

SYLLABUS



BACHELOR OF BUSINESS ADMINISTRATION

(BBA – CKUG03A03)

(Effective from Academic Year 2023-24)

2023-24



Swami Vivekanand School of Management Studies and Entrepreneurial Development

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By the order of honorable Vice Chancellor.

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Preamble

The objective of any program at Higher Education Institute (HEI) is to prepare future professionals well equipped with attitude – skills and knowledge demanded by the growing society. The CVRUK envisions all its programs in the best interest of its students and in this endeavor, it offers a new vision to all its under graduate courses. It imbibes Learning Outcome - Based Curriculum Framework (LOCF) for all its under graduate programs. The LOCF approach is envisioned to provide focused, outcome – based syllabus at the undergraduate level with an agenda to structure the teaching – learning experiences in a more student - centric manner.

The LOCF approach has been adopted to strengthen students’ experience as they engage themselves in the program of their choice. The under graduate programs will prepare the students both for academic pursuit as well as enhance her / his employability.

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

The new curriculum of **Bachelor of Business Administration (BBA)** offers the students to gain the requisite knowledge, skills, and aptitude for the field of Business Administration. The efforts are made to measure cognitive as well as applied learning. Students are not only trained on the core components but also in areas which are need based, innovative, and relevant keeping in pace with the fast-growing industry. The course is internationally competitive.

The CVRUK hopes the LOCF approach of the program Bachelor of Business Administration (BBA) will help students in making an informed decision regarding the goals that they wish to pursue in further education and life, at large.

1. Introduction to Bachelor of Business Administration (BBA)

The BBA course at the bachelor’s level is being offered at CVRUK in its 6th year of operation and introduced by setting up / or continuing at Swami Vivekanand School of Management Studies and Entrepreneurial Development from the academic year 2019-20. The course is being prepared keeping in view, the unique requirements of region, GOI’s new policy initiatives like “One District One Commodity” or start – up policy / skill enhancement policy / new education policy. The policies of GOI and GoMP enshrine the spirit of dealing with the job creation and rapid growth in economy, ceasing the opportunity of setting up of new industries in the region. This necessitates the need of technically trained, educated human resources having knowledge, skills, and attitude to deal with the emergent needs of the “New Sun Shine” industry. The graduate level degree of Bachelor of Business Administration (BBA) would help develop a cadre of professionals to provide necessary human resource.

The Bachelor of Business Administration (BBA) course in Choice Based Credit System is of 3 year duration; which comprises of 6 semesters, divided into 11 major (core) courses, 6 minor courses, 3 interdisciplinary courses (IDC), 3 skill enhancement courses (SEC). 4 ability enhancement courses (AEC), 2 value added courses (VAC) and 1 Internship. Each year consists of 2 semesters. This course has been prepared keeping in view, the unique requirements of industry ready students.

The objectives of the program are:

- The BBA program seeks to develop students into leaders ready to tackle the challenges of today’s global business environment;
- It focuses to develop skills to generate novel and value – creating products, processes or organisation forms and to identify problems, define objectives, collect and analyze information, evaluate risks and alternatives and leverage technology to enable qualitative methods to solve problems;
- It offers to apply appropriate frameworks for evaluating and creating effective organisation response to diversity;
- It supports in understanding, analyzing and applying ethical frameworks to corporate social responsibility and ethical decision making;
- The program acquaints the students with policy domain and related legislations applicable in setting the different kind of industries;
- It imparts knowledge in areas related to business administration;
- It enables the students to understand the need of industries and customers/clients along with its Managerial aspects;

- It acquaints the students with the managerial skills like planning, controlling and problem solving;
- The program stresses on the importance of business administration and quality management at national and international level as well as importance of managerial process in different industries.

The course contents have been so designed that it can keep pace with the rapidly growing industry demand. Since Management is an interdisciplinary science, it is recommended that subjects like business statistics, managerial economics, strategic management etc. be preferably chosen as the electives by the students as they are synergistic to the curriculum. However, students are free to pick up any of the interdisciplinary courses offered by other schools.

2. Learning Outcome Based Curriculum Framework

2.1 Nature and Extent of the Programme- Bachelor of Business Administration (BBA)

The learning outcomes-based curriculum framework is based on the premise that every student and graduate is unique. Each student or graduate has his/her own characteristics in terms of previous learning levels and experiences, life experiences, learning styles and approaches to future career related actions. The quality, depth and breadth of the learning experiences made available to the students while at the higher education institutions help develop their characteristic attributes.

2.2 Aims of Bachelor Degree Programme- Bachelor of Business Administration (BBA)

The key objectives that underpin curriculum planning and development at the undergraduate level include Program Learning Outcomes, and Course Learning Outcomes. For the Bachelor of Business Administration (BBA) course it includes:

- To make students and aspirants aware of the policy domain and related legislations in the upcoming industries not only in regional or national perspective but global perspective as well;
- To demonstrate comprehensive knowledge and understanding of the management curriculum;
- To apply the principles of management to assure the quality and safety of products and industrial process;
- To understand the real-world problems in the current industry requires continuous acquisition of knowledge and its application to improve the safety and quality of a given product or process;
- To analyze, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence, and experiences from an open-minded and reasoned perspective;
- To acquire knowledge and skills, including “learning how to learn”, that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling;
- To use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources;
- To acquire professional competency and entrepreneurial skills for economic empowerment;
- To demonstrate the ability to acquire, analyze, interpret, and appropriately present laboratory data.

3. Graduate Attributes in Bachelor of Business Administration (BBA)

Disciplinary knowledge

Students can demonstrate comprehensive knowledge and understanding of one or more disciplines such as marketing, finance, human resource management regulations with support of different allied subjects of economics and commerce, and production etc.

Communication Skills

Development of students’ communication skills is planned through an AEC paper (English) which is compulsory for each student. Besides that, the students do various assignments that enable them to develop skills in public speaking, writing and effective interpersonal skills. Presentations in each paper enhances their confidence and ability to express themselves.

Research-related skills

Students develop a scientific temper and a sense of enquiry through various management research papers. They have capabilities in asking relevant questions relating to current issues and themes and state hypothesis and rationale for

inquiry. Students can use appropriate research methodology especially for understanding issues in business management and reporting the results in different formats.

Cooperation/Team work

Students are capable of effective working in diverse contexts and teams in class rooms, laboratories, student societies, industry, and the community. They have basic management skills for Independently organizing events, resource mobilization and leading community-based projects, initiatives, cultural shows.

Self-directed learning

Students can work independently and are able to apply the concepts of business management in an original; creative manner to solve and manage real life issues for the customers and industry. Students develop customized processes and or products as per the requirements of society.

Multicultural competence

Students are confident of working in diverse socio-cultural contexts. They can effectively engage with multicultural groups and teams. They have sensitivities of cross cultural and ethnic diversity which they can apply to different settings. Through the student and faculty exchange program with foreign universities the university helps them to acquire multicultural competency. They are competent to seek higher education in foreign universities.

Moral and ethical awareness/reasoning

Student has awareness of ethical conduct in different situations (academic and personal). They have skills in understanding and avoiding unethical behaviour such as misrepresentation, plagiarism and environmental misuse and violence. They are formally taught ethics of research and human interventions.

Leadership readiness/qualities

Students have leadership qualities in organizing teams and their mobilization for effective problem solving in different managerial aspects. Students apply creative leadership for realization of various goals. As a leader, they are trained to have greater customer sensitivity and connect. They can organize and design business plans.

Lifelong learning

Students acquire ability to gain knowledge and skills for the holistic development and meet their personal and professional needs in varying environment and changing contexts.

4. Qualification Descriptors for Bachelor of Business Administration (BBA)

The following descriptors indicate the expectations from Bachelor of Business Administration (BBA)

- The students will have a sound knowledge of business management;
- They will understand the principles of management;
- They will understand managerial aspect of different industries;
- They will understand policies and practices of different industries; both nationally and internationally;
- They will be versant with key principles of management;

5. Program Learning Outcome in Bachelor of Business Administration (BBA)

The learning outcomes of the course are-

- Knowledge of various areas related to business management;
- Understanding of the managerial aspects;
- Know-how of principles of management;
- Relevance and significance of managerial practices;

6. Structure of - Bachelor of Business Administration (BBA)

The **Bachelor of Business Administration (BBA)** program will be of 3 years duration. Each year will be called an academic year and will be divided into 2 semesters, thus there will be a total of 6 semesters. Each semester will consist of 16 weeks.

The program includes major courses, minor courses and other elective courses. The students can elect any major and minor course from the available choices. There are two kinds of other elective courses: interdisciplinary courses and skill enhancement course (SEC). In addition, there are two compulsory ability enhancement courses (AEC), value-added courses (VAC) and internship.

The program will consist of Major (Core) courses and Minor courses of 4 and 6 credits. Skill enhancement course of 2-credit in I, II and V semesters and a 3-credit course in III semester. value-added courses (VAC) are 3 credit courses, while the ability enhancement courses are 2 credit-courses. Credits will be further divided in lectures and tutorials. For lecture and tutorial classes 1 credit indicates a one-hour class per week.

To acquire a degree in **Bachelor of Business Administration (BBA)** a student must study 11 major courses; 6 minor courses; 3 interdisciplinary courses; 3 skill enhancement courses; 2 value added courses and 4 compulsory ability enhancement courses. The students will undergo a 2-credit internship in V semester. A student must earn a minimum of 120 credits to get a degree of **Bachelor of Business Administration (BBA)**. The core courses should be compulsorily studied more than 50% of total credits earn to complete the requirements for a degree in the major course.

The students will study 1 major course in I, II, and III semesters; 2 major courses in IV semester and 3 major courses in V and VI semesters; the major courses will be of 6 credits in I, II, III and IV semesters. In V semester there will be one major course of 6 credit and two major courses of 4 credit, and in VI semester two major courses of 6 credit and one major course of 4 credit. The minor course will be of 4 credits in I, II, V, and VI semester and 6 credit in III and IV semesters. All 6-credit major and minor courses will be of 4+2 (4 lectures+ 2 tutorials). All 4-credit major and minor courses will be of 3+ 1(3 lectures + 1 tutorial).

Three Interdisciplinary courses will be offered to the students of the **Bachelor of Business Administration (BBA)** program by different schools. The student will choose one IDC course in I, II, and III semesters each. The IDC will be of 3 credits.

The students will undertake 4 skill enhancement (SE) courses of 2 credits in I and II semesters and a 3-credit course in III semester. Which they can choose from the list of SE courses offered by different schools within CVRUK. The school of management is also offering 3 such courses. 4 compulsory ability enhancement courses (AECs): AE1 (hindi language); AE2 (english language); AE3 (communication skills) and AE4 (cultural heritage) will be of 2 credits each (theory only). The student will select one in I, II, III and IV semesters each.

The teaching learning will involve theory and tutorial classes of one hour duration. The curriculum will be delivered through various methods including chalk and talk, power point presentation, audio-video tools, e-learning/e-content, industry visits, seminars, workshops, projects, and class discussions. The assessment broadly will comprise of internal assessment (40%) and end semester examination (60%). The internal assessment will be done through MSA (Mid Sem. Assignment), test, oral presentation, quizzes, and presentations and internal exams.

6.1. Credit Distribution in Bachelor of Business Administration (BBA)

DISCIPLINE SPECIFIC ELECTIVE COURSES (MAJOR OR CORE)				
Semester	Course Code	Group	Course Name	Credits (L. +T. +P.)
I	3MHRC103	HR	Human Resource Management	4 +2
	3MMMC103	MARKETING	Marketing Management	4 +2
	3MFMC103	FINANCE	Financial Management	4 +2
II	3MOBC203	HR	Organisational Behaviour	4 +2
	3MCBC203	MARKETING	Consumer Behaviour	4 +2
	3MMAC203	FINANCE	Management Accounting	4+2
III	3MHRC303	HR	Human Resource Development	4 +2

DISCIPLINE SPECIFIC ELECTIVE COURSES (MAJOR OR CORE)				
Semester	Course Code	Group	Course Name	Credits (L. +T. +P.)
	3MMRC303	MARKETING	Marketing Research	4 +2
	3MIFC303	FINANCE	Indian Financial System	4 +2
IV	3MOCC403	HR	1. Organisational Change and Intervention Strategy	4 +2
	3MMIC403		2. Management of Industrial Relations	4 +2
	3MASC403	MARKETING	1. Advertising and Sales Management	4 +2
	3MSDC403		2. Sales and Distribution Management	4 +2
	3MWCC403	FINANCE	1. Working Capital Management	4 +2
	3MSPC403		2. Security Analysis and Portfolio Management	4 +2
V	3MMDC503	HR	1. Management Training and Development	4 +2
	3MPMC503		2. Performance Management	3 +1
	3MCMC503		3. Compensation Management	3 +1
	3MSMC503	MARKETING	1. Service Marketing	4 +2
	3MIMC503		2. International Marketing	3 +1
	3MRMC503		3. Retail Management	3 +1
	3MBFC503	FINANCE	1. Banking and Finance	4 +2
	3MRMC503		2. Risk Management	3 +1
	3MTPC503		3. Tax Management and Planning	3 +1
VI	3MIHC603	HR	1. International Human Resource Management	4 +2
	3MLFC603		2. Legal Framework Governing Human Relation	4 +2
	3MHAC603		3. HR Audit and Accounting	3 +1
	3MPBC603	MARKETING	1. Product and Brand Management	4 +2
	3MIMC603		2. Industrial Marketing	4 +2
	3MMNC603		3. Marketing of Non-Profit Organization	3 +1
	3MFSC603	FINANCE	1. Financial Institutions and Services	4 +2
	3MBFC603		2. Behavioural Finance	4+2
3MMCC603	3. Management Control System		3 +1	

DISCIPLINE SPECIFIC ELECTIVE COURSES (MINOR)

Semester	Course Code	Group	Course Name	Credits (L. +T.+ P)
I	3MHRM104	HR	Human Resource Management	3 +1
	3MMMM104	MARKETING	Marketing Management	3 +1
	3MFMM104	FINANCE	Financial Management	3 +1
II	3MOBM204	HR	Organisational Behaviour	3+1
	3MCBM204	MARKETING	Consumer Behaviour	3 +1
	3MMAM204	FINANCE	Management Accounting	3+1
III	3MHRM304	HR	Human Resource Development	4 +2
	3MMRM304	MARKETING	Marketing Research	4+2
	3MIFM304	FINANCE	Indian Financial System	4 +2
IV	3MOCM404	HR	Organisational Change and Intervention Strategy	4 +2
	3MASM404	MARKETING	Advertising and Sales Management	4 +2
	3MWCM404	FINANCE	Working Capital Management	4+2
V	3MMDM504	HR	Management Training and Development	3+1
	3MSMM504	MARKETING	Service Marketing	3+1
	3MBFM504	FINANCE	Banking and Finance	3+1
VI	3CMFM604	HR	International Human Resource Management	3+1
	3MPBM604	MARKETING	Product and Brand Management	3+1
	3MFSM604	FINANCE	Financial Institutions and Services	3+1

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List of AEC, IDC, SEC and VAC

S.N.	Course Type	Semester	Code	Paper Name	Credit
1	Value Added Course (VAC)	I	3IFAV106	Fundamentals of AI	3
		I	3SEEV106	Environmental Education	3
		II	3ICSV206	Cyber Security	3
		II	3HYEV206	Yoga Education	3
		II	3HCIV206	Contemporary India	3
2	Ability Enhancement Course (AEC)	I	3HHLA101	हिंदी भाषा और संरचना –1	2
		II	3HELA201	English Language and Indian culture	2
		III	3HCSA301	Communication Skills	2
		IV	3HCHA401	Culture and Heritage	2
3	Skill Enhancement Course (SEC)	I	3MDMS105	Digital Marketing	2
		II	3MPMS205	Principles of Management	2
		III	3MEDS305	Entrepreneurship Development	3
4	Interdiscipline Course (IDC)	I	3MBEI102	Business Environment	3
		II	3MMEI202	Managerial Economics	3
		III	3MSMI302	Strategic Management	3
5	Internship /Project	V	3MIPI 505	Internship /Project	2



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Duration: 36 Months (3 Years) Eligibility: 12th Pass

COURSE STRUCTURE OF B.B.A. I SEMESTER

Course Code		Course Details		Total Marks	External Assessment		Internal Assessment		Credit Distribution			Allotted Credits Subject wise Distribution
		Course Type	Course Title		Max Marks	Mfin Marks	Max Marks	Mfin Marks	L	T	P	
3MFRC103		Major Core	Human Resource Management	100	60	20	40	14	4	2	-	6
3MMMC103			Marketing Management									
3MFMCI03			Financial Management									
3MHRM104		Minor Core	Human Resource Management	100	60	20	40	14	3	1	-	4
3MMDM104			Marketing Management									
3MFMFM104			Financial Management									
3MBEI102		Interdisciplinary Course	Business Environment	100	60	20	40	14	3	-	-	3
3HHLA101		Ability Enhancement Course	हिन्दी भाषा और संस्कृत-1	100	60	20	40	14	2	-	-	2
3IFAV106		Value Added Course	Fundamentals of AI	100	60	20	40	14	3	-	-	3
3SEEV106			Environmental Education									
3MDMS105		Skill Enhancement Course	Digital Marketing	100	60	20	40	14	2	-	-	2
		Grand Total		600					17	3	-	20

Lectures T- Tutorials P- Practical

- Minimum Passing Marks are equivalent to Grade D
- External Assessment- Term End Theory / Practical Exam
- Internal Assessment (Pre University Test+ Sessionals)
- Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50%
- List of AEC, VAC, SEC, IDC, MAJOR and MINOR subjects are enclosed.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) Duration: 36 Months (3 Years) Eligibility: 12th Pass COURSE STRUCTURE OF B.B.A. II SEMESTER												
Course Details			External Assessment			Internal Assessment			Credit Distribution			Allotted Subject wise Distribution
Course Code	Course Type	Course Title	Total Marks	Max Marks	Min Marks	Max Marks	Min Marks	L	T	P		
3MOBC203	Major Core	Organisational Behavior	100	60	20	40	14	4	2	-	6	
3MCBC203		Consumer Behavior										
3MNIAC203		Management Accounting										
3MOBND04	Minor Core	Organisational Behavior	100	60	20	40	14	3	1	-	4	
3MCBN204		Consumer Behavior										
3MNIAM204		Management Accounting										
3MNIIEI202	Interdisciplinary Course	Managerial Economics	100	60	20	40	14	3	-	-	3	
3HELA201	Ability Enhancement Course	English Language & Indian Culture	100	60	20	40	14	2	-	-	2	
3ICSV206	Value Added Course	Cyber Security	100	60	20	40	14	3	-	-	3	
3HYEV206		*Yoga Education										
3HCIV206		Contemporary India										
3MPMS205	Skill Enhancement Course	Principles of Management	100	60	20	40	14	2	-	-	2	
Grand Total			600					17	3	-	20	
*For value added course Yoga Education credit distribution will be												
Practical Group												
3HYEV206	Value Added Course	*Yoga Education	100	60	20	40	14	1	2	2	3	
Lectures T- Tutorials P- Practical												
<ul style="list-style-type: none"> • Minimum Passing Marks are equivalent to Grade D • External Assessment- Term End Theory / Practical Exam • Internal Assessment (Pre University Test+ Sessionals) • Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50% • List of AEC, VAC, SEC, IDC, MAJOR and MINOR subjects are enclosed. <p>* Students exiting the program after securing 40 credits will be awarded UG-Certificate in the relevant Discipline /Subject provided they secure 4 credits in work based vocational courses offered during summer term or internship / Apprenticeship in addition to 6 credits from skill-based courses earned during first and second semester.</p>												

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Duration: 36 Months (3 Years) Eligibility: 12th Pass

COURSE STRUCTURE OF B.B.A. III SEMESTER

Course Code		Course Type	Theory Group	Course Title	Total Marks	External Assessment		Internal Assessment		Credit Distribution			Allotted Credits	
						Max Marks	Min Marks	Max Marks	Min Marks	L	T	P		
3MHRC303	Major Core		Human Resource Development	Human Resource Development	100	60	20	40	14	4	2	-	6	
3MMRC303														Marketing Research
3MIFC303														Indian Financial System
3MHRM304	Minor Core		Human Resource Development	Human Resource Development	100	60	20	40	14	4	2	-	6	
3MMRM304														Marketing Research
3MIFM304														Indian Financial System
3MEDS305	Skill Enhancement Course		Entrepreneurship Development	Entrepreneurship Development	100	60	20	40	14	3	-	-	3	
3HCSA301	Ability Enhancement Course		Communication Skills	Communication Skills	100	60	20	40	14	2	-	-	2	
3MSMI302	Interdisciplinary Course		Strategic Management	Strategic Management	100	60	20	40	14	3	-	-	3	
Grand Total					500					16	4	-	20	

Lectures T - Tutorials P - Practical

Minimum Passing Marks are equivalent to Grade D

External Assessment- Term End Theory / Practical Exam

Internal Assessment (Pre University Test+ Sessionals)

Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50%

List of AEC, VAC, SEC, IDC, MAJOR and MINOR subjects are enclosed.

BACHELOR OF BUSINESS ADMINISTRATION (BBA) Duration: 36 Months (3 Years) Eligibility: 12th Pass COURSE STRUCTURE OF B.B.A. IV SEMESTER											
Course Details			External Assessment		Internal Assessment		Credit Distribution			Allocated Credits	
Course Code	Course Type	Course Title	Total Marks	Max Marks	Min Marks	Max Marks	Min Marks	L	T	P	Subject wise Distribution
		Theory Group									
3MOCC403	Major Core - I	Organisational Change and Intervention Strategy	100	60	20	40	14	4	2	-	6
3MASC403		Advertising & Sales Management									
3MWCC403		Working Capital Management									
3MASC403	Major Core - II	Management of Industrial Relations	100	60	20	40	14	4	2	-	6
3MSDC403		Sales & Distribution Management									
3MSPC403		Security Analysis & Portfolio Management									
3MOCM404	Minor Core	Organisational change and Intervention Strategy	100	60	20	40	14	4	2	-	6
3MASM404		Advertisement & Sales Promotion									
3MWCM404		Working Capital Management									
3HCHA401	Ability Enhancement Course	Culture & Heritage	100	60	20	40	14	2	-	-	2
	Grand Total		400					14	6	-	20
Minimum Passing Marks are equivalent to Grade D External Assessment- Term End Theory / Practical Exam Internal Assessment (Pre University Test+ Sessionals) Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50% List of AEC, VAC, SEC, IDC, MAJOR and MINOR subjects are enclosed. *Students exiting the program after securing 80 credits will be awarded UG Diploma in the relevant Discipline /Subject provided they secure additional 4 credit in skill based vocational courses offered during first year or second year summer term.											

Lectures T- Tutorials P- Practical

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Duration: 36 Months (3 Years) Eligibility: 12th Pass

COURSE STRUCTURE OF B.B.A. V SEMESTER

Course Code		Course Type	Course Title	Total Marks	External Assessment		Internal Assessment		Credit Distribution			Allocated Credits
		Theory Group			Max Marks	Min Marks	Max Marks	Min Marks	L	T	P	Subject wise Distribution
3MMDC503		Major Core – I	Management Training & Development	100	60	20	40	14	4	2	-	6
3MSMC503	Service Marketing											
3MBFC503	Banking & Finance											
3MPMC503		Major Core – II	Performance Management	100	60	20	40	14	3	1	-	4
3MIMC503	International Marketing											
3MRMC503	Risk Management											
3MCMC503		Major Core –III	Compensation Management	100	60	20	40	14	3	1	-	4
3MRMC503	Retail Management											
3MTPC503	Tax Management & Planning											
3MMDM504		Minor Core	Management Training & Development	100	60	20	40	14	3	1	-	4
3MSMM504	Service Marketing											
3MBFM504	Banking & Finance											
Practical Group												
3MPI505		Internship	Internship/Project	100	60	20	40	14	-	-	2	2
Grand Total				500					13	5	2	20

Lectures T - Tutorials P- Practical

Minimum Passing Marks are equivalent to Grade D

External Assessment- Term End Theory / Practical Exam

Internal Assessment (Pre University Test+ Sessionals)

Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50%

List of AEC, VAC, SEC, IDC, MAJOR and MINOR subjects are enclosed.

For Internship/ Project -External assessment includes evaluation of performance of intern by the firm/ organisation+ External Viva Voce

Internal assessment includes project report submission and Internal Viva Voce.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)											
Duration: 36 Months (3 Years) Eligibility: 12th Pass											
COURSE STRUCTURE OF B.B.A. VI SEMESTER											
Course Details			External Assessment			Internal Assessment			Credit Distribution		Allocated Credits
Course Code	Course Type	Course Title	Total Marks	Max Marks	Min Marks	Max Marks	Min Marks	L	T	P	Subject wise Distribution
		Theory Group									
3MIHC603	Major Core – I	International Human Resource Management	100	60	20	40	14	4	2	-	6
3MPBC603		Product & Brand Management									
3MFSC603		Financial Institutions & Services									
3MLFC603	Major Core – II	Legal Framework Governing Human Relation	100	60	20	40	14	4	2	-	6
3MIMC603		Industrial Marketing									
3MBFC603		Behavioral Finance									
3MHAC603	Major Core – III	HR Audit & Accounting	100	60	20	40	14	3	1	-	4
3MIMNC603		Marketing of Non-Profit Organization									
3MMCC603		Management Control System									
3MIHM604	Minor Core	International Human Resource Management	100	60	20	40	14	3	1	-	4
3MPBM604		Product & Brand Management									
3MFSM604		Financial Institutions & Services									
Grand Total			400					14	6	-	20
<p>Minimum Passing Marks are equivalent to Grade D</p> <p>External Assessment- Term End Theory / Practical Exam</p> <p>Internal Assessment (Pre University Test+ Sessional)</p> <p>Sessional weightage – Attendance 50%, Three Class Tests/Assignments 50%</p> <p>List of AEC, VAC, SEC, IDC, MAJOR and MINOR subjects are enclosed.</p>											
Lectures T- Tutorials P-Practical											



BACHELOR OF BUSINESS ADMINISTRATION

(BBA – CKUG03A03)

I Semester

(Effective from Academic Year 2023-24)

DR. C.V.RAMAN UNIVERSITY

CORE COURSES**3MHRC103: HUMAN RESOURCE MANAGEMENT**

(Credits: Theory-4, Tutorials-2)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical			Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work	Total		
3MHRC103	HUMAN RESOURCE MANAGEMENT	6(4-2-0)	60	20	20	--	--	100	3 hr.	--

Course Objective

This subject aims at preparing students for various aspects of HRM including HRM, HRP, and Performance Appraisal etc.

Course Outcome

After completion of this course, students would be able to understand basics of human resource management.

Syllabus

Unit 1: Introduction: Meaning, scope, objective, functions, importance of HRM, Interaction with other functional areas, HRM and HRD, Organizing the HRM department in the organization, HRM practices in India.

Unit 2: Human Resource Planning: Definition, objectives, process and importance, Job analysis: steps in analyzing job and introduction to methods of collecting job analysis information. Job description, job specification, job design, job simplification, job rotation and job evaluation.

Unit 3: Recruiting and Selecting Human Resources, Source of recruitment, good recruitment policy, Placement, and Induction, Human Resource Development: Concept, Employee training and development, Manpower Planning, Career Planning and development.

Unit 4: Performance management: concept and process, performance appraisal, Potential appraisal, Job Compensation: Wage and salary administration, incentive plans and fringe Benefits, Promotions, transfers, absenteeism and turnover, Quality of work life (QWL).

Unit 5: Job satisfaction and morale, Health, Safety and Employee welfare, Human Relations: definition, objectives and approaches, Employee grievances and Dispute resolution, participation and empowerment, Collective bargaining, Industrial relations, Trade unions.

Reference Books

- Ghosh Biswanath: - Human Resources Development and Management Vikas Publishing House Ltd.
- Pattanayak Biswajeet: - Human Resources Development and Management Phi Learning Pvt Ltd Human Resource Management.
- Arora Vikas, Arora Seema: - Human Resources Development and Management.
- Global Vision Publishing House; 2Nd Edition (1 January 2015).

Facilitating the achievement of course learning objectives

Unit	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> An overview of the history of Introduction: Meaning, scope, objective, functions, importance of HRM, Interaction with other functional areas, HRM and HRD. 	<ul style="list-style-type: none"> Theory class focussing on discussion about the importance of HRM, Interaction with other functional areas, HRM and HRD. 	<ul style="list-style-type: none"> Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> Knowledge of the structure of Human Resource Planning: Definition, objectives, process and importance, Job analysis: steps in analysing job and introduction. 	<ul style="list-style-type: none"> Diagrammatic representation of the structures and discussion on the process and importance, Job analysis: steps in analysing job and introduction. 	<ul style="list-style-type: none"> Multiple choice questions.
3.	<ul style="list-style-type: none"> Knowledge of the structure Recruiting and of Selecting Human Resources, Source of recruitment, good recruitment policy, Placement, and Induction. 	<ul style="list-style-type: none"> Theory classes and discussion on Human Resources, Source of recruitment, good recruitment policy, Placement, and Induction. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.
4	<ul style="list-style-type: none"> An overview on Performance management: concept and process, performance appraisal, Potential appraisal, Job Compensation. 	<ul style="list-style-type: none"> Theory classes and discussion on process, performance appraisal, Potential appraisal, Job Compensation. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.
5	<ul style="list-style-type: none"> An overview on Job satisfaction and morale, Health, Safety and Employee welfare, Human Relations: definition, objectives and approaches. 	<ul style="list-style-type: none"> welfare, Theory classes and discussion on Human Relations: definition, objectives and approaches. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.

विद्या परं देवताम्
DR. C.V.RAMAN UNIVERSITY

CORE COURSES**3MMMC103: MARKETING MANAGEMENT**

(Credits: Theory-4, Tutorials-2)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work			
3MMMC103	MARKETING MANAGEMENT	6(4-2-0)	60	20	20	--	--	100	3 hr	--

Course Objective

Facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

Course Outcome

After completion of this subject students will able to understand the conceptual framework of marketing and able to manage their job task by understanding their consumer and analytical decision making according to various environmental constraints.

Syllabus

Unit 1: Introduction: Concept, nature, scope and importance of marketing; Marketing concept and its evolution Marketing mix, Marketing environment, External forces, Market segmentation, targeting and positioning.

Unit 2: Buyer Behaviour: Determinants, Consumer buying process and models, Factors affecting buying Behaviour, stages of buying process, Organisation buyer Behaviour.

Unit 3: Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle – strategic implications; New product development and consumer adoption process. Pricing Decisions: Factors affecting price determination; Pricing policies and strategies.

Unit 4: Promotions: Promotion decisions, Promotion mix, Advertising, Sales Promotion, Personal selling, Public Relations, Managing the Sales force, Distribution (Place): Meaning and Objectives, Flows, Patterns and Partners, Physical distribution, Key issues.

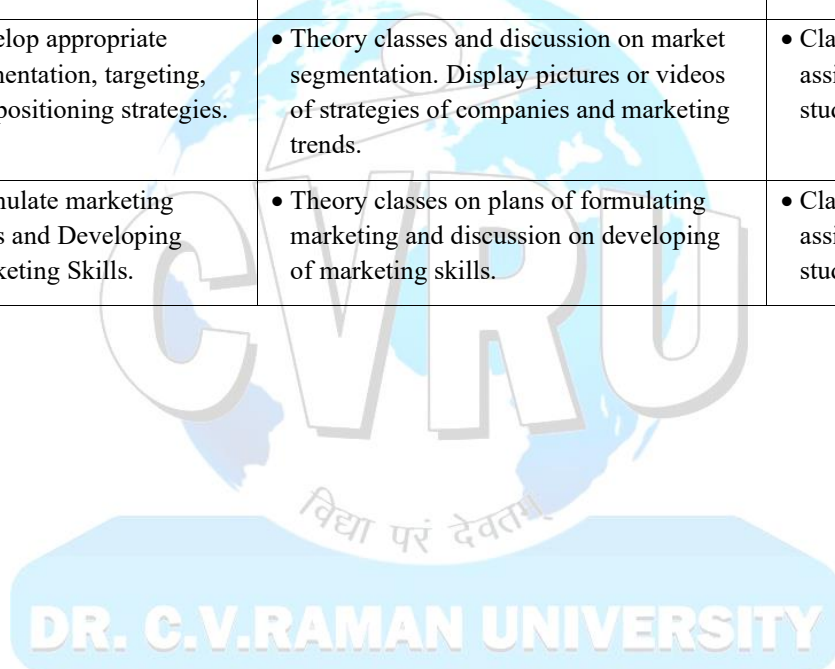
Unit 5: Issues and Developments: Social, ethical and legal aspects of marketing, Marketing of services and international marketing, Guerrilla Marketing, Green Marketing, Digital marketing and other developments of marketing.

Reference Books

- Pillai R.S.N.: - Marketing Management S. Chand and Company Pvt Ltd.
- Bose Biplab S: Marketing Management Himalaya Publishing House.
- Philip Kotler: Marketing Management Pearson Publication.

Facilitating the achievement of course learning objectives

UNIT- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> Identify the customer needs. 	<ul style="list-style-type: none"> Theory class focussing on discussion about the customer and market needs, the important discovery and milestones achieved through the evolution of marketing strategies in present scenario. 	<ul style="list-style-type: none"> Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> Examine factors influence customer Behaviour. 	<ul style="list-style-type: none"> Diagrammatic representation of the structures and discussion on the market needs, consumer's Behaviour and factor effecting Behaviour of marketing. 	<ul style="list-style-type: none"> Multiple choice questions, case study.
3	<ul style="list-style-type: none"> Develop market offerings for satisfying customer needs. 	<ul style="list-style-type: none"> We will discussion about the demand of Customers, Concept and Classification of a product and also discussion about take decisions of market change, Product line and product mix; Branding; Packaging. 	<ul style="list-style-type: none"> the following, students' presentation, quiz, class test focusing on short notes and definitions.
4.	<ul style="list-style-type: none"> Develop appropriate segmentation, targeting, and positioning strategies. 	<ul style="list-style-type: none"> Theory classes and discussion on market segmentation. Display pictures or videos of strategies of companies and marketing trends. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.
5	<ul style="list-style-type: none"> Formulate marketing plans and Developing Marketing Skills. 	<ul style="list-style-type: none"> Theory classes on plans of formulating marketing and discussion on developing of marketing skills. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.



CORE COURSES**3MFMC103: FINANCIAL MANAGEMENT**

(Credits: Theory-4, Tutorials-2)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work			
3MFMC103	FINANCIAL MANAGEMENT	6(4-2-0)	60	20	20	--	--	100	3 hr	--

Course Objective

The objective of this subject is to develop an understanding about the various laws and legal framework in the business world.

Course Outcome

After studying this subject student will able to understand the various laws and entire legal framework in which binds today's business world so as to take decision legally.

Syllabus

Unit 1: Financial Management - Meaning and definition, nature, scope and importance of Finance; Financial Goal Profit vs. Wealth maximization; Financial function Traditional and modern concept Investment, Financing and Dividend Decisions, Responsibility of Financial Manager.

Unit 2: Capital Budgeting (Investment Decision) - Concept, Types of Investment, Methods of Evaluation PBP, MPV, IRR, ARR & PI Methods.

Unit 3: Cost of Capital Meaning and Significance of Cost of Capital; Calculation of Cost of Debt, Preference Capital, Equity Capital and Retained Earnings; Combined Cost of Capital (Weighted); Cost of Equity and CAPM (Capital Asset pricing model).

Unit 4: Capital Structure Theories: Meaning and definitions, capital structure theories (net income approach theory, net operating income theory, Modigilani and Miler theory, and traditional theory) optimum capital structure, determination of capital structure.

Unit 5: Operating and Financial Leverage: Measurement of leverage: Effects of operating and financial leverage on profit; Analyzing alternate financial plans, Calculation of operating financial and combine leverage, Degree of Operating and Financial Leverage.

