planning, Marketing of Agricultural Inputs with Special Reference to Fertilizers, Seeds, Agricultural Implements and Tractors, marketing mix and product mix.

UNIT –4: Trends in Rural Marketing digitalization of rural India **,**Online marketing reach in rural markets **,**Trends in packaging, labeling, grading, transporting, order processing, payment methods, warehousing.

UNIT-5: Pricing for rural markets: Pricing policy and pricing strategy, distribution strategy, Rural retailing and modern store formats in rural areas. Promotion and communication strategy: Media Planning, Distribution channels, personal selling strategies in rural markets, innovations in rural marketing

Suggested Readings:

12. Raja Gopal -Organizing Rural Business Policy,Planning& Management
2- T P Gopalswamy -Rural Marketing-Environment,ProblemsAnd Strategies

DSC minor -II
Marketing management
Sales and Distribution Management
SOM/IPM/DSC-MM-II-403

Course Objectives:

1. To understand scope, purpose and objectives of sales organizations
2. To study various theories of selling, helps in identifying the nature of customers and motivate them to buy accordingly
3. To learn sales quotas, budgeting and sales territory management as sales efforts controlling techniques
4. To select effective marketing channels by evaluating their structure, functions and performance

Course Outcomes:

1. Understand the fundamentals and scope of sales management
2. Learn the types of sales organizations and techniques to determine the appropriate size of sales force
3. Understand recruitment, selection, training and motivation of sales team
4. Identify various steps of effective selling

Unit-I: Selling Functions, Types of Selling: Direct Selling, Institutional Selling, Tele Marketing. Sampling, Follow the Customers.

Unit-II: Theories of Selling- Canned Approach, AIDA Model, Right Set of Circumstances Theory, Buying Formula Theory, Behavioral Equation Theory.

Unit-III: Sales Management- Scope, Functions, Process of Effective Selling- Prospecting, Pre-approach, Presentation and Demonstration, Handling Objections, Closing the Sale, Post-sale Activities.

Unit-IV: Organization for Sales, Sales Planning- Market Potential Analysis, Sales Forecasting, Sales Objectives, Territory Allocation, Sales Quota.

Unit-V: Distribution Network- Various Distribution Channels, Channel Design Decisions, Channel Management- Selection**,** Motivation, Evaluation, Control of Channel members.

Suggested Readings

1. Russel, BeachandBrukirk-Selling
2. Still, Cundiff and Govoni- Sales Management
3. K Patel- Sales Management
4. Confierd: Salesmanship- Practice and Problems

DSC minor -III
Human Resource Management
SOM/IPM/DSC-MM-I-404
Compensation Management

Course Objectives:

1. To understand the significance of compensation management.
2. To develop a clarity about economical behavioral dimension of compensation management.
3. To analyze the emerging issues and trends in compensation methods.
4. To understand the various dimensions of Compensation Management.
5. To familiarise the role of various bodies involved in Compensation Management.

Course outcome:

1. Develop remuneration and reward strategies.
2. Have an insight to compensation methods at different levels.
3. Get theoretical and practical input about salary structure of employees.

UNIT I: Compensation – Concept, Historical Development of payment systems, importance, Compensation Responsibilities – Compensation System Design Issues - Compensation Philosophies - Compensation Approaches

UNIT II: Compensation Classification - Types - Incentives - Fringe Benefits – Strategic Compensation Planning - Determining Compensation - The wage Mix - Development of Base Pay Systems - The Wage Curve - Pay Grades - Salary Matrix - Compensation as a Retention Strategy.

Unit – IlI Theories of Wages - Wage Structure - Wage Fixation - Wage Payment - Salary Administration - Executive Compensation - Incentive Plans - Team Compensation - Gain Sharing Incentive Plan - Enterprise Incentive Plan - Profit Sharing Plan- ESOPs - Compensation Management in Multi-National organisations.

Unit –IV Methods of Rewarding of Sales Personnel - Pay - Commission - Pay and Commission- Performance Based Pay Systems - Incentives - Executive Compensation Plan and Packages- Perceptions of Pay Fairness - Legal Constraints on Pay Systems.

