

SEMESTER I

English and Business Communication - (1T1)

UNIT-1 Prose Prescribed Textbook: INSPIRATIONS – Raghav Publishers & Distributors, Nagpur Edited by : Board of Editors PROSE-I Short Stories 1. Home coming Dr. Tapati Dey
2. The Lighthouse Keeper of Aspinwall-Henry Sienkiewicz 3. Ilyas-Leo Tolstoy

UNIT-II Prose Textbook: INSPIRATIONS published by Raghav Publishers & Distributors, Nagpur 1.Social Media- Dr.Sujata Chakravorty 2. World of Advertising- Dr.Pranjali Kane
3. OYO –Reinventing Hospitality

UNIT-III -Communication Communication Process: Sender, Channel, Message, Receiver and Response Types of Communication: a. According to mode: a. Oral b. Written b.
According to Medium: a. Electronic b. Print c. According to number of participants : a. Dyadic b. Group d. According to Direction: a. One-way b. Two-way e. According to Purpose: a. General b. Business (Specific)

UNIT-IV-Business Correspondence: Application for Employment, Job Offer Letters, Sales letters, Claim and Adjustment Letters, Letter of Acceptance, Joining Letter

UNIT-V-Language Study

A. Comprehension of an Unseen Passage

B. Enriching Vocabulary: Synonyms and Antonyms, Single Word for a Group of Words, Change of Word from Noun to Adjective & vice-versa.

C01	Students will be able to explain, illustrate and rephrase the given prose. They will be able to formulate correct questions for the same.
C02	Students will be able to understand different Social Media in terms of its types, advantages and disadvantages and various aspects of advertising and its merits and demerits.
C03	Students will be able to understand different types of communication. They will be able to acquire excellence in oral, written, electronic and print media of communication.
C04	Given any situation, students will be able to compose, design and write effective business letters. E.g. Job application, job offer, acceptance of appointment, sales letter etc.
C05	Students will be able to comprehend the given passage and will be able frame grammatically correct sentences.

Fundamentals of Business Management - 1T2

Unit I: Introduction -Nature, function, definition and importance of management, Definition, nature, purpose and scope of management, Functions of a manager, is management a science or art? Development of Management Thought -Scientific management; Contribution of Taylor, Fayol, Mary Follet, Elton Mayo; Hawthorne experiments, Contingency approach.

Unit II: Management and Administration-Management and administration, Management as a profession, Professionalism of management in India, Management ethics and management culture, Skills required of manager, Classification of skills, Methods of skills development.

Unit III: Management Planning-Concept of planning, objectives, Nature, Types of plan, Stages involved in planning, Characteristics of a good plan, Importance, Limitations of planning, Making planning effective, Strategic planning in Indian Industry. Unit VI: Decision Making-Concept, characteristics of decisions, Types of decisions, Steps Involved in decision making, Importance of decision making, Methods of decision making, Committee Decision Making. Organisation -Concepts, Principle of organization, Importance, Features of good organization. Structure ,types of organisation structure

C01	Students will be able to understand various functions of management and contributions of famous scientists therein. Given a particular situation, students will be able to apply their knowledge of management.
C02	Student Managers will be able to restate ethical behavior and list various skills required by a manager
C03	Students will be able to distinguish between management and administration and describe the concept of Professionalism in India.
C04	Student Managers will be able to understand various types of plans and design effective planning strategies under given situations.
C05	Under a given situation, student managers will be able to construct and implement various decision making alternatives.
C06	Student Managers will be able to distinguish between different types of organizational structures and identify its suitability under a given situation.

Computer Applications for Business- 1T3

Unit I: Introduction to Computers - Generation of Computers, Block Diagram, Working of Computer, Hardware and Software, Programming and Flow Charts concepts, Operating systems (MSDOS, Windows, UNIX, Linux), Networking concepts.

Unit II: Working with Computers - Introduction to Word, Excel, PowerPoint, Internet. Lab Activity would be based on the following topics: a. MS Word b. MS Excel c. MS PowerPoint

Unit III: Introduction to e-Commerce, e-Learning and e-Business, M-Commerce. Introduction to Basic Web Page designing Language (HTML), using Tags: - Structural, Formatting, List tags and Table.

Unit IV: IT Consulting – Basic concepts of business, strategy and operation; Business / Strategic Consulting: Reengineering, BPR; Operations Consulting: domain knowledge concept, domain consulting. IT Enabled