Reference Books

- Pandey L.M. Financial Management 9th Edition, Vikas Publishing House, New Delhi.
- Khan M.Y. & Jain P.K. (2014). Financial Management, Tata McGraw Hill, New Delhi.
- Banerjee (2010) Fundamental of Financial Management – PHI.
- Prasanna Chandra (2007). Financial Management - McGraw Hill.

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1	<ul style="list-style-type: none"> Understand finance basics, financial goals, and managerial responsibilities. 	<ul style="list-style-type: none"> Lectures, discussions. 	<ul style="list-style-type: none"> Assignments, quizzes.
2	<ul style="list-style-type: none"> Grasp capital budgeting concepts and methods. 	<ul style="list-style-type: none"> Case studies, practical exercises. 	<ul style="list-style-type: none"> Problem-solving tasks, presentations.
3	<ul style="list-style-type: none"> Learn cost of capital calculation and capital asset pricing model. 	<ul style="list-style-type: none"> Workshops, practical sessions. 	<ul style="list-style-type: none"> Assessments, projects.
4	<ul style="list-style-type: none"> Understand capital structure theories and optimum structure determination. 	<ul style="list-style-type: none"> Lectures, case studies. 	<ul style="list-style-type: none"> Written assignments, group presentations.
5	<ul style="list-style-type: none"> Learn leverage measurement and its impact on profit. 	<ul style="list-style-type: none"> Interactive sessions, discussions. 	<ul style="list-style-type: none"> Problem-solving tasks, case studies.



MINOR CORE COURSES**3MHRM104: HUMAN RESOURCE MANAGEMENT**

(Credits: Theory-4, Tutorials-2)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.		
			Theory			Practical			Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work				
3MHRM104	HUMAN RESOURCE MANAGEMENT	4(3-1-0)	60	20	20	--	--	100	3 hr.	--	

Course Objective

This subject aims at preparing students for various aspects of HRM including HRM, HRP, and Performance Appraisal etc.

Course Outcome

After completion of this course, students would be able to understand basics of human resource management.

Syllabus

Unit 1: Introduction: Meaning, scope, objective, functions, importance of HRM, Interaction with other functional areas, organizing the HRM department in the organization.

Unit 2: Human Resource Planning: Definition, objectives, process and importance, Job analysis: steps in analyzing job and introduction to methods of collecting job analysis information. Job description, job specification, job design, job simplification, job rotation and job evaluation.

Unit 3: Recruiting and Selecting Human Resources, Source of recruitment, good recruitment policy, Placement, and Induction.

Unit 4: Performance management: concept and process, performance appraisal, Potential appraisal, Job Compensation: Wage and salary administration, incentive plans and fringe Benefits, Promotions, transfers.

Unit 5: Job satisfaction and morale, Health, Safety and Employee welfare, Human Relations: definition, objectives, Employee grievances and Dispute resolution, Collective bargaining.

Reference Books

- Ghosh Biswanath: - Human Resources Development and Management Vikas Publishing House Ltd.
- Pattanayak Biswajeet: - Human Resources Development and Management Phi Learning Pvt. Human Resource Management.
- Arora Vikas, Arora Seema: - Human Resources Development and Management.
- Global Vision Publishing House; 2Nd Edition (1 January 2015).

Facilitating the achievement of course learning objectives

UNIT- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> An overview of Introduction: Meaning, need, importance, Benefits, objectives, difference between training and Development. Training need. 	<ul style="list-style-type: none"> Theory class focussing on discussion about the difference between training and Development. Training need. 	<ul style="list-style-type: none"> Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> Knowledge of the structure, schedules of Reinforcement, use of Reinforcement theory in Behaviour modification. 	<ul style="list-style-type: none"> Diagrammatic representation of the structures, use of Reinforcement theory in Behaviour modification. 	<ul style="list-style-type: none"> Multiple choice questions.
3	<ul style="list-style-type: none"> Knowledge of the Training: - Process of training, methods, technique and Aids in training, Areas of training. 	<ul style="list-style-type: none"> Theory classes and discussion, technique and Aids in training, Areas of training. 	<ul style="list-style-type: none"> The following, students' presentation, quiz, class test focusing on short notes and definitions.
4.	<ul style="list-style-type: none"> An overview on Implementation: - Method for implementation, skill and stale of trainers, validation and evaluation of training programme. 	<ul style="list-style-type: none"> Theory classes and discussion on, validation and evaluation of training programme. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.
5	<ul style="list-style-type: none"> An overview on Management Development: - Introduction, what is MD? Essential ingredients of Management Development programme. 	<ul style="list-style-type: none"> Welfare, Theory classes and discussion on Essential ingredients of Management Development programs. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.

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MINOR CORE COURSES**3MMMM104: MARKETING MANAGEMENT**

(Credits: Theory-3, Tutorials-1)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.		
			Theory			Practical			Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work				
3MMMM104	MARKETING MANAGEMENT	4(3-1-0)	60	20	20	--	--	100	3 hr	--	

Course Objective

Facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

Course Outcome

After completion of this subject students will able to understand the conceptual framework of marketing and able to manage their job task by understanding their consumer and analytical decision making according to various environmental constraints.

Syllabus

Unit 1: Introduction: Concept, nature, scope and importance of marketing; Marketing mix, Marketing environment, External forces, Market segmentation, targeting and positioning.

Unit 2: Buyer Behaviour: Determinants, Consumer buying process and models, Factors affecting buying Behaviour, stages of buying process.

Unit 3: Product Decisions: Concept of a product; Classification of products; product mix; Branding; Packaging and labelling; Product life cycle – strategic implications; New product development Pricing Decisions: Factors affecting price determination.

Unit 4: Promotions: Promotion decisions, Promotion mix, Advertising, Sales Promotion, Personal selling, Public Relations, Distribution (Place): Meaning and Objective, Flows, Patterns and Partners.

Unit 5: Issues and Developments: Social, ethical and legal aspects of marketing, Marketing of services and international marketing, Guerrilla Marketing, Green Marketing.

Reference Books

- Pillai R.S.N.: - Marketing Management S. Chand and Company Pvt Ltd.
- Bose Biplab S: Marketing Management Himalaya Publishing House.
- Philip Kotler: Marketing Management Pearson Publication.

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> The students after completion of this course will be having in-depth understanding of the basic concepts, functions and processes of Marketing Management. 	<ul style="list-style-type: none"> Theory class focussing on discussion about the customer and market needs, the important discovery and milestones achieved through the evolution of marketing strategies in present scenario. 	<ul style="list-style-type: none"> Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> There will be conceptual clarity regarding the role, functions and functioning of buyer Behaviour. 	<ul style="list-style-type: none"> Diagrammatic representation of the structures and discussion on the market needs, consumer's Behaviour and factor effecting Behaviour of marketing. 	<ul style="list-style-type: none"> Multiple choice questions.
3	<ul style="list-style-type: none"> The students will be in a state to initiate the designing and formulation of various Product Decisions processes such as Product life cycle – strategic implications, new product development Pricing Decisions. 	<ul style="list-style-type: none"> We will discussion about the demand of Customers, Concept and Classification of a product and also discussion about take decisions of market change, Product line and product mix; Branding; Packaging. 	<ul style="list-style-type: none"> The following, students' presentation, quiz, class test focusing on short notes and definitions.
4.	<ul style="list-style-type: none"> The students will be able to appreciate the Promotion decisions applications of Marketing. 	<ul style="list-style-type: none"> Theory classes and discussion on market segmentation. Display pictures or videos of strategies of companies and marketing trends. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.
5	<ul style="list-style-type: none"> Management skills and to understand the contribution it can make to the Issues and Developments plans of the marketing. 	<ul style="list-style-type: none"> Theory classes on plans of formulating marketing. and discussion on developing of marketing skills. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.

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MINOR CORE COURSES**3MFMM104: FINANCIAL MANAGEMENT**

(Credits: Theory-3, Tutorials-1)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work			
3MFMM104	FINANCIAL MANAGEMENT	4(3-1-0)	60	20	20	--	--	100	3 hr	--

Course Objective

The objective of this subject is to develop an understanding about the various laws and legal framework in the business world.

Course Outcome

After studying this subject student will able to understand the various laws and entire legal framework in which binds today's business world so as to take decision legally.

Syllabus

Unit 1: Introduction To Financial Management: Meaning and Definition of Financial Management, Importance of Financial Management Financial Decisions, Objective of Financial Management.

Unit 2: Capital Structure: Meaning of Capital Structure, features of an Appropriate Capital Structure, Determinants of Capital Structure, Leverages, cost of capital, Concept, Importance, Cost of Equity, Cost of Debt Capital, Weighted Average Cost of Capital (WACC).

Unit 3: Working Capital Management: Meaning and Definition of Working Capital, Kinds of Working Capital, Distinction between Permanent and Temporary Working Capital, Objectives of Working Capital Management.

Unit 4: Cash Management: Objectives of Cash Management, Factors Determining Cash Needs, Cash Budget, Managing Cash Flows, Computation of Optimum Cash Balance, Money Market Instruments or Marketable Securities.

Unit 5: Management Of Profits/Dividend Policy: Meaning and Definition, Dividend Policy, Management of Profits/, Dividend Policy, Types of Dividend Policies, Factors Influencing Dividend Policy, Practical Aspects of Dividend Policy.

Reference Books

- Bhalla V.K.: - Financial Management S Chand Company Pvt Ltd.
- Panday I M: - Financial Management Pearson Publication.

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> Students should have understanding of financial affairs and environment. 	<ul style="list-style-type: none"> Theory class focussing on discussion about the Financial Management, Steps in Financial Planning. also, discussion on financial affairs and environment. 	<ul style="list-style-type: none"> Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> They should be able to analyse the financial data. 	<ul style="list-style-type: none"> Diagrammatic representation of the structures and discussion on the Capital Structure and analyse the financial data. 	<ul style="list-style-type: none"> Multiple choice questions.
3	<ul style="list-style-type: none"> Decisions related to basic financial structure. 	<ul style="list-style-type: none"> Composition, types and processing of financial structure. Power point presentation in class on the given topic. 	<ul style="list-style-type: none"> the following, students' presentation, quiz, class test focusing on short notes and definitions.
4.	<ul style="list-style-type: none"> Demonstrate basic finance management knowledge. 	<ul style="list-style-type: none"> Theory classes and discussion on finance management knowledge. videos on cash management. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.
5	<ul style="list-style-type: none"> Communicate effectively using standard business terminology. 	<ul style="list-style-type: none"> Theory classes on plans of management of profits/dividend policy. and show video of business models. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.



Ability Enhancement Course (AEC)
3HHLA101: हिन्दी आधार पाठ्यक्रम, हिन्दी भाषा और संरचना-1
 (Credit: Theory -2 Tutorial - 0)
 Scheme of Examination

Course Code	Course Name	Credit	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			End	Mid	Assign	End	Term Sem			
3HHLA101	हिन्दी भाषा और संरचना	2(2-0-0)	60	20	20	-	-	100	2 hr	-

पाठ्यक्रम के उद्देश्य:

- विद्यार्थियों में राष्ट्र प्रेम की भावना का विकास करना।
- हिन्दी के समृद्ध साहित्य को नयी पीढ़ी तक पहुँचाना।
- पत्र-लेखन, सार लेखन, भाव पल्लवन एवं साक्षात्कार के कौशल का विकास करना।
- डायरी, संस्मरण, लेखन, पारिभाषिक, शब्दावली, तत्सम, तद्भव, देशज, विदेशी शब्दों इत्यादि के ज्ञानका परिमार्जन करना।

अपेक्षित परिणाम:

- विद्यार्थी भारत भूमि से प्रेम व स्नेह के भावों को बढ़ा सकेंगे।
- विद्यार्थियों की हिन्दी की भाषा संपदा में वृद्धि होगी।
- पत्र-लेखन, सार लेखन, भाव पल्लवन साक्षात्कार के कौशल का विकास होगा।
- डायरी एवं संस्मरण लेखन विद्या का परिमार्जन होगा।
- हिन्दी के समृद्ध साहित्य को ज्ञान से लाभान्वित होंगे।

पाठ्यक्रम:

- इकाई – 1** भारत वंदना (काव्य) सूर्यकांत त्रिपाठी निराला, जाग तुझको दूर जाना सुश्री महादेवी वर्मा, स्वतंत्रता पुकारती (काव्य) जयशंकर प्रसाद, हम अनिकेतन (काव्य) बालकृष्ण शर्मा नवीन, भाषा की महत्ता और उसके विविध रूप, भाषा-कौशल
- इकाई – 2** करुणा (निबंध) आचार्य रामचन्द्र शुक्ल, समन्वय की प्रक्रिया (निबंध) रामधारी सिंह 'दिनकर' बिच्छी बुआ (कहानी) डॉ. लक्ष्मण बिष्ट 'बटरोही', अनुवाद परिभाषा प्रकार, महत्व, विशेषताएं, हिन्दी की शब्द-संपदा, पारिभाषिक शब्दावली
- इकाई – 3** विलायत पहुंच ही गया (आत्मकथांश) महात्मा गांधी, अफसर (व्यंग्य) शरद जोषी, तीर्थयात्री (कहानी) डॉ. मिथिलेश कुमार मिश्र, मकड़ी का जाला (व्यंग्य) डॉ. रामप्रकाश सक्सेना वाक्य- संरचना :तत्सम, तद्भव देशज विदेशी
- इकाई – 4** अप्प दीपो भव (वक्तृत्व कला) स्वामी श्रद्धानंद, भारत का सामाजिक व्यक्तित्व (प्रस्तावना) जवाहरलाल नेहरू, पत्र मैसूर के महाराजा को (पत्र-लेखन) स्वामी विवेकानंद, बनी रहेंगी किताबें (आलेख) डॉ. सुनीता रानी घोष, पत्र-लेखन: महत्व और उसके विविध रूप, सड़क पर दौड़ते ईहा मगू (निबंध) डॉ. श्यामसुन्दर दुबे
- इकाई – 5** योग की शक्ति (डायरी) डॉ. हरिवंश राय बच्चन, कोष के अखाड़े में कोई पहलवान नहीं उतरता (साक्षात्कार) – भाषाविद् डॉ. हरिदेव, बाहरी से प्रो. – त्रिभुवननाथ शुक्ल, नीग्रो सैनिक से भेंट (यात्री-संस्मरण) डॉ. देवेन्द्र सत्यार्थी, यदि "बा" न होती तो शायद गांधी को यह ऊँचाई न मिलती (साक्षात्कार) कथाकार- गिरिराज किशोर से सत्येन्द्र शर्मा सार –लेखन, भाव-पल्लवन साक्षात्कार और कौशल

संदर्भ पुस्तक:

कथा साहित्य आईसेक्ट ग्रुप प्रकाशन

पाठ्यक्रम सीखने के उद्देश्यों की प्राप्ति को सुगम बनाना

इकाई	पाठ्यक्रम के उद्देश्य	पाठ्यक्रम से प्राप्त लाभ	शिक्षण और सीखने की गतिविधियां	मूल्यांकन कार्य
1	<ul style="list-style-type: none"> भाषा के विभिन्न रूपों का अध्ययन और जानकारी प्राप्त करना। 	<ul style="list-style-type: none"> भाषा के विभिन्न रूपों के साथ परिचित होना। 	<ul style="list-style-type: none"> भाषाओं के रूपों का प्रदर्शन और उनके विशेषताओं का अध्ययन करना। भाषाओं के रूपों का प्रदर्शन और उनके विशेषताओं का अध्ययन करना। 	<ul style="list-style-type: none"> भाषाओं के रूपों का प्रदर्शन और उनके विशेषताओं की व्याख्या करना।
2	<ul style="list-style-type: none"> तत्सम और तद्भव शब्दों के अंतर को समझना। 	<ul style="list-style-type: none"> तत्सम और तद्भव शब्दों के बीच का अंतर समझना। 	<ul style="list-style-type: none"> तत्सम और तद्भव शब्दों के उदाहरण प्रदान करना और समझाना। 	<ul style="list-style-type: none"> तत्सम और तद्भव शब्दों के अंतर को समझाने के लिए उपाय करना।
3	<ul style="list-style-type: none"> नाटक और गद्य साहित्य के बारे में जानकारी प्राप्त करना। 	<ul style="list-style-type: none"> नाटक और गद्य साहित्य के अध्ययन से साहित्यिक ज्ञान में वृद्धि होना। 	<ul style="list-style-type: none"> नाटक और गद्य साहित्य के उदाहरण और उनके विशेषताओं का अध्ययन करना। 	<ul style="list-style-type: none"> नाटक और गद्य साहित्य के उदाहरणों की व्याख्या करना।
4	<ul style="list-style-type: none"> रस, अलंकार, दोहा, सोरठा आदि के बारे में जानकारी प्राप्त करना। 	<ul style="list-style-type: none"> साहित्यिक उपकरणों के ज्ञान से भाषा का सुधार होना। 	<ul style="list-style-type: none"> विभिन्न रसों, अलंकारों, दोहों, सोरठों इत्यादि के उदाहरण और व्याख्या करना। 	<ul style="list-style-type: none"> रस, अलंकार, दोहा, सोरठा आदि के उदाहरणों की व्याख्या करना।
5	<ul style="list-style-type: none"> काव्यांग विवेचन, रस, छंद, अलंकार, उपमा, रूपक, दोहा, सोरठा, चौपाई आदि के बारे में जानकारी प्राप्त करना। 	<ul style="list-style-type: none"> साहित्यिक उपकरणों के ज्ञान से भाषा का सुधार होना। 	<ul style="list-style-type: none"> विभिन्न काव्यांग और साहित्यिक उपकरणों के उदाहरण और व्याख्या करना। 	<ul style="list-style-type: none"> काव्यांग और साहित्यिक उपकरणों के उदाहरणों की व्याख्या करना।

विद्या परं देवतम
DR. C.V.RAMAN UNIVERSITY

Inter Disciplinary Course**3MBEI102: Business Environment**

(Credit: Theory -3 Tutorial - 0)

Scheme of Examination

Course Code	Course Name	Credit	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			End Sem	Mid Sem	Assign	End Sem	Term Sem			
3MBEI102	Business Environment	3(3-0-0)	60	20	20	-	-	100	3 hr.	-

Course Objective

The course aims at acquainting the students with emerging issues in business at the national and international level in the light of the policies of liberalization and globalization

Course Outcomes

After learning this subject student will get the knowledge about all the environmental factors effecting business process and develop so that they could able to take business decisions accordingly.

Syllabus:

Unit 1: Indian business Environment: concept, Nature, Scope and importance, Micro and macro environment, Impact of business environment on business decision, process of environment analysis for business decisions, Environmental Scanning, Social Responsibility of Business.

Unit 2: Economic environment of Business: Significance and elements of economic environment; Government policies Industrial Policy, Fiscal Policy, monetary policy, EXIM Policy.

Unit 3: Poverty in India, Unemployment in India, Inflation, Human Development, Rural Development, Problems of Growth.

Unit 4: Political and legal Environment in Business; Critical elements of Political environment; Government and business; Changing dimensions of legal environment in India; MRTP Act; FEMA and licensing Policy; Consumer Protection Act, Patents Act 1970, Competition Act.

Unit 5: International and Technological Environment: Multinational Corporations; Transnational Corporations, Liberalization, Globalization, Privatization, disinvestment, International Economic Institutions GATT, WTO, UNCTAD, MOUs. World Bank, IMF and their Importance to India.

Reference Books

- Pandey G.N.: Environmental Management Vikas Publishing House; First Edition (1 May 1997)
- Jhingan M.L. Stephen J.K.: Management Economics Vrinda Publications P Ltd.; 2E Edition (17 April 2014)
- Chidambaram K. and El. Al.: Business Environment Vikas Publishing House; First Edition (1 May 1997)

Facilitating the achievement of course learning objectives

Unit no.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> The students after completion of this course will be having in-depth understanding of the basic concepts. 	<ul style="list-style-type: none"> Theory class focusing on discussion about the Indian business Environment and analysis for business decisions. Give example of business environment relevant Indian Economy. 	<ul style="list-style-type: none"> Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> To understand the different environment in the business climate. 	<ul style="list-style-type: none"> Diagrammatic representation of the structures and discussion on the Economic environment of Business. 	<ul style="list-style-type: none"> Multiple choice questions.
3	<ul style="list-style-type: none"> The students will be able to know the minor and major factors affecting the business in various streams. 	<ul style="list-style-type: none"> Discussion on business environmental issue like: Poverty in India, Unemployment in India, Inflation, Problems of Growth. 	<ul style="list-style-type: none"> The following, students' presentation, quiz, class test focusing on short notes and definitions.
4.	<ul style="list-style-type: none"> To understand the different environment like, political, technological and economic environment in the business. 	<ul style="list-style-type: none"> Theory classes and discussion on Political and legal Environment in Business; Critical elements of Political environment, MRTP Act; FEMA and licensing Policy; Consumer Protection Act, Patents Act 1970, Competition Act. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.
5	<ul style="list-style-type: none"> Helps to acquire in-depth knowledge about legal environment etc. 	<ul style="list-style-type: none"> Give example of International Institutions of Trade and monetary policy maker and their Importance to India. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.

SKILL ENHANCEMENT COURSES**3MDMS105: Digital Marketing**

(Credit: Theory -2 Tutorial - 0)

Scheme of Examination

Course Code	Course Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work			
3MDMS105	Digital Marketing	2(2-0-0)	60	20	20	-	-	100	2 hr	-

Course Objective

The basic purpose of this paper is to familiarize the students with the preliminary aspects of Digital marketing so that they may have overviews while applying the concept of this subject

Course Outcomes

After learning this subject student will get familiarize with all aspects of digital marketing as this is the new development in the field and today all firms were slightly shifted their traditional promotions to digital promotions?

Syllabus:

Unit 1: Introduction to Digital Marketing: what is digital marketing, web site and levels of web site, Difference between blog, portal and website, Traditional Vs. Digital Marketing.

Unit 2: Search Engine Optimization (SEO): On page optimization techniques, Off page Optimization techniques, Search Engine Marketing.

Unit 3: Social Media Optimization (SMO): Introduction to Social Media Marketing, Advanced Facebook Marketing, Word Press blog creation.

Unit 4: Online PR and partnerships, Interactive advertising, Viral marketing, Offline traffic building, Database marketing.

Unit 5: Managing digital marketing: Reviewing digital marketing capabilities, Budgeting, selecting supplier, Measuring and optimizing.

Reference Books

- E-marketing The Essential Guide to Digital Marketing: Rob Stokes Red and Yellow Publication
- E-marketing Excellence Planning and Optimizing Your Digital Marketing: Dave Chaffey and P. R. Smith
Routledge E Book Publication

Facilitating the achievement of course learning objectives

Unit no.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> Be able to develop and execute a marketing plan, incorporating all elements of the marketing mix, segmentation. 	<ul style="list-style-type: none"> Theory class focusing on discussion about digitalization of the market needs, the important discovery and milestones achieved through the evolution of marketing strategies in present scenario. 	<ul style="list-style-type: none"> Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> Have an understanding of the role of both digital and traditional media in marketing, and the intersection of online and offline strategies and tactics. 	<ul style="list-style-type: none"> Diagrammatic representation of the structures and discussion on the SEO, consumer's Behavior and factor effecting Off page Optimization techniques Search Engine Marketing. 	<ul style="list-style-type: none"> Multiple choice questions
3	<ul style="list-style-type: none"> Be able to guide the development of a digital presence from a marketing point of view 	<ul style="list-style-type: none"> We will discussion about the demand of Customer's needs, Concept and Classification of a SMO. and also, discussion about take decisions of social media Marketing. 	<ul style="list-style-type: none"> the following, students' presentation, quiz, class test focusing on short notes and definitions.
4.	<ul style="list-style-type: none"> Have working knowledge of website design and development 	<ul style="list-style-type: none"> Theory classes and discussion on website design and their development. Display pictures or videos of advertising of trends. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations
5	<ul style="list-style-type: none"> Be able to guide the development of Managing digital marketing 	<ul style="list-style-type: none"> Theory classes and discussion on managing the development of digital marketing. Display pictures or videos of marketing trends 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations

Value added course (VAC)**3IFAV106: Fundamentals of AI**

(Credit: Theory -3 Tutorial - 0)

Scheme of Examination

Course Code	Course Name	Credit	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			End Sem	Mid Sem	Assign	End Sem	Term Sem			
3IFAV106	Fundamentals of AI	(3-0-0)	60	20	20	-	-	100	3 hr	-

Course Objective

Student will be able-

- To understanding the importance of AI and puzzle problem.
- To understanding the Search Techniques.
- To understanding the Symbolic and Statistical Reasoning.
- To understanding the frames and Structural Knowledge Representation.
- To understanding the expert system life cycle.

Course Outcomes

Upon completion of the course, students will be able to:

- Understand the fundamental concepts and scope of Artificial Intelligence.
- Describe the essential tools and techniques used in Machine Learning.
- Describe interface mechanisms and their role in knowledge representation.
- Understand the fundamentals of probability theory and its role in AI.

Syllabus:**Theory:**

Unit 1: Introduction: Artificial Intelligence, AI Problems, AI Techniques, The Level of the Model, Criteria for Success. Defining the Problem as a State Space Search, Problem Characteristics, Production Systems, Search: Issues in The Design of Search Programs, Un-Informed Search, BFS, DFS; Heuristic Search Techniques: Generate-And- Test, Hill Climbing, Best-First Search, A*Algorithm, Problem Reduction, AO*Algorithm, Constraint Satisfaction, Means-Ends Analysis.

Unit 2: Introduction to Machine Learning: Applications of ML, Difference between Data Mining and Predictive Analysis, Tools and Techniques of Machine Learning. What is Machine Learning, Basic Terminologies of Machine Learning

Unit 3: Knowledge Representations First order predicate calculus, Skolemization, resolution principle and unification, interface mechanisms, horn's clauses, semantic networks, frame systems and value inheritance, scripts, conceptual dependency.

Unit 4: Natural Language processing Parsing techniques, context free grammar, recursive transitions nets (RNT), augmented transition nets (ATN), case and logic grammars, semantic analysis. Game playing Minimax search procedure,

alpha-beta cut offs, additional refinements. Planning Overview an example domain the block word, component of planning systems, goal stack planning, nonlinear planning.

Unit 5: Probabilistic Reasoning and Uncertainty Probability theory, bayes theorem and Bayesian networks, certainty factor. Expert Systems Introduction to expert system and application of expert systems, various expert system shells, vidwan frame work, Knowledge acquisition, case studies, MYCIN. Learning Rote learning, learning by induction, explanation-based learning

Reference Books

- Elaine Rich and Kevin Knight, "Artificial Intelligence," Tata McGraw-Hill. "Artificial Intelligence," 4th Edition, Pearson.
- Dan W. Patterson, "Introduction to Artificial Intelligence and Expert Systems," Prentice India.
- Nils J. Nilson, "Principles of Artificial Intelligence," Narosa Publishing House. Clocksin and C.S. Melish, "Programming in PROLOG," Narosa Publishing House.
- M. Sasikumar, S. Raman, etc., "Rule-based Expert System," Narosa Publishing House.

Facilitating the Achievement of Course Learning Objectives

Unit no.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1	<ul style="list-style-type: none"> • Understand the fundamentals of Artificial Intelligence (AI). Identify AI problems and techniques. Learn about the levels of AI models and criteria for success. Explore state space search and production systems. Understand search algorithms such as BFS, DFS, and heuristic search techniques. Learn about problem reduction and constraint satisfaction. Familiarize with means ends analysis. 	<ul style="list-style-type: none"> • Problem solving exercises on state space search. Group discussions on production systems and search algorithms. Handson exercises with BFS, DFS, and heuristic search algorithms. Case studies on problem reduction and constraint satisfaction. Practical demonstrations of means end analysis. 	<ul style="list-style-type: none"> • Quizzes on AI fundamentals and problem-solving techniques. Written assignments on state space search. Group presentation on search algorithms.
2	<ul style="list-style-type: none"> • Learn about applications of Machine Learning (ML). Differentiate between Data Mining and Predictive Analysis. Explore tools and techniques of Machine Learning. Understand basic ML terminologies. 	<ul style="list-style-type: none"> • Lectures on ML applications and differences from Data Mining. Discussions on ML tools and techniques. Handson experience with ML terminology. Case studies on real world ML applications. 	<ul style="list-style-type: none"> • Written assignments on ML applications and differences from Data Mining. Quizzes on ML tools and terminology. Case study analysis of ML applications. Final examination on unit II content.
3	<ul style="list-style-type: none"> • Understand knowledge representations in AI. Learn about first order predicate calculus, Skolemization, and resolution principles. Explore interface mechanisms, horn's clauses, semantic networks, frame systems, and value inheritance. Familiarize with scripts and conceptual dependency. 	<ul style="list-style-type: none"> • Practical exercises on resolution principles and interface mechanisms. Group discussions on semantic networks, frame systems, and scripts. Handson sessions with conceptual dependency. Case studies on real world knowledge representation systems. 	<ul style="list-style-type: none"> • Problem solving assignments on predicate calculus and resolution. Quizzes on knowledge representation techniques.
	<ul style="list-style-type: none"> • Explore Natural Language Processing (NLP) techniques. 	<ul style="list-style-type: none"> • Lectures on NLP, parsing techniques, and semantic 	<ul style="list-style-type: none"> • Implementation and testing of parsing and semantic

Unit no.	Course learning outcomes	Teaching and learning activities	Assessment tasks
4	Learn about parsing techniques, context free grammar, and semantic analysis. Understand gameplaying strategies and Minimax search procedures. Familiarize with alpha beta cutoffs and planning components. Apply these concepts to an example domain.	analysis. Coding practice for parsing and grammar. Problem solving exercises on gameplaying strategies. Practical demonstrations of planning components. Handson sessions with an example domain.	analysis. Problem solving assignments on game playing and planning. Quizzes on NLP and gameplaying concepts. GD, Unit Test and Quizzes.
5	<ul style="list-style-type: none"> Understand probabilistic reasoning and uncertainty in AI. Learn about probability theory, Bayes' theorem, and Bayesian networks. Explore certainty factors and expert systems. Familiarize with expert system shells, knowledge acquisition, and case studies. Learn about various learning techniques, including rote learning, induction, and explanation-based learning. 	<ul style="list-style-type: none"> Bayesian networks, and expert systems. Practical exercises on probability theory and Bayes' theorem. Group discussions on expert systems and knowledge acquisition. Handson sessions with learning techniques. Case studies on expert systems and learning methods. 	<ul style="list-style-type: none"> Problem solving assignments on probability theory and expert systems. Quizzes on probabilistic reasoning and learning techniques. Group presentation on expert system case studies.



Value added course (VAC)
3SEEV106: Environmental Education
 (Credit: Theory -3 Tutorial - 0)
 Scheme of Examination

Course Code	Course Name	Credit	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			End Sem	Mid Sem	Assign	End Sem	Term Sem			
3SEEV106	Environmental Education	3(3+0)	60	20	20	-	-	100	3 hr	-

Course Objective

Upon completion of the course, the student – teacher will be able to:

- Understand the concept, significance, scope and terminologies objectives and program of environmental education.
- Develop awareness about the various types of pollution ecological Imbalances and life and contributions of environmental activities.
- Interpret the environmental legislations in conservation and protection of the environment.
- Understand the role of governmental and non-governmental Agencies in environmental education.
- Apply the methods of teaching and evaluation in environmental education.

Course Outcomes

- Environmental education raises awareness about various environmental issues, such as pollution, climate change, habitat destruction, and resource depletion.
- It provides individuals with a deeper understanding of ecosystems, biodiversity, and the interconnections between living organisms and their environment.
- Environmental education can lead to changes in behavior, such as reducing waste, conserving energy and water, and adopting sustainable consumption patterns.
- Individuals become more inclined to take care of their surroundings, leading to increased community involvement in local environmental projects.
- It fosters critical thinking skills by encouraging individuals to analyze complex environmental problems and develop solutions.

Syllabus:

Unit 1: Introduction to Environmental Education-

Environmental Education Concept, Importance and Scope, Objectives and Principles of Environmental Education. Basic Concepts in Environmental Education, Ecology, Eco-System, Food Chain, Natural Resources, Greenhouse Effect, Bio-Diversity.

Unit 2: Environment and Pollution-

Definition and Types of Environmental pollution, Air Pollution- Definition, Causes and Remedial Measures, Water Pollution: Definition, Causes and Remedial Measures, Soil Pollution: Definition, Causes and Remedial Measures, Sound Pollution: Definition, Causes and Remedial Measures, Ecological Imbalances -Deforestation, Soil Erosion.

Unit 3: Environmental Laws and Organization-

The Air Prevention and Control of Pollution Act 1977, The Water Prevention and Control of Pollution Act 1974, Forest Conservation Act 1980, Environment Protection Act 1986, United Nations Environment Program (UNEP), International Union for Conservation of Nature and Natural Resources (IUCN), Central pollution control board (CPCB).

Unit 4: Environmental Ethics-

Role of Indian and other religions and cultures in environmental conservation. Green Politics, Earth Hour, Green Option Technologies, Environmental communication and public awareness, EIA Formulations, stages, Merits and demerits.

Unit 5: Methods of Teaching Environmental Education-

Project Work, Intellectual Meets-Seminars, Symposia, Workshops, Conferences, Group Discussions, Debates, Brain Storming Quiz, Poster Making, Models Making and Exhibitions.

Text Book

- Environmental science by Kamal Kant Joshi & Deepak Kumar, TechSar. 2019.
- Basics of Environmental science by Abhijit Mitra & Tanmay Ray Chaudhuri, New central book agency Pvt. Ltd. 2017.
- Essentials of Environmental Education by A.B. Saxena & V.V. Anand, Motilal Banarsidass publishing House, 2012.
- Environmental Studies by Dr. SM Saxena, Dr. Seema Mohan.

Reference Books

- Ecological Literacy: Educating Our Children for a Sustainable World, Michael K. Stone and Zenobia Barlow, Publication: Published by Sierra Club Books in 2005.
- Place-Based Education: Connecting Classrooms and Communities, David Sobel Publication: Published by The Orion Society in 2005.
- The Handbook of Environmental Education, Robert B. Stevenson, Michael Brody, Justin Dillon, and Arjen E.J. Wals, Publication: Published by Routledge in 2019.

Facilitating the Achievement of Course Learning Objectives

Unit no.	Course Learning Outcomes	Teaching and Learning Activities	Assessment Tasks
1	<ul style="list-style-type: none"> ● The students about this particular are intended to gain knowledge about the objectives and importance of environmental education. Enabling them to understand the composition of environment, greenhouse effect. Students will improve their understanding towards the factors governing the life on earth 	<ul style="list-style-type: none"> ● Lectures ● Group discussion ● Sight Seeing ● The teaching will be done through lectures and group discussion 	<ul style="list-style-type: none"> ● Assignment ● Homework
2	<ul style="list-style-type: none"> ● Students will understand about the impacts of our unusual and destructive use of resources and their harmful effects. ● Students will understand about the destruction of environment and its 	<ul style="list-style-type: none"> ● Lectures ● Group discussion ● Visit to any industry or manufacturing site ● The teaching will be done through lectures and group 	<ul style="list-style-type: none"> ● Assignment ● Poster making

Unit no.	Course Learning Outcomes	Teaching and Learning Activities	Assessment Tasks
	sustainability. Enhance the concern about this depletion among the students.	discussion.	
3	<ul style="list-style-type: none"> ● Importance of government laws and agencies their interference to regulate pollution and harming the quality of environment. Methods to improve the quality of habitat and natural resources will be necessary for the students to have its knowledge and concern. 	<ul style="list-style-type: none"> ● Lectures ● Group discussion ● Visit to any law governing body ● The teaching will be done through lectures and group discussion 	<ul style="list-style-type: none"> ● Brain storming Quiz ● Assignment
4	<ul style="list-style-type: none"> ● Students will know their ethics and responsibilities towards the improvement in quality of environment. Innovation, technologies, awareness through communication and various others measures through which a student can involve these practices in their lifestyle. 	<ul style="list-style-type: none"> ● Lectures ● Group discussion Sight Seeing ● The teaching will be done through lectures and group discussion 	<ul style="list-style-type: none"> ● Seminar ● Conferences
5	<ul style="list-style-type: none"> ● The students will enhance the techniques to prepare a project on any of the issues regarding the environment pollution or the remedial measures. Students will find ways to present the issues through seminars, workshops, poster making, model making. 	<ul style="list-style-type: none"> ● Lectures ● Group discussion ● Seminars ● Poster making ● Model making 	<ul style="list-style-type: none"> ● Power point presentation ● Project work ● Debates ● Brain storming Quiz

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DR. C.V.RAMAN UNIVERSITY



BACHELOR OF BUSINESS ADMINISTRATION

(BBA – CKUG03A03)

II Semester

(Effective from Academic Year 2023-24)

DR. C.V.RAMAN UNIVERSITY

CORE COURSES

3MOBC203: ORGANISATIONAL BEHAVIOUR

(Credits: Theory-4, Tutorials-2)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work			
3MOBC203	ORGANISATIONAL BEHAVIOUR	6(4-2-0)	60	20	20	--	--	100	3 hr	--

Course Objective

At the completion of this paper students should be able to analyse the Behaviour of individuals and groups in organizations in terms of the key factors that influence Organisation Behaviour. Assess the potential effects of Organisation level Factors (such as structure, culture and change) on Organisation Behaviour. Critically evaluate the potential Effects of important developments in the external environment (such as globalization and advances in technology) on Organisation Behaviour, to analyse Organisation Behavioural Issues in the context of Organisation Behaviour theories, models and concepts.