Unit – V Wage Boards - Pay Commissions • Employee Benefits - Benefits Need Analysis- Funding Benefits - Benchmarking Benefit Schemes - Employee Benefit Programmes - Security Benefits - Creating a Work Life Setting - Designing Benefit Packages.

Suggested Readings:

1. DewakarGoel, PERFORMANCE APPRAISAL AND COMPENSATION MANAGEMENT, PHI Learning, New Delt.
2. Richard.I. Henderson, COMPENSATION MANAGEMENT IN A KNOWLEDGE BASED WORlD, Prentice Hall India, New Delhi.

3. Richard Thrope& Gill Homen, STRATEGIC REWARD SYSTEMS, Prentice Hall India. New Delhi,
4. Michael Armstrong & Helen Murlis, HAND BOOK OF REWARD MANAGEM Crust dubasmine Mouse.
5. Dr. KanchanBatia- Compensation Management, 1st edn - Himalaya Publishing House, Mumbai.
6. B.D.Singh-CompensationandRewardManagement,1st edn-ExcelBooks,New Delhi.
7. WallaceM.J.andFayC.H-CompensationTheoryandPractice-TataMcGrawHill.
8. Henderson,RichardI-CompensationManagementinaknowledgeBasedWorld-PrinticeHall.

DSC minor -III
Human Resource Management
SOM/IPM/DSC-MM-II-404
Organizational Development & Intervention Strategies

SEC Minor-I
SOM/IPM/SEC-405
Finance Management/Marketing Management/HRM

VAC
SOM/IPM/ M.D/I.D-III -406
Culture Traditions and Moral values

Course Objective
The objective of this course is to introduce students to Ancient Indian Culture, Vedic Literature, and Indian Ayurveda It aims to provide understanding of moral values and traditions .
Course Outcomes
- Understand key concepts of culture, tradition, and morality.
- Appreciate the richness and diversity of Vedic Literature .
- Recognize the relevance of Indian Ayurveveda.

UNIT 1 IndianCulture-(06
a) Four Purusharthas
b)Chaturvarn System
c) Ashram System
d) Gurukul Parampra : Education System

UNIT 2 Vaidik Literature (08)
a) Samhitas
b) Upnishads

c) Vedangas : Shiksha (Education), Nirukta, Vyakarana (Grammar), Kalpa, Jyotish (Astrology), Chhand Shastra (Metres

UNIT 3- Exponents of Indian Ayurveda

a) Charaka

b)Susruta

c)Vagbhatta

UNIT 4- Aarsha Literature

a) Shrimadbhagvadgeeta

b) Bhartrihari'sNitishtakam

Suggested Readings:

1- Pandey, Pandit Omprakash: History of Vaidik Sahitya

2- Scientific Authenticity of Samskaras: Uttar Pradesh Sanskrit Akademi, Lucknow

3- Sharma, Vishnu: Panchtantra, Hitopdesh, Mitralabh

4- Bhartrihari: Neetishatakam

5- Gairola Vachaspati: History of Vaidik Sahitya, Delhi Sahitya Academy

6- Pandey SangamLal: History of Indian Philosophy

SEC

SOM/IPM/SEC-307

AMSC

Students are required to study both courses — *Indian Knowledge System (IKS)* and *AMSC/Field Work/SEC* — during the 3rd and 4th semesters. However, they will have the flexibility to study one course in each semester.

If a student opts for *Indian Knowledge System (IKS)* in the 3rd semester, they must choose *AMSC/Field Work/SEC* in the 4th semester, and vice versa.