Course Outcome

Upon completing the requirements for this course, the student will be able to identify the elements of a contract, to describe the structure of the Indian court system and to identify laws, conditions and regulations in national and international work environments.

Syllabus:

Unit 1: Organisational Behaviour Learning objectives, Definition and Meaning, why to study OB, An OB model, new challenges for OB Manager. Learning: Nature of learning, how learning occurs, Learning and OB Case Study Analysis.

Unit 2: Personality: Meaning and Definition, Determinants of Personality, Personality Traits, Personality and OB, Perception: Meaning and Definition, Perceptual process, Importance of Perception in OB.

Unit 3: Motivation: Nature and Importance, Herzberg's Two Factor theory, Maslow's Need Hierarchy theory, Alderfer's ERG theory. Communication: Importance, Types, Barriers to communication, Communication as a tool for improving Interpersonal Effectiveness.

Unit 4: Groups in Organisation: Nature, Types, why do people join groups, Group Cohesiveness and Group Decision Making- managerial Implications, Effective Team Building. Leadership: Leadership and management, Theories of leadership- Trait theory, Behavioural Theory, Contingency Theory, Leadership and Followership, how to be an Effective Leader.

Unit 5: Organisational change: Meaning and Definition, Culture and Organisation Effectiveness. Organisational change: Importance of Change, Planned Change and OB Techniques.

Reference Books

- Mishra M.N.: - Organisational Behaviour Vikas Publication House.
- Chandan J. S.: - Organisation Behaviour S Chand; Third Edition (1 January 2010).

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> To apply the concept of Organisation Behaviour allowing them to understand the Behaviour of people in the organization. 	<ul style="list-style-type: none"> Theory class focussing on discussion about the organisational Behaviour Learning objectives. How learning occurs, Learning and OB Case Study Analysis. 	<ul style="list-style-type: none"> Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> The learner will be analysing the complexities associated with management of individual Behaviour, group Behaviour in the organization. 	<ul style="list-style-type: none"> Diagrammatic representation of the discussion on the personality. Give example of different type of personality in their fields. And also give picture and video lecture on perception. 	<ul style="list-style-type: none"> Multiple choice questions.
3	<ul style="list-style-type: none"> The learner will be fit to demonstrate integration of Organisation Behaviour and understanding the motivation (why) behind Behaviour of people in the organization. 	<ul style="list-style-type: none"> Class and presentation discussion on the Motivation. Give example of different type of communication skills. And also give picture and video lecture on both topics. 	<ul style="list-style-type: none"> the following, students' presentation, quiz, class test focusing on short notes and definitions.
4.	<ul style="list-style-type: none"> Organisation Behaviour studies how and why individual employees and groups of employees behave the way they do within an Organisation setting. 	<ul style="list-style-type: none"> Theory classes and discussion on groups in organisation. And also give picture and video lecture on leadership. Give example of different type of leadership skills personality. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.
5	<ul style="list-style-type: none"> to understand your own behaviours, attitudes, ethical views, and performance, as well as those of the people. 	<ul style="list-style-type: none"> Theory classes and discussion on organisational change and culture. And also give picture and video lecture on different type of organisational culture. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.

ORE COURSES
3MCBC203: CONSUMER BEHAVIOUR
 (Credits: Theory-4, Tutorials-2)
 Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical			Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work	Total		
3MCBC203	CONSUMER BEHAVIOUR	6(4-2-0)	60	20	20	--	--	100	3 hr	--

Course Objective

The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms.

Course Outcome

After completion of these subject students will able to understand the conceptual framework of marketing and able to manage their job task by understanding their consumer and analytical decision making according to various environmental constraints.

Syllabus:

Unit 1: Introduction to Consumer Behaviour (CB): Nature, Scope and Importance of CB, application of CB in Marketing, Consumer Research process.

Unit 2: Consumer Decision making Process: Steps in Buying Behaviour, Factors affecting consumer decisions, Models of CB- Nicosia, Howard and Sheth, Engel-Kollat black box, Diffusion of Innovation, Consumer gifting process.

Unit 3: Individual Determinants of CB: Perception - Process, Perceptual Distortion, Perceived risk, Learning – Principles and theories, Personality - Nature, Characteristics, Theories, and Development process, Self-concept, Attitude - Structural model of attitude, Attitude formation and change, Motivation - Needs/motives and goals, Nature of motivation, Arousal of motives, theories of Motivation.

Unit 4: Group Determinants of CB: Reference group influence: types of groups, Factors affecting group influence, Application of reference group concept. Family - Functions of family, Family decision making, Family life cycle (FLC), Opinion Leadership and Personal influence.

Unit 5: Environmental Influences on CB: Social class – Meaning, Life style Profile of Social class, and application to CB, Culture - Characteristics, Sub-culture and cross-cultural understanding.

Text Book

- Nair, Suja R. (2013). Consumer Behaviour in Indian Perspective. Himalaya Publishing House.

Reference Books

- Sumathi S, Saravanavel P.: - Marketing Research Consumer Behaviour Vikas Publication House.
- Ghai R.K. and El. Al.: - Consumer Behaviour (A Practical Ori.) Himalaya Publishing House.
- Nairrvta: - Consumer Behaviour and Marketing Research (T.W.C.) Himalaya Publishing House.

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> learn Consumer buying Behaviour and trends in current market. 	<ul style="list-style-type: none"> Theory class focussing on discussion about the Nature, Scope and Importance of CB. Presentation and discussion on Consumer Research process. 	<ul style="list-style-type: none"> Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> Interpret consumer research with help of understanding variables. Affecting consumer Behaviour. 	<ul style="list-style-type: none"> Class and presentation discussion on Consumer Decision making Process. Give example of different type of Decision-making Process theorem. 	<ul style="list-style-type: none"> Multiple choice questions.
3	<ul style="list-style-type: none"> Understand the marketing functions with respect to the consumer decision making. 	<ul style="list-style-type: none"> Diagrammatic representation of the structures and discussion on the Perception, Learning, Personality, Motivation. Give example of relevant case study. 	<ul style="list-style-type: none"> The following, students' presentation, quiz, class test focusing on short notes and definitions.
4.	<ul style="list-style-type: none"> Implement appropriate combinations of theories and concepts. 	<ul style="list-style-type: none"> Theory classes and discussion on Group Determinants of CB. for enhancing of student's Leadership quality, give task to them related to leadership. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.
5	<ul style="list-style-type: none"> Recognize social and ethical implications of marketing actions on consumer Behaviour. 	<ul style="list-style-type: none"> Class and presentation discussion on Environmental Influences on CB. Give examples and presentation on Sub-culture and cross-cultural. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.



DR. C.V.RAMAN UNIVERSITY

CORE COURSES

3MMAC203: MANAGEMENT ACCOUNTING

(Credits: Theory-4, Tutorials-2)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical			Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work	Total		
3MMAC203	MANAGEMENT ACCOUNTING	6(4-2-0)	60	20	20	--	--	100	3 hr	--

Course Objective

The objective of the subject is to give exposure to the students, about accounting principles, techniques and their application in the business decision making process.

Course Outcome

After learning this subject student will understand the fundamental principles and techniques of financial accounting so as to use these concepts for effective utilization and maintenance of funds for the betterment of society.

Syllabus:

Unit 1: Basics of Accounting, Meaning, Process of Accounting, System of Accounting. Basic Accounting Principles, Classification of Accounts, Personal Account, Real Account, Nominal Accounts. Accounting Process, Transactions in between the Real A/c, Journal Entries in between the Accounts of two different Categories, Accounting Equation.

Unit 2: Corporate Financial Statements, Types and Nature of Financial Statements, Attributes and Uses of Financial Statements, Limitations of Financial Statements. Tools of Financial Statement Analysis, Comparative Financial Statements, Comparative (Income) Financial Statement Analysis, Comparative Common-size Statement, Trend Analysis.

Unit 3: Ratio Analysis, Definition, Classification, Purposes and Utility of the Ratio Analysis, Limitations of the Ratio Analysis, Short-term Solvency Ratios, Capital Structure Ratios, Profitability Ratios, Return on Assets Ratio, Return on Capital Employed, Turnover Ratios.

Unit 4: Fund Flow Statement, Meaning and Objectives of Fund Flow Statement, Analysis, Steps, Methods of Fund Flow Statement, Methods of Preparing Fund from Operations, Advantages and Limitations of Fund Flow Statement, Cash Flow Statement, Meaning and Utility of Cash Flow Statement, Steps in the Preparation of Cash Flow Statement.

Unit 5: Basics of Cost Accounting, Meaning of Cost Accounting, Cost Classification, Costing Concepts. Cost Sheet, Direct Cost Classification, Indirect Cost Classification, Stock of Raw Materials, Stock of Semi-finished Goods, Stock of Finished Goods.

Text Book

- S.P. Jain and K.L Narang, Cost Accounting, Sahitya Bhawan Publication.
- Sharma Sasi K Gupta, Management Accounting, Sahitya Bhawan Publication.

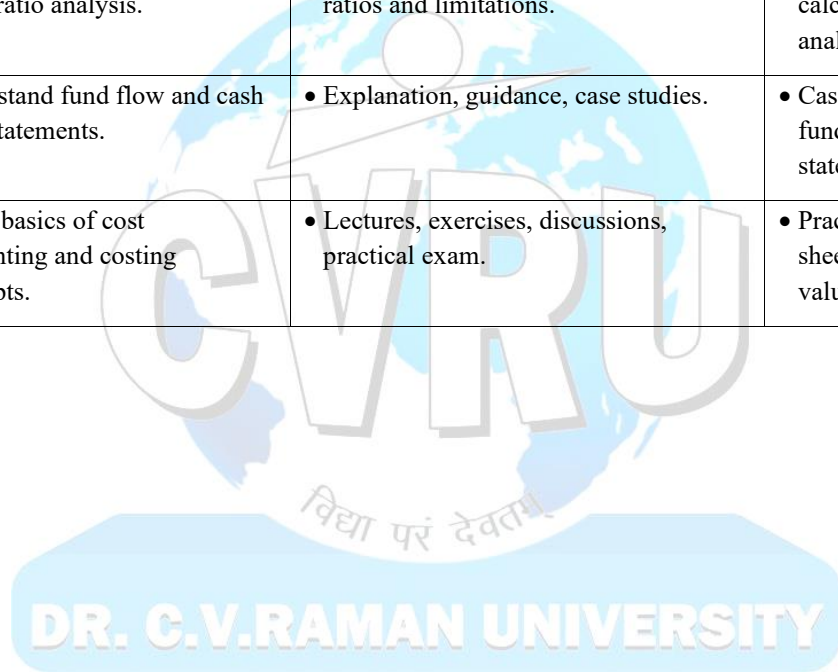
Reference Books

- Iyengar, S.P. Cost Accounting Principles and Practice Sultan Chand, New Delhi
- Cost A/C.: -Dr. R. N Khandelwal Sbpd Publication Agra 2019

Management A/C, Dr. Jitendra Sonar, Sbpd Publication Agra 2019

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1	<ul style="list-style-type: none"> • Understand basics of accounting and accounting process. 	<ul style="list-style-type: none"> • Lectures, discussions, practice journal entries, exercises. 	<ul style="list-style-type: none"> • Quiz on accounting principles and journal entries.
2	<ul style="list-style-type: none"> • Comprehend corporate financial statements and uses. 	<ul style="list-style-type: none"> • Lectures, discussions, practical sessions, analysis exercises. 	<ul style="list-style-type: none"> • Assignment analyzing financial statements.
3	<ul style="list-style-type: none"> • Analyze financial performance using ratio analysis. 	<ul style="list-style-type: none"> • Lectures, exercises, discussions on ratios and limitations. 	<ul style="list-style-type: none"> • Test on financial ratio calculations and analysis.
4	<ul style="list-style-type: none"> • Understand fund flow and cash flow statements. 	<ul style="list-style-type: none"> • Explanation, guidance, case studies. 	<ul style="list-style-type: none"> • Case study analysis on fund and cash flow statements.
5	<ul style="list-style-type: none"> • Grasp basics of cost accounting and costing concepts. 	<ul style="list-style-type: none"> • Lectures, exercises, discussions, practical exam. 	<ul style="list-style-type: none"> • Practical exam on cost sheets and stock valuation.



MINOR CORE COURSES

3MOBM204: ORGANISATIONAL BEHAVIOUR

(Credits: Theory-3, Tutorials-1)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work			
3MOBM204	ORGANISATIONAL BEHAVIOUR	4(3-1-0)	60	20	20	--	--	100	3 hr	--

Course Objective

At the completion of this paper students should be able to analyse the Behaviour of individuals and groups in organizations in terms of the key factors that influence Organisation Behaviour. Assess the potential effects of Organisation level Factors (such as structure, culture and change) on Organisation Behaviour. Critically evaluate the potential Effects of important developments in the external environment (such as globalization and advances in technology) on Organisation Behaviour, to analyse Organisation Behavioural Issues in the context of Organisation Behaviour theories, models and concepts.

Course Outcome

Upon completing the requirements for this course, the student will be able to identify the elements of a contract, to describe the structure of the Indian court system and to identify laws, conditions and regulations in national and international work environments.

Syllabus

Unit 1: Organisational Behaviour: Learning objectives, Definition and Meaning, why to study Organisational Behaviour, an Organisational Behaviour model, new challenges for Organisational Behaviour Manager. Learning: Nature of learning, how learning occurs, Learning.

Unit 2: Personality: Meaning and Definition, Determinants of Personality, Personality Traits, Personality and Organisational Behaviour, Perception: Meaning and Definition, Perceptual process, Importance of Perception in Organisational Behaviour.

Unit 3: Motivation: Nature and Importance, Herzberg's Two Factor theory, Maslow's Need Hierarchy theory, Alderfer's ERG theory.

Unit 4: Groups In Organisation: Nature, Types, why do people join groups, Group Cohesiveness and Group Decision Making- managerial Implications, Effective Team Building.

Unit 5: Organisational Culture: Meaning and Definition, Culture and Organisation Effectiveness. Organisational Change: Importance of Change, Planned Change and Organisational Behaviour Techniques.

Reference Books

- Mishra M.N.: - Organisational Behaviour Vikas Publication House.
- Chandan J. S.: - Organisation Behaviour S Chand; Third Edition (1 January 2010).
- K Aswathappa: - Organisational Behaviour Himalaya Publishing House.

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> To apply the concept of Organisational Behaviour allowing them to understand the Behaviour of people in the organization. 	<ul style="list-style-type: none"> Theory class focussing on discussion about the organisational Behaviour Learning objectives. How learning occurs, Learning and OB Case Study Analysis. 	<ul style="list-style-type: none"> Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> The learner will be analysing the complexities associated with management of individual Behaviour, group Behaviour in the organization. 	<ul style="list-style-type: none"> Diagrammatic representation of the discussion on the personality. Give example of different type of personality in their fields. And also give picture and video lecture on perception. 	<ul style="list-style-type: none"> Multiple choice questions.
3	<ul style="list-style-type: none"> The learner will be fit to demonstrate integration of Organisation Behaviour and understanding the motivation (why) behind Behaviour of people in the organization. 	<ul style="list-style-type: none"> Class and presentation discussion on the Motivation. Give example of different type of motivational theorem. And also give picture and video lecture on both topics. 	<ul style="list-style-type: none"> The following, students' presentation, quiz, class test focusing on short notes and definitions.
4.	<ul style="list-style-type: none"> Organisation Behaviour studies how and why individual employees and groups of employees behave the way they do within an Organisation setting. 	<ul style="list-style-type: none"> Theory classes and discussion on groups in organisation. And also give picture and video lecture on leadership. Give example of different type of leadership skills personality. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.
5	<ul style="list-style-type: none"> to understand your own behaviours, attitudes, ethical views, and performance, as well as those of the people. 	<ul style="list-style-type: none"> Theory classes and discussion on organisational change and culture. And also give picture and video lecture on different type of organisational culture. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.



DR. C.V.RAMAN UNIVERSITY

MINOR CORE COURSES

3MCBM204: CONSUMER BEHAVIOUR

(Credits: Theory-3, Tutorials-1)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.		
			Theory			Practical			Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work				
3MCBM204	CONSUMER BEHAVIOUR	4(3-1-0)	60	20	20	--	--	100	3 hr	--	

Course Objective

The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms.

Course Outcome

After studying this subjects' students would able to understand the Behaviour of consumers which helps them to craft effective marketing strategies.

Syllabus

Unit 1: Introduction to Consumer Behaviour (CB): Nature, Scope and Importance of CB, application of CB in Marketing, Consumer Research process.

Unit 2: Consumer Decision making Process: Steps in buying Behaviour, Factors affecting consumer decisions, Models of CB- Nicosia, Howard & Sheth Model.

Unit 3: Individual Determinants of CB: Perception - Process, Perceptual Distortion, Learning – Principles and theories, Personality - Nature, Characteristics, Theories, and Development process, Self-concept, Attitude - concept Attitude formation and change, Motivation - Needs/motives and goals, Nature of motivation, Arousal of motives, theories.

Unit 4: Group Determinants of CB: Reference group influence: types of groups, Factors Family - Functions of family, Family decision making, Family life cycle (FLC), Opinion Leadership.

Unit 5: Environmental Influences on CB: Social class – Meaning, Life style Profile of Social class, application to CB, Culture - Characteristics, Sub-culture and cross-cultural understanding.

Text Book

- Sumathi S, Saravanel P.: - Marketing Research Consumer Behaviour Vikas Publication House.
- Ghai R.K. and El. Al.: - Consumer Behaviour (A Practical Ori.) Himalaya Publishing House.
- Nairrvta: - Consumer Behaviour and Marketing Research (T.W.C.) Himalaya Publishing House.

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> Learn Consumer buying behaviour and trends in current market. 	<ul style="list-style-type: none"> Theory class focussing on discussion about the Nature, Scope and Importance of CB. Presentation and discussion on Consumer Research process. 	<ul style="list-style-type: none"> Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> Interpret consumer research with help of understanding variables affecting consumer behaviour. 	<ul style="list-style-type: none"> Class and presentation discussion on Consumer Decision making Process. Give example of different type of Decision-making Process theorem. 	<ul style="list-style-type: none"> Multiple choice questions.
3	<ul style="list-style-type: none"> Understand the marketing functions with respect to the consumer decision making. 	<ul style="list-style-type: none"> Diagrammatic representation of the structures and discussion on the Perception, Learning, Personality, Motivation. Give example of relevant case study. 	<ul style="list-style-type: none"> the following, students' presentation, quiz, class test focusing on short notes and definitions.
4.	<ul style="list-style-type: none"> Implement appropriate combinations of theories and concepts. 	<ul style="list-style-type: none"> Theory classes and discussion on Group Determinants of CB. For enhancing of student's Leadership quality, give task to them related to leadership. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.
5	<ul style="list-style-type: none"> Recognised social and ethical implications of marketing actions on consumer Behaviour. 	<ul style="list-style-type: none"> Class and presentation discussion on Environmental Influences on CB. Give examples and presentation on Sub-culture and cross-cultural. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.



DR. C.V.RAMAN UNIVERSITY

MINOR CORE COURSES

3MMAM204: MANAGEMENT ACCOUNTING

(Credits: Theory-3, Tutorials-1)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.		
			Theory			Practical			Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work				
3MMAM204	MANAGEMENT ACCOUNTING	4(3-1-0)	60	20	20	--	--	100	3 hr	--	

Course Objective

The objective of the subject is to give exposure to the students, about accounting principles, techniques and their application in the business decision making process.

Course Outcome

After learning this subject student will understand the fundamental principles and techniques of financial accounting so as to use these concepts for effective utilization and maintenance of funds for the betterment of society.

Syllabus

Unit 1: Basics of Accounting, Meaning, Process of Accounting, System of Accounting. Basic Accounting Principles, Classification of Accounts, Personal Account, Real Account, Nominal Accounts. Accounting Process, Transactions in between the Real A/c, Journal Entries in between the Accounts of two different Categories, Accounting Equation.

Unit 2: Corporate Financial Statements, Types and Nature of Financial Statements, Limitations of Financial Statements.

Comparative Financial Statements, Comparative (Income) Financial Statement Analysis, Comparative Common-size Statement, Trend Analysis.

Unit 3: Ratio Analysis, Definition, Classification, Purposes and Utility of the Ratio Analysis, Limitations of the Ratio Analysis, Short-term Solvency Ratios, Capital Structure Ratios, Profitability Ratios, Return on Assets Ratio, Return on Capital Employed, Turnover Ratios.

Unit 4: Fund Flow Statement, Meaning and Objectives of Fund Flow Statement, Analysis, Steps, Methods of Fund Flow Statement, Advantages and Limitations of Fund Flow Statement.

Unit 5: Cash Flow Statement, Meaning and Utility of Cash Flow Statement, Steps in the Preparation of Cash Flow Statement.

Text Book

- S.P. Jain and K.L Narang, Cost Accounting, Sahitya Bhawan Publication.
- Sharma Sasi K Gupta, Management Accounting, Sahitya Bhawan Publication.

Reference Books

- Iyyengar, S.P. Cost Accounting Principles and Practice Sultan Chand, New Delhi.
- Cost A/C., Dr. R. N Khandelwal Sbpd Publication Agra 2019.
- Management A/C, Dr. Jitendra Sonar, Sbpd Publication Agra 2019.

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1	<ul style="list-style-type: none"> • Understand the basics of accounting including meaning, process, and system. 	<ul style="list-style-type: none"> • Lectures, presentations, discussions on accounting principles and classification of accounts. 	<ul style="list-style-type: none"> • Quiz on accounting basics, journal entries, and accounting equation.
2	<ul style="list-style-type: none"> • Comprehend corporate financial statements, their types, nature, and limitations. 	<ul style="list-style-type: none"> • Lectures, examples, case studies on different types of financial statements and their analysis methods. 	<ul style="list-style-type: none"> • Assignment analyzing financial statements, comparative analysis exercises.
3	<ul style="list-style-type: none"> • Analyze financial performance using ratio analysis, including various ratios and their uses. 	<ul style="list-style-type: none"> • Lectures, exercises, discussions on different types of financial ratios, their interpretation, and limitations. 	<ul style="list-style-type: none"> • Test on calculating and interpreting financial ratios, ratio analysis case study.
4	<ul style="list-style-type: none"> • Understand fund flow statements, including their meaning, objectives, methods, and limitations. 	<ul style="list-style-type: none"> • Explanation, step-by-step guidance on preparing fund flow statements. 	<ul style="list-style-type: none"> • Case study analysis on fund flow statements, assessment of prepared fund flow statements.
5	<ul style="list-style-type: none"> • Understand cash flow statements, their meaning, utility, and steps in preparation. 	<ul style="list-style-type: none"> • Explanation, practical exercises on preparing cash flow statements. 	<ul style="list-style-type: none"> • Practical exam on preparing cash flow statements.



DR. C.V.RAMAN UNIVERSITY

Ability Enhancement Course
3HELA201: English Language and Indian culture
 (Credit: Theory -2 Tutorial - 0)
 Scheme of Examination

Course Code	Course Name	Credit	Maximum marks Allotted						Duration of Exam.		
			Theory			Practical			Total	Theory	Practical
			End Sem	Mid Sem	Assign	End Sem	Term Sem				
3HELA201	English Language and Indian culture	2(2+0)	60	20	20	-	-	100	2 hr	-	

Course Objective

- To Study the basic concept and Language Skills of English Language.
- Comprehensive study of different kinds of vocabulary in English Language
- To Study the different era in every story and moos in poems.

Course Outcomes

- Students will be able to understand the basic concept and Language Skills of English Language.
- Students will be able to understand the different use of vocabulary in their sentences.
- Students will be able to understand the varieties of stories on different issues and on different format.

Syllabus:

Unit 1:

- Amalkanti: Nirendranth Chakrabarti
- Sita: Toru Dutt
- Preface to the Mahabharata: C. Rajagopalachari
- Satyagraha: M.K. Gandhi
- Toasted English: R.K. Narayan
- The Portrait of a lady: Khushwant Singh

Unit 2: Comprehension (unseen passages, summary, note making)

Unit 3: Composition and Paragraph Writing (Based on expansion of an idea)

Unit 4: Basic Language Skills: Vocabulary – Synonyms, Antonyms, Word Formation. Prefixes and Suffixes, Words likely to be confused and Misused, Words similar in Meaning or Form, Distinction between Similar Expressions, Speech Skill.

Unit 5: Basic Language Skills: Grammar and usage – The Tense Forms, Propositions, Determiners and Countable/Uncountable Nouns, Verb, Articles Adverbs.

Reference Books

- English language & Indian Culture – Dr. Pankaj Kumar Singh, Dr. Ashwin Joshi - Thakur Publication, Bhopal.
- Indian Art & Culture – Dr. Manish Rannian (IAS) – Prabhat Prakashn
- Indian Culture & Heritage – Romila Thapar – Kindle Unlimited

Facilitating the Achievement of Course Learning Objectives

S. No.	Learning Outcome	Teaching-Learning Activities	Assessment Tasks
1	<ul style="list-style-type: none"> Understand the historical context of English in India and its impact on Indian culture. 	<ul style="list-style-type: none"> Lecture on the history of English in India. Group discussions on the cultural influences of English. Readings and analysis of relevant texts. 	<ul style="list-style-type: none"> Research paper on the historical development of English in India. Group presentation on cultural assimilation.
2	<ul style="list-style-type: none"> Analyze the influence of literature in English on Indian culture and identity. 	<ul style="list-style-type: none"> Close reading of select literary works by Indian authors writing in English. Comparative analysis of Indian and Western literary traditions. Guest lectures by Indian authors. 	<ul style="list-style-type: none"> Essay on the impact of Indian English literature on cultural identity. In-class quizzes on literary analysis.
3	<ul style="list-style-type: none"> Explore the role of English in contemporary Indian society and media. 	<ul style="list-style-type: none"> Case studies on the use of English in Indian media. Group projects on language in advertising. Guest speakers from the media industry. 	<ul style="list-style-type: none"> Media analysis report on the use of English in Indian news outlets. Group presentation on language in advertising campaigns.
4	<ul style="list-style-type: none"> Investigate the intersection of English and Indian languages and their cultural significance. 	<ul style="list-style-type: none"> Language workshops on common Indian languages and their influence on English. Interviews with bilingual/multilingual individuals. Analysis of code-switching in communication. 	<ul style="list-style-type: none"> Research paper on language convergence and divergence in bilingualism. Oral presentations on code-switching in real-life contexts.
5	<ul style="list-style-type: none"> Reflect on the challenges and opportunities of bilingualism and multiculturalism in India. 	<ul style="list-style-type: none"> Group discussions on identity and language choices. Debates on language policy and diversity in India. Field visits to multilingual communities. 	<ul style="list-style-type: none"> Final reflective essay on personal experiences and insights regarding bilingualism and multiculturalism in India. Participation in debates and discussions.

Inter Disciplinary Course
3MMEI202: Managerial Economics

(Credit: Theory -3 Tutorial - 0)

Scheme of Examination

Course Code	Course Name	Credit	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			End Sem	Mid Sem	Assign	End Sem	Term Sem			
3MMEI202	Managerial Economics	3(3-0-0)	60	20	20	-	-	100	3 hr	-

Course Objective

The basic objective of this subject is to provide knowledge about the concepts and tools of Managerial Economics as applicable to decisions making in contemporary business environment.

Course Outcomes

At the end of the course the students will be able to identify the major economic problems that may affect an economy and to apply simple microeconomic theory to some practical problems.

Syllabus:

Unit 1: Nature and Scope of Managerial Economics, Fundamental Concepts in Managerial Economics, relationship of managerial economics with other areas of management.

Unit 2: Theory of Demand, Law and Nature of Demand, Demand Determinants, Demand Forecasting, Demand Function, Elasticity of Demand, Case Study,

Unit 3: Production analysis – production function, returns to scale. Cost analysis – Incremental cost, opportunity cost and marginal cost, Empirical cost functions, Breakeven analysis, Case Study.

Unit 4: Price output decisions under different market conditions; Perfect and Imperfect market, Market structure Monopoly, Oligopoly and Duopoly, Monopolistic Competition, Case Study.

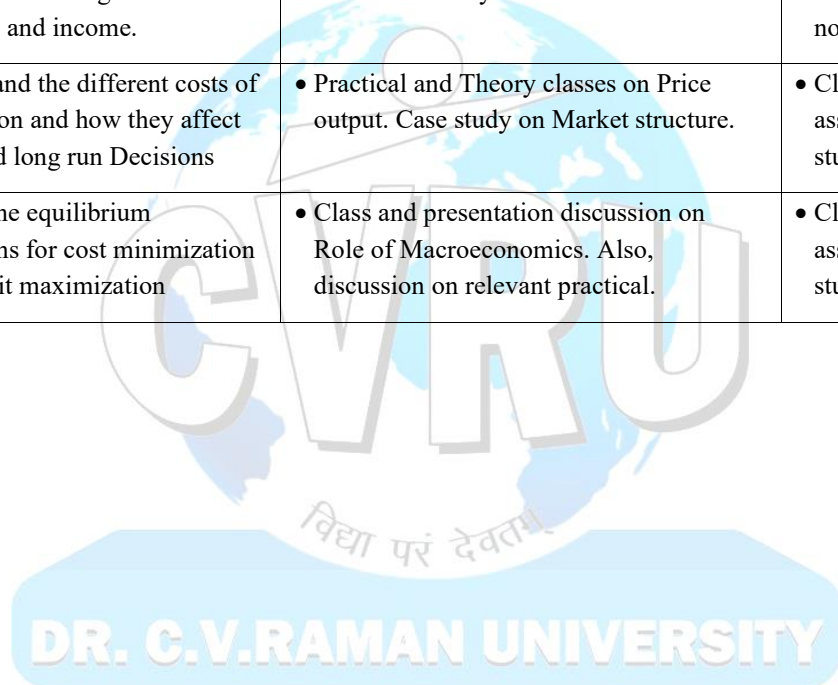
Unit 5: Macroeconomics meaning and nature, Trade cycle, Concept of GNP, GDP, Gross Domestic Savings, Inflation, Concept of National Income, Introduction to monetary policy and fiscal policy, Case Study.

Reference Books

- Dhar. P.K.: Indian Economy Kalyani Publication
- Hirschey: Managerial Economics Kalyani Publication
- Geetika: Managerial Economics Oxford Publication

Facilitating the achievement of course learning objectives

Unit no.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> List the different goals and constraints that firms face. 	<ul style="list-style-type: none"> Theory class focusing on discussion about the Basics of Managerial Economics. and also, discussion on Fundamental Concepts in Managerial Economics. 	<ul style="list-style-type: none"> Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> Apply the economic way of thinking to individual decisions and business decisions. 	<ul style="list-style-type: none"> Diagrammatic representation of the structures and discussion on the Case Study which is relevant of managerial economics. 	<ul style="list-style-type: none"> Multiple choice questions.
3	<ul style="list-style-type: none"> Measure the responsiveness of consumers' demand to changes in the price of a good or service, the price of other goods and services, and income. 	<ul style="list-style-type: none"> Theory class focusing on discussion about Production analysis and its Case Study. Also, their discussion on present Breakeven analysis. 	<ul style="list-style-type: none"> the following, students' presentation, quiz, class test focusing on short notes and definitions.
4.	<ul style="list-style-type: none"> Understand the different costs of production and how they affect short and long run Decisions 	<ul style="list-style-type: none"> Practical and Theory classes on Price output. Case study on Market structure. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations
5	<ul style="list-style-type: none"> Derive the equilibrium conditions for cost minimization and profit maximization 	<ul style="list-style-type: none"> Class and presentation discussion on Role of Macroeconomics. Also, discussion on relevant practical. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations



Skill Enhancement Course
3MPMS 205: Principles of Management

(Credit: Theory -2 Tutorial - 0)

Scheme of Examination

Course Code	Course Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work			
3MPMS 205	Principles of Management	2(2-0-0)	60	20	20	-	-	100	2 hr	-

Course Objective

Controlling, Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences. Evaluate leadership styles to anticipate the consequences of each leadership style. Gather and analyse both qualitative and quantitative information to isolate issues and formulate best control methods.

Course Outcome

Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment. Practice the process of management's four functions: planning, organizing, leading, and controlling. Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences. Evaluate leadership styles to anticipate the consequences of each leadership style. Gather and analyse both qualitative and quantitative information to isolate issues and formulate best control methods.

Syllabus:

Unit 1: Management concepts and Evolution: Definition, nature scope and functions of management. Importance of management, role of manager, functional areas of management, Relevance of management to modern industry, Govt., University, hospital and other institutions.

Unit 2: Planning and Decision making: Meaning, features, nature and importance of planning. Types of planning, Techniques. Principles of planning, planning and control.

Unit 3: Organizing: Nature, purpose, Organization structure, Theories of organization.

Unit 4: Staffing: Staffing nature and purpose, Recruitment, selection,

Directing: Nature of directing, leadership qualities, styles

Unit 5: Controlling: The objectives and process of control, Control techniques. Performance standard – Measurement of performance.

Reference Books

- Koontz, Weihrich Essentials for Management: An International Perspective TMH8e
- V S P Rao and Hari Krishna Management text and cases Excel Books, New Delhi
- Kreitner, Management Theory and Applications, Cengage Learning, India, 2009

- Robbins, Management, 9th edition Pearson Education, 2008,

Suggested Readings

- Parag Diwan Management principles and practice, Excel Books, New Delhi
- Anil Bhat and Arya Kumar Principles Processes and Practices 1st E 2008 Oxford
- Satyaraju and Parthsarthy, Management Text and Cases, PHI Learning, 2009
- 4 Kanishka Bedi, Management and Entrepreneurship, 1st Edition 2009 Oxford

Facilitating the Achievement of Course Learning Objectives

Unit no.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> • After completion of the course students will be able to Understand different functions of management. 	<ul style="list-style-type: none"> • Theory class focusing on discussion about the basic principles of management. 	<ul style="list-style-type: none"> • Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> • Develop an understanding about the planning procedure in the organization. 	<ul style="list-style-type: none"> • Diagrammatic representation of the structures and discussion on the Planning process and types of planning. 	<ul style="list-style-type: none"> • Multiple choice questions.
3	<ul style="list-style-type: none"> • Understanding the function of organizing and different theories of organization. 	<ul style="list-style-type: none"> • Theory class focusing on discussion about the organization theories and live laboratories to understand organization structure and applications of theories. 	<ul style="list-style-type: none"> • The following, students' presentation, quiz, class test focusing on short notes and definitions.
4.	<ul style="list-style-type: none"> • Students will be able to understanding the process of recruitment, selection and different leadership styles. 	<ul style="list-style-type: none"> • Theory classes and live laboratories to understand the process of recruitment and selection and also the different styles of leadership. 	<ul style="list-style-type: none"> • Class tests, assignments, quiz, student presentations.
5	<ul style="list-style-type: none"> • To understand the control system of the organization and measurement of performance. 	<ul style="list-style-type: none"> • Theory class and live laboratories to understand the control process and performance measurement processes in the organization. 	<ul style="list-style-type: none"> • Class tests, assignments, quiz, student presentations.