V-SEMESTER

DSC Major-I

SOM/IPM/DSC-501

Production and Operations Management

Course Objective: The course aims to familiarize students with the principles, strategies, and techniques used in managing production and operations. It focuses on planning, organizing, and controlling resources to achieve efficiency and quality in manufacturing and service organizations

Course Outcomes:

1. **Understand the scope and importance of production and operations management in business.**
2. **Apply facility location and layout planning techniques for operational efficiency.**
3. **Utilize forecasting methods and aggregate planning strategies in production systems.**
4. **Implement inventory management and material handling techniques effectively.**
5. **Apply quality management tools and capacity planning methods for sustainable operations.**

BLOCK 1: INTRODUCTION TO PRODUCTION AND OPERATIONS MANAGEMENT

UNIT I: Nature Concept and Scope of Production and Operations Management; FactorsAffecting System; Facility location, Types of Manufacturing Systems and Layouts, Process Selection and Facility Layout, Layout Planning and Analysis, Forecasting

UNIT II: Operations Strategy: Operations Strategy, Competitive Capabilities and CoreCompetencies, Operations Strategy as a Competitive Weapon, Linkage Between Corporate, Business, and Operations Strategy, Developing Operations Strategy, Elements or Components of Operations Strategy, Competitive Priorities, Manufacturing Strategies, Service Strategies, Global Strategies and Role of Operations Strategy.

UNIT III: Productivity Variables and Productivity Measurement, Production Planning andControl, Mass Production, Batch Production, Job Order Manufacturing, Product Selection, Product Design and Development, Process Selection, Capacity planning.

BLOCK 2: INVENTORY MANAGEMENT

UNIT IV: An Overview of Inventory Management Fundamentals, Determination of MaterialRequirement, Safety Management Scheduling, Maintenance Management Concepts, Work Study, Method Study, Work Measurement, Work Sampling, Work Environment, Production Planning and Control (PPC) Industrial Safety, human-machine interface, types of interface designs. Cloud operations management

BLOCK 3: QUALITY MANAGEMENT

UNIT V: Quality Assurance, Accepting Sampling, Statistical Process Control, Total QualityManagement, ISO standards and their Importance, Introduction to re-engineering, value engineering, check sheets, Pareto charts, Ishikawa charts, JIT Pre-requisites for implementation Six Sigma, Lean Management, Reliability Engineering, Safety Engineering, Fault Tree Analysis.

TEACHING METHODS/ACTIVITIES

- Interactive sessions
- Live projects
- Assignments (reading and writing)
- Presentations of quality management practices by leading agri and food organizations

Recommended Readings:

13. **Stevenson, W. J., *Operations Management*. McGraw-Hill Education.**

14. **Heizer, J., & Render, B., *Operations Management: Sustainability and Supply Chain Management*. Pearson Education.**

15. **Adam, E. E., & Ebert, R. J., *Production and Operations Management*. Prentice Hall of India.**

DSE Major Elective-I

SOM/IPM/DSE-502

International Trade Theories and Policies

Aim of the Course

The course aims to introduce students to the fundamentals of international trade, its theories, policies, and practical procedures. It highlights the role of trade in economic growth, the impact of globalization, and India’s foreign trade framework, while also covering key international trade agreements and institutions.

Learning Outcomes

After successful completion of this course, students will be able to explain the importance and benefits of international trade, understand basic trade theories, and analyse terms of trade and exchange rate concepts. They will gain familiarity with India's foreign trade policy, essential documentation, and promotional schemes, as well as understand major international trade agreements, policies, and the role of the WTO in global commerce.

Unit I: Introduction to International Trade-Meaning and definition of international trade, Gains from trade, Historical perspective of international trade, Importance of trade in economic growth, Globalization and its effect on trade.

Unit II: Theories of International Trade- The Mercantilist views on trade, The theory of absolute cost advantage, The theory of comparative cost advantage.

Unit III: Terms of Trade and Determination of Exchange Rate- Concepts and measurement of terms of trade, Factors affecting terms of trade of a Country, Exchange Rate Determination.

Unit IV: Foreign Trade Policy of India- Objectives of foreign trade policy, Importer Exporter Code, Role of DGFT in imports and exports, Mandatory documents for export or import of goods from/into India, EPGC scheme, Export oriented units, Promotion of e-commerce.

Unit V: International Trade Agreements and Policies-International trade negotiations and their benefits, Free trade Vs. Protectionism,Instruments of trade policy, Effects of trade policy on economic growth, Brief history of GATT, WTO, Role of the WTO in international trade.