VALUE ADDED COURSE

3ICSV206 Cyber Security

(Credit: Theory -3 Tutorial - 0)

Scheme of Examination

Course Code	Course Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work			
3ICSV206	Cyber Security	3-0-0	60	20	20	-	-	100	3 hr	-

Course Objective

- Learn to analyze the security of in-built cryptosystems.
- Know the fundamental mathematical concepts related to security.
- Develop cryptographic algorithms for information security.
- Understand cybercrimes and cyber security.

Course Outcomes

Understand the fundamentals of networks security, security architecture, threats and vulnerabilities. Apply the different cryptographic operations of symmetric cryptographic algorithms. Apply the different cryptographic operations of public key cryptography. Apply the various Authentication schemes to simulate different applications. Understand various cybercrimes and cyber security.

Syllabus:

Theory:

Unit 1: Introduction to Cyber Security Introduction,

Computer Security, Threats, Harm, Vulnerabilities, Controls, Authentication, Access Control and Cryptography. Web attack: Browser Attacks, Web Attacks Targeting Users, Obtaining User or Website Data, Email Attacks. Network Vulnerabilities: Overview of vulnerability scanning, Open, Port / Service Identification, Banner /Version Check, Traffic Probe, Vulnerability Probe, Vulnerability Examples, OpenVAS, Metasploit. Networks Vulnerability Scanning (Ncat, Socat), Network Sniffers and Injection tools.

Unit 2: Network Défense tools Firewalls and Packet Filters:

Firewall Basics, Packet Filter Vs Firewall, how a Firewall Protects a Network, Packet Characteristic to Filter, Stateless Vs Stateful Firewalls, Network Address Translation (NAT) and Port Forwarding. VPN: the basic of Virtual Private Networks. Firewall: Introduction, Linux Firewall, Windows Firewall. Snort: Introduction Detection System.

Unit 3: Web Application Tools Scanning for web vulnerabilities tools:

Nikto, W3af, HTTP utilities - Curl, OpenSSL and S-tunnel. Application Inspection tools – Zed Attack Proxy, Sql-map, DVWA, Web goat. Password Cracking and Brute-Force Tools: John the Ripper, L0htcrack, PW dump, HTC-Hydra.

Unit 4: Introduction to Cyber Crime, law and Investigation:

Cyber Crimes, Types of Cybercrime, Hacking, Attack vectors, Cyberspace and Criminal Behavior, Clarification of Terms, Traditional Problems Associated with Computer Crime, Introduction to Incident Response, Digital Forensics, Computer Language, Network Language, Realms of the Cyber world. Internet crime and Act: A Brief History of the Internet, Recognizing.

Unit 5: Defining Computer Crime, Contemporary Crimes, Computers as Targets, Contaminants and Destruction of Data, Indian IT ACT Page 3 of 23 2000. Firewalls and Packet Filters, password Cracking, Keyloggers and Spyware, Virus and Worms, Trojan and backdoors, Steganography, DOS and DDOS attack, SQL injection, Buffer Overflow, Attack on wireless Networks.

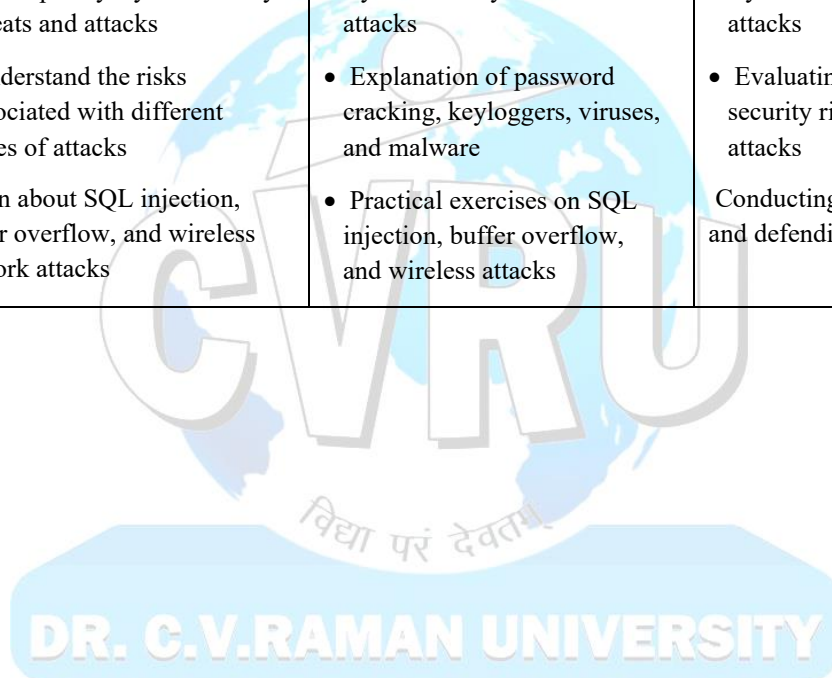
Reference Books

- Behrouz A. Ferouzan, Deb deep Mukhopadhyay, "Cryptography and Network Security", 3rd Edition, Tata McGraw Hill, 2015.
- Charles Pfleeger, Shari Pfleeger, Jonathan Margulies, "Security in Computing", Fifth Edition, Prentice Hall, New Delhi, 2015.

Facilitating the Achievement of Course Learning Objectives

Unit no.	Course Learning Outcomes	Teaching and Learning Activities	Assessment Tasks
1	<ul style="list-style-type: none"> • Understand the fundamentals of Cyber Security • Explore Computer Security and its importance • Learn about authentication, access control, and cryptography • Understand various web attacks and how to protect against them • Explore network vulnerabilities and scanning techniques 	<ul style="list-style-type: none"> • Lecture on the introduction to Cyber Security • Explanation of computer security, threats, vulnerabilities, and controls • Practical exercises on authentication, access control, and cryptography • Explanation of web attacks, browser attacks, and email attacks • Introduction to vulnerability scanning, network sniffers, and injection tools 	<ul style="list-style-type: none"> • Quiz on Cyber Security basics • Writing a short essay on the importance of Cyber Security • Implementing authentication and access control measures • Identifying and mitigating web vulnerabilities • Conducting network vulnerability scans
2	<ul style="list-style-type: none"> • Learn about network defense tools and techniques • Understand the role of firewalls and packet filters • Explore VPNs and their basic concepts • Learn about intrusion detection systems (IDS) • Explore web application scanning and security tools • Learn about scanning tools like Nikto and W3af 	<ul style="list-style-type: none"> • Lecture on firewalls, packet filters, and VPNs • Practical exercises on configuring firewalls and packet filters • Explanation of Virtual Private Networks (VPNs) • Introduction to intrusion detection systems (IDS) • Lecture on web application security, scanning tools, and password cracking • Practical exercises with Nikto, W3af, and HTTP utilities 	<ul style="list-style-type: none"> • Configuring firewalls and VPNs • Implementing packet filtering rules • Setting up a VPN for secure communication • Configuring and using Snort IDS • Conducting web vulnerability scans • Identifying and addressing web vulnerabilities
3	<ul style="list-style-type: none"> • Understand application 	<ul style="list-style-type: none"> • Explanation and hands on 	<ul style="list-style-type: none"> • Conducting application

Unit no.	Course Learning Outcomes	Teaching and Learning Activities	Assessment Tasks
	inspection tools like ZAP and Sqlmap <ul style="list-style-type: none"> Learn about password cracking and brute-force tools 	practice with Zed Attack Proxy (ZAP) <ul style="list-style-type: none"> Introduction to password cracking tools and techniques 	security assessments <ul style="list-style-type: none"> Cracking passwords and evaluating password security
4	<ul style="list-style-type: none"> Gain insights into Cyber Crime, laws, and investigation Understand the types of Cybercrime and attack vectors Learn about cyber laws and regulations 	<ul style="list-style-type: none"> Lecture on Cyber Crime, types, and incident response Explanation of hacking, attack vectors, and digital forensics Practical exercises on Indian IT Act 2000 and cyber laws 	<ul style="list-style-type: none"> Quiz on Cyber Crime and laws Investigating a simulated cybercrime incident Analyzing legal aspects of Cyber Security incidents
5	<ul style="list-style-type: none"> Explore various contemporary Cyber Security threats and attacks Understand the risks associated with different types of attacks Learn about SQL injection, buffer overflow, and wireless network attacks	<ul style="list-style-type: none"> Introduction to contemporary Cyber Security threats and attacks Explanation of password cracking, keyloggers, viruses, and malware Practical exercises on SQL injection, buffer overflow, and wireless attacks 	<ul style="list-style-type: none"> Identifying and mitigating Cyber Security threats and attacks Evaluating and mitigating security risks associated with attacks Conducting simulated attacks and defending against them



VALUE ADDED COURSE
3HYEV206: Yoga Education
 (Credit: Practical -2 Tutorial - 1)
 Scheme of Examination

Course Details				End Term Practical Exam		Lab Performance		Credit Distribution			Allocated Credits
Course Code	Course Type	Course Title	Total Marks	Major		Minor Sessional ***		L	T	P	Subject wise Distribution
				Max Marks	Min Marks	Max Marks	Min Marks				
Practical Group											
3HYEV206	Value added course	Yoga Education	100	60	20	40	14	-	1	2	3

Objectives:

- To provide an understanding of the meaning and definition of Yoga.
- To identify the aims and objectives of Yoga.
- To analyze the role of Yoga in Early Upanishads.
- To understand the Yoga Sutra: General Consideration.
- To recognize the need and importance of Yoga in Physical Education and Sports.

Outcomes:

- Understand the definitions and concepts of Yoga.
- Describe the historical development of Yoga in India.
- Know the major schools of Yoga.
- Demonstrate the different stages of the Surya Namaskar.
- Name the different types of Asanas.
- Analyze the preventive and curative effects of Yoga.

Syllabus:**Unit 1: Introduction**

- Meaning, History and Development of Yoga.
- Aims and Objectives of Yoga, Time and food.
- The Yoga Sutra: General Consideration.
- Need and Importance of Yoga.

Unit 2: Foundation of Yoga

- Various kind of Yoga (Bhakti yoga, karma yoga, hatha yoga, and Ashtang yoga).
- General guidelines for yoga practice.
- Yoga practice for health and wellness.

Unit 3: Asanas

- Effect of Asanas and Pranayama on various system of the body Classification of asanas.
- Influences of relatives, meditative posture on various system of the body.
- Types of Bandhas, mudras and kriyas.

Unit 4: Yoga Education

- Basic, applied and action research in Yoga.
- Difference between yogic practices and physical exercises.
- Yoga education centers in India and abroad.

Unit 5: Yoga and Holistic Health

- Holistic Health and Yoga- Explore the concept of holistic health and how yoga contributes to overall well-being, including physical, mental, and emotional health.
- Yoga for Stress Management - Examine the role of yoga in managing stress and promoting relaxation, with a focus on specific techniques and practices.
- Yoga and Nutrition - Discuss the connection between yoga and nutrition, emphasizing the importance of a balanced diet for a healthy lifestyle.
- Yoga Philosophy and Ethics - Delve into the ethical and philosophical aspects of yoga, including concepts like Ahimsa (non-violence) and Dharma (duty), and how they can be applied in daily life.

Practical:

- Prayer: Concept and recitation of pranava.
- Surya Nasmaskar
- Aasana- (Uttanpadasan, Halasan, Pawanmuktasan, Makrasan, Bhujangasan Shaslabhasan, Dhanurasan, Ardha-Mastyendrasan, Janushirasana, Supta-Vajrasana, Chakrasana, Tadasa, Uktatasan, Padamsan, Gomukhasana, Vajrasana, Pashchimottasan, Sarvangasan, Matsyasan.)
- Chalana kriya/ Loosening Practice
 - Neck Movement
 - Shoulder movement
 - Bhujja Valli shakti vikasaka
 - Purna Bhujja shakti vikasaka
 - Knee Movement
- Yogasana Standing Posture – Tadasana, vrikshasana, Ardha Chakrasana, sarvangasana, trikonasana Sitting posture – Bhadrasana, vajrasana, Ardha- ushtrasana, shashankasana, vakrasana Prone Posture- Makarasana, bhujangasana, Shalabhasana Supine posture- Ardhasana, Setubandhasana, pawanmuktasana, shavasana.
- Pranayam (Anulom-vilom, Nadi-Shodhan, Surya, Bhedi Ujjayi, Shitkari, Sheetali, Bhastrika, Bhramri.)
- Shat-Karma (Cleansing process) (Jal-Neti, Sutra Neti, Kunjal, Trataka, Kapalbhathi)
- Mudra (Mahamudra, Mahabandha, Viparitkarani, Shambhri, Kaki)
- Dhyana (Meditation): "OM" recitation, Body Awareness, Breath Awareness, yoga nidra.
- Viva
- Practical work

Reference Books

- Gupta S.N. Dass Yoga Philosophy Dr. Bhardwaj Ishwar Upnishdhik & Adhyatmik Yigyan.
- Swami Kuvalayananda Hathyog Preedipika Mukherjee, Wishvananth Bharat Ke Mahaan Yogies.
- Swami Tirth, Omanand Patanjali Yog Pradeep Swami Kuvalayananda Pranayam.
- Swami Saraswati Sataya Nand Asan Pranayam and Mudra Bandh Bharamchari, Swami Dhirender Yogic Suksham Vigyan.
- Dr. Nagendra H.R. Pranayama the Arts & Science.
- Swami Kuvalayananda Yogic Chikitisa Ananda Swamy Shankaradev Yogic management & Common.

Facilitating the Achievement of Course Learning Objectives

Unit no.	Learning Outcome	Teaching and Learning Activities	Achievements
1	Understand the meaning and definition of yoga.	Lecture and discussion on the concept and definition of yoga. - Reading assignments on the history and evolution of yoga.	Define yoga and its historical context.
2	Identify the aims and objectives of yoga practice.	Group discussions on the purposes of practicing yoga. - Research projects on the benefits of yoga in various aspects of life.	List the aims and objectives of yoga.
3	Trace the presence of yoga in early Upanishads.	Analysis of select Upanishadic texts with references to yoga. Group presentations on the historical development of yoga.	Summarize the influence of Upanishads on yoga.
4	Summarize the Yoga Sutra and its general considerations.	In depth study of Patanjali's Yoga Sutras and their significance. Group debates on the key principles in the Yoga Sutra.	Explain the fundamental concepts in the Yoga Sutra.
5	Recognize the need and importance of yoga in physical education and sports.	Guest lectures by yoga experts in sports and physical education. Practical sessions of yoga for athletes and physical education students.	Identify the benefits and relevance of yoga in sports and physical education.



Value Added Course
3HCIV206: Contemporary India

(Credit: Theory -3 Tutorial - 0)

Scheme of Examination

Course Code	Course Name	Credit	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical			Theory	Practical
			End Sem	Mid Sem	Assign	End Sem	Term Sem	Total		
3HCIV206	Contemporary India	3(3+0)	60	20	20	-	-	100	3 hr	-

Course Objective

- Develop a clear and comprehensive understanding of the definition and scope of Contemporary India.
- Identify and critically analyze the key elements that define the contemporary period.
- Trace and summarize the post-independence historical background, highlighting major events and their significance.
- Evaluate the impact of historical developments on the current socio-political and economic landscape.
- Examine India's demographic profile, including population distribution, age structure, and regional diversity.
- Analyze the cultural and linguistic diversity within India and its implications for national identity.
- Understand the trajectory of economic growth in India, including key sectors and challenges.
- Analyze the role of economic policies in shaping India's growth and development.
- Evaluate social indicators such as education, health, and poverty, understanding their significance in measuring societal well-being.
- Examine the interconnections between social indicators and their impact on the overall quality of life.

Course Outcome

- Students will articulate a precise definition of Contemporary India, demonstrating an understanding of its multidimensional nature.
- Students will categorize and interpret key aspects defining the scope of Contemporary India.
- Students will construct a chronological timeline of post-independence events, demonstrating an understanding of their historical context.
- Students will assess the significance of historical events in shaping the contemporary landscape.
- Students will analyze India's demographic landscape, producing insights into population distribution and diversity.
- Students will recognize and appreciate the cultural diversity within India, linking it to the nation's identity.
- Students will explain the trajectory of economic growth in India, illustrating their understanding of key economic sectors.
- Students will critically assess economic challenges, demonstrating an understanding of their complexities.
- Students will interpret social indicators, showcasing their ability to evaluate education, health, and poverty metrics.
- Students will demonstrate an understanding of the interconnectedness of social indicators and their implications for societal well-being.

Syllabus:

Unit 1: Introduction to Contemporary India

- Definition and scope of Contemporary India
- Historical background: post-independence period
- Demographic profile and diversity
- Economic overview: Growth, sectors, and challenges
- Social indicators: Education, health, and poverty

Unit 2: Political Landscape

- Constitution of India: Features and amendments
- Political institutions: Parliament, President, Prime Minister, Judiciary
- Electoral system: Elections, political parties, and regional dynamics
- Major political issues and challenges

Unit 3: Economic Development

- Economic planning and policies
- Agriculture: Green Revolution, challenges, and reforms
- Industry and services sector
- Infrastructure development
- Economic inequality and inclusive growth

Unit 4: Social Issues and Cultural Dynamics

- Social diversity: Caste, religion, ethnicity, and language
- Gender issues: Women empowerment, equality, and challenges
- Cultural heritage: Art, literature, music, and cinema
- Urbanization and changing lifestyles

Unit 5: Contemporary Challenges and Future Prospects

- Environmental challenges: Climate change, pollution, and conservation
- Technological advancements and their impact
- Globalization and India's role in the international community
- Future prospects: Opportunities and challenges

Recommended Texts:

- "India After Gandhi" by Ramachandra Guha
- "India Unbound" by Gurcharan Das
- "The Argumentative Indian" by Amartya Sen
- "Pax Indica" by Shashi Tharoor
- Articles and research papers on contemporary issues

Reference Books

- Author: Ramachandra Guha, Book Title: "India After Gandhi: The History of the World's Largest Democracy", Publication Year: 2007
- Author: Bipan Chandra, Mridula Mukherjee, Aditya Mukherjee, and Sucheta Mahajan, Book Title: "India Since Independence", Edition: 1st Edition Publication Year: 2008
- Author: Amartya Sen, Book Title: "The Argumentative Indian: Writings on Indian History, Culture and Identity", Edition: 1st Edition, Publication Year: 2005
- Author: Shashi Tharoor, Book Title: "Pax Indica: India and the World of the 21st Century", Edition: 1st Edition, Publication Year: 2012
- Author: Arvind Panagariya, Book Title: "India: The Emerging Giant", Edition: Updated and Expanded Edition Publication Year: 2011

Facilitating the Achievement of Course Learning Objectives

Unit no.	Learning Outcome	Teaching and Learning Activities	Achievements
1	<ul style="list-style-type: none"> ● Introduction to Contemporary India ● Definition and scope of Contemporary India ● Historical background: post-independence period ● Demographic profile and diversity ● Economic overview Growth, sectors, and challenges ● Social indicators Education, health, and poverty 	<ul style="list-style-type: none"> ● Lectures and discussions Case studies on demographic trends Analysis of economic indicators Research projects on social issues 	<ul style="list-style-type: none"> ● Increased understanding of Contemporary India Enhanced analytical skills
2	<ul style="list-style-type: none"> ● Political Landscape ● Constitution of India: Features and amendments ● Political institutions: Parliament, President, Prime Minister, Judiciary Electoral system: Elections, political parties, and regional dynamics ● Major political issues and challenges 	<ul style="list-style-type: none"> ● Interactive sessions on constitutional features Role-playing exercises on political processes Debates on major political issues 	<ul style="list-style-type: none"> ● Improved understanding of India's political landscape Enhanced debating and critical thinking skills ●
3	<ul style="list-style-type: none"> ● Economic Development ● Economic planning and policies ● Agriculture: Green Revolution, challenges, and reforms ● Industry and services sector ● Infrastructure development ● Economic inequality and inclusive growth 	<ul style="list-style-type: none"> ● Guest lectures from economists Case studies on economic policies Field visits to industries and farms 	<ul style="list-style-type: none"> ● Increased awareness of economic policies Practical insights into economic sectors
4	<ul style="list-style-type: none"> ● Social Issues and Cultural Dynamics ● Social diversity: Caste, religion, ethnicity, and language ● Gender issues: Women empowerment, equality, and challenges ● Cultural heritage: Art, literature, music, and cinema ● Urbanization and changing lifestyles 	<ul style="list-style-type: none"> ● Group discussions on social diversity Workshops on gender equality Cultural events and presentations 	<ul style="list-style-type: none"> ● Improved sensitivity to social issues Enhanced understanding of cultural diversity
5	<ul style="list-style-type: none"> ● Contemporary Challenges and Future Prospects ● Environmental challenges: Climate change, pollution, and conservation Technological 	<ul style="list-style-type: none"> ● Seminars on environmental challenges Analysis of technological impacts Model United Nations (MUN) simulations 	<ul style="list-style-type: none"> ● Heightened awareness of global issues Improved diplomatic and negotiation skills

Unit no.	Learning Outcome	Teaching and Learning Activities	Achievements
	advancements and their impact ● Globalization and India's role in the international community ● Future prospects: Opportunities and challenges		





BACHELOR OF BUSINESS ADMINISTRATION

(BBA – CKUG03A03)

III Semester

(Effective from Academic Year 2023-24)

DR. C.V.RAMAN UNIVERSITY

MAJOR/ MINOR CORE COURSES**3MHRC303/3MHRM304: HUMAN RESOURCE DEVELOPMENT**

(Credits: Theory-4, Tutorials-2)

Scheme of Examination

Subject Code (Major/Minor)	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work			
3MHRC303/ 3MHRM304	HUMAN RESOURCE DEVELOPMENT	6(4-2-0)	60	20	20	--	--	100	3 hr	--

Course Objective

This subject focuses on human resource planning and development, various job-related aspects like analysis, description, welfare and safety issues etc.

Course Outcome

After completion of this course, Students will understand the need of manpower planning, various factors, policies, methods of HRD and will able to develop action planning and commercial awareness and skills inventory.

Syllabus

Unit 1: Human Resource Management: Meaning, Benefits, Strategic planning and HR planning. Manpower Planning: Definition Objectives, benefits, limitations and problems. HR planning linkage with other HR function, Influencing factors in human resource planning.

Unit 2: Human Resource Planning, tools, methods and techniques, concept of job analysis, job description and job specialization. HR Demand focusing, HR Supply, estimates action plan in separation, retention, training, redeployment and staffing. Work Force Flow Mapping, Job Analysis: - Meaning, Purpose, Process, Methods of Collecting Data. Job Description – Contents, Writing Job Description, Job Specification, Job enhancement, job rotation and job position. Procurement of Human resource: Recruitment- Meaning and Process; Sources of Recruitment, Internal and External Source, Modern Techniques of Recruitment, Sources- Internet Based, Case Study.

Unit 3: Human Resource Development – Overview, philosophy and goals of HRD, HRD culture, climate, culture practices in organization, HRD sub systems / process mechanisms. Case Study.

Unit 4: Organizing for HRD, HRD for workers, HRD overview in Govt. and Private Systems, HRD for health and family welfare, HRD in defense, police, voluntary organizations, manufacturing organization and infrastructure. Case Study.

Unit 5: Changing environment of HRD – internal and external factors, internal factors – HR of country and changing demands of employers, employee's organization, Behavioural factors in HR planning, External factors – change in technology, legal and govt., customer social factors, economic and political factors, Case Study.

Reference Books

- Ghosh Biswanath: - Human Resources Development and Management Vikas Publishing House Pvt Ltd.
- Pattanayak Biswajeet: Human Resource Management Phi Learning Pvt Ltd.
- Ghai R.K.: - Human Resources Development (Text and Cases) Vrinda Publications P Lt-Delhi; 1/E Edition (1 January 2011).
- Bala Krishnan, Dr. Lalitha and El. Al.: - Human Resource Development Vrinda Publications P Lt-Delhi; 1/E Edition (1 January 2011).

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> • An overview of the history of Human Resource Management: Meaning, Benefits, Strategic planning and HR planning. Manpower Planning. 	<ul style="list-style-type: none"> • Theory class focussing on discussion about the Strategic planning and HR planning. Manpower Planning. 	<ul style="list-style-type: none"> • Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> • Knowledge of the structure, of Human Resource Planning, tools, methods and techniques, concept of job analysis, job description and job specialization. 	<ul style="list-style-type: none"> • Diagrammatic representation of the concept of job analysis, job description and job specialize. 	<ul style="list-style-type: none"> • Multiple choice questions.
3.	<ul style="list-style-type: none"> • Knowledge of the Human Resource Development – Overview, philosophy and goals of HRD, HRD culture, climate, culture practices in organization. 	<ul style="list-style-type: none"> • Theory classes and discussion on HRD culture, climate, culture practices in organization. 	<ul style="list-style-type: none"> • Class tests, assignments, quiz, student presentations.
4	<ul style="list-style-type: none"> • An overview on Organizing for HRD, HRD for workers, HRD overview in Govt. and Private Systems, HRD for health and family welfare. 	<ul style="list-style-type: none"> • Theory classes and discussion on validation and evaluation of training programme. 	<ul style="list-style-type: none"> • Class tests, assignments, quiz, student presentations.
5	<ul style="list-style-type: none"> • An overview on Changing environment of HRD – internal and external factors, internal factors – HR of country and changing demands of employers. 	<ul style="list-style-type: none"> • welfare, Theory classes and discussion on HR of country and changing demands of employers. 	<ul style="list-style-type: none"> • Class tests, assignments, quiz, student presentations.

MAJOR/ MINOR CORE COURSES
3MMRC303/ 3MMRM304: MARKETING RESEARCH
 (Credits: Theory-4, Tutorials-2)
 Scheme of Examination

Subject Code (Major/Minor)	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.		
			Theory			Practical			Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work				
3MMRC303/ 3MMRM304	MARKETING RESEARCH	6(4-2-0)	60	20	20	--	--	100	3 hr	--	

Course Objective

This subject gives a brief understanding about the research concepts and process. This subject aims to developing research skills in the field of management as well as their application in the business decision making.

Course Outcome

After learning this subject student will be able to understand the concepts and process of research carried out for effective decision making in all the functional areas of the business.

Syllabus

Unit 1: Definition, Concept and Objectives of Marketing research. Advantages and Limitations of Marketing Research. Problems and precautions in marketing research, Analysing Competition and Consumer Markets, Market Research Methodology.

Unit 2: Types of Marketing Research: Consumer Research, product research, sales research, and Advertising research. Various Issue involved and ethics in marketing research. Rural Marketing Research, Institutional Management and Research.

Unit 3: Problem formulation and statement of research, Research process, research design -exploratory research, descriptive research and experimental research designs. Decision Theory and decision Tree.

Unit 4: Methods of data collection - observational and survey methods. Questionnaire, Design Attitude measurement techniques.

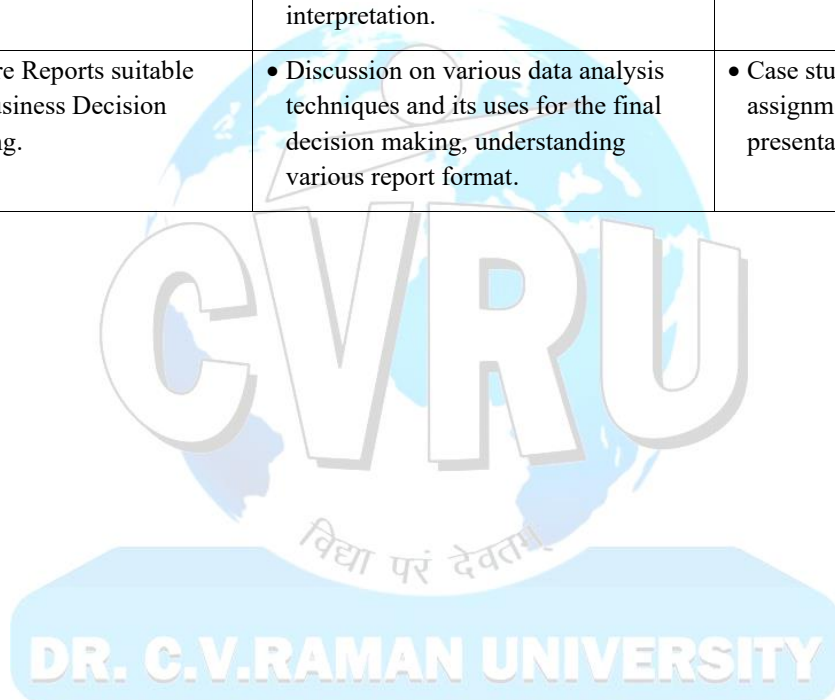
Unit 5: Administration of surveys, sample design, selecting an appropriate statistical Technique. Tabulation and analysis of data, scaling techniques. Hypothesis, Concept, Need, Objectives of the hypotheses, Types of Hypotheses and its uses. Report writing.

Reference Books

- Kothari, C.R. (2014), Research Methodology, New Age International Publishers.
- Sumathi S, Saravanavel P.: - Marketing Research Consumer Behaviour Vikas Publishing House.
- Ghai R.K. and El. Al.: - Consumer Behaviour (A Practical Ori.) Himalaya Publishing House.
- Nairrvsvta: - Consumer Behaviour and Marketing Research (T.W.C.) Himalaya Publishing House.

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> Formulate the Research Problem based on Marketing Requirements. 	<ul style="list-style-type: none"> Theory classes for understanding market and its requirements, research problem identification, and formulation of research problem. 	<ul style="list-style-type: none"> Multiple choice questions, Class test, students' presentation and case study.
2.	<ul style="list-style-type: none"> Design a data collection plan. 	<ul style="list-style-type: none"> Discussion on various data collection methods and selection of appropriate method. 	<ul style="list-style-type: none"> Multiple choice questions, case study.
3	<ul style="list-style-type: none"> Research Problem identification and research design. 	<ul style="list-style-type: none"> Understanding problem nature and discussion on various options to resolve that problem. 	<ul style="list-style-type: none"> Case study, assignments, class test.
4.	<ul style="list-style-type: none"> Undertake data collection, and analysis. 	<ul style="list-style-type: none"> Theory classes on various data analysis techniques and data interpretation. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.
5	<ul style="list-style-type: none"> Prepare Reports suitable for Business Decision Making. 	<ul style="list-style-type: none"> Discussion on various data analysis techniques and its uses for the final decision making, understanding various report format. 	<ul style="list-style-type: none"> Case study, Class tests, assignments, quiz, student presentations.



MAJOR/ MINOR CORE COURSES**3MIFC303/3MIFM304: INDIAN FINANCIAL SYSTEM**

(Credits: Theory-4, Tutorials-2)

Scheme of Examination

Subject Code Major/Minor)	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work			
3MIFC303/ 3MIFM304	INDIAN FINANCIAL SYSTEM	6(4-2-0)	60	20	20	--	--	100	3 hr	--

Course Objective

This subject will provide depth knowledge of financial institutions, financial intermediaries, liquidity management; interest rate risk management; market risk; the role of capital; financial institutions regulation.

Course Outcome

On successful completion of this subject students should be able to explain the principles of financial intermediaries; Identify and analyses interest rate risk on the banking book and the trading book for a financial institution; explain the key elements of liquidity risk for a financial institution, and how this risk is managed.

Syllabus

Unit 1: Overview of Indian financial systems and markets- constituents and functioning, developments since 1991, recent trends, various financial intermediaries, Reserve bank of India (RBI) - role, functioning, regulation of money and credit. Overview of financial services-Introduction, nature, scope and uses, management of risk in financial services, Case Study.

Unit 2: Insurance- concept and significance, classification of insurance, general principles of insurance, insurance application and acceptance procedure, Life insurance-principles, products and types of life insurance, General insurance-principles, products.

Unit 3: Banking industry- Banking structure in India, types of banks-roles and significance, capital adequacy norms for banks, SLR, CRR, Recent development, CAMELS rating, credit cards, Merchant banking services, Case Study.

Unit 4: Introduction to Asset financing services- leasing and hire purchase, Mutual Funds, debt securitization, housing finance and credit rating, project finance, factoring and forfeiting, Case Study.

Unit 5: Introduction to Allied finance services- Corporate restructuring: mergers, acquisitions and takeover, venture capital, Defining risk, nature and types, risk management, ALM by banks: classification of assets, Case Study.

Reference Books

- Sharma Meenakshi: - Indian Financial System I K International Publishing House Pvt. Ltd (30 January 2012).
- Shrivastava Rm: - Financial Management Himalayan Books (1 December 2010).
- Singh S.P.: - Indian Financial System Pearson Publication.

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> Students are able to analyse the financial market processes and their factors, and make successful financial decisions at an individual as well as company level. 	<ul style="list-style-type: none"> Lectures on Indian financial systems and markets- constituents and functioning, developments, recent trends, various financial intermediaries, Reserve bank of India (RBI) - role, functioning, regulation of money and credit. Overview of financial services- Introduction, nature, scope and uses, management of risk in financial services. 	<ul style="list-style-type: none"> Multiple choice questions, quiz, Class test and students' presentation Case Study.
2.	<ul style="list-style-type: none"> Students will be able to understand insurance, need and importance of insurance, types of insurance. 	<ul style="list-style-type: none"> Lecture on Insurance, classification of insurance, general principles of insurance, insurance application and acceptance procedure, Life insurance-principles, products and types of life insurance, General insurance- principles, products. 	<ul style="list-style-type: none"> Multiple choice questions, students' presentation.
3	<ul style="list-style-type: none"> Developing understanding of banking industry and its working. 	<ul style="list-style-type: none"> Theory classes on Banking industry- Banking structure in India, types of banks-roles and significance, capital adequacy norms for banks, SLR, CRR, Recent development, CAMELS rating, credit cards, Merchant banking services, Case Study. 	<ul style="list-style-type: none"> students' presentation, quiz, class test focusing on short notes and definitions, Case study.
4.	<ul style="list-style-type: none"> Student will able to understand the different financing services. 	<ul style="list-style-type: none"> Theory classes on Asset financing services- leasing and hire purchase, Mutual Funds, debt securitization, housing finance and credit rating, project finance, factoring and forfeiting. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations, Case Study.
5.	<ul style="list-style-type: none"> Student will able to get information about the current financial system in India. 	<ul style="list-style-type: none"> Theory classes on allied finance services- Corporate restructuring: mergers, acquisitions and takeover, venture capital, Defining risk, nature and types, risk management, ALM by banks: classification of assets. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations, Case Study.

Skill Enhancement Course
3MEDS305: Entrepreneurship Development

(Credits: Theory-3, Tutorials-0)

Scheme of Examination

Course Code	Course Name	Credits	Maximum marks Allotted						Duration of Exam.		
			Theory			Practical			Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work				
3MEDS 305	Entrepreneurship Development	3(3-0-0)	60	20	20	-	-	100	3 hr	-	

Course Objective

Understanding basic concepts of entrepreneurship and key steps in the elaboration of business ideas, Developing personal creativity and entrepreneurial initiative.

Course Outcome

Understanding basic concepts in the area of entrepreneurship, understanding the stages of the entrepreneurial process, adopting of the key steps in the elaboration of business ideas, Developing personal creativity and entrepreneurial initiative.

Syllabus:

Unit 1: Entrepreneurship Definition, Characteristics and importance, Types and functions of an entrepreneur, merits of a good entrepreneur motivational factors of entrepreneurship.

Unit 2: Motivation to achieve targets and establishment of ideas. Setting targets and facing challenges. Resolving problems and creativity. Development of self-confidence. Communication skills, Capacity to influence, leadership.

Unit 3: Project Report; Evaluation of selected process. Detailed project report Preparation of main part of project report pointing out necessary and viability.

Unit 4: Marketing management Sales and the art of selling. Understanding the market and market policy. Consumer management. Time management.

Unit 5: Role of regulatory institutions; district industry center, pollution control board, food and drug administration, special study of electricity development and Municipal Corporation.

Schemes of Tribal Finance Development Corporation, schemes of Antyavasai Corporation, schemes of Backward Class and Minorities Finance Development Corporation.

Reference Books

- Loss Monica: Entrepreneurship Development Global Vision Publishing House; First Edition (1 January 2011)
- Khanka Dr. S.S.: Entrepreneurship Development S Chand; Reprint Edtn. 2006 Edition (1 December 2007)

Facilitating the achievement of course learning objectives

Unit no.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> • After completion of the course students will be able to develop awareness about. • entrepreneurship and successful entrepreneurs. 	<ul style="list-style-type: none"> • Theory class focusing on discussion about the Basics of Entrepreneurship. and also focusing on relevant current startup. 	<ul style="list-style-type: none"> • Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> • Develop an entrepreneurial mindset and assess their strengths and weaknesses from entrepreneurial perspective. 	<ul style="list-style-type: none"> • Diagrammatic representation of the structures and discussion on the corporate structure which is help for startup environment. 	<ul style="list-style-type: none"> • Multiple choice questions.
3	<ul style="list-style-type: none"> • Entrepreneurship and Innovation minors will be able to sell themselves and their ideas. 	<ul style="list-style-type: none"> • Theory class focussing on discussion about Project Report and their evolution process. Also, their discussion on present entrepreneurial atmosphere in country. 	<ul style="list-style-type: none"> • the following, students' presentation, quiz, class test focusing on short notes and definitions.
4.	<ul style="list-style-type: none"> • Students are able to create presentations and business plans that articulate and apply financial, operational, organization, market, and sales knowledge to identify paths to value creation. 	<ul style="list-style-type: none"> • Practical and Theory classes on Marketing management. Give example of global market trade scenario. 	<ul style="list-style-type: none"> • Class tests, assignments, quiz, student presentations.
5	<ul style="list-style-type: none"> • Students identify and secure customers, stakeholders, and team members through networks, primary customer research, and competitive. 	<ul style="list-style-type: none"> • Class and presentation discussion on Role of regulatory institutions. Also, discussion on relevant practical. 	<ul style="list-style-type: none"> • Class tests, assignments, quiz, student presentations.

Ability Enhancement Course (AEC)
3HCSA301: COMMUNICATION SKILL

(Credit: Theory - 2 Tutorial -0)

Scheme of Examination

Course Code	Course Name	Credit	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			End Sem	Mid Sem	Assign	End Sem	Term Sem			
3HCSA301	Communication Skill	2(2-0-0)	60	20	20	-	-	100	2 hr	-

Course Objective

- Develop Effective Communication Skills Spoken and written.
- Develop Effective Presentation Skills.
- Conduct Effective business Correspondence, business reports, team management and all-round personality Development.

Course Outcomes

- Projects Role plays, quizzes and Various other participatory sessions. The emphasis will be on learning by doing.
- The student will learn the skills and attributes but also internalize them over a period of time.
- Internalization ensures that the skills and attributes become part of the student's nature. Thus, the changes will be genuine and positive.

Syllabus:

Unit 1: Introduction

General Introduction of self by students, Importance of the Training sessions, Importance of Presentation Skills, Public Speaking

Unit 2: Basic English Grammar

Vocabulary, Kinds of Sentences, Verb, Adverb, Tenses, Preposition, Conjunction, Formation of Sentences, Sentence Making, Translation

Unit 3: Communication Skills

Communication meaning, Function, Process, Types of communication, Guidelines for effective communication, Purpose of Good communication, Importance of right Pronunciation

Unit 4: Listening and Writing Skills

Importance of effective listening, Importance of effective writing skills, Conversation Practice, Guidelines for Effective writing

Unit 5: Body Language

Gestures, Voice Modulation, Eye Contact, Facial Expression, Posture, Dressing Sense, Attire, Hand, movements, General Etiquette, Mannerism, Smiling Gestures, Confidence building. Email Etiquette, Email Drafting

Reference Books

- English Communicative skill by Pramod Singla.
- English Language skill a Practical.
- Communicative skill by Sanjay Kumar & Pushpalata.

Facilitating the Achievement of Course Learning Objectives

Unit no.	Course Learning Outcome	Teaching-Learning Activities	Assessment Tasks
1	<ul style="list-style-type: none"> ● Understand the basics of communication. 	<ul style="list-style-type: none"> ● Lecture on communication fundamentals ● Group discussion on the importance of effective communication ● Role-play exercises demonstrating different communication styles 	<ul style="list-style-type: none"> ● Quiz on communication basics Individual reflection on group discussion performance
2	<ul style="list-style-type: none"> ● Develop active listening skills. 	<ul style="list-style-type: none"> ● Listening comprehension exercises Class debates with active listening requirements Peer feedback sessions 	<ul style="list-style-type: none"> ● Listening comprehension test Debate participation and assessment by peers
3	<ul style="list-style-type: none"> ● Improve verbal communication skills. 	<ul style="list-style-type: none"> ● Public speaking workshops ● Mock interviews and feedback sessions. ● Impromptu speech exercises 	<ul style="list-style-type: none"> ● Public speaking assessment with feedback ● Mock interview performance evaluation
4	<ul style="list-style-type: none"> ● Enhance non-verbal communication skills. 	<ul style="list-style-type: none"> ● Body language analysis and practice activities Group activities emphasizing non-verbal cues Video analysis of non-verbal communication 	<ul style="list-style-type: none"> ● Non-verbal communication assessment with peer feedback Written reflection on video analysis
5	<ul style="list-style-type: none"> ● Develop effective written communication skills. 	<ul style="list-style-type: none"> ● Writing workshops on emails, reports, and proposals Collaborative document editing exercises Writing assignments on various topics 	<ul style="list-style-type: none"> ● Written assignments on emails, reports, and proposals with rubric assessment Peer review of collaborative document editing

DR. C.V.RAMAN UNIVERSITY

Inter Disciplinary Course**3MSMI302: Strategic Management**

Scheme of Examination

Course Code	Course Name	Credit	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			End Sem	Mid Sem	Assign	End Sem	Term Sem			
3MSMI302	Strategic Management	3(3-0-0)	60	20	20	-	-	100	3 hr.	-

Course Objective

This subject deals with corporate level policy and strategy formulation areas. This subject aims to developing conceptual skills in this area as well as their application in the corporate.

Course Outcomes

After learning this subject student will be able to understand all the aspects of effective strategy and strategic framework and will able to develop strategy for the organizations.

Syllabus:

Unit 1: Military origins of strategy – Evolution; Concept and Characteristics of strategic management –Defining strategy – Mintzberg’s 5Ps of strategy – Strategic Management Process, Strategy Formulation: Vision, mission, purpose, objectives and goals.

Unit 2: Strategic analysis: Analyzing Company’s Resources and Competitive Position: Core Competence –Distinctive competitiveness, Analyzing Company’s External Environment: Environmental scanning techniques ETOP, QUEST and SWOT (TOWS), Industry Analysis, Porter’s Five Forces Model of competition

Unit 3: Corporate Portfolio Analysis: Business Portfolio Analysis, BCG Matrix – GE 9 Cell Model, Concept of Stretch, Leverage and fit, Generic Competitive Strategies: Low cost, Differentiation, Focus, Grand Strategies: Stability, Growth, Retrenchment, Outsourcing Strategies

Unit 4: New Business Models and strategies for Internet Economy: Shaping characteristics of ECommerce environment – ECommerce Business Model and Strategies – Internet Strategies for Traditional Business – Key success factors in ECommerce – Virtual Value Chain Analysis

Unit 5: Strategy implementation: Behavioral issues in implementation – Corporate culture – Mc Kinsey’s 7s Framework

Reference Books

- Kazmi Azhar, Kazmi Adela Strategic Management Mac Grew Hill Publication
- Aswathappa K. and El. Al. Business Environment for Strategic Management Himalaya Publication House
- Wheelen T.L. Concepts in Strategic Management and Business Policy Global Edition Pvt Ltd

Facilitating the achievement of course learning objectives

Unit no.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> To develop preliminary understanding about strategic Management, vision, mission and goals. 	<ul style="list-style-type: none"> Theory classes on strategic management, Mintzberg's 5Ps of strategy – Strategic Management Process, Strategy Formulation: Vision, mission, purpose, objectives and goals. 	<ul style="list-style-type: none"> Multiple choice questions, quiz, Class test and student's presentation.
2.	<ul style="list-style-type: none"> Understanding various environmental analysis techniques. 	<ul style="list-style-type: none"> Theory classes and live laboratories on Strategic analysis, Core Competence Distinctive competitiveness, Analyzing Company's External Environment: Environmental scanning techniques ETOP, QUEST and SWOT (TOWS), Industry Analysis Porter's Five Forces Model of competition. 	<ul style="list-style-type: none"> Multiple choice questions, case study.
3	<ul style="list-style-type: none"> Understanding Corporate Portfolio Analysis. 	<ul style="list-style-type: none"> Theory classes and live laboratories on Corporate Portfolio Analysis: Business Portfolio Analysis BCG Matrix – GE 9 Cell Model Concept of Stretch, Leverage and fit, Generic Competitive Strategies: Low cost, Differentiation, Focus, Grand Strategies: Stability, Growth, Retrenchment, Outsourcing Strategies. 	<ul style="list-style-type: none"> Students' presentation, quiz, class test focusing on short notes and definitions. Case study.
4.	<ul style="list-style-type: none"> To develop understanding of internet economy, Ecommerce. 	<ul style="list-style-type: none"> Discussion on new business models and strategies for Internet Economy: Shaping characteristics of ECommerce environment – ECommerce Business Model and Strategies – Internet Strategies for Traditional Business – Key success factors in ECommerce – Virtual Value Chain Analysis. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations. Case study.
5	<ul style="list-style-type: none"> Understanding Corporate culture and Behavioral issues in implementation. 	<ul style="list-style-type: none"> Strategy implementation: Behavioral issues in implementation – Corporate culture – Mc Kinsey's 7s Framework. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations, case study.



BACHELOR OF BUSINESS ADMINISTRATION

(BBA – CKUG03A03)

IV Semester

(Effective from Academic Year 2023-24)

DR. C.V.RAMAN UNIVERSITY

MAJOR CORE-I/ MINOR CORE COURSES

3MOCC403/3MOCM404: ORGANISATIONAL CHANGE AND INTERVENTION STRATEGY

(Credits: Theory-4, Tutorials-2)

Scheme of Examination

Subject Code (Major/Minor)	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.		
			Theory			Practical			Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work				
3MOCC403/ 3MOCM404	ORGANISATIONAL CHANGE AND INTERVENTION STRATEGY	6(4-2-0)	60	20	20	--	--	100	3 hr	--	

Course Objective

The main focus of this course is teaching various situations like Organisation development, culture and climate etc. happening across hierarchy and Organisation structure.

Course Outcome

After completion of this course, students will understand various conditions like Organisation conflicts, Organisation culture etc. and its effect on employees.

Syllabus

Unit 1: Organisation Change: An Overview, The Importance of Change, The Imperative of Change, Forces of Change, Internal Forces for Change, Organisation Change: Some Determining Factors, Planned Internal Change, Planned External Change, Unplanned Internal Changes, Unplanned External Changes, Types of Change, Models of Change, The Continuous Change Process Model.

Unit 2: Approaches to Problem Diagnosis, The Process, Diagnostic Models, Diagnostic Skills, Methods of Obtaining Diagnostic Information, The Change Agent, External and Internal Practitioner, OD Competencies and Skills. Techniques of Planned Change, Effective Change Management, dealing with the Future, Ten Key Factors in Effective Change Management, Systematic Approach, Keys to Mastering Change, Classic Skills for Leaders, Strategic Leverages to Change, People Lever and Culture Change, Designing Change.

Unit 3: Organization Development – An Introduction, Defining OD, Characteristics of OD, The Evolution of Organization Development, Assumptions of Organisation Development, Model of OD - Action Research, Action Research as a Process, Features of Action Research, When and How to Use Action Research in OD.

Unit 4: Designing OD Interventions, Definition of OD Intervention, Selecting an OD Intervention, Classification of OD Interventions, OD Interpersonal Interventions, OD Team Development Interventions, Process Interventions, Types of Interventions, Structural Interventions, OD Intergroup Development Interventions, Future Trends in Organization Development, Macrosystem Trends, Interpersonal Trends, Individual Trends, The Future of OD, Ethics in OD.

Unit 5: Managing Changes Through Leaders – Case Studies, The New People Management: Change Through Merger - Lipton and Brooke Bond, Innovations in Systems at Infosys, The Power of Convergence: Challenge of Creative Simplicity – The Nokia Story, The World’s Local Bank: The HSBCSAGA,

Reference Books

- Velden F.V.D.: - Facilitating Organisational Change in Development Organisation Concept Publishing Company Pvt. Ltd. (1 January 2013).
- Chandan J. S.: - Management Concepts and Strategies Vikas Publishing House Pvt Ltd.

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> • An overview of The Organisation Change: An Overview, The Importance of Change, The Imperative of Change, Forces of Change. 	<ul style="list-style-type: none"> • Theory class focussing on discussion about the Imperative of Change, Forces of Change. 	<ul style="list-style-type: none"> • Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> • Knowledge of the structure, of The Approaches to Problem Diagnosis, The Process, Diagnostic Models, Diagnostic Skills, Methods of Obtaining Diagnostic Information... 	<ul style="list-style-type: none"> • Diagrammatic representation of the Methods of Obtaining Diagnostic Information. 	<ul style="list-style-type: none"> • Multiple choice questions.
3.	<ul style="list-style-type: none"> • Knowledge of Organization Development – An Introduction, Defining Od, Characteristics of Od, The Evolution of Organization Development. 	<ul style="list-style-type: none"> • Theory classes and discussion on Defining Od, Characteristics of Od, The Evolution. 	<ul style="list-style-type: none"> • Class tests, assignments, quiz, student presentations.
4	<ul style="list-style-type: none"> • An overview on The Designing OD Interventions, Definition of Od Intervention, Selecting an OD Intervention, Classification. 	<ul style="list-style-type: none"> • Theory classes and discussion on Definition of Od Intervention, Selecting an OD Intervention, Classification. 	<ul style="list-style-type: none"> • Class tests, assignments, quiz, student presentations.
5.	<ul style="list-style-type: none"> • An overview on Managing Changes Through Leaders – Case Studies, The New People Management: Change Through Merger. 	<ul style="list-style-type: none"> • welfare, Theory classes and discussion Case Studies, The New People Management: Change Through Mergers. 	<ul style="list-style-type: none"> • Class tests, assignments, quiz, student presentations.

MAJOR CORE-I/ MINOR CORE COURSES

3MASC403/ 3MASM404: ADVERTISING AND SALES MANAGEMENT

(Credits: Theory-4, Tutorials-2)

Scheme of Examination

Subject Code (Major/Minor)	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical			Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work	Total		
3MASC403/ 3MASM404	ADVERTISING AND SALES MANAGEMENT	6(4-2-0)	60	30	10	--	--	100	3 hr	--

Course Objective

To acquaint the students with concepts, techniques and give experience in the application of an effective advertising and sales promotion program and management of sales force.

Course Outcome

After studying this subject student will able to understand the insights about advertisement techniques and effective sales promotion and management which improves their decision related to marketing communications

Syllabus

Unit 1: Advertising: Definition, Nature, Scope, Objectives, Types, Social and Economic Aspect of Advertising, Advertising as a communication Process, AIDA Model, DAGMAR approach, Advertising Campaign: Types, Planning and Managing Advertising campaign, Advertising strategies, Advertising Budget: Budget process,

Unit 2: Media: Types, Media Planning process, Media Selection, and Multi-Media Strategies, Copywriting: Guidelines for copywriting, Advertising layout: Components and its position, Advertising Agencies: Structure, Functions and Client Relationship, Laws and ethics of advertising in India,

Unit 3: Sales Promotion: Definition, Objectives, and Classification of Sales Promotion, Consumer, Trade, Sales Force/ Promotion, Types and techniques, merits and demerits, (a) Monetary (b) Non-monetary, Other Techniques: display, trade fair, exhibition, event sponsorship etc. Sales Promotion Budget and Methods,

Unit 4: Sales Management- Importance, scope, and function of sales management, Organizing and sales planning, Territory Allocation, Sales Quota, Selling Function, Types of Selling, Process of Effective selling, Quality of successful sales person,

Unit 5: Sales Force Management, Recruitment and Training of Sales Force, Compensation and incentives, Evaluation of sales performance, Sales Control,

Reference Books

- Mathew Mj: - Advertising And Sales Management Sab Publication
- S prasad Shyam S.: - Advertising Management Vk Global Publications Private Limited (1 January 2014)

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> Understand and analyse the relevant research in advertising and marketing communication. 	<ul style="list-style-type: none"> Theory classes on Advertising AIDA Model, DAGMAR approach, Advertising Campaign: Types, Planning and Managing Advertising campaign, Advertising strategies, Advertising Budget: Budget process. 	<ul style="list-style-type: none"> Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> Understand combine the use of print, online/digital, and other multimedia communication 	<ul style="list-style-type: none"> Live laboratories and lectures on Media, Copywriting: Guidelines for copywriting, Advertising layout: Components and its position, Advertising Agencies: Structure, Functions and Client Relationship, Laws and ethics of advertising in India. 	<ul style="list-style-type: none"> Multiple choice questions, case study
3.	<ul style="list-style-type: none"> Understanding Sales Promotion Budget and Methods 	<ul style="list-style-type: none"> Theory classes and live laboratories on Sales Promotion, (a) Monetary (b) Non-monetary, Other Techniques: display, trade fair, exhibition, event sponsorship etc. Sales Promotion Budget and Methods. 	<ul style="list-style-type: none"> students' presentation, quiz, class test focusing on short notes and definitions. Case study
4.	<ul style="list-style-type: none"> Understanding sales management and concept of effective selling 	<ul style="list-style-type: none"> Theory classes and live laboratories on Sales Management-, sales planning, Territory Allocation, Sales Quota, Selling Function, Types of Selling, Process of Effective selling, Quality of successful sales person. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations, case study
5.	<ul style="list-style-type: none"> Learning sales force management and evaluation of sales performance 	<ul style="list-style-type: none"> Theory classes and live laboratories on Sales Force Management, Recruitment and Training of Sales Force, Compensation and incentives, Evaluation of sales performance, Sales Control, 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations

MAJOR CORE-I/ MINOR CORE COURSES

3MWCC403/3MWCM404: WORKING CAPITAL MANAGEMENT

(Credits: Theory-4, Tutorials-2)

Scheme of Examination

Subject Code (Major/Minor)	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical			Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work	Total		
3MWCC403/ 3MWCM404	WORKING CAPITAL MANAGEMENT	6(4-2-0)	60	30	10	--	--	100	3 hr	--

Course Objective

This course emphasizes the management of current assets and current liabilities, it covers planning a firm's overall level of liquidity, stressing cash management and credit policies. And also discuss how to reduce the adverse funding effects caused by working capital.

Course Outcome

Evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility

Syllabus

Unit 1: Introduction to Working Capital Management, Concept of Working Capital, Gross Working Capital Concept, Net Working Capital Concept, Components of Working Capital, Working Capital Policy, Dangers of Excessive and Inadequate Working Capital, Factors Determining the Working Capital Requirement, Operating Cycle Time Analysis.

Unit 2: Cash Management, Rationale for Cash, Motives for Holding Cash, Objectives of Cash Management, Cash Budgeting, Cash Forecasting and Budgeting, Preparation of Cash Budget or Elements of Cash Budget, Collection Methods, Cash Management Models, Baumol Model, Miller and Orr Model, Strategies for marketable Securities, Selecting Investing (Avenues) Securities, Money Market Instruments or Marketable Securities.

Unit 3: Receivables Management, Meaning of Accounts Receivables Management, Objectives of Accounts Receivables Management, Costs of Accounts Receivables Management, Benefits of Accounts Receivables Management, Payable Management, Credit Policy, Lenient Credit Policy, Stringent Credit Policy, Credit Policy Variables and Impacts of Credit Policy Changes, Credit Standards, Credit Terms, Collection Policy, Credit Terms, Credit Analysis.

Unit 4: Inventory Management, Meaning and Definition of Inventory, Types of Inventories, Inventory Cost, holding (or Carrying) Costs, Cost of Ordering, Setup (or Production Change) Costs, Shortage or Stock-out Costs, Determining the Inventory Levels, Inventory Management System.

Unit 5: Financing Working Capital Needs, Financing of Short-term Working Capital, Money Market Bank Finance, Working Capital Assessment and Appraisal, Projected Balance Sheet Method (PBS Method), Cash Budget Method, Sources of Non-bank Finance, Internal Financing Sources, External Financing Sources, Factoring, Monetary Policy of RBI, Measures of Money Supply, Monetary Policy and Working Capital Finance, Recommendations of Various Committees, Tandon Committee, Chore Committee, Latest Guidelines on Maximum Permissible Bank Finance (MPBF).

Reference Books

- Arora Amit Kumar: - Management Of Working Capital Global Academic Publishers and Distributors; 2Nd Edition (1 January 2015)
- Verma Dr. Sawalia Bihari: - Working Capital Management Vayu Education of India

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> • Identify the principles of working capital management. 	<ul style="list-style-type: none"> • Theory classes on Concept of Working Capital, Gross Working Capital Concept, Net Working Capital Concept, Components of Working Capital, Working Capital Policy, Dangers of Excessive and Inadequate Working Capital, Factors Determining the Working Capital Requirement, Operating Cycle Time Analysis. 	<ul style="list-style-type: none"> • Multiple choice questions, quiz, Class test and students' presentation. Case study
2.	<ul style="list-style-type: none"> • Identify the principles of managing cash. 	<ul style="list-style-type: none"> • Theory classes and lectures on Rationale for Cash, Motives for Holding Cash, Objectives of Cash Management, Cash Budgeting, Cash Forecasting and Budgeting, Preparation of Cash Budget or Elements of Cash Budget, Collection Methods, Cash Management Models, Baumol Model, Miller and Orr Model, Strategies for marketable Securities, Selecting Investing (Avenues) Securities, Money Market Instruments or Marketable Securities. 	<ul style="list-style-type: none"> • Multiple choice questions,
3.	<ul style="list-style-type: none"> • Identify the principles of managing trade receivables and trade payables 	<ul style="list-style-type: none"> • Theory classes and lectures on Receivables Management, Meaning of Accounts Receivables Management, Objectives of Accounts Receivables Management, Costs of Accounts Receivables Management, Benefits of Accounts Receivables Management, Payable Management, Credit Policy, Lenient Credit Policy, Stringent Credit Policy, Credit Policy Variables and Impacts of Credit Policy Changes, Credit Standards, Credit Terms, Collection Policy, Credit Terms, Credit Analysis. 	<ul style="list-style-type: none"> • the following, students' presentation, quiz, class test focusing on short notes and definitions. Case study
4.	<ul style="list-style-type: none"> • Identify the principles of managing inventory. 	<ul style="list-style-type: none"> • Theory classes and lectures on Inventory Management, Types of Inventories, Inventory Cost, holding (or Carrying) Costs, Cost of Ordering, Setup (or Production Change) Costs, Shortage or Stock-out Costs, Determining the Inventory Levels, Inventory Management System. 	<ul style="list-style-type: none"> • Class tests, assignments, quiz, student presentations, case study
5.	<ul style="list-style-type: none"> • Distinguish between the different types and sources of short-term 	<ul style="list-style-type: none"> • Theory classes and lectures Financing Working Capital Needs, Financing of Short-term Working Capital, Money Market Bank 	<ul style="list-style-type: none"> • Class tests, assignments, quiz, student presentations, case study

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
	financing.	Finance, Working Capital Assessment and Appraisal, Projected Balance Sheet Method (PBS Method), Cash Budget Method, Sources of Non-bank Finance, Internal Financing Sources, External Financing Sources, Factoring, Monetary Policy of RBI, Measures of Money Supply, Monetary Policy and Working Capital Finance, Recommendations of Various Committees, Tandon Committee, Chore Committee, Latest Guidelines on Maximum Permissible Bank Finance (MPBF).	



MAJOR CORE - II COURSES**3MMIC403 MANAGEMENT OF INDUSTRIAL RELATIONS**

(Credits: Theory-4, Tutorials-2)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.		
			Theory			Practical			Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work				
3MMIC403	MANAGEMENT OF INDUSTRIAL RELATIONS	6(4-2-0)	60	20	20	--	--	100	3 hr	--	

Course Objective

This course is dealing with various factors that influence the relationship between management and employees with respect to working condition, safety, pay etc. and serves as a path to solve various work-related issues.

Course Outcome

After the completion of course, students not only understand how industrial relations work, but also learn various skills like leadership problem solving and decision-making skills.

Syllabus

Unit 1: Introduction to Industrial Relations, Introduction, Definition, Concept, Industrial Relations in Post-independence Era, Union-free Employees Relation, Basic Postulates of IR. Trade Unions, Introduction, Forms of Trade Unions, Functions of Trade Unions, Objectives of Trade Unions, Role of Trade Unions, Classification of Trade Unions, Theories of Trade Unionism, All India Trade Union Congress, Structure of Trade Unions Management of Trade Unions, Problems of Trade Unionism in India, Rural Unionism. Section-II.

Unit 2: Worker's Participation in Management, Introduction, Elements of Participation, Forms of Participation, Prerequisites for Effective Participation, Effects of Participative Decision-making (PDM), Workers' Participation in India, Participation/Consultation at the Shop and Company Floor Levels in India, Evaluation, Effective Workers' Participation in Management, Indian Experiences, Practice of Worker's Participation.

Unit 3 : Collective Bargaining, Introduction, Nature of Collective Bargaining, Bargaining Theories, Elements of Collective Bargaining, Collective Bargaining Process, Conditions for Success of Collective Bargaining, Features of Collective Bargaining, Types of Collective Bargaining, Importance of Collective Bargaining, Collective Bargaining and Adjudication, Subject Matters of Collective Bargaining, Unit-s and Levels of Collective Bargaining, Prerequisites of Collective Bargaining, Issues and Trends in Collective Bargaining in India, Productivity Bargaining, Productivity Agreements, Factors Inhibiting Collective Bargaining. Section-III.

Unit 4: Industrial Disputes, Introduction, Process of Conflict, Nature of Conflicts, Industrial Conflict – Statistical Dimensions, Types of Disputes, Legal Provisions relating to Discharge or Dismissal (Under Industrial Disputes Act, 1947), Settlement of Industrial Disputes, Conciliation, Conciliation Officer, Adjustment, Lok Adalats and the Industrial Disputes Act, 1947.

Unit 5: Grievances, Introduction, Individual or Collective Grievances, Dissatisfaction, Complaint and Grievance, Why Grievances?, Features, Causes of Grievance, Forms of Grievance, Effect of Grievance, Key Features of a Good Grievance-handling Procedure, NTPC-Grievance Procedure (for Executives), NTPC-Grievance Procedure (for Non-

executive), Grievance Management in Indian Industry, Guidelines for Handling Grievances, Reducing Grievances and Improving the Process, Quality of Work Life (Q.W.L) and Work Behaviour, Case Studies.

Reference Books

- Dk Bhattacharyya: - Industrial Management Vikas Publishing House.
- Krishnamurti K.: - Industrial Relations Vikas Publishing House.

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> • An overview of The Introduction to Industrial Relations, Introduction, Definition, Concept, Industrial Relations in Post-independence. 	<ul style="list-style-type: none"> • Theory class focussing on discussion about the Concept, Industrial Relations in Post-independence. 	<ul style="list-style-type: none"> • Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> • Knowledge of the structure, Worker's Participation in Management, Introduction, Elements of Participation, Forms. 	<ul style="list-style-type: none"> • Diagrammatic representation of Introduction, Elements of Participation, Forms. 	<ul style="list-style-type: none"> • Multiple choice questions.
3.	<ul style="list-style-type: none"> • Knowledge of Collective Bargaining, Introduction, Nature of Collective Bargaining, Bargaining Theories, Elements of Collective Bargaining. 	<ul style="list-style-type: none"> • Theory classes and discussion on Defining Od, Bargaining Theories, Elements of Collective Bargaining. 	<ul style="list-style-type: none"> • Class tests, assignments, quiz, student presentations.
4	<ul style="list-style-type: none"> • An overview on The Industrial Disputes, Introduction, Process of Conflict, Nature of Conflicts, Industrial Conflict – Statistical Dimensions, Types of Disputes. 	<ul style="list-style-type: none"> • Theory classes and discussion on Conflicts, Industrial Conflict – Statistical Dimensions, Types of Disputes. 	<ul style="list-style-type: none"> • Class tests, assignments, quiz, student presentations.
5.	<ul style="list-style-type: none"> • An overview on Grievances, Introduction, Individual or Collective Grievances, Dissatisfaction, Complaint and Grievance, Why Grievances? Features. 	<ul style="list-style-type: none"> • welfare, Theory classes and Complaint and Grievance, Why Grievances? Features'. 	<ul style="list-style-type: none"> • Class tests, assignments, quiz, student presentations.

MAJOR CORE - II COURSES**3MSDC403: SALES AND DISTRIBUTION MANAGEMENT**

(Credits: Theory-4, Tutorials-2)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical			Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work	Total		
3MSDC403	SALES AND DISTRIBUTION MANAGEMENT	6(4-2-0)	60	20	20	--	--	100	3 hr	--

Course Objective

The purpose of this course is to familiarize students with the principles, strategies and skills of selling and managing the selling function. This course also provides an understanding of the tools and techniques necessary to effectively manage the sales function, the sales organization and the sales individual.

Course Outcome

After learning this subject student will be able to will comprehend the information related to understanding of the sales and distribution processes in organizations.

Syllabus

Unit 1: Salesmanship And Sales Management - concept of sales management and salesmanship Sales Vary in Difficulty, Theoretical Aspects of Salesmanship, AIDAS "Theory" of Selling, Prospecting, Closing Sales, Characteristics of Successful Salesmen, sales organization Types of Sales Force Structure.

Unit 2: Recruiting And Selecting Salesman Organization for Recruiting and Selection, need for the Proper Setting, Determining Sales Manpower Requirements, Methods of Recruiting Salesmen, The Selection System, compensating and motivating the sales personnel and force Objectives of Compensation Plans, Characteristics of Compensation Plans, Types of Compensation Plans, Concept of Motivation.

Unit 3: Forecasting Sales - Sales Forecast Vital to Setting of Sales Objectives, Uses of Sales Forecasts, Sales Forecasting Methods, Procedural Steps in Forecasting the sales budget Purposes of the Sales Budget, Budgetary Procedure.

Unit 4: Distribution Management - Marketing Logistics, Marketing Channels, Channel Management channel control- Performance Measures in Marketing Channels, Models to Diagnose Channel Profitability, Appraisal of Channel Members' Contribution, Result of Channel Performance, Sources of Conflict, Types of Conflicts, Conflict Management Techniques, Channel Leadership, Elements of Channel Information Systems, Impact of Information Systems on Channel Flow.

Unit 5: Wholesaling And Retailing - Wholesaling and its Importance, Types of Wholesalers, Strategic Issues in Wholesaling, Impact of Information Technology on Wholesaling, Challenges in Wholesaling, Wholesaling in India, Retailing and its Importance, Evolution of Retailing, Classification of Retailers, Strategic Issues in Retailing, Trends in Retailing, Future of Retailing.

Reference Books

- Mathew Mj: - Advertising And Sales Management Sab Publication.
- S prasad Shyam S.: - Advertising Management Vk Global Publications Private Limited (1 January 2014).

Facilitating the achievement of course learning objectives

Unit No.	Course Learning Outcomes	Teaching and Learning Activities	Assessment Tasks
1	Understand working capital concepts, its components, and significance. Analyze risks and factors influencing working capital requirements.	Lectures, case studies, guest lectures.	Written assignment, class presentation.
2	Learn cash management objectives, budgeting, forecasting, and cash management models. Explore marketable securities strategies.	Practical exercises, guest lectures, simulations.	Group project, individual report.
3	Comprehend receivables management objectives, costs, and credit policies. Develop collection techniques and credit analysis skills.	Case studies, role-playing exercises, guest lectures.	Written assessment, role-play assessment.
4	Understand inventory types, costs, and management systems. Determine optimal levels using JIT and EOQ models.	Hands-on exercises, group discussions, site visits.	Individual report, group presentation.
5	Identify short-term financing options, assess working capital needs, and evaluate financing sources including factoring.	Lectures, case studies, guest lectures.	Written assignment, group presentation.

MAJOR CORE - II COURSES**3MSPC403: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

(Credits: Theory-4, Tutorials-2)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.		
			Theory			Practical			Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work				
3MSPC403	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	6(4-2-0)	60	20	20	--	--	100	3 hr	--	

Course Objective

This subject aims in understanding the changing domestic and global investment scenario in general and Indian capital market in particular with reference to availability of various financial products and operations of stock exchanges.

Course Outcome

On the successful completion of this subject the student will be able to understand the various alternatives available for investment. Learn to measure risk and return, value of the equities and bonds.

Syllabus

Unit 1: Investment Decisions, Nature and scope of Investment Decisions, Investment Objectives, Investment Process, Investment Attributes/ Factors influencing selection of investment, Investment Alternatives, Components of Investments Risk, Systematic Risk, Non-systematic Risk, Different Types of Systematic and Non-systematic Risk, Risk-Return Relationship.

Unit 2: Stock Exchanges in India, Functions of Stock Exchange, Regulatory Framework, National Stock Exchange of India Ltd., Nature of Transactions in Stock Market, SEBI (Disclosure and Investor Protection) Guidelines, 2000.

Unit 3: Analysis for Equity Investment, Fundamental Analysis, Return on Investment, Price/Earnings Ratio, Earnings Per Share, Book Value, Debt Equity Ratio, Dividend Payout Ratio, Dividend Yield.

Unit 4: Portfolio Theory, Return and Risk of Single Asset, Return of Single Asset, Risk of Single Asset, Return and Risk of Portfolio, Return of Portfolio (Two Assets), Risk of Portfolio (Two Assets), Risk and Return of Portfolio (Three Assets), Portfolio Diversification and Risk, portfolio construction, Approaches in Portfolio Construction, Determination of Objectives, selection of portfolio.

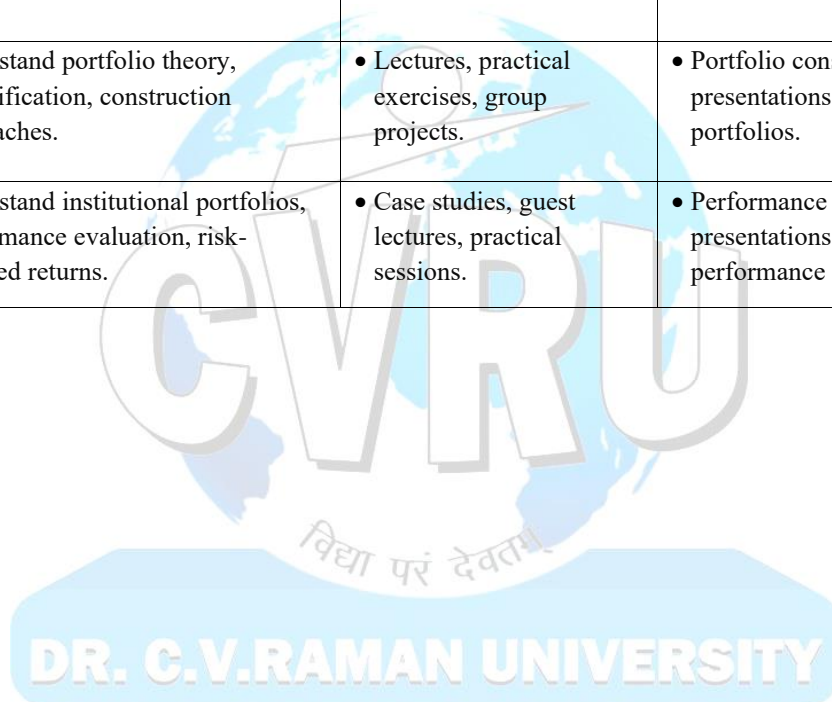
Unit 5: Institutional and Managed Portfolios, Performance Evaluation of Managed Portfolios, Methods of Calculating Portfolio Returns, Dollar-Weight Rate of Return, Time-Weighted Return, Portfolio Performance and Risk Adjusted Methods, Risk Adjusted Returns, Sharpe's Ratio, Determinants of Portfolio Performance, Risk Taking, Market Timing, Benchmark Portfolios for Performance Evaluation.