Suggested Readings

1. Paul. R. Krugman & Maurice Obstfeld-International Economics-Theory and Policy, Pearson Publication
2. Jagadish Bhagwati- In Defence of Globalization, OUP USA Publication
3. Joseph. E. Stiglitz- Globalization and its discontents, W.W. Norton & Company, USA
4. Monika Kashyap & Mahendra Babu Kuruva- Economic Reforms in India Since 1991, Sage Publishers, New Delhi

Field visit/Vocational/Internship with viva voce

SOM/IPM/FV-IVV-503

(Any Major Subject Related/Industrial Visit) with Report of Visit

Industrial visit will be proposed by department or college and report of visit will be prepared by the students and concerned faculty will evaluate that report of the students.

Minor-I

SOM/IPM/Minor-F-II-504

Finance (**Financial Institutions and Markets**)

Objective: The objective of this paper is to introduce students to the different aspects and components of financial Institutions and financial markets. This will enable them to take the rational decision in financial environment.

LEARNING OUTCOMES: After successful completion of this course, the students are expected to be able to:

16. -Analyze the structure and functions of financial systems, including financial institutions and markets.
17. -Evaluate the role and management of financial institutions, such as banks, insurance companies, and pension funds.
18. -Understand the operations of financial markets, including primary and secondary markets, and the trading of financial instruments.
19. -Identify and manage financial risks, including credit risk, market risk, and operational risk.
20. -Understand the regulatory framework governing financial institutions and markets.

Course Content:

Unit I: Structure of Indian Financial System: An overview of the Indian financial system, financial sector reforms: context, need and objectives; major reforms in the last decade; competition; deregulation; capital requirements; issues in financial reforms and restructuring; future agenda of reforms; Regulation of Banks, NBFCs & FIs: Salient provisions of banking regulation act and RBI Act; Role of RBI as a central banker; Products offered by Banks and FIs: Retail banking and corporate banking products. Universal Banking: need, importance, trends and RBI guidelines, Core banking solution(CBS); RTGS and internet banking, NBFCs and its types; comparison between Banks and NBFCs

Unit II: Introduction to Financial Markets in India: Role and Importance of Financial Markets, Financial Markets: Money Market; Capital Market; Factors affecting Financial Markets, Linkages Between Economy and Financial Markets, Integration of Indian Financial Markets with Global Financial Markets, Primary & secondary market, Currency Market, Debt Market- role and functions of these markets. Primary Market for Corporate Securities in India: Issue of Corporate Securities: Public Issue through Prospectus, Green shoe option, Offer for sale, Private Placement, Rights Issue, On-Line IPO, Book Building of Shares, Disinvestment of PSU, Employees Stock Options, Preferential Issue of Shares, Venture Capital, Private Equity, Performance of Primary Market in India, Corporate Listings: Listing and Delisting of Corporate Stocks.

Unit III: Secondary Market in India: Introduction to Stock Markets, Regional and Modern Stock Exchanges, International Stock Exchanges, Demutualization of exchanges, Comparison between NSE and BSE, Raising of funds in International Markets: ADRs and GDRs, FCCB and Euro Issues; Indian Stock Indices and their construction, maintenance, adjustment for corporate actions (rights, bonus and stock split;) on index with numerical, free float vs. full float methodology, Classification of Securities to be included in the Index, Bulls and Bears in Stock Markets, Factors influencing them movement of stock markets, indicators of maturity of stock markets, Major Instruments traded in stock markets: Equity Shares, Debentures, Myths attached to Investing in Stock Markets.

UNIT IV: Trading of securities on a stock exchange; Selection of broker, capital and margin requirements of a broker, MTM and VAR Margins, kinds of brokers, opening of an account to trade in securities, DEMAT System, placing an order for purchase/sale of shares, margin trading and margin adjustment, contract note and settlement of contracts, Algorithmic trading, Settlement mechanism at BSE & NSE

Unit V: Money Markets & Debt Markets in India: Money Market: Meaning, role and participants in money markets, Segments of money markets, Call Money Markets, Repos and reverse Repo concepts, Treasury Bill Markets, Market for Commercial Paper, Commercial Bills and Certificate of Deposit. Role of STCI and DFHI in money market, Debt Market: Introduction and meaning, Market for Government/Debt Securities in India, Secondary market for government/debt securities, Over subscription and devolvement of Government Securities, Government securities issued by State Governments, and Corporate Bonds