Reference Books

- Pasha Mohammed Arif: - Security Analysis and Portfolio Management Vrinda Publication.
- Pandian Punit-Havathy: - Security Analysis Portfolio Management Ubs Publisher Pvt Ltd.
- Fischer Donald E. Jordan Ronald J.: - Security Analysis and Portfolio Management Pearson Publication.

Facilitating the achievement of course learning objectives

Unit No.	Course Learning Outcomes	Teaching and Learning Activities	Assessment Tasks
1	<ul style="list-style-type: none"> Understand investment decisions, objectives, factors, alternatives, and risk-return relationship. 	<ul style="list-style-type: none"> Lectures, case studies, group discussions. 	<ul style="list-style-type: none"> Exams, assignments analyzing investment alternatives and risk factors.
2	<ul style="list-style-type: none"> Understand stock exchange functions, regulatory framework, transactions, and SEBI guidelines. 	<ul style="list-style-type: none"> Guest lectures, visits, case studies. 	<ul style="list-style-type: none"> Presentations, research papers on SEBI guidelines.
3	<ul style="list-style-type: none"> Gain knowledge of fundamental equity analysis and financial metrics. 	<ul style="list-style-type: none"> Workshops, simulations, guest lectures. 	<ul style="list-style-type: none"> Quizzes, assignments analyzing company financials.
4	<ul style="list-style-type: none"> Understand portfolio theory, diversification, construction approaches. 	<ul style="list-style-type: none"> Lectures, practical exercises, group projects. 	<ul style="list-style-type: none"> Portfolio construction projects, presentations on constructed portfolios.
5	<ul style="list-style-type: none"> Understand institutional portfolios, performance evaluation, risk-adjusted returns. 	<ul style="list-style-type: none"> Case studies, guest lectures, practical sessions. 	<ul style="list-style-type: none"> Performance evaluation reports, presentations on portfolio performance determinants.



Ability Enhancement Course (AEC)**3HCHA 401: Cultural Heritage.**

(Credit: Theory -2 Tutorial - 0)

Scheme of Examination

Course Code	Course Name	Credit	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			End Sem	Mid Sem	Assign	End Sem	Term Sem			
3HCHA401	Culture Heritage	2(2-0-0)	60	20	20	-	-	100	2 hr	-

Course Objective

- The primary objective of this course is to explore the significance, evolution, and preservation of culture and heritage across different societies and time periods.
- Students will gain a deeper understanding of how culture and heritage shape identities, influence societies, and contribute to a sense of belonging.

Course Outcomes

- Upon completion of this course, students will have a comprehensive understanding of culture and heritage, their significance in society, and the various challenges and methods associated with their preservation.
- They will develop critical thinking skills to evaluate cultural issues and contribute to the sustainable management of cultural heritage.

Syllabus:**Duration 30 hrs (Credit – 2)****Unit 1: Introduction to Culture and Heritage**

- Definition of culture and heritage
- Importance of studying culture and heritage
- Overview of key concepts and terms (e.g., cultural diversity, cultural identity, intangible cultural heritage)

Unit 2: Cultural Expressions and Artifacts

- Exploration of various forms of cultural expressions (e.g., music, dance, visual arts, literature, traditional crafts)
- Analysis of the role of cultural expressions in preserving and transmitting heritage
- Case studies of significant cultural artifacts and their historical and cultural significance

Unit 3: UNESCO World Heritage Sites

- Introduction to UNESCO and its World Heritage program
- Study of selected UNESCO World Heritage Sites from different regions
- Analysis of the criteria for selection and the challenges faced in preserving and protecting these sites

Unit 4: Cultural Identity and Cultural Heritage

- Examination of the relationship between cultural identity and cultural heritage
- Discussion on the ways in which cultural heritage shapes individual and collective identities
- Impact of globalization and cultural assimilation on cultural identity and heritage preservation

Unit 5: UNESCO World Heritage Sites

- Introduction to UNESCO and its World Heritage program
- Study of selected UNESCO World Heritage Sites from different regions
- Analysis of the criteria for selection and the challenges faced in preserving and protecting these sites

Reference Books

- Bhartiya Kala avm Sanskriti - Nitin Singhania- ISBN -13:978-9354601842
- Bharti Sanskriti Kala avm virast – devdat patnayak -- ISBN. -13:978-935440095
- Madhukar Kumar Bhagat –II Adition, ISBN-13:9789389310382
- Bhartiya Kala avm Sanskriti awam virasat – ISBN-13:978-9388182577 Minakshi Kant
- Vishy vikhyat bhartiya kala or sanskriti virasat – ISBN- 9789381395462, Rama shyal

Facilitating the Achievement of Course Learning Objectives

Unit no.	Course Learning Objectives	Course Learning Outcomes	Teaching and Learning Activities	Assessment Tasks
Unit 1: Introduction to Culture and Heritage	<ul style="list-style-type: none"> ● Define culture and heritage. ● Explain the importance of studying culture and heritage. ● Familiarize students with key concepts and terms related to culture and heritage (e.g., cultural diversity, cultural identity, intangible cultural heritage). 	<ul style="list-style-type: none"> ● Students will be able to define culture and heritage. ● Students will understand the significance of studying culture and heritage. ● Students will demonstrate knowledge of key concepts related to culture and heritage. 	<ul style="list-style-type: none"> ● Lectures and discussions on the definition and importance of culture and heritage. ● Reading assignments and case studies to explore key concepts. ● Group discussions and presentations on cultural diversity and identity. 	<ul style="list-style-type: none"> ● Class participation and engagement in discussions. ● Written assignments or quizzes on key concepts. ● Group presentations on cultural diversity and identity.
Unit 2: Cultural Expressions and Artifacts	<ul style="list-style-type: none"> ● Explore various forms of cultural expressions such as music, dance, visual arts, literature, and traditional crafts. Analyze the role of cultural expressions in preserving and transmitting heritage 	<ul style="list-style-type: none"> ● Students will be able to identify different forms of cultural expressions. ● Students will understand the importance of cultural expressions in heritage preservation. Students will analyze the historical and cultural significance of selected artifacts. 	<ul style="list-style-type: none"> ● Practical sessions or workshops on various cultural expressions (e.g., music and dance workshops, art exhibitions). ● Case study analysis and group discussions on the role of cultural expressions in heritage preservation. ● Research assignments on selected cultural artifacts and their significance. 	<ul style="list-style-type: none"> ● Presentation or demonstration of a chosen cultural expression. ● Written analysis of the role of cultural expressions in heritage preservation. ● Research paper or presentation on a selected cultural artifact and its significance
Unit 3: UNESCO World Heritage	<ul style="list-style-type: none"> ● Introduce students to UNESCO and its 	<ul style="list-style-type: none"> ● Students will understand the role 	<ul style="list-style-type: none"> ● Lectures and presentations on 	<ul style="list-style-type: none"> ● Research project or presentation on a

Unit no.	Course Learning Objectives	Course Learning Outcomes	Teaching and Learning Activities	Assessment Tasks
Sites	<p>World Heritage program.</p> <ul style="list-style-type: none"> • Study selected UNESCO World Heritage Sites from different regions. • Analyze the criteria for selection and the challenges faced in preserving and protecting these sites. 	<p>of UNESCO in preserving cultural and natural heritage.</p> <ul style="list-style-type: none"> • Students will gain knowledge of specific UNESCO World Heritage Sites and their cultural importance • Students will analyze the criteria used for selecting World Heritage Sites and the preservation challenges they face. 	<p>UNESCO and the World Heritage program.</p> <ul style="list-style-type: none"> • Virtual or physical tours of selected UNESCO World Heritage Sites. • Discussions on the criteria for World Heritage Site selection and the preservation challenges they pose. 	<p>specific UNESCO World Heritage Site.</p> <ul style="list-style-type: none"> • Essay or report on the criteria for selecting World Heritage Sites and the challenges they face in preservation
Unit 4 Cultural Identity and Cultural Heritage	<ul style="list-style-type: none"> • Examination of the relationship between cultural identity and cultural heritage Discussion on the ways in which cultural heritage shapes individual and collective identities Impact of globalization and cultural assimilation on cultural identity and heritage preservation 	<ul style="list-style-type: none"> • Students will be able to: Analyze the relationship between cultural identity and cultural heritage Evaluate the impact of cultural heritage on individual and collective identities Assess the impact of globalization and cultural assimilation on cultural identity and heritage preservation 	<ul style="list-style-type: none"> • Lectures and presentations on cultural identity and cultural heritage Group discussions and debates on the impact of cultural heritage on individual and collective identities Case studies on the impact of globalization and cultural assimilation on cultural identity and heritage preservation 	<ul style="list-style-type: none"> • Written assignments on the analysis of the relationship between cultural identity and cultural heritage Oral presentations on the impact of cultural heritage on individual and collective identities Case study analysis on the impact of globalization and cultural assimilation on cultural identity and heritage preservation
Unit 5 Cultural Identity and Cultural Heritage	<ul style="list-style-type: none"> • Introduction to UNESCO and its World Heritage program Study of selected UNESCO World Heritage Sites from different regions Analysis of the criteria for selection and the challenges faced in preserving and protecting these sites 	<ul style="list-style-type: none"> • Students will be able to: Understand the importance of UNESCO World Heritage sites Analyze the criteria for selection of World Heritage sites Evaluate the challenges faced in preserving and protecting World Heritage sites 	<ul style="list-style-type: none"> • Lectures and presentations on UNESCO and World Heritage sites Group discussions and debates on the criteria for selection and challenges faced in preserving and protecting World Heritage sites Field trips to selected World Heritage sites 	<ul style="list-style-type: none"> • Written assignments on the analysis of the criteria for selection and challenges faced in preserving and protecting World Heritage sites Oral presentations on the importance of UNESCO World Heritage sites Group projects on the preservation and protection of World Heritage site.



BACHELOR OF BUSINESS ADMINISTRATION

(BBA – CKUG03A03)

V Semester

(Effective from Academic Year 2023-24)

DR. C.V.RAMAN UNIVERSITY

MAJOR CORE-I**3MMDC503: MANAGEMENT TRAINING AND DEVELOPMENT**

(Credits: Theory-4, Tutorials-2)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical			Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work	Total		
3MMDC503	MANAGEMENT TRAINING AND DEVELOPMENT	6(4-2-0)	60	20	20	--	--	100	3 hr	--

Course Objective

This subject deals with training and developmental aspects of employees, various training methods and techniques, management development program etc.

Course Outcome

After completion of this course, students will understand the importance of training and development from the perspective of fresher and existing employees.

Syllabus

Unit 1: Training, Meaning and Definition of Training, Approaches to Training, Objectives of Training, Benefits of Training, Problems in Training Program, methods of training. New Dimensions in Training in the Era of Globalization, Expatriate Training Due to Globalization, Types of Cross-Cultural Training, Cultural Assimilators.

Unit 2: Challenges and Opportunities for Training the top, Middle and junior level executives, Framework for Conducting a Training Need Analysis (TNA), Induction and Orientation, Training for Top and Middle Management, Training for Junior Levels, Supervisory Training Program.

Unit 3: Identifying Training Needs, Training Needs Concept, how to manage training and Development needs Assessment, Individual Learning Needs Analysis Information. Issues in Training, Location of Training, Duration of Training. Training Process, Training Plan, Designing, Elements of Training, Stages, Role of Training in Business, Limitation of Training. Implementation of Training, Training Policy, Translating Beliefs into Policies, Factors Influencing the Training Policy, Contents of Training Policy, Advantages of Training Policy.

Unit 4: Training for Creativity and Leadership skills, Creative Talent, Benefit from training, how to train for creativity, Teaching creativity: The Erewhon Model, Leadership Training, how to train for leadership, Situational Leadership, Mentoring Model. Designing a Training Program, Training Program Design Basics, Considerations, Fevorous Constraints, Twelve Steps for Designing Effective Training Programs.

Unit 5: Learning, Nature of Learning, Principles of Learning, Components/Elements of Learning, Conditions for Learning, The Learning Cycle, The Learning Curve, Adult Learning, Implications for Training, Human Learning and Memory, Programmed learning, Electronic Learning (e-Learning), The Organisation learning, Impact of Different Learning Styles on Training.

Management Development, Concepts, Significance of Management Development, Nature of Management Development, Preconditions for Management Growth and Development, Evolving a Development Policy, Training vs development. Issues in Development, Location and Duration, Technique/Method of Management Development, Creating Trust, Empowerment.

Reference Books

- Gupta B.L.: - Management Training and Development Concept Publication Company New Delhi.
- Mehta Dr. Anil and El. Al: - Training and Development Himalaya Publication.

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> • An overview of The Training, Meaning and Definition of Training, Approaches to Training, Objectives of Training, Benefits of Training. 	<ul style="list-style-type: none"> • Theory class focussing on discussion about the, Objectives of Training, Benefits of Training. 	<ul style="list-style-type: none"> • Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> • Knowledge of the structure, of the Challenges and Opportunities for Training the top, Middle and junior level executives, Framework for Conducting. 	<ul style="list-style-type: none"> • Diagrammatic representation of level executives, Framework for Conducting. 	<ul style="list-style-type: none"> • Multiple choice questions.
3.	<ul style="list-style-type: none"> • Knowledge of Identifying Training Needs, Training Needs Concept, how to manage training and Development needs Assessment. 	<ul style="list-style-type: none"> • Theory classes and discussion on How to manage training and Development needs Assessment. 	<ul style="list-style-type: none"> • Class tests, assignments, quiz, student presentation.
4	<ul style="list-style-type: none"> • An overview on The Training for Creativity and Leadership skills, Creative Talent, Benefit from training, how to train for creativity. 	<ul style="list-style-type: none"> • Theory classes and discussion on Leadership skills, Creative Talent, Benefit from training, how to train for creativity. 	<ul style="list-style-type: none"> • Class tests, assignments, quiz, student presentation.
5	<ul style="list-style-type: none"> • An overview on Learning, Nature of Learning, Principles of Learning, Components/Elements of Learning, Conditions for Learning. 	<ul style="list-style-type: none"> • welfare, Theory classes and Components/Elements of Learning, Conditions for Learnings. 	<ul style="list-style-type: none"> • Class tests, assignments, quiz, student presentation.

MAJOR CORE-I**3MSMC503: SERVICE MARKETING**

(Credits: Theory-4, Tutorials-2)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work			
3MSMC503	SERVICE MARKETING	6(4-2-0)	60	20	20	--	--	100	3 hr	--

Course Objective

The objective of the course is to develop an understanding of services and service marketing with emphasis on various aspects of service marketing which make it different from goods marketing.

Course Outcome

After studying this subject student get an insight about aspects of services and service marketing which helps them to take effective decisions related to services offered.

Syllabus

Unit 1: Introduction – Concept of services, Importance of Service Sector in Economy, Characteristics and Classifications of services, Service marketing mix, Environment of Service Marketing (Micro as well as Macro).

Unit 2: The Purchase Process for Services – Segmentation, Targeting and Positioning, Consumption values, Purchase models for Services, Service Encounters, Post-Purchase phase, Service Quality – Meaning, Service Quality Gaps and Models (SERVQUAL and SERVPERF).

Unit 3: Product - Product differentiation, Product levels, Supplementary Services, Pricing of services- Pricing concepts, Strategies, use of differential pricing, Place-Service distribution, components of service delivery system, problems associated with services delivery.

Unit 4: Promotion- Advertising, Sales Promotion and Personal Selling in service industry, People- Peoples involvement in services, managing people for service advantage, Recruitment and training of peoples for service delivery, Physical Evidence-Concept of Physical Evidence, Importance, types of Physical Evidence in various services, Process-Concept, Types of process, Role of process in various services.

Unit 5: Managing Supply, Demand and Productivity – Introduction, Managing Supply and Demand, Tools, coping with fluctuating demand, Enhancing Productivity, Capacity Management, Challenges in Marketing of services Application of Service Marketing to Hospitals, Educational Institutions, Tourism Industry and Hotel Industry.

Reference Books

- Lovelock Christopher And El Al: - Services Marketing (P.T.S.) Pearson Publication.
- Bhandari Deepak, Sharma Amit: - Marketing of Services Vrinda Publications P Ltd.; 1E Edition (16 April 2014).
- Gordon E. Natarajan K.: - Financial Markets and Services Himalaya Publishing House.

Facilitating the achievement of course learning objectives

Unite- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1	<ul style="list-style-type: none"> Understand the concept, importance, characteristics, and classifications of services. 	<ul style="list-style-type: none"> Lectures, case studies, discussions on service marketing mix and environment. 	<ul style="list-style-type: none"> Exams, assignments analyzing service characteristics and marketing environment.
2	<ul style="list-style-type: none"> Understand the purchase process, segmentation, targeting, positioning, and service quality concepts. 	<ul style="list-style-type: none"> Workshops, simulations, case studies on service encounters and quality models. 	<ul style="list-style-type: none"> Quizzes, assignments evaluating understanding of purchase process and quality models.
3	<ul style="list-style-type: none"> Understand product differentiation, pricing strategies, distribution, and problems associated with services delivery. 	<ul style="list-style-type: none"> Lectures, group projects, discussions on pricing and distribution in services. 	<ul style="list-style-type: none"> Reports, presentations on pricing strategies, and challenges in service delivery.
4	<ul style="list-style-type: none"> Understand promotion strategies, people management, physical evidence, and service process. 	<ul style="list-style-type: none"> Role-plays, guest lectures, case analyses on promotion and people management. 	<ul style="list-style-type: none"> Presentations, role-plays demonstrating promotion strategies and people management.
5	<ul style="list-style-type: none"> Understand supply and demand management, productivity enhancement, and challenges in service marketing. 	<ul style="list-style-type: none"> Field visits, workshops, discussions on capacity management and demand fluctuations. 	<ul style="list-style-type: none"> Reports, case studies analyzing application of service marketing in various industries.

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MAJOR CORE-I

3MBFC503: BANKING AND FINANCE

(Credits: Theory-4, Tutorials-2)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work			
3MBFC503	BANKING AND FINANCE	6(4-2-0)	60	20	20	--	--	100	3 hr	--

Course Objective

This course is designed to provide the students with a thorough understanding of the importance of money and banking in various economies. It aims to provide the students with an introduction to understand the concept of money, theories of money supply and money demand and working of monetary policy. It provides an insight into the Banking system.

Course Outcome

On successful completion of the course students will be able to: Describe the basic concepts and theories that explain the function and evolution of banking and finance, analyses the role of the Bank of International Settlements and the functioning of international banking and financial markets.

Syllabus

Unit 1: Evolution of Banking Institution, Introduction, Evolution of Modern Banking, Functions of banks, Banking Structure in India, Latest Advancements in Banking Sector, Challenges to Banking Industry. Different types of Banks; Payment Banks; Retail Banking; International Banking.

Unit 2: Commercial Banking: Introduction, Activities of Commercial banks B. Overview of Commercial Banking in India Role and Functions of Commercial Banks, Credit Creation, Nationalization Vs. Privatization of Banks, Management of Banks in Rural Areas – Role of NABARD and SIDBI.

Unit 3: Credit policy: Credit Management, Operational Risk Management in Commercial Banks. Credit Policy and Credit Monitoring; Principles of Lending, Credit Information Companies.

Unit 4: Commercial Banks and Priority Sector Advances: Introduction, the priority Sector, Small Scale Industries– RBI Guidelines, Self Help Groups, Micro Credit. Concept of SHG and its origin and growth in India, NRLM, SRLM, RSETIs, SHG- Bank Linkage Programme, Government Sponsored Schemes, and Priority sector Lending, Loans to MSMEs and Agriculture Finance.

Unit 5: Banking Legislations and Reforms: Introduction, Banking Laws, Other Important Laws as Applied to Banking, Banking Sector Reforms.

Reference Books

- Singh S. P.: - Indian Financial System Ane Books (1 December 2009).
- Bharti V Pathak: - Indian Financial System Pearson Publication.
- Sarkar A. N.: - Strategic Business Management and Banking Deep and Deep Publications (1 December 2005).

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> This course studies the purpose and the functions of central banks and monetary policies and how they have evolved over time. 	<ul style="list-style-type: none"> Theory classes and live laboratories on Evolution of Banking Institution, Introduction, Evolution of Modern Banking, Functions of banks, Banking Structure in India, Latest Advancements in Banking Sector, Challenges to Banking Industry. Different types of Banks; Payment Banks; Retail Banking; International Banking. 	<ul style="list-style-type: none"> Multiple choice questions, quiz, Class test and students' presentation. Case study.
2.	<ul style="list-style-type: none"> Students are introduced to the tools of monetary policy and to the rules that central banks follow. 	<ul style="list-style-type: none"> Theory classes and live laboratories on Commercial Banking, Introduction, Activities of Commercial banks B. Overview of Commercial Banking in India, Role and Functions of Commercial Banks, Credit Creation, Nationalization vs Privatization of Banks, Management of Banks in Rural Areas – Role of NABARD and SIDBI. 	<ul style="list-style-type: none"> Multiple choice questions, case study.
3	<ul style="list-style-type: none"> Students will understand Credit Management, Operational Risk Management in Commercial Banks. 	<ul style="list-style-type: none"> Theory classes and live laboratories on Credit policy, Credit Management, Operational Risk Management in Commercial Banks. Credit Policy and Credit Monitoring; Principles of Lending, Credit Information Companies. 	<ul style="list-style-type: none"> Student's presentation, quiz, class test focusing on short notes and definitions, case study.
4.	<ul style="list-style-type: none"> At the end of the course students know the effects of the main policy tools and understand how central banks affect the financial system. 	<ul style="list-style-type: none"> Theory classes and live laboratories on Commercial Banks and Priority Sector Advances, Introduction, The priority Sector, Small Scale Industries–RBI Guidelines, Self Help Groups, Micro Credit. Concept of SHG and its origin and growth in India, NRLM, SRLM, RSETIs, SHG- Bank Linkage Programme, Government Sponsored Schemes, Priority sector Lending, Loans to MSMEs and Agriculture Finance. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations, case study.
5	<ul style="list-style-type: none"> Understand Banking Legislations and Reforms. 	<ul style="list-style-type: none"> Theory classes and live laboratories on Banking Legislations and Reforms, Introduction, Banking Laws, Other Important Laws as Applied to Banking, Banking Sector Reforms. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations, case study.

MAJOR CORE-II**3MPMC503: PERFORMANCE MANAGEMENT**

(Credits: Theory-4, Tutorials-2)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.		
			Theory			Practical			Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work				
3MPMC503	PERFORMANCE MANAGEMENT	4(3-1-0)	60	20	20	--	--	100	3 hr	--	

Course Objective

Performance management is the most critical function and strong determinant of Organisation excellence. This course is designed to develop appreciation and skills essential for designing and instituting effective performance management systems.

Course Outcome

Students will be able to understand the different skills as how to appraise performance of employee, so that strategies and policies regarding it can be formulated.

Syllabus

Unit 1: Concept, characteristic, role and significance of performance; performance appraisal vis- à-vis performance management, process of performance management; performance management and strategic planning linkages.

Unit 2: Performance Planning and goal setting, performance and training, performance feedback coaching and counseling.

Unit 3: Establishing and operationalizing performance management system; measuring performance-results and Behaviour; conducting performance review discussions; harnessing performance management system for performance improvement.

Unit 4: Performance management strategic and interventions- reward based performance management; career-based performance management, term-based performance management.

Unit 5: Culture based performance management; measurement-based performance management; competency-based performance management; leadership-based performance management.

Reference Books

- Ghosh Biswanath: - Human Resources Development and Management Vikas Publication House.
- Pattanayak Biswajeet: - Human Resource Management Phi Learning Pvt Ltd.
- Arora Vikas, Arora Seema: - Human Resource Management Global Publishing House.

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> An overview of The Concept, characteristic, role and significance of performance; performance appraisal vis-à-vis performance management. 	<ul style="list-style-type: none"> Theory class focussing on discussion about the performance appraisal vis- à-vis performance management. 	<ul style="list-style-type: none"> Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> Knowledge of the structure, of The Performance Planning and goal setting, performance and training, performance feedback coaching and counselling. 	<ul style="list-style-type: none"> Diagrammatic representation of the performance feedback coaching and counselling. 	<ul style="list-style-type: none"> Multiple choice questions.
3.	<ul style="list-style-type: none"> Knowledge of the Performance management framework: Definition and coverage, reason for undertaking PM, PM Process, Diagnosis. 	<ul style="list-style-type: none"> Theory classes and discussion on reason for undertaking PM, PM Process, Diagnosis. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.
4	<ul style="list-style-type: none"> An overview on The Performance management strategic and interventions-reward based performance management. 	<ul style="list-style-type: none"> Theory classes and discussion on reward-based performance management. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.
5	<ul style="list-style-type: none"> An overview on Culture based performance management; measurement-based performance management; competency-based performance management. 	<ul style="list-style-type: none"> welfare, Theory classes and discussion competency-based performance management. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.

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MAJOR CORE-II**3MIMC503: INTERNATIONAL MARKETING**

(Credits: Theory-4, Tutorials-2)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work			
3MIMC503	INTERNATIONAL MARKETING	4(3-1-0)	60	20	20	--	--	100	3 hr.	--

Course Objective

The major objective of this course is to provide an exposure to the area of Marketing in the International perspective due to ever increasing business dealings in the foreign markets.

Course Outcome

After getting the knowledge of this subject students will able to understand the different aspects of international marketing so as to take decision for expansion of the organization and increasing business dealings in the foreign markets.

Syllabus

Unit 1: Introduction to International Marketing, Meaning of International marketing, Differences between Domestic and International Marketing, Importance of International Marketing, International Marketing environment, Economic, Political, Legal, Socio-cultural and Technological Environment, International Market entry strategies, Country Identification, Screening, Selection, Mode of Entry.

Unit 2: International Product designing, International Products, and International Brands, Product adaptation vs. Product Standardization, Product Line Decisions, International Product Life Cycle, New Product Development, Pricing for International Products, Factors Affecting International Price Determination, Methods of Pricing, International Price Quotations, Dumping, Price Distortion.

Unit 3: India's foreign trade, Trends in Foreign trade, Foreign Trade Policy, Exim Policy of India, Objectives of the Exim Policy. Export Procedure and Documentation, Export and Import Procedure, Naming the Business, Selecting the Company, Making Effective Business Correspondence, Processing an Export Order.

Unit 4: Regionalism vs. multilateralism: Evolving Multilateral Trading System, Recent Rise of Regionalism, Inter-relationship between Multilateralism and Regionalism, Basic Principles of the Multilateral Trading System, Trade Blocs, Important Grouping in The World, SAARC, North American Free Trade Agreement (NAFTA), Asia-Pacific Economic Cooperation, Organization for Economic Co-operation and Development, European Union, Association of Southeast Asian Nations, Role of WTO.

Unit 5: International Marketing Research, Need for Overseas Market Research, Screen Potential Markets, The Scope of International Marketing Research, The International Marketing Research Process, Defining the Research Problem and Research Objectives, Developing the Research Plan, Deciding on Information Sources, Secondary Data, Primary Data, Planning and Conduct of Market Survey, Setting Objectives, Adopting Methodology, Survey Conducting, Survey Techniques, Survey Reporting.

Reference Books

- Jaiswal Bimal: International Business Himalaya Pub. H. Pvt. Ltd.
- Cherunilam Francis International Business Himalaya. Pub. H. Pvt. Ltd.
- Sharan Vyuptakesh: International Business Management Phi. Lear. Pvt. Ltd.

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> • know the concepts and operations of marketing in international environment. 	<ul style="list-style-type: none"> • Theory classes and live laboratories on International Marketing, Meaning of International marketing, differences between Domestic and International Marketing, Importance of International Marketing, International Marketing environment, Economic, Political, Legal, Socio-cultural and Technological Environment, International Market entry strategies, Country Identification, Screening, Selection, Mode of Entry. 	<ul style="list-style-type: none"> • Multiple choice questions, quiz, Class test and students' presentation. Case study.
2.	<ul style="list-style-type: none"> • develop and implement plans and strategies for entering international markets and managing overseas operations. 	<ul style="list-style-type: none"> • Theory classes and live laboratories on International Product designing, International Products, and International Brands, Product adaptation vs. Product Standardisation, Product Line Decisions, International Product Life Cycle, New Product Development, Pricing for International Products, Factors Affecting International Price Determination, Methods of Pricing, International Price Quotations, Dumping, Price Distortion. 	<ul style="list-style-type: none"> • Multiple choice questions, case study.
3	<ul style="list-style-type: none"> • Develop an understanding of and an appreciation for basic international marketing concepts, theories, principles, and terminology. 	<ul style="list-style-type: none"> • Theory classes and live laboratories on India's foreign trade, Trends in Foreign trade, Foreign Trade Policy, Exim Policy of India, Objectives of the Exim Policy. Export Procedure and Documentation, Export and Import Procedure, Naming the Business, Selecting the Company, Making Effective Business Correspondence, Processing an Export Order. 	<ul style="list-style-type: none"> • Student's presentation, quiz, class test focusing on short notes and definitions.
4.	<ul style="list-style-type: none"> • Understanding importance of trade block and analyses the performance of various trade block. 	<ul style="list-style-type: none"> • Theory classes and live laboratories on Regionalism vs. multilateralism: Evolving Multilateral Trading System, Recent Rise of Regionalism, Inter-relationship between Multilateralism and Regionalism, Basic Principles of the Multilateral Trading System, Trade Blocs, Important Grouping In The World, SAARC, North American Free Trade Agreement (NAFTA), Asia-Pacific Economic Cooperation, Organisation for Economic Co-operation and Development, European Union, Association of Southeast Asian Nations, Role of WTO. 	<ul style="list-style-type: none"> • Class tests, assignments, quiz, student presentations, case study.

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
5	<ul style="list-style-type: none"> Understand the international marketing research and its methodology. 	<ul style="list-style-type: none"> Theory classes and live laboratories on International Marketing Research, Need for Overseas Market Research, Screen Potential Markets, The Scope of International Marketing Research. The International Marketing Research Process, Defining the Research Problem and Research Objectives, Developing the Research Plan, Deciding on Information Sources, Secondary Data, Primary Data, Planning and Conduct of Market Survey, Setting Objectives, Adopting Methodology, Survey Conducting, Survey Techniques, Survey Reporting. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations, case study.



MAJOR CORE-II
3MRMC503: RISK MANAGEMENT
 (Credits: Theory-4, Tutorials-2)
 Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical			Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work	Total		
3MRMC503	RISK MANAGEMENT	4(3-1-0)	60	20	20	-	-	100	3 hr	-

Course Objective

The objective of this course is to impart knowledge to students regarding the techniques of measurement and control of risk.

Course Outcome

The course aims to provide the students with a broad understanding of risk and as a means to manage it. This forms the foundation to facilitate the students in their further studies on risk management.

Syllabus

Unit 1: Introduction to risk management: The Concept of Risk, Risk v/s Uncertainty, Different types of risk; Risk management v/s Risk avoidance; Risk Management Process; Risk Management Policies; Risk Immunization Strategies.

Unit 2: Measurement and Control of Risk: Identifying Measures and Controlling Risk – Statistical Method, Fixation and Delegation of Limits.

Unit 3: Asset Position Limits/ Deal Size/Individual Dealers/Stop Loss Limits. Margins: Value at Risk Margin, Extreme Loss Margin, Mark to market Margin.

Unit 4: Management of Risk: Credit risk, Asset-liability gap risk, Interest rate risk, market risk, currency risk, due-diligence risk, systematic and unsystematic risk.

Unit 5: Tools of risk management: insurable and non-insurable. Financial Derivatives: meaning, types and uses. Participants in derivatives market. Contract details of financial derivatives in Indian market: an overview.

Reference Books

- Fundamentals Of Risk Management: Paul Hopkin Kogan Page Ltd.
- Financial Risk Management: Jimmy Skoglund, Wei Chen Wilky Publication.

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> Demonstrate knowledge of the range of financial and financial related risks facing organizations. 	<ul style="list-style-type: none"> Theory class focussing on risk involved in financial decisions. Some cases of Risk and returns. 	<ul style="list-style-type: none"> Multiple choice questions, quiz, Class test and Case studies.
2.	<ul style="list-style-type: none"> understand the approach to risk management through risk identification, risk measurement and risk management (or mitigation). 	<ul style="list-style-type: none"> Theory class understand and assess the risk and using tools for final decision making. 	<ul style="list-style-type: none"> Multiple choice questions, Class test, Case Study.
3	<ul style="list-style-type: none"> Understand reputational risk. 	<ul style="list-style-type: none"> Theory Classes on Asset Position Limits/ Deal Size/Individual Dealers/Stop Loss Limits. Margins: Value at Risk Margin, Extreme Loss Margin, Mark to market Margin. 	<ul style="list-style-type: none"> the following, students' presentation, quiz, class test focusing on short notes and definitions.
4.	<ul style="list-style-type: none"> Understand asset liability management risk. 	<ul style="list-style-type: none"> Theory classes on Credit risk, Asset-liability gap risk, Interest rate risk, market risk, currency risk, due-diligence risk, systematic and unsystematic risk. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.
5	<ul style="list-style-type: none"> Understand operational risk and how to manage it. 	<ul style="list-style-type: none"> Theory Class on Tools of risk management, Financial Derivatives. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.



MAJOR CORE-III

3MCMC503: COMPENSATION MANAGEMENT

(Credits: Theory-4, Tutorials-2)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.		
			Theory			Practical			Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work				
3MCMC503	COMPENSATION MANAGEMENT	4(3-1-0)	60	20	20	--	--	100	3 hr	--	

Course Objective

This course is designed to promote understanding of issues related to the compensation or rewarding human resources in the corporate sector, public services and other forms or organizations and to impart skills in designing, analyzing and restructuring reward management systems, policies and strategies.

Course Outcome

Students will be able to understand the different compensation and benefits which can be given to employees and also maintain a healthy environment in the organization whether public or private.

Syllabus

Unit 1: Overview of compensation: Meaning, Importance of compensation, Elements of compensation, Factors influencing Effective compensation, Compensation process, Designing Compensation System, Strategic Compensation System. Wage concepts: Minimum, Fair and Living wage; Compensation Philosophies, Conceptual and theoretical understanding of economic theory.

Unit 2: Employee satisfaction and motivational issues in Compensation; Executive Compensation; Differentials; Internal and External Equity in Compensation system.

Unit 3: Performance management framework: Definition and coverage, reason for undertaking PM, PM Process, Diagnosis and Bench marking, Setting Performance standards, Performance measurement, Review of performance, Rewarding Performance through Financial and Non-Financial aspects. Understanding different components of compensation packages like fringe benefits, perks, incentives and retirement plans.

Unit 4: Laws relating to Workmen Compensation: Workmen's compensation Act, Minimum Wages act, Payment of Wages act, Payment of bonus act, Provident fund act, Equal Remuneration Act.

Unit 5: Institution/machineries related to Reward system: Wage boards, pay commission. Government, public and private sector compensation, Wage and productivity: Concepts and regulations.

Reference Books

- Ghosh Biswanath: - Human Resources Development and Management Vikas Publishing House.
- Pattanayak Biswajeet: - Human Resource Management PHE Learning.
- Arora Vikas, Arora Seema: - Human Resource Management Global Publishing House.