Readings:

21. Financial institutions and markets : structure, growth and innovations- LM Bhole& Jitendra Mahakud
22. Saunders, Anthony & Cornett, Marcia Millon (2007). Financial Markets andInstitutions (3rd ed.).Tata McGraw Hill
23. Khan, M Y. (2010). Financial Services (5th ed.). McGraw Hill Higher Education
24. Shahani, Rakesh(2011). Financial Markets in India: A Research Initiative. AnamicaPublications
25. Goel, Sandeep. (2012). Financial services. PHI.
26. Gurusamy, S. (2010). Financial Services. TMH

SOM/IPM/Minor-M-II-504

Marketing Management

(Marketing of Services)

Course Objective- The objective of this course is to provide students with a comprehensive understanding of the marketing strategies and practices particular to service-based industries.

Course Outcomes

1. Understand the nature and characteristics of services and how they differ from tangible goods.
2. Analyze service quality and customer satisfaction using various frameworks.
3. Understand the role of employees and customers in service delivery and co-creation.

Unit -1

The Nature of Services Marketing- Introduction, Definition and Characteristics of Services, Classification of Services, Evolution of Services marketing, Importance of Services Marketing in Indian Economy.

Unit -2

The Services Marketing Mix- Importance of 7 Ps in Services Marketing The Service Marketing- The People Component, Services and the Importance of the People Component, Using People to Differentiate Services,

Unit -3

Physical Evidence and Services Process- Essential and Peripheral Physical Evidence,Nature of the Service Process, Customer Participation in Service Process, managing Evidence and Process

Unit -4

Services Market Segmentation, Competitive Differentiation of Services, Positioning of Services. Consumer Behaviour for Services

Unit-5

Services Pricing Decisions- Approaches to Pricing Services-Cost Based, Competition Based, Demand Based. Factors Affecting Pricing.

SUGGESTED READINGS

- Philip Kotler and Paul N Bloom -Marketing Professional Services
- Lovelock, -Services Marketing

Adrian Payne, -The Essence of Services Marketing

SOM/IPM/Minor-HRM-II-504

Human Resource Management

(Social Security &Labour Welfare)

Course Objective:

The course aims to provide an in-depth understanding of the concepts, principles, and practices of labour welfare and social security in India. It focuses on statutory and voluntary

welfare measures, social insurance systems, and contemporary challenges in labour welfare.

Course Outcomes:

 Understand the definition, objectives, and scope of labour welfare in the Indian

context.

 Differentiate between statutory and voluntary welfare provisions and their

applications.

 Analyze the role of various stakeholders in promoting worker welfare.

 Examine the structure and functioning of social security frameworks in India.

 Evaluate contemporary issues in labour welfare, including gig economy challenges

and employee wellness programs.

Unit 1: Concept & Scope

Definition and objectives of labour welfare, Statutory vs. voluntary welfare measures,

Principles of labour welfare in India

Unit 2: Statutory Welfare Provisions

Welfare measures under Factories Act and other legislations, Health, safety, and hygiene

provisions, Working hours and rest intervals

Unit 3: Voluntary Welfare Provisions

Housing, canteens, recreation, education facilities. Role of employers and NGOs

Unit 4: Social Security Framework

Concept of social security in India, Social insurance vs. social assistance, Role of ESIC,

EPFO, and other agencies

Unit 5: Contemporary Issues & Case Studies

Challenges in labour welfare in the gig economy, Best practices from corporate case studies

Employee mental health and wellness programmes

Recommended Readings:

- Moorthy, M. V., Principles of Labour Welfare. Oxford University Press.
- Mamoria, C. B., & Mamoria, S., Dynamics of Industrial Relations. Himalaya

Publishing House.

- Saxena, R. C., Labour Problems and Social Welfare. K. Nath & Co.

AEC

SOM/IPM/AEC-505

Indian, Mordern, Regional language- I

VI-SEMESTER

DSC Major-I

SOM/IPM/DSC-601

Research Methodology

AIM OF THIS COURSE- The objective of this course is to expose the learner to the concept and methods of Research. Focus will be on understanding techniques, uses and applications of

LEARNING OUTCOMES: After successful completion of this course, the students are expected to be able to:

27. Understand the concept, objectives, and process of research and its role in business decisions.
28. Identify types of research and recognize ethical issues and the importance of research design.
29. Apply methods of data collection, scaling techniques, and questionnaire design.
30. Understand sampling methods and basics of data analysis.
31. Explain hypotheses and develop basic research report writing skills.

Course Content:

(i) Nature, Meaning and Scope and significance of Research and Research Methodology. Problem Formulation and Statement of Research Objectives, Steps in the Research Process; Importance of Marketing Research in Indian Context,Organization Structure of Research

(ii)Research Process, Research Designs- Exploratory, Descriptive and Experimental Research, Research Designs. Sampling Design, Sampling Fundamentals, Methods of Data Collection Observational and Survey Methods, Questionnaire Design.

(iii) Measurement and Scaling Techniques, Motivational Research Techniques, Administration of Surveys, Field Work and Tabulation of Data, Processing and Analysis of Data, Selection of Appropriate Statistical Technique.Measurement of Central Tendency and Dispersion,Standard Deviation, Skewness and kurtosis

(iv) Advanced Techniques for Data Analysis, Analysis of Variance, Discriminate Analysis, Factor Analysis, Correlation and Regression Analysis, Time Series Analysis, Measures of Trend and Seasonal Indices. Research Applications.

(v) Sampling and Sampling Distributions: Probability and Non-Probability Sampling Methods, Sampling and Non-Sampling Errors, Sampling Theory, Sampling Distribution, Hypothesis Testing

Suggested Readings

(1) Kothari, C R -Research Methodology
(2) Levin, R I and Rubin David S -Statistics for Management
(3) Stephen KC -Applied Business Statistics
(4) Emory and Cooper -Business Research Method
(5) Hair -Marketing Research
(6) Salkind J -Exploring Research
(7) Fowler, Floyd J Jr. -Survey Methods

DSE Major Elective-II

SOM/IPM/DSE-602

International Marketing Management

Aim of the Course

To introduce students to the basic steps, documents, and processes involved in exporting and importing goods, enabling them to understand how international trade works and how to manage simple export-import transactions.

Learning Outcomes

After learning this course, the students will be able to explain the basic steps in starting an export or import business, Identify and understand the most common documents used in international trade, understand simple export and import procedures, recognize basic financing and insurance options for trade as well as identify common risks in trade and basic ways to manage them.

Unit I: Introduction to International Trade- What is export and import, Benefits of international trade, How to start an export business – choosing a product, finding buyers, and registering the business, IEC code.

Unit II: Basic Export Documentation- The need for export documentation, Overview of an export contract, Incoterms, Key export documents: Proforma invoice, Commercial invoice, Packing list, Certificate of origin, Bill of lading / Air waybill, Insurance certificate.

Unit III: Export Procedure & Finance- Steps in export: order confirmation, preparing goods, inspection, documentation, shipping, receiving payment. Letters of credit, Role of banks and export promotion agencies.

Unit IV: How imports work- finding suppliers, placing orders, and receiving goods; Basic import documents: bill of entry, invoice, packing list, import license; Customs clearance procedure, Import duties and taxes.

Unit V: Risks in International Trade- Common risks: payment risk, transport risk, political risk, Simple examples of each type of risk, Methods to reduce risks: insurance, secure payment terms, reliable partners.