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> An overview of The Overview of compensation: Meaning, Importance of compensation, Elements of compensation, Factors influencing Effective compensation. 	<ul style="list-style-type: none"> Theory class focussing on discussion about the compensation, Factors influencing Effective compensation. 	<ul style="list-style-type: none"> Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> Knowledge of the structure, of The Employee satisfaction and motivational issues in Compensation; Executive Compensation; Differentials; Internal and External Equity in Compensation system. 	<ul style="list-style-type: none"> Diagrammatic representation of the concept of Compensation; Differentials; Internal and External Equity in Compensation system. 	<ul style="list-style-type: none"> Multiple choice questions.
3.	<ul style="list-style-type: none"> Knowledge of the Performance management framework: Definition and coverage, reason for undertaking PM, PM Process, Diagnosis. 	<ul style="list-style-type: none"> Theory classes and discussion on PM, PM Process, Diagnosis. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentation.
4	<ul style="list-style-type: none"> An overview on The Laws relating to Workmen Compensation: Workmen's compensation Act, Minimum Wages act, Payment of Wages act. 	<ul style="list-style-type: none"> Theory classes and discussion on Minimum Wages act, Payment of Wages act. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentation.
5	<ul style="list-style-type: none"> An overview on The Institution/machineries related to Reward system: Wage boards, pay commission. Government, public and private. 	<ul style="list-style-type: none"> welfare, Theory classes and discussion on pay commission. Government, public and privates. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentation.

MAJOR CORE-III
3MRMC503: RETAIL MANAGEMENT
 (Credits: Theory-4, Tutorials-2)
 Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.		
			Theory			Practical			Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work				
3MRMC503	RETAIL MANAGEMENT	4(3-1-0)	60	20	20	--	--	100	3 hr.	--	

Course Objective

The aim of this subject is to provide fundamental knowledge about retail and retailing concepts in India along with various aspects of retail operations.

Course Outcome

- After completing this subject student becomes familiarize with the concepts and various aspects of retail and able to manage the entire retail operations.

Syllabus

Unit 1: To Retail Management: - Meaning of Retail and Retailing, Types of Retailers, Retailing in India. Planning and Merchandise Management for Retail Outlets: - Meaning, Categorizing the buying Process, Setting Objectives for Merchandising Plan, Sales Forecasting, Assortment Planning Process.

Unit 2: Finance And Location Strategies for Retailing: - Activity Based Costing (ABC), Factors Influencing Retailer's Choice of Location, Retail Location Strategies. location selection: - Factors Affecting the Location of Retail Outlet, Marketing Management and Related Issues in Retailing: - Meaning, Understanding Consumer Behaviour, Stages in the Buying Process, Pricing Strategies and Types, Retail Promotion and communication.

Unit 3: Stores Loyalty Management and Visual Merchandising: - Meaning of Customer Loyalty, Variables Influencing Store Loyalty, Motives for shopping and within the store Factors, Retailing and Information Technology (It) Support Systems: - Meaning of Information Technology and Its Growing Role in Retailing, Campaign Management, Benefits of Data Base Marketing, Applications of IT to Retailing.

Unit 4: Supply Chain Management: - Meaning of Supply Chain Management, Retail Logistics, Merchandise Flows, Online Logistics Management. Importance Of Customer Service and Quality Management: - Meaning of Customer Service, Customer's perspective of service Quality, the 'GAPS Model' CRM: - Meaning and Importance of CRM, Steps Involved in the 'CRM' Process.

Unit 5: Management Of WOES, Franchising, Brand and Malls: - Focus on safety / Security at Retail Outlets, Handling of Inventory Shrinkages, Measures to Reduce shoplifting, Parking space problems at Retail Centers. Franchising, Brand and Mall Management: - Meaning of 'Franchising, Mall Management.

Reference Books

- Gupta S.L.: - Retail Management Wisdom Pvt Ltd.
- Garg A: - Sales Management Wisdom Pvt Ltd.

Facilitating the achievement of course learning objectives

Unit No.	Course Learning Outcomes	Teaching and Learning Activities	Assessment Tasks
1	- Understand the meaning of retail and retailing	- Lectures on the concept and types of retailers	- Written exam assessing understanding of retail concepts and types of retailers
	- Learn about planning and merchandise management for retail outlets	- Case studies on setting objectives for merchandising plans and assortment planning processes	- Group project to create a merchandising plan for a hypothetical retail outlet
2	- Explore finance and location strategies for retailing	- Guest lectures on activity-based costing and factors influencing retailer's choice of location	- Individual assignment on conducting an ABC analysis for a retail business
	- Understand location selection strategies for retail outlets	- Field trips to observe retail locations and analyze their suitability	- Presentation on retail location strategies and their impact on business success
	- Learn about marketing management and related issues in retailing	- Interactive sessions on consumer behavior and pricing strategies	- Case study analysis on effective retail promotion and communication strategies
3	- Understand store loyalty management and visual merchandising	- Workshops on creating visual merchandising displays and strategies for building store loyalty	- Observation report on store layouts and customer behavior patterns
	- Explore retailing and information technology (IT) support systems	- Demonstrations of IT applications in retailing and their benefits	- Individual project on implementing a database marketing campaign using IT systems
4	- Learn about supply chain management and its importance in retailing	- Seminars on retail logistics and merchandise flows	- Group project on designing a supply chain management strategy for a retail business
	- Understand the importance of customer service and quality management in retailing	- Role-playing exercises to simulate customer service scenarios	- Mystery shopping exercise to evaluate customer service quality
	- Explore customer relationship management (CRM)	- Guest lectures on the importance of CRM and its implementation steps	- Written report on implementing CRM processes and their impact on customer satisfaction
5	- Understand management of woes in retail outlets and measures to address them	- Panel discussions on safety and security measures in retail outlets	- Risk assessment and mitigation plan for a retail outlet
	- Learn about franchising, brand, and mall management	- Case studies on successful franchising models and mall management strategies	- Presentation on the advantages and challenges of franchising in the retail industry

MAJOR CORE-III

3MTPC503: TAX MANAGEMENT AND PLANNING

(Credits: Theory-4, Tutorials-2)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.		
			Theory			Practical			Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work				
3MTPC503	TAX MANAGEMENT AND PLANNING	4(3-1-0)	60	20	20	--	--	100	3 hr	--	

Course Objective

This subject provides an introduction to, and overview of, fundamental concepts of income. Topics include Introduction to Taxation, including income tax, capital gains tax, fringe benefits tax, and goods and services tax.

Course Outcome

On successful completion of this subject, students will be able to: Employ a broad understanding of tax law, conduct tax law research by using research skills to interrogate primary and secondary legal materials, and analyse and synthesize complex legal information.

Syllabus

Unit 1: Income Tax: Introduction, Concept of Income, Historical Background of Income Tax, Overview of Income Tax Law in India, Basic Concepts of Income Tax, Agricultural Income, Income Tax Systems in India, Residential Status and Taxation, Introduction, Residential Status (Section 6), Residential Status of a Company, Incidence of Tax, Scope of Income.

Unit 2: Corporate Tax Planning, Introduction, Concept of Tax Planning, Overview of Corporate Tax Planning, Tax Evasion, Tax Avoidance, Tax Management.

Unit 3: Set-off and Carry Forward of Losses, Introduction, Set-off and Carry Forward of Losses: Meaning and Scope, Section 71 B, Sections 72 and 80, Section 72A, Section 72AA, Section 72AB, Section 73 and Section 73A, Section 74, Section 74 A (3), Section 78 and Section 79, Order of Set-off of Losses.

Unit 4: Computation of Taxable Income of Companies, Introduction, Computation of Taxable Income of Companies, Minimum Alternative Tax (MAT), Tax on Distributed Profits of Domestic Company, Tax on Dividend and Income Received from Venture Capital Companies.

Unit 5: Tax Planning for Different Organizations, Introduction, Decision Regarding Forms of Organizations, Tax Planning for Sole Proprietorship, Tax Planning for Partnership, Tax Planning for Company, Tax Consideration in Specific Managerial Decisions, Introduction, Managerial Decision, Tax Planning Regarding Employees Remuneration, Tax Planning Regarding Fringe Benefit Planning, Tax Planning Regarding Remuneration Planning, Case Studies.

Reference Books

- Income Tax Law and Practice: Shripal Saklecha Saitya Bhawan Publication.
- Tax Planning and Management: Shripal Saklecha, Anit Saklecha Sahitya Bhawan Publication.
- Income Tax: H. C. Manhotra, Dr. S. P. Goyal Bharat Publication.

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> Student will understand tax planning tax management tax evasion tax avoidance types of company's residential status of companies and tax incident. 	<ul style="list-style-type: none"> Theory class focussing on discussion about the types of companies, residential status of company and tax incidence. 	<ul style="list-style-type: none"> Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> Knowledge of the structure and tax planning with reference to setting up of a new business location of business nature of business from of organization. 	<ul style="list-style-type: none"> Diagrammatic and numerical representation of the structures and discussion on tax planning with reference to setting-up of a new business. 	<ul style="list-style-type: none"> Multiple choice questions, Class test.
3	<ul style="list-style-type: none"> Knowledge of the structure and composition of tax planning with reference to specific management. 	<ul style="list-style-type: none"> Theory class and discussion on decision relating Make or Buy, Own or Lease, Repair or Replace, Tax planning with reference to employees. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.
4.	<ul style="list-style-type: none"> An overview on tax planning in respect of non- residents' taxable income for non-residents interest salaries and exemption from tax non residents. 	<ul style="list-style-type: none"> Theory classes and discussion on Planning in respect of non- residents' taxable income. Example- Interest, salaries, and exemptions from tax. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.
5	<ul style="list-style-type: none"> An overview on tax planning with reference to business restructuring amalgamation demerger slump sale. 	<ul style="list-style-type: none"> Diagrammatic and numerical representation of the structure and the discussion on amalgamation demerger slump sale. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.



DR. C.V.RAMAN UNIVERSITY

MINOR CORE

3MMDM504: MANAGEMENT TRAINING AND DEVELOPMENT

(Credits: Theory-4, Tutorials-2)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.		
			Theory			Practical			Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work				
3MMDM504	MANAGEMENT TRAINING AND DEVELOPMENT	4(3-1-0)	60	20	20	--	--	100	3 hr	--	

Course Objective

This subject deals with training and developmental aspects of employees, various training methods and techniques, management development program etc.

Course Outcome

After completion of this course, students will understand the importance of training and development from the perspective of fresher and existing employees

Syllabus

Unit 1: Meaning, need, importance, Benefits, objectives, difference between Training and Development. Training need – Training need Assessment Approaches to training need.

Unit 2: Learning: - Definition characteristic Nature, theories of learning, shaping Behaviour, the law of effect schedules of Reinforcement, use of Reinforcement theory in Behaviour modification.

Unit 3: Training: - Process of training, methods, technique and Aids in training, Areas of training.

Unit 4: Implementation: - Method for implementation, skill and stale of trainers, validation and evaluation of training program.

Unit 5: Management Development: - Introduction, what is MD? Essential ingredients of Management Development program, Technique of Management development, Selection of technique.

Reference Books

- Employee Training and Development: Raymond A Noe.
- Training For Development: R.K. Sahu. Excel Books; First Edition (14 December 2012).
- Training And Development: S.K. Bhatia Deep and Deep Publication.

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> An overview of Introduction: Meaning, need, importance, Benefits, objectives, difference between training and Development. Training need. 	<ul style="list-style-type: none"> Theory class focussing on discussion about the difference between training and Development. Training need. 	<ul style="list-style-type: none"> Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> Knowledge of the structure, schedules of Reinforcement, use of Reinforcement theory in behaviour modification. 	<ul style="list-style-type: none"> Diagrammatic representation of the structures, use of Reinforcement theory in behaviour modification. 	<ul style="list-style-type: none"> Multiple choice questions.
3.	<ul style="list-style-type: none"> Knowledge of the Training: - Process of training, methods, technique and Aids in training, Areas of training. 	<ul style="list-style-type: none"> Theory classes and discussion, technique and Aids in training, Areas of training. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.
4	<ul style="list-style-type: none"> An overview on Implementation: - Method for implementation, skill and state of trainers, validation and evaluation of training programme. 	<ul style="list-style-type: none"> Theory classes and discussion on validation and evaluation of training programme. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.
5	<ul style="list-style-type: none"> An overview on Management Development: - Introduction, what is MD? Essential ingredients of Management Development programme. 	<ul style="list-style-type: none"> welfare, Theory classes and discussion on Essential ingredients of Management Development programs. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.



DR. C.V.RAMAN UNIVERSITY

MINOR CORE

3MSMM504: SERVICE MARKETING

(Credits: Theory-4, Tutorials-2)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.		
			Theory			Practical			Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work				
3MSMM504	SERVICE MARKETING	4(3-1-0)	60	20	20	--	--	100	3 hr	--	

Course Objective

The objective of the course is to develop an understanding of services and service marketing with emphasis on various aspects of service marketing which make it different from goods marketing.

Course Outcome

After studying this subject student get an insight about aspects of services and service marketing which helps them to take effective decisions related to services offered by the service organisations.

Syllabus

Unit 1: Introduction – Concept of services, Importance of Service Sector in Economy, Characteristics Service marketing mix, Environment of Service Marketing (Micro as well as Macro).

Unit 2: The Purchase Process for Services – Segmentation, Targeting and Positioning, Service Encounters, Service Quality – Meaning, Service Quality Gaps and Models (SERVQUAL and SERVPERF).

Unit 3: Product - Product differentiation, Product levels, Pricing of services- Pricing concepts, Strategies, Use of differential pricing, Place-Service distribution, components of service delivery system.

Unit 4: Promotion- Advertising, Sales Promotion and Personal Selling in service industry, People- Peoples involvement in services, managing people for service advantage, Physical Evidence-Concept of Physical Evidence, Importance, types of Physical Evidence in various services, Process-Concept, Types of process.

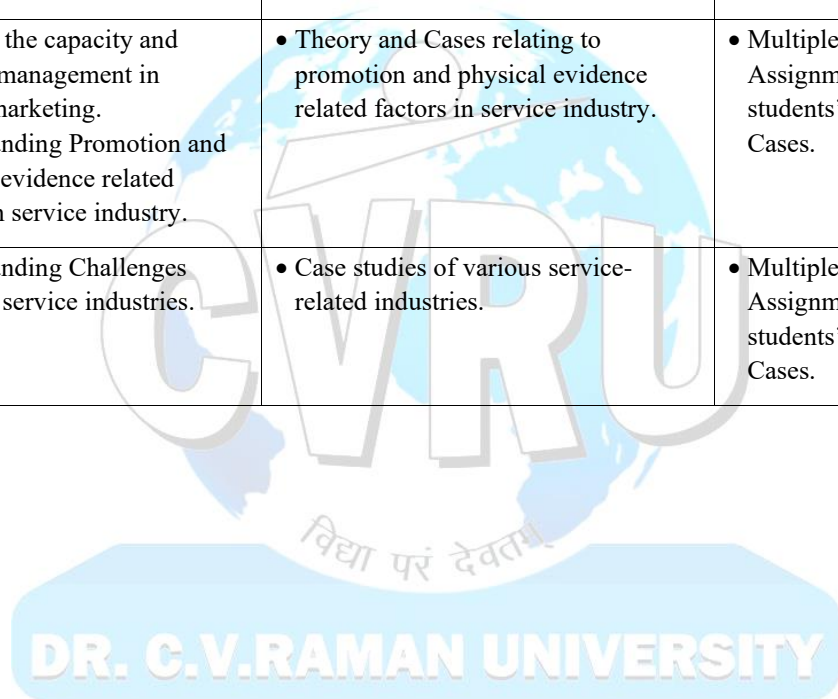
Unit 5: Challenges in Marketing of services Application of Service Marketing to Hospitals, Educational Institutions, Tourism Industry and Hotel Industry.

Reference Books

- Lovelock Christopher And El Al: - Services Marketing (P.T.S.) World Scientific.
- Bhandari Deepak, Sharma Amit: - Marketing of Services Vrinda Publications P Ltd.; 1E Edition (16 April 2014).
- Gordon E. Natarajan K.: - Financial Markets and Services Himalaya Publication House.

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> Understand and apply the extended marketing mix for various service industries. 	<ul style="list-style-type: none"> Theory Class showing various service industries and their activities. Impact of micro and macro environment on service industry 	<ul style="list-style-type: none"> Multiple choice questions, Assignment, Class test and students' presentation.
2.	<ul style="list-style-type: none"> Measure and Manage service quality, service Gap. 	<ul style="list-style-type: none"> Theory and case study to understand Segmentation, Targeting and Positioning in service industry. Understanding SERVQUAL and SERVPERF Model. 	<ul style="list-style-type: none"> Multiple choice questions, Assignment, Class test and students' presentation. Cases.
3	<ul style="list-style-type: none"> Understanding Product and Price related Decisions in service. 	<ul style="list-style-type: none"> Theory and cases to understand product and pricing related factors in service industry. 	<ul style="list-style-type: none"> Multiple choice questions, Assignment, Class test and students' presentation. Cases.
4.	<ul style="list-style-type: none"> Evaluate the capacity and demand management in service marketing. Understanding Promotion and physical evidence related factors in service industry. 	<ul style="list-style-type: none"> Theory and Cases relating to promotion and physical evidence related factors in service industry. 	<ul style="list-style-type: none"> Multiple choice questions, Assignment, Class test and students' presentation. Cases.
5	<ul style="list-style-type: none"> Understanding Challenges faced by service industries. 	<ul style="list-style-type: none"> Case studies of various service-related industries. 	<ul style="list-style-type: none"> Multiple choice questions, Assignment, Class test and students' presentation. Cases.



MINOR CORE

3MBFM504: BANKING AND FINANCE

(Credits: Theory-4, Tutorials-2)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.		
			Theory			Practical			Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work				
3MBFM504	BANKING AND FINANCE	4(3-1-0)	60	20	20	--	--	100	3 hr	--	

Course Objective

It provides students with a basic knowledge of how international financial markets, understanding of exchange rates, currency values fluctuate. It provides an in-depth understanding of the process and techniques used to make international investment decisions.

Course Outcome

On successful completion of the course students will be able to: Describe the basic concepts and theories that explain the function and evolution of banking and finance, analyses the role of the Bank of International Settlements and the functioning of international banking and financial markets.

Syllabus

Unit 1: Evolution of Banking Institution, Introduction, Evolution of Modern Banking, Functions of banks, Banking Structure in India, Latest Advancements in Banking Sector, Challenges to Banking Industry.

Unit 2: Commercial Banking, Introduction, Activities of Commercial banks, Retail Banking, Retail banking – Liability Focused Segment (Deposit Accounts), Commercial Banks: Loans and Advances.

Unit 3: Credit policy: Credit Management, Operational Risk Management in Commercial Banks.

Unit 4: Commercial Banks and Priority Sector Advances, Introduction, The priority Sector, Small Scale Industries–RBI Guidelines, Self Help Groups, Micro Credit.

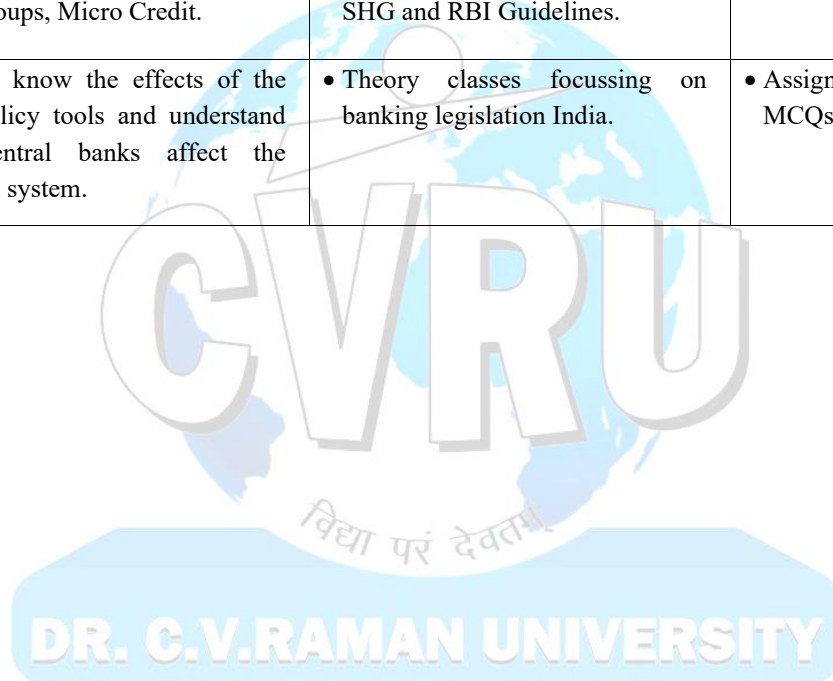
Unit 5: Banking Legislations and Reforms, Introduction, Banking Laws, Other Important Laws as Applied to Banking, Banking Sector Reforms

Reference Books

- Singh S. P.: - Indian Financial System Ane Books (1 December 2009).
- Bharti V Pathak: - Indian Financial System Pearson Publication.
- Sarkar A. N.: - Strategic Business Management and Banking Deep and Deep Publications (1 December 2005).

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> This course studies the purpose and the functions of central banks and monetary policies and how they have evolved over time. 	<ul style="list-style-type: none"> Theory and discussion focussing on functions of bank and challenges faced by banks in India. 	<ul style="list-style-type: none"> Multiple choice questions, Assignment, Class test and students' presentation.
2.	<ul style="list-style-type: none"> Students are introduced to the tools of monetary policy and to the rules that central banks follow. 	<ul style="list-style-type: none"> Theory focussing on bank activities, types of accounts, cases on Loan and advances. 	<ul style="list-style-type: none"> Assignments, Class test, MCQs, Student's presentations.
3	<ul style="list-style-type: none"> Students will understand special attention to Credit Management, Operational Risk Management. 	<ul style="list-style-type: none"> Theory and cases to understand credit management and Operational Risk Management. 	<ul style="list-style-type: none"> Assignments, Class test, MCQs, Case Study.
4.	<ul style="list-style-type: none"> Understanding Small Scale Industries–RBI Guidelines, Self Help Groups, Micro Credit. 	<ul style="list-style-type: none"> Theory and case studies to understand the functions of SSI, SHG and RBI Guidelines. 	<ul style="list-style-type: none"> Class test, Assignment, MCQs.
5	<ul style="list-style-type: none"> Students know the effects of the main policy tools and understand how central banks affect the financial system. 	<ul style="list-style-type: none"> Theory classes focussing on banking legislation India. 	<ul style="list-style-type: none"> Assignments, Class test, MCQs, Case Study.



MINOR CORE

3MRS504: RESEARCH METHODOLOGY

(Credits: Theory-2, Tutorials-0)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work			
3MRS504	RESEARCH METHODOLOGY	2(0-1-0)	60	20	20	--	--	100	3 hr	--

Course Objective

This subject gives a brief understanding about the research concepts and process. This subject aims to developing research skills in the field of management as well as their application in the business decision making.

Course Outcome

- Understand Research Fundamentals – Explain research types, process, and concepts.
- Formulate Hypotheses & Research Design – Develop hypotheses and construct research designs.
- Apply Measurement & Sampling Techniques – Understand measurement, sampling methods, and data collection tools.
- Write Effective Research Reports – Structure reports with proper formatting, layout, and summaries.

Syllabus

Unit 1: Fundamentals of Research, Introduction, Types of Research, Research Process, Introduction, Research Process.

Unit 2: Hypothesis, Introduction, Meaning of Hypothesis, Formulation of Research Design.

Unit 3: Concept of Measurement: Meaning of Measurement, Errors in Measurement, Techniques of Measurement, Sample Questionnaire Items for Attitude Measurement, Sampling Design: Introduction, Meaning and Concepts of Sample, Steps in Sampling, Criteria for Good Sample, Types of Sample Design, Distinction between Probability Sample and Non-probability Sample.

Unit 4: Data Collection, Introduction, Types of Data-Sources, Miscellaneous Secondary Data, and Tools for Data Collection.

Unit 5: Report Writing, Introduction, Significance of Report Writing, Steps in Report Writing, Layout of Report, Types of Reports, Executive Summary, Mechanics of Writing Reports, Precautions for Writing Report.

Reference Books

- Kothari, C.R. & Garg, G. – Research Methodology: Methods and Techniques (New Age International Publishers)
- Bryman, A. – Social Research Methods (Oxford University Press)
- Saunders, M., Lewis, P., & Thornhill, A. – Research Methods for Business Students (Pearson)
- Bhattacharyya, D.K. – Research Methodology (Excel Books)
- Cooper, D.R. & Schindler, P.S. – Business Research Methods (McGraw Hill)

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1	<ul style="list-style-type: none"> • Understand research fundamentals, types, and processes. 	<ul style="list-style-type: none"> • Lectures, Discussions, Case Studies 	<ul style="list-style-type: none"> • MCQs, Short Answer Questions
2	<ul style="list-style-type: none"> • Formulate research hypotheses and design research frameworks. 	<ul style="list-style-type: none"> • Group Activities, Problem-Solving Exercises 	<ul style="list-style-type: none"> • Assignments, Quiz
3	<ul style="list-style-type: none"> • Explain measurement concepts, errors, and sampling techniques. 	<ul style="list-style-type: none"> • Practical Examples, Hands-on Exercises 	<ul style="list-style-type: none"> • Case Study, Report Writing
4	<ul style="list-style-type: none"> • Identify data sources and apply data collection tools. 	<ul style="list-style-type: none"> • Field Work, Data Collection Exercises 	<ul style="list-style-type: none"> • Data Analysis Assignment, Presentation
5	<ul style="list-style-type: none"> • Write structured research reports with proper formatting. 	<ul style="list-style-type: none"> • Workshops, Report Writing Practice 	<ul style="list-style-type: none"> • Research Report Submission, Viva



INTERNSHIP PROJECT
3MIPI505: INTERNSHIP PROJECT
 (Credits: Theory-4, Tutorials-2)
 Scheme of Examination

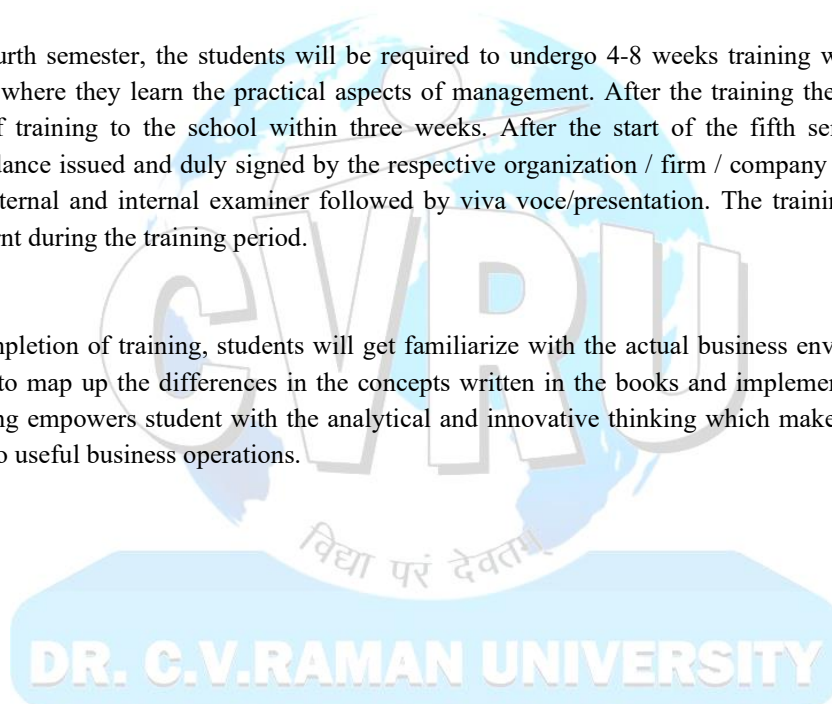
Subject Code	Subject Name	Credits	Maximum marks Allotted				Duration of Exam.	
			External (Viva-voce)		Internal	Total	Theory	Practical
			Max	Min	Term work			
3MIPI 505	INTERNSHIP PROJECT	2(0-0-2)	60	20	20	100	--	--

Course Objective

After completing fourth semester, the students will be required to undergo 4-8 weeks training with any organization / firm / company etc. where they learn the practical aspects of management. After the training the student is required to submit the report of training to the school within three weeks. After the start of the fifth semester along with the certificate and attendance issued and duly signed by the respective organization / firm / company etc. The report will be evaluated by one external and internal examiner followed by viva voce/presentation. The training report should show what student has learnt during the training period.

Course Outcome

After successful completion of training, students will get familiarize with the actual business environment and working conditions and able to map up the differences in the concepts written in the books and implemented in actual business scenario. This training empowers student with the analytical and innovative thinking which makes them able to modify the basic concept into useful business operations.





BACHELOR OF BUSINESS ADMINISTRATION

(BBA – CKUG03A03)

VI Semester

(Effective from Academic Year 2023-24)

DR. C.V.RAMAN UNIVERSITY

MAJOR CORE-I

3MIHC603: INTERNATIONAL HUMAN RESOURCE MANAGEMENT

(Credits: Theory-4, Tutorials-2)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.		
			Theory			Practical			Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work				
3MIHC603	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	6(4-2-0)	60	20	20	--	--	100	3 hr	--	

Course Objective

This subject focuses on human resource planning and development, various job-related aspects like analysis, description, welfare and safety issues etc.

Course Outcome

After completion of this course, students will be able to understand international aspects of human resource management.

Syllabus

Unit 1: Overview of International HRM, Differences between International and Domestic HRM, Developing International HR Strategies, Types of International Employees, Barriers to Effective Global HRM, Model of International HRM, Expanding HRM Role in International Firms, Multinational Structures, Strategies for International Organizations, Integrated Strategic Framework.

Unit 2: IHRM: International Recruitment and Selection: Labour Market Sources, Recruitment Methods, Selection Criteria and Techniques. Multinational Performance Management: Link with HR Processes, Factors Affecting Individual Performance, Appraisal Practices. Training and Development: Expatriate Training Practices, Cross-cultural Training, Shortcomings. Multinational Compensation System: Program Design, Objectives, Components, Approaches.

Unit 3: IHRM: Issues and Strategies, Re-entry and Career Issues: Expatriate Re-entry Process, Repatriation Program Design, Cultural Factors in Career Choice. Labour Relations: Key Issues, Trade Unions in MNCs, Response to Regional Integration.

Unit 4: IHRM: HRM Trends and Future Challenges: Ethical Considerations, Government Regulation, Ownership Issues, Political Risk Assessment, Legal Context, Social Responsibility. HR Issues in MNCs: Bribery, Corporate Citizenship, HR as a Global Citizen.

Unit 5: IHRM: Cultural Dimensions of IHRM: Cultural Variables, Perspectives, Cross-cultural Issues. Communication and Negotiations: Business Protocol, Negotiation Strategies. Organization Culture: National vs. Organizational Culture, Transferability, Potential Problems. Case Studies: Application of Cross-cultural Management Concepts.

Reference Books

- International HRM El: Allen D. Engle, Cengage India Publishing House.
- Human Resource Management System: Folarin, Jiecae, Ajpo Generals and Books Cengage India Publishing House.

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1	<ul style="list-style-type: none"> Understand International HRM basics, Differences from Domestic HRM, Develop Global HR strategies, Recognize types of international employees. 	<ul style="list-style-type: none"> Lectures, case studies, discussions on HR strategies, multinational structures. 	<ul style="list-style-type: none"> Quiz on International HRM basics, Case study analysis.
2	<ul style="list-style-type: none"> Comprehend international recruitment and selection, analyze performance management, evaluate training and development, Assess compensation systems. 	<ul style="list-style-type: none"> Presentations, role-play exercises, case studies on recruitment, training, compensation. 	<ul style="list-style-type: none"> Assignment on expatriate training, Test on performance management.
3	<ul style="list-style-type: none"> Address re-entry and career issues, discuss labor relations, Analyze responses to regional integration. 	<ul style="list-style-type: none"> Group discussions, presentations, debates on re-entry process, labor relations, regional integration. 	<ul style="list-style-type: none"> Role-play scenario, Case study analysis.
4	<ul style="list-style-type: none"> Recognize HR trends and challenges, understand ethical considerations, analyze legal and political risks, Assess HR issues in MNCs. 	<ul style="list-style-type: none"> Guest lectures, class debates, case studies on legal and political risks, bribery. 	<ul style="list-style-type: none"> Essay, Presentation on ethics.
5	<ul style="list-style-type: none"> Explore cultural dimensions, discuss communication and negotiation strategies, analyze organizational culture, Apply cross-cultural concepts. 	<ul style="list-style-type: none"> Group activities, role-playing exercises, case study discussions on culture and negotiation. 	<ul style="list-style-type: none"> Assessment on communication, Case study report.

MAJOR CORE-I

3MHAC603: PRODUCT AND BRAND MANAGEMENT

(Credits: Theory-4, Tutorials-2)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work			
3MPBC603	PRODUCT AND BRAND MANAGEMENT	6(4-2-0)	60	20	20	--	--	100	3 hr.	--

Course Objective

To understand the methods and strategy development for effective product and brand management.

Course Outcome

After completion, students will be able to understand the challenges in product and brand management so as to successfully establish and sustain brands and lead to extensions.

Syllabus

Unit 1: Introduction to Product and Brand Management, Emergence as a separate area of study, Product, Product Levels, Product Hierarchy, Classification of Product.

Unit 2: Product Mix - A strategic choice. Product Mix decisions, Product Line decision - strategic decision involving adding or pruning product lines.

Unit 3: Concept of STP and strategies, Product Positioning, Developing Positioning Strategy, Elements of Positioning, Positioning Methods, Communicating the Positioning Strategy.

Product Research - Importance, tools and analysis, Product Development and Testing, Product Launch Decisions.

Unit 4: Brand: Meaning, Definition, Evolution of Brands, Different Types of Brands, Functions of Brand to Consumer – Role of Brand – Advantages of Brand – Product Vs. Brand – Brand Life Cycle – Branding: Meaning, Creation of Brands – Branding Decisions. Brand Equity, Brand Positioning and Repositioning, Branding decisions, Family vs. individual Branding, Multiple branding, brand extension.

Unit 5: Branding Strategies: Multiple Branding, Brand Extension, Co-branding Strategies, Brand Personality, Brand Image Building, Brand Repositioning, Brand Leveraging – Branding Impact on Buyers and Competitors – Methods for Measuring Brand Equity – Methods for Measuring Brand Performance – Brand Audit.

Reference Books

- Product And Brand Management: Tapan K Panda, Oxford University Press.
- Brand Management: Kirti Dutta, Oxford University Press.

Facilitating the achievement of course learning objectives

Unit- No.	ourse learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> After the completion of the course the students will be able to examine the brand concepts in real-life setting by articulating the context and the rationale for the application. 	<ul style="list-style-type: none"> Theory Class and discussion on examples on Product and Brand related concepts. 	<ul style="list-style-type: none"> Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> At the end of the course the students will be able to understand what role does first P-i.e., Product plays in the marketing mix. 	<ul style="list-style-type: none"> Theory Class and discussion on examples on Product mix strategies. 	<ul style="list-style-type: none"> Multiple choice questions, Assignments, Class test.
3	<ul style="list-style-type: none"> The course will help students understand the need, process and types of market Segmentation, targeting and Positioning. 	<ul style="list-style-type: none"> Theory and discussion on examples of segmentations in Indian market and others strategies relating to STP. 	<ul style="list-style-type: none"> Class test, Case study, assignment.
4.	<ul style="list-style-type: none"> Enhance students' ability to apply creative and critical strategies and tactics involved in developing, positioning, leveraging, managing a brand, and measuring its value. 	<ul style="list-style-type: none"> Theory and discussion on Brand Development in Indian context. Cases of successful brand building. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.
5	<ul style="list-style-type: none"> Apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance After the completion of the course the students will be able to understand and analyses the Brand Portfolio of the companies. 	<ul style="list-style-type: none"> Theory and discussion on brand strategies, cases related to brand strategy. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.