Suggested Readings

P. K. Khurana– Export Management, Galgotia Publishing Company
Aseem Kumar– Export and Import Management, Excel Books
Madhurima Lall & Sultan Ahmad– Export Import: Procedure and Documentation, Sultan Chand & Sons
Ministry of Commerce, Govt. of India, 2024 - Handbook on Export Procedure

Project Report with Viva- Voce

SOM/IPM/PRVV/603

Based on Primary and Secondary Data

Minor-II

SOM/IPM/Minor-F-II-604

Finance (Working Capital Management)

Aim of this course- A working capital management course aims to teach students how to effectively manage a company's short-term assets and liabilities to ensure smooth day-to-day operations, maintain sufficient liquidity to meet obligations, optimize the use of resources, minimize costs, and ultimately maximize profitability and shareholder value

Learning Outcome: Working capital management learning outcomes include the ability to optimize cash flow, manage components like inventory, receivables, and payables, assess financing options, calculate and interpret performance ratios, and develop strategies to balance liquidity and profitability for sustainable business operations and financial stability. Students should be able to critically evaluate corporate working capital strategies and propose improvements using various tools and techniques.

Unit-I: Principles of Working capital: Introduction to Working capital, Concept of' Working Capital, Need for Working capital, Concepts and its determinants, estimation of working capital needs.

Unit-II: Accounts Receivables Management and Factoring: Credit Policy, Nature and Goals, credit evaluation of individual accounts and its monitoring receivables, factoring: types and benefits.

Unit-III: Inventory Management: Nature of Inventories, Need to hold inventories, objectives of inventory management, inventory Management techniques, inventory management process.

Unit-IV: Cash Management: Facets of Cash Management, Motive for holding cash, managing cash collection and disbursements, investing surplus, cash in marketable securities, cash budgeting.

Unit-V: Working Capital Finance: Trade Credit, Bank Finance and Commercial Papers.

Suggested Readings:

Textbooks:

- Financial Management by Prasanna Chandra
- Financial Management by I.M. Pandey
- Fundamentals of Financial Management by James C. Van Horne
- Working Capital Management by Hrishikes Bhattacharya

Specialized Books:

- Cash Management by R.N. Joshi
- Books on specific tools and techniques like inventory control models.

Minor-II

SOM/IPM/Minor-M-II-604

Marketing Management (Industrial Marketing)

AIM OF THIS COURSE- The overall objective of the course is to provide the students with in depth knowledge of industrial market structure and how they function. Furthermore the course aims to provide students with understanding of the various attributes and models applicable in this field. The significance of industrial marketing emanates from the fact that industrial markets have been growing at unprecedented rate during the past few decades and the demands for industrial products and services have exceeded the actual industrial output. The course comprises basics of industrial marketing, components of strategy, channel strategy, marketing communication & pricing.

LEARNING OUTCOMES:

After successful completion of this course, the students are expected to be able to:The knowledge and skills to effectively market products and services to other businesses. This includes understanding the unique characteristics of industrial markets, developing targeted marketing strategies, Buying behavior, new product development, channels & sales planning and how to determine the price.

UNIT-I: Basics of Industrial Marketing-Introduction to Industrial Marketing; Industrial versus Consumer Marketing; Industrial Marketing Landscape; Economics of Industrial Demand; Classification of Industrial Customers. Buying Behaviour Unique Characteristics of Organizational Procurement; Purchasing in Government Units; Industrial Buying Behaviour in Indian context; Conceptualization of Buying Behaviour; Stages in Buying.

UNIT-II: Inputs to Industrial Marketing Uncertainty Management in Industrial Marketing; Purchasing Agents in Industrial Buying; Negotiation in Industrial Marketing. Strategic Planning Process of Strategic Planning; Macro and Micro Variables Used to Segment Industrial Marketing; Industrial Marketing Strategy in India; Managing the Development of Strategic Planning and McKinsey's 7-s Framework and Industrial Marketing Research for New Product Development.

UNIT-III: Channel Optimization Channel Participants; Channel Functions and Dual Channels; Choosing the Right Distributor; Distribution and Manufacturers' Representatives. Logistics and Marketing Control Purchasing Practices of Industrial Customers in Indian Context; Marketing Logistics: Physical Distribution and Customer Services; Marketing Control.

UNIT-IV: Sales Force Planning Development of Industrial Sales Force; Motivation of Sales Force; Effective Use of Sales Compensation.

UNIT-V: Pricing Price: A Crucial Element in Product Strategy; The nature of Derived Demand; Industrial Product Pricing in India; Segregation of New Product Cost; Pricing in Industrial Marketing.

Teaching Methods/ Activities:
Classrooms lecture, tutorials, Group discussion and Seminar etc.

Suggested Reading:
1. Industrial Marketing: A Process of Creating and Maintaining Exchange by KrishnamacharyuluCsg, Lalitha R, Publisher: Jaico Book House
2. Industrial Marketing by Ghosh, Publisher: Oxford University Press
3. Industrial Marketing 2e by K. K. Havaldar, Publisher: Tata McGraw-Hill Publishing Company limited
4. Industrial Marketing Management by Govindarajan, Publisher: Vikas Publishing House Pvt Ltd.
5. Industrial Marketing by Phadtare M. T, Publisher: Prentice Hall of India Private Limited
Industrial Marketing Text Book: ICMR

Minor-II

SOM/IPM/Minor-HRM-II-604

Human Resource Management (Industrial Psychology)

Course Objectives: The aim of undergoing this course is to develop an awareness of the major perspectives underlying the field of Industrial Psychology and understanding for the potential Industrial Psychology has for society and organizations now and in the future.

Course Outcomes: After completing this course, the student will be able to:

32. Understanding of key concepts, theoretical perspectives, and trends in industrial psychology.
33. Apply Industrial Psychology to select, develop, and manage employees.
34. Comprehend how the theory and research are applied to work settings.
35. Create a stress free work environment at workplace for better performance

Contents:

Unit1- Introduction: Industrial Psychology concept, Development of Industrial Psychology, Scope of Industrial Psychology, Major Problems of Industrial Psychology. Psychological Tests: Characteristics of Psychological Tests, Types of Tests, Importance, and Limitation of Psychological Tests.

Unit2- Attitudes and Human Engineering: Meaning, Components of attitudes, attitudes measurement and change, cognitive dissonance theory;measurement the A-B relationship.
Human Engineering – Human engineering and physical environment techniques of job analysis, Social environment: Group dynamics in Industry Personal psychology, Selection, training, placement, promotion, counselling, job motivations, job satisfaction, job Analysis, Job enlargement,job enrichment.

Unit3- Work Methods: Efficiency at work, the concept of efficiency, the work curve, its characteristics, the work methods; hours of work, nature of work, fatigue and boredom, rest pauses. The personal factors; age abilities, interest, job satisfaction, the working environment, noise, illumination, atmospheric conditions, increasing efficiency at work; improving the work methods, Time and motion study, its contribution and failure resistance to time and motion studies, need for allowances
in time and motion study**.**

Unit 4- Personality and Interpersonal Relationship: Meaning, theories of personality. Interpersonal Relationships and group dynamics.Determinantsof interpersonal relationships; Management of interpersonal relationships, group dynamics: formal, informal groups, groups decision-making; group think& group shift.

Unit5- Fatigue, Monotony, Bordom,Safety, Accidents, Organizational stress: major causes, major effects and coping with stress. Work and equipment design, working conditions.

Accident and Safety: The human and economic costs of accidents, accident record and statistics, the causes of accidents.

Pedagogy:

1. ICT enabled Class room teaching
2. Case study
3. Practical/live assignment
4. Interactive classroom discussions
5. Flipped classroom

Suggested Readings:

6. M.L.BlumandJ.C.Naylor,IndustrialPsychology,,GBSPublishers,Delhi.
7. E.J.McCormicandllgen,IndustrialPsychology,PHINewDelhi.
8. Drenth,Thierry,WilliamsandWolf,HandbookofWorkandOrganizational Psychology
9. RobertC.Beck,ApplyingPsychology,understandingpeople,PHI
10. Maier,PsychologyinIndustry,Oxford&IBH.
11. EdgerSchein,OrganisationalPsychology,PHI,NewDelhi.
12. Blum & Taylor, Industrial Psychology
13. Tiffin, J and McCormic E.J., Industrial Psychology, Prentice Hall, 6th Edn.,1975
14. Gilmer, Industrial Psychology

AEC

SOM/IPM/AEC-605

Indian, Modern, Regional Language-II

As per university syllabus.