MAJOR CORE-I

3MFSC603: FINANCIAL INSTITUTION AND SERVICES

(Credits: Theory-4, Tutorials-2)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work			
3MFSC603	FINANCIAL INSTITUTION AND SERVICES	6(4-2-0)	60	20	20	--	--	100	3 hr	--

Course Objective

This subject will provide depth knowledge of financial institutions, financial intermediaries, liquidity management; interest rate risk management; market risk; the role of capital; financial institutions regulation.

Course Outcome

On successful completion of this subject students should be able to explain the principles of financial intermediaries; Identify and analyses interest rate risk on the banking book and the trading book for a financial institution; Explain the key elements of liquidity risk for a financial institution, and how this risk is managed.

Syllabus

Unit 1: Financial System, Introduction, Functions of Financial System, Components of Financial System, Financial Markets, Introduction, Types of Financial Market, Capital Market, Money Market. Financial Institutions, Introduction, Definition of Financial Institutions, Types of Financial Institutions, Role in Economic Development, Commercial Banks, Emergence of Private Sector Bank after Liberalization, Financial Innovation in Commercial Banks, Assets and Liabilities Management by Commercial Banks. Reserve Bank of India, Introduction, Role of Reserve Bank of India, Functions of Reserve Bank of India.

Unit 2: Securities and Exchange Board of India, Introduction, SEBI Functions and Responsibilities, Guidelines, Types of Exchanges, BSE Derivative Trading, BSE Indices, Commodity Exchange. NABARD, Introduction, Role of NABARD, Functions of NABARD. Non-banking Financial Companies, Introduction, Concept of Non-banking Financial Companies, Guidelines of Non-banking Financial Companies, Industrial Finance Corporation of India (IFCI), State Financial Corporation's (SFCs), State Industrial Development Corporations (SIDCs), State Industries Development Bank of India (SIDBI).

Unit 3: Insurance Sector, Introduction, Public and Private Sector Insurance, Insurance Regulatory and Development Authority (IRDA), Terminology Used, Life Insurance, General Insurance.

Unit 4: Leasing, Introduction, Meaning of Taxation. Factoring and Forfeiting, Introduction, Meaning of Factoring and Forfeiting, Mechanics of Factoring and Forfeiting, Discounting of Bills, Rediscounting of Bills. Merchant Banking, Introduction, Meaning, Role, Functions, SEBI Guidelines regarding Merchant Banking, Underwriting Services in India. Venture Capital, Features of Venture Capital, Techniques of Venture Capital, Indian Venture Capital Scenario, Private Equity. Credit Rating, Introduction, Regulatory Framework, Credit Rating Process, Credit Rating Agencies.

Unit 5: Financial Services, Introduction, Concept of Financial Services, Role of Financial Services, Prudential Norms for Capital Adequacy, Emerging Trends in Financial Services, Nature of Financial Services, Types of Financial Services. Management of NPAs by Banks, Introduction, Meaning of NPA, Provisioning Norms given by RBI, Factors Contributing to NPAs, NPA Management Tools.

Reference Books

- Financial Markets, Institutions and Financial Services: Clifford Phi Learning.
- Financial Markets and Services: Gordon E. Natarajan K. Himalaya Publication.
- Financial Services: Tripathy Nalini Prava Phi Learning.

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> • Describe the role and structure of the Indian financial system. 	<ul style="list-style-type: none"> • Theory class and discussion about the financial system of India. 	<ul style="list-style-type: none"> • Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> • Explain key concepts such as financial intermediation and financial markets and instruments. 	<ul style="list-style-type: none"> • Theory and discussions on financial institutions of India. Understanding financial markets and instruments. 	<ul style="list-style-type: none"> • Multiple choice questions, assignments.
3	<ul style="list-style-type: none"> • Equip the students with required proficiency to enable them to work in banks and insurance companies. 	<ul style="list-style-type: none"> • Theory and discussions on public and private sectors insurance companies, IRDA Rules regulations, websites of RBI and other financial institutions. 	<ul style="list-style-type: none"> • Assignments on financial institutions.
4.	<ul style="list-style-type: none"> • Understand how various financial services like lease, hire purchase, venture capital and merchant banking services operate in the Indian context. 	<ul style="list-style-type: none"> • Theory and case study on venture capital. 	<ul style="list-style-type: none"> • Class tests, assignments, quiz, student presentations
5	<ul style="list-style-type: none"> • Ability to understand practical applications of investment and portfolio theories. 	<ul style="list-style-type: none"> • Theory of investment portfolio, NPA. 	<ul style="list-style-type: none"> • Class tests, assignments, quiz, student presentations.

DR. C.V.RAMAN UNIVERSITY

MAJOR CORE-II

3MLFC603: LEGAL FRAMEWORK GOVERNING HUMAN RELATION

(Credits: Theory-4, Tutorials-2)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work			
3MLFC603	LEGAL FRAMEWORK GOVERNING HUMAN RELATION	6(4-2-0)	60	20	20	--	--	100	3 hr	--

Course Objective

This course deals with various acts governing the rights establishment of factories, rights of employees, welfare, trade union etc.

Course Outcome

After completion of this course, Students will understand the need of manpower planning, various factors, policies, methods of HRD and will able to develop action planning and commercial awareness and skills inventory.

Syllabus

Unit 1: The Factories Act, 1948: Major provisions of factories Act with licensing, registration, health, safety and welfare, working hours of adult, Penalties and procedure.

Unit 2: The Industrial Dispute Act.1947: Concept, Settlement of Industrial dispute – procedure, powers and duties of authorities, strikes and lockouts, retrenchment and lay off provisions.

Unit 3: The Trade Union Act, 1926: Definition of a trade union, Registration of trade union, rights and duties of registered trade union, regulation, penalties.

Unit 4: The Workmen's compensation Act, 1923: Main Texts provisions – employer's liability for compensation, amount of compensation, distribution of compensation, notice and claim, other provisions.

Unit 5: The Employees State Insurance Act, 1948: Provisions regarding administration of the scheme, ESI corporation, standing committee, medical benefit council, ESI fund, The Maternity Benefit Act, 1961: Provision regarding prohibition of employment to women during certain periods, Maternity benefit leave and nursing breaks.

Reference Books

- Labour And Industrial Law: P.K. Padhi Phi Learning Pvt Ltd.
- Industrial Relation and Labour Law: Dr. Anju Agrawal Sped Publication.

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> An overview of The Factories Act, 1948: Major provisions of factories Act with licensing, registration, health, safety and welfare. 	<ul style="list-style-type: none"> Theory class focussing on discussion about the licensing, registration, health, safety and welfare. 	<ul style="list-style-type: none"> Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> Knowledge of the structure, of The Industrial Dispute Act ,1947: Concept, Settlement of Industrial dispute – procedure, powers and duties of authorities. 	<ul style="list-style-type: none"> Diagrammatic representation of the concept of Concept, Settlement of Industrial dispute – procedure, powers and duties of authorities. 	<ul style="list-style-type: none"> Multiple choice questions.
3.	<ul style="list-style-type: none"> Knowledge of the. The Trade Union Act, 1926: Definition of a trade union, Registration of trade union, rights and duties of registered trade union, regulation, penalties. 	<ul style="list-style-type: none"> Theory classes and discussion on registered trade union, regulation, penalties. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.
4	<ul style="list-style-type: none"> An overview on The Workmen's compensation Act, 1923: Main Texts provisions – employer's liability for compensation. 	<ul style="list-style-type: none"> Theory classes and discussion on Main Texts provisions – employer's liability for compensation. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.
5	<ul style="list-style-type: none"> An overview on The Employees State Insurance Act, 1948: Provisions regarding administration of the scheme, ESI corporation. 	<ul style="list-style-type: none"> welfare, Theory classes and discussion on Provisions regarding administration of the scheme, ESI corporation. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.

MAJOR CORE-II
3MIMC603: INDUSTRIAL MARKETING
 (Credits: Theory-4, Tutorials-2)
 Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.	
			Theory			Practical		Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work			
3MIMC603	INDUSTRIAL MARKETING	6(4-2-0)	60	20	20	--	--	100	3 hr.	--

Course Objective

The purpose of this course is to develop an understanding among the students about the various concepts of Industrial Marketing, which are helpful in developing sound marketing policies for industrial goods.

Course Outcome

After studying this subjects' students would able to differentiate methods adopted for Industrial goods marketing from Consumer goods and able to develop analytical skills required for marketing Industrial Goods.

Syllabus

Unit 1: The Industrial Marketing system and the Industrial Marketing concept, Industrial goods demand and product characteristics market levels and product types, the industrial customer, buyer motives business and institutional buyers.

Unit 2: Organisation Buying: BUYGRID MODEL, phases in purchasing decision process and their marketing implications, Buying centers, value analysis and vendor analysis.

Unit 3: Industrial market segmentation, bases for segmenting industrial market-macro and micro variables. Targeting the industrial product, positioning the industrial product. Industrial product life cycle, product mix, Service component—the provision of parts, technical assistance, terms of sales.

Unit 4: The distribution channel component—Industrial distributors, Formulation of channel strategy-conditions influencing channel structure. Brief introduction to Marketing Logistics. The price component-conditions affecting price competition, cost factor, the nature of demand, pricing policies.

Unit 5: The promotional component, advertising functions-establishing recognition, supporting and motivating salesmen and distributors measurement of advertising effectiveness. Personal selling-Personnel profiles selection and training, supervisions compensation sales promotion and public relations-Trade shows and exhibits.

Reference Books

- Industrial Marketing: M.T. Phadtare, Phi Learning.
- Industrial Marketing: Robert Reeder, Phi Learning.

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> Define the industrial marketing concepts and principle. 	<ul style="list-style-type: none"> Theory and discussion on Industrial marketing processes. Case studies. 	<ul style="list-style-type: none"> Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> Understanding the buying process in industrial context. 	<ul style="list-style-type: none"> Theory and discussion on cases relating industrial buying and industrial buying behaviour and vender selection process. 	<ul style="list-style-type: none"> Multiple choice questions, case study, assignment.
3	<ul style="list-style-type: none"> Plan market segmentation, target market selection and positioning for hypothetical products. 	<ul style="list-style-type: none"> Theory and discussion on examples of industrial STP. Case studies on STP and PLC of industrial goods. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentation.
4.	<ul style="list-style-type: none"> Understanding the distribution and channel intermediaries relating strategies of industrial goods. Understanding pricing concepts of industrial goods. 	<ul style="list-style-type: none"> Theory and discussion on cases relating to industrial distribution and pricing concepts. case studies. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentation.
5	<ul style="list-style-type: none"> Understanding the promotional strategies adopted for industrial products. Understanding the concepts of personal selling in industrial products. 	<ul style="list-style-type: none"> Theory and discussion on promotional strategies of industrial products, examples of personal selling process for industrial products. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentation.



DR. C.V.RAMAN UNIVERSITY

MAJOR CORE-II
3MBFC603: BEHAVIOURAL FINANCE
(Credits: Theory-4, Tutorials-2)
Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.		
			Theory			Practical			Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work				
3MBFC603	BEHAVIOURAL FINANCE	6(4-2-0)	60	20	20	--	--	100	3 hr	--	

Course Objective

To help students identify persistent or systematic Behavioural factors that influence investment Behaviour.

Course Outcome

This course is intended to develop team work skills and will able to apply Behavioural finance in corporate financial.

Syllabus

Unit 1: Introduction of Behaviour, Behaviour models, cause of Behaviour difference, Behaviour decision making. Evolution of Behaviour finance.

Unit 2: Theories of Behavioural finance: heuristics, biases, prospect theory, use of Behavioural finance. Forecasting Biases Emotion and Neuron-finance.

Unit 3: Behavioural corporate finance, Approaches to Behavioural and corporate finance, Market bubbles: stock market bubbles in the recent years, classification of bubbles.

Unit 4: Forensic Accounting: Behavioural aspect of fraud, forensic auditing, tools of forensic accounting in India.

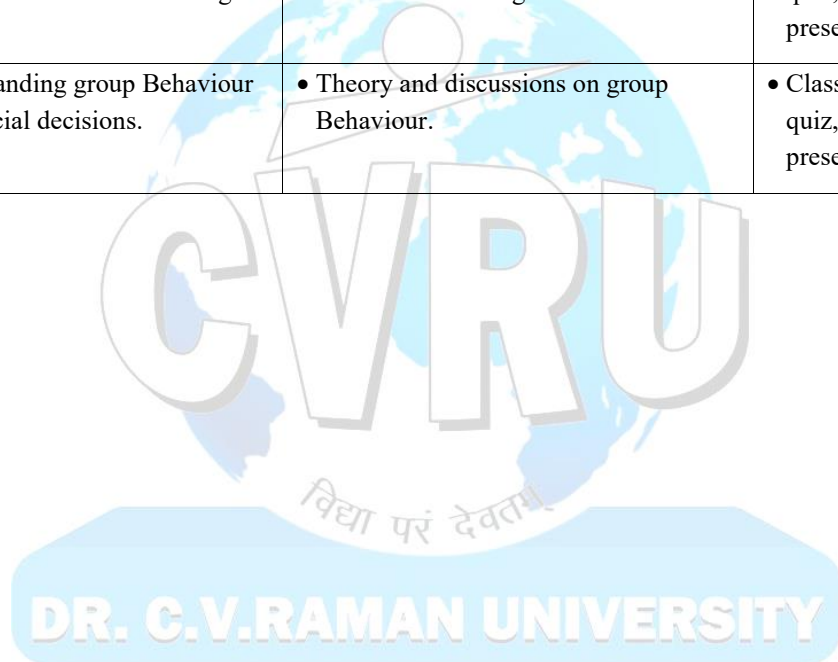
Unit 5: Group Behaviour: Conformism, herding, fatal attractions Investing Styles and Behavioural Finance.

Reference Books

- Behavioural Finance and Wealth Management: Mm Pompian Viley Publication.
- Behavioural Finance: Lucy Ackert (Author), Richard Deaves South Western Publication.

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> Critically assess the significance of the most commonly observed forms of decision-making bias, e.g., optimism, herding. 	<ul style="list-style-type: none"> Theory classes to understand Behavioural finance. 	<ul style="list-style-type: none"> Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> Explain and evaluate the role of heuristics, or "rules of thumb", commonly used in financial decision-making. 	<ul style="list-style-type: none"> Theory and cases on heuristics and other theories of behavioural finance. 	<ul style="list-style-type: none"> Multiple choice questions, Class test, case study.
3	<ul style="list-style-type: none"> Analyse the impact of bias in simple financial decisions. 	<ul style="list-style-type: none"> Theory and discussions on Behavioural corporate finance, corporate finance, Market bubbles. 	<ul style="list-style-type: none"> Class test, presentation.
4.	<ul style="list-style-type: none"> Understanding the various aspects of forensic accounting. 	<ul style="list-style-type: none"> Theory and case studies based on forensic accounting. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentation.
5	<ul style="list-style-type: none"> Understanding group Behaviour in financial decisions. 	<ul style="list-style-type: none"> Theory and discussions on group Behaviour. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentation.



MAJOR CORE-III

3MHAC603: HR AUDIT AND ACCOUNTING

(Credits: Theory-3, Tutorials-1)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.		
			Theory			Practical			Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work				
3MHAC603	HR AUDIT AND ACCOUNTING	4(3-1-0)	60	20	20	--	--	100	3 hr	--	

Course Objective

Understanding the value of human resource in organizations, understanding the importance of Human Resource Accounting at National and international level, Familiarizing with the Human Resource Accounting Practices in India.

Course Outcome

HR is evolving, with the focus changing from the administrative tasks to the strategic input and A candidate with HR specialization can also work at the management level. This course will throw h light on Human resource Accounting Basic Concepts, Its Methods and HR Auditing.

Syllabus

Unit 1: Human Resource Audit: Introduction, Objectives, Concepts, Components, Need, Benefits Important Components of Human Resource Development Audit Need for Human Resource Audit: Identifying the Human Resource Audit Goal, Defining the Audit Team, Approaches to Human Resource Audit, Benefits of Human Resource Audit.

Unit 2: Methodology and instruments of HR Audit: HR Audit Methodology and Issues: Introduction Conducting a Human Resource Audit, Preliminary Steps, Goals of the Audit Areas of the Audit Issues in HR Audit, Strategies Alignment of HR Audit.

HR Audit Process: Introduction Audit of Human Resource Function, Planning Questions, Collecting Data, Analyzing the Audit Data, Interpretation: Assessing the Ability for Change.

Unit 3: HR Audit and Workforce Issues: Introduction Workforce Communication and Employee Relations Performance Management Compensation System Teambuilding System Challenges in HR Audit: Assessing the Ability for Change Post Audit Steps Preventive and Corrective Actions Role in Business Improvement Methodology and Limitations Human Resource Audit Report: HR.

Audit Report – purpose Report Design – Preparation of report Use of HR Audit report for business improvement.

Unit 4: HR Audit for Legal Compliance and Safe Business Practices: Scope of Human Resource Audit Pre-Employment Requirements Hiring Process New-hire Orientation Process Workplace Policies and Practices Human Resource Auditing as a Tool of Human Resource Valuation: Introduction Rationale of Human Resource Valuation and Auditing Valuation of Human Resources Issues in Human Capital Measurement and Reporting.

Unit 5: Practical: HRD Audit – The Indian Experience and case studies: Introduction Prevalence of HR Audit, HR Audit Case-Manufacturing Industry, HR Audit Case Service Industry Recent Advancements in Human Resource.

Reference Books

- Caplan E. H. And Landekich, S., “Human Resource Accounting: Past, Present and Future”.
- Personnel / Human Resource Management (Text, Cases and Games): P. Subbarao and V.S.P. Rao.
- Personnel / Human Resource Management: A.R. Sharma. Himalaya Publication.
- Personnel / Human Resource Management: David A. Decenzo, Stephenp. Robbins. Himalaya Publication.

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> • To understand the value of human resource in organisations. 	<ul style="list-style-type: none"> • Theory and discussion on HR audit, case study. 	<ul style="list-style-type: none"> • Multiple choice questions, quiz, Class test and students’ presentation.
2.	<ul style="list-style-type: none"> • To understand the importance of Human Resource Audit instruments and process of auditing. 	<ul style="list-style-type: none"> • Theory and case study on HR audits. 	<ul style="list-style-type: none"> • Multiple choice questions, assignments.
3	<ul style="list-style-type: none"> • To familiarise with the Human Resource Audit and workforce issues related Practices in India, Learning HR audit reporting. 	<ul style="list-style-type: none"> • Theory and study of formats of HR audits and case studies based on HR audits. 	<ul style="list-style-type: none"> • Class test, case studies, Assignment.
4.	<ul style="list-style-type: none"> • . To familiarize the learners with the Legal approaches of Human Resources Accounting and Audit. Understanding HR valuation. 	<ul style="list-style-type: none"> • Theory and case studies relating to legal issues in HR audits, Theory and discussion on HR Valuation. 	<ul style="list-style-type: none"> • Class tests, assignments, quiz, student presentations.
5	<ul style="list-style-type: none"> • To understand the significance of Human Resource Auditing as a Tool of Human Resource Valuation. 	<ul style="list-style-type: none"> • Case studies of HR Audits. 	<ul style="list-style-type: none"> • Class tests, assignments, quiz, student presentations.

MAJOR CORE-III

3MMNC603: MARKETING OF NON-PROFIT ORGANISATIONS

(Credits: Theory-3, Tutorials-1)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.		
			Theory			Practical			Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work				
3MMNC603	MARKETING OF NON-PROFIT ORGANISATIONS	4(3-1-0)	60	20	20	--	--	100	3 hr.	--	

Course Objective

The course aims at familiarizing the students with the application of the concept and need of marketing in Non-Profit organization.

Course Outcome

After studying this subjects' students would able to understand the tricks and tactics used for marketing of Non-profit organizations so as to build effective strategies.

Syllabus

Unit 1: Introduction: Concept, nature, scope and importance of marketing; Marketing concept and its evolution Marketing mix, Marketing environment, External forces, Market segmentation, targeting and positioning.

Unit 2: Buyer Behaviour: Determinants, Consumer buying process and models, Factors affecting buying Behaviour, stages of buying process, Organisation buyer Behaviour.

Unit 3: Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labelling; Product life cycle – strategic implications; New product development and consumer adoption process. Pricing Decisions: Factors affecting price determination; Pricing policies and strategies.

Unit 4: Promotions: Promotion decisions, Promotion mix, Advertising, Sales Promotion, Personal selling, Public Relations, Managing the Sales force, Distribution (Place): Meaning and Objective, Flows, Patterns and Partners, Physical distribution, Key issues.

Unit 5: Issues and Developments: Social, ethical and legal aspects of marketing, Marketing of services and international marketing, Guerrilla Marketing, Green Marketing, Digital marketing and other developments of marketing.

Reference Books

- Pillai R.S.N.: - Marketing Management S Chand Company Pvt Ltd.
- Bose Biplab S: Marketing Management Himalaya Publication.
- Philip Kotler: Marketing Management Pearson Publica Chairperson.

Facilitating the achievement of course learning objectives

Unit No.	Learning Outcomes	Teaching Activities	Assessment Tasks
1	Understand marketing concepts, evolution, mix, segmentation, targeting, positioning.	Lectures, discussions, case studies, guest lectures.	Written assignments, presentations, class participation.
2	Examine buyer behavior determinants, processes, factors, and organizational behavior.	Interactive sessions, role plays, guest lectures, field visits.	Research papers, group projects, quizzes.
3	Comprehend product decisions, branding, packaging, life cycle, and new product development.	Case analysis, group discussions, workshops.	Product development project, life cycle analysis, presentations.
4	Analyze promotion decisions, advertising, sales, PR, sales force management, distribution.	Role plays, simulations, guest lectures, field trips.	Marketing campaign project, sales force simulation, case studies.
5	Evaluate social, ethical, legal aspects, services, international, guerrilla, green, digital marketing.	Debates, seminars, industry visits, panel discussions.	Research papers, case studies, presentations.



MAJOR CORE-III

3MMCC603: MANAGEMENT CONTROL SYSTEM

(Credits: Theory-3, Tutorials-1)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.		
			Theory			P r a c t i c e			Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work				
3MMCC603	MANAGEMENT CONTROL SYSTEM	4(3-1-0)	60	20	20	--	--	100	3 hr	--	

Course Objective

This course is to appraise the students the about the concepts of management control system as well as its role in efficient management of public system organizations.

Course Outcome

From this course students will able to identify relevant issues of the design, implementation and follow-up of an organization's control system.

Syllabus

Unit 1: Management Control - Concept, Nature and Scope; Organization Goals. Strategic Planning and Implementations, Organization Structure. Contingency Theory.

Unit 2: Organisation Climate. Position of Controller in an Organization; Management Control Process: Programming, Budgetary Planning and Procedures. Budgetary Control: Flexible Budgeting. Zero-base Budgeting, Performance Budgeting.

Unit 3: Responsibility Accounting: Concept and significance; Organisation structure and Decentralization; cost and benefits of decentralization; Responsibility Centers: Cost Centre, Revenue center, Profit center and Investment center; Transfer Pricing.

Unit 4: Performance Evaluation – financial and nonfinancial performance measures, designing an accounting-based performance measure, Return on Investment, Residual Income, EVA and Return on Sales; Behavioural Aspects of Management Control: Motivation and Morale, Goal Congruence.

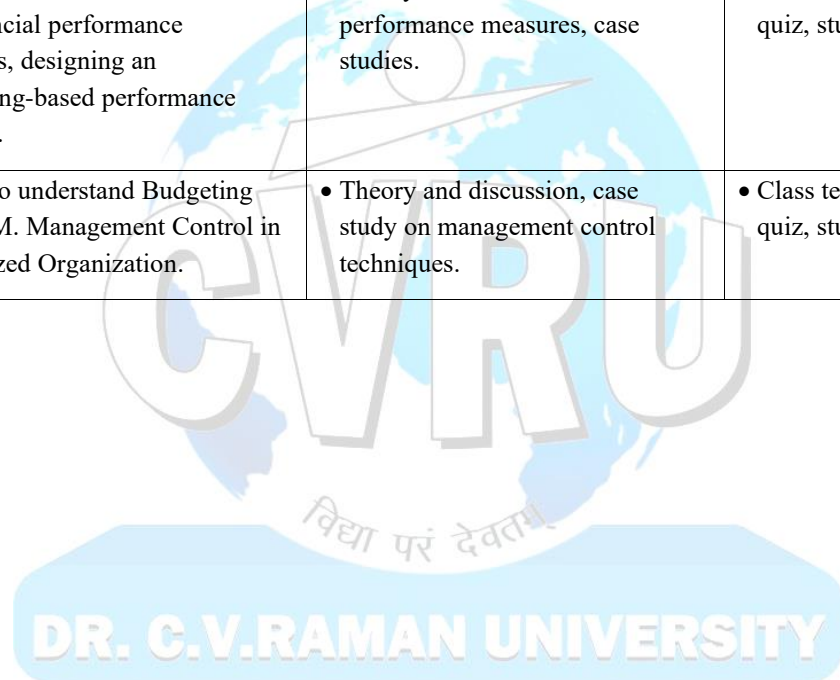
Unit 5: Introduction to Just-in-time, material requirement planning, enterprise resource Planning, kaizen budgeting and TQM. Management Control in Specialized Organization: Service organizations, MNCs and management control of projects.

Reference Books

- Management Control Systems: Robert Anthony, Vijay Govindarajan Mac Graw Hill Publication.
- Management Control Systems: Rank G.H. Hartmann, Kalle Kraus, Göran Nilsson, Robert N. Anthony, Vijay Govindarajan Mac Graw Hill Publication.

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> Acquire knowledge and skills to excel in the area of management control systems. 	<ul style="list-style-type: none"> Theory class and discussion on management control system, strategic planning. 	<ul style="list-style-type: none"> Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> Equip the students with analytical and evaluation abilities to evaluate the management controls and budgetary systems. 	<ul style="list-style-type: none"> Theory class on Management Control Process and Budgetary Planning and Procedures, cases. 	<ul style="list-style-type: none"> Multiple choice questions, Assignments.
3	<ul style="list-style-type: none"> Make the students to apply different management styles in the organization for an efficient and effective control. 	<ul style="list-style-type: none"> Theory and discussions on Responsibility Accounting, Responsibility Centres, role modelling. 	<ul style="list-style-type: none"> Class test, presentation.
4.	<ul style="list-style-type: none"> Ability to understand financial and nonfinancial performance measures, designing an accounting-based performance measure. 	<ul style="list-style-type: none"> Theory and discussion of performance measures, case studies. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.
5	<ul style="list-style-type: none"> Ability to understand Budgeting and TQM. Management Control in Specialized Organization. 	<ul style="list-style-type: none"> Theory and discussion, case study on management control techniques. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.



MINOR CORE

3MIHM604: INTERNATIONAL HUMAN RESOURCE MANAGEMENT

(Credits: Theory-3, Tutorials-1)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.		
			Theory			Practical			Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work				
3MIHM604	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	4(3-1-0)	60	20	20	--	--	100	3 hr	--	

Course Objective

This subject focuses on human resource planning and development, various job-related aspects like analysis, description, welfare and safety issues etc.

Course Outcome

After completion of this course, students will be able to understand international aspects of human resource.

Syllabus

Unit 1: Global Business: Globalization, the internationalization of the firm, Global firm, HRM concept, issues, barriers.

Unit 2: HR practices in international scenario: Recruitment and selection of international managers Types of cross-cultural training.

Unit 3: International Pay and Reward: Compensation, benefits, components of compensation program.

Unit 4: Industrial Relations: Key issues in International Industrial Relations, Trade union and International Industrial Relations.

Unit 5: Other Issues: Expatriation and Repatriation, Cultural dimensions of HRM – Cross cultural theories.

Reference Books

- International HRM El: Allen D. Engle, Cengage India Publishing House.
- Human Resource Management System: Folarin, Jiecae, Ajpo Generals and Books Cengage India Publishing House.

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> An overview of Global Business: Globalization, the internationalization of the firm, Global firm, HRM concept, issues, barriers. 	<ul style="list-style-type: none"> Theory class focussing on discussion about the Global firm, HRM concept, issues, barriers. 	<ul style="list-style-type: none"> Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> Knowledge of the structure, of HR practices in international scenario: Recruitment and selection of international managers Types of cross-cultural training. 	<ul style="list-style-type: none"> Diagrammatic representation of the structures, international managers Types of cross-cultural training. 	<ul style="list-style-type: none"> Multiple choice questions.
3.	<ul style="list-style-type: none"> Knowledge of the International Pay and Reward: Compensation, benefits, components of compensation programme. 	<ul style="list-style-type: none"> Theory classes and discussion: Compensation, benefits, components of compensation programme. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.
4	<ul style="list-style-type: none"> An overview on Industrial Relations: Key issues in International Industrial Relations, Trade union and International Industrial Relations. 	<ul style="list-style-type: none"> Theory classes and discussion on Trade union and International Industrial Relations. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.
5	<ul style="list-style-type: none"> An overview on Other Issues: Expatriation and Repatriation, Cultural dimensions of HRM – Cross cultural theories. 	<ul style="list-style-type: none"> welfare, Theory classes and discussion on Cultural dimensions of HRM – Cross cultural theories. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.



MINOR CORE

3MPBM604: PRODUCT AND BRAND MANAGEMENT

(Credits: Theory-3, Tutorials-1)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.		
			Theory			Practical			Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work				
3MPBM604	PRODUCT AND BRAND MANAGEMENT	4(3-1-0)	60	20	20	--	--	100	3 hr.	--	

Course Objective

To understand the methods and strategy development for effective product and brand management.

Course Outcome

After completion, students will be able to understand the challenges in product and brand management so as to successfully establish and sustain brands and lead to extensions.

Syllabus

Unit 1: Introduction to Product and Brand Management, Emergence as a separate area of study, Product, Product Levels, Product Hierarchy, Classification of Product.

Unit 2: Product Mix - A strategic choice. Product Mix decisions, Product Line decision - strategic decision involving adding or pruning product lines.

Unit 3: Concept of STP and strategies, Product Positioning, Developing Positioning Strategy, Elements of Positioning, Positioning Methods, Product Research - Importance, tools and analysis, New Product Development.

Unit 4: Brand: Meaning, Definition, Evolution of Brands, Different Types of Brands, Role of Brand – Advantages of Brand – Product Vs. Brand – Brand Life Cycle Branding Decisions. Brand Equity, Brand Positioning and Repositioning, Branding decisions, Family vs. individual Branding, Multiple branding, brand extension.

Unit 5: Branding Strategies: Multiple Branding, Brand Extension, Co-branding Strategies, Brand Personality, Brand Image Building, Brand Repositioning, Brand Leveraging – Branding Impact on Buyers and Competitors – Methods for Measuring Brand Equity.

Reference Books

- Product And Brand Management: Tapan K Panda, Oxford University Press.
- Brand Management: Kirti Dutta, Oxford University Press.

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> After the completion of the course the students will be able to examine the brand concepts in real-life setting by articulating the context and the rationale for the application. 	<ul style="list-style-type: none"> Theory Class and discussion on examples on Product and Brand related concepts. 	<ul style="list-style-type: none"> Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> At the end of the course the students will be able to understand what role does first P-i.e., Product plays in the marketing mix. 	<ul style="list-style-type: none"> Theory Class and discussion on examples on Product mix strategies. 	<ul style="list-style-type: none"> Multiple choice questions, class test, assignment.
3	<ul style="list-style-type: none"> The course will help students understand how a new product is developed and maintained. List and describe the steps in the new-product development (NPD) process; describe how the NPD process meshes with the adoption and diffusion process for those products. 	<ul style="list-style-type: none"> Theory and discussion on examples of segmentations in Indian market and others strategies relating to STP. 	<ul style="list-style-type: none"> the following, students' presentation quiz, class test focusing on short notes and definitions.
4.	<ul style="list-style-type: none"> Enhance students' ability to apply creative and critical strategies and tactics involved in developing, positioning, leveraging, managing a brand, and measuring its value. 	<ul style="list-style-type: none"> Theory and discussion on Brand Development in Indian context. Cases of successful brand building. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.
5	<ul style="list-style-type: none"> Apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance After the completion of the course the students will be able to understand and analyses the Brand Portfolio of the companies. 	<ul style="list-style-type: none"> Theory and discussion on brand strategies, cases related to brand strategy. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.

MINOR CORE

3MFSM604: FINANCIAL INSTITUTION AND SERVICES

(Credits: Theory-3, Tutorials-1)

Scheme of Examination

Subject Code	Subject Name	Credits	Maximum marks Allotted						Duration of Exam.		
			Theory			Practical			Total	Theory	Practical
			End Sem	Mid Sem	Assign.	End Sem	Term work				
3MFSM604	FINANCIAL INSTITUTION AND SERVICES	4(3-1-0)	60	20	20	--	--	100	3 hr	--	

Course Objective

This subject will provide depth knowledge of financial institutions, financial intermediaries, liquidity management; interest rate risk management; market risk; the role of capital; financial institutions regulation.

Course Outcome

On successful completion of this subject students should be able to explain the principles of financial intermediaries; Identify and analyses interest rate risk on the banking book and the trading book for a financial institution; Explain the key elements of liquidity risk for a financial institution, and how this risk is managed.

Syllabus

Unit 1: Financial System, Introduction, Functions of Financial System, Components of Financial System, Definition of Financial Institutions, Types of Financial Institutions, Role in Economic Development, Commercial Banks.

Unit 2: Securities and Exchange Board of India, Introduction, SEBI Functions and Responsibilities, Guidelines, Types of Exchanges, BSE Derivative Trading, BSE Indices, Commodity Exchange, Industrial Finance Corporation of India (IFCI), State Financial Corporation's (SFCs), State Industrial Development Corporations (SIDCs), State Industries Development Bank of India (SIDBI).

Unit 3: Insurance Sector, Introduction, Public and Private Sector Insurance, Insurance Regulatory and Development Authority (IRDA), Terminology Used, Life Insurance, General Insurance.

Unit 4: Introduction, Meaning of Leasing, Types of Leasing, Financial Aspect, Legal Aspect, Tax Aspect. Hire Purchasing, Introduction, Concept, Legal Framework, Taxation. Factoring and Forfeiting, Introduction, Meaning of Factoring and Forfeiting, Mechanics of Factoring and Forfeiting, Discounting of Bills, Rediscounting of Bills.

Unit 5: Financial Services, Introduction, Concept of Financial Services, Role of Financial Services, Prudential Norms for Capital Adequacy, Emerging Trends in Financial Services, Nature of Financial Services.

Reference Books

- Financial Markets, Institutions and Financial Services: Clifford Phi Learning.
- Financial Markets and Services: Gordon E. Natarajan K. Himalaya Publication.
- Financial Services: Tripathy Nalini Prava Phi Learning.

Facilitating the achievement of course learning objectives

Unit- No.	Course learning outcomes	Teaching and learning activities	Assessment tasks
1.	<ul style="list-style-type: none"> Understanding the role and structure of the Indian financial system. 	<ul style="list-style-type: none"> Theory and discussion classes on class focussing on Financial System and their Role in Economic Development. 	<ul style="list-style-type: none"> Multiple choice questions, quiz, Class test and students' presentation.
2.	<ul style="list-style-type: none"> Explain key concepts such as financial intermediation and financial markets and instruments. 	<ul style="list-style-type: none"> Theory and discussions on financial institutions of India. Understanding financial markets and instruments. 	<ul style="list-style-type: none"> Class test, Assignment, cases.
3	<ul style="list-style-type: none"> Equip the students with required proficiency to enable them to work in banks and insurance companies. 	<ul style="list-style-type: none"> Theory and discussions on public and private sectors insurance companies, IRDA Rules regulations, websites of RBI and other financial institutions. 	<ul style="list-style-type: none"> the following, students' presentation, quiz, class test focusing on short notes and definitions.
4.	<ul style="list-style-type: none"> Understand how various financial services like lease, hire purchase, venture capital and merchant banking services operate in the Indian context. 	<ul style="list-style-type: none"> Theory and case study on venture capital. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.
5	<ul style="list-style-type: none"> Ability to understand practical applications and trends in financial market. 	<ul style="list-style-type: none"> Theory and examples of financial trends. 	<ul style="list-style-type: none"> Class tests, assignments, quiz, student presentations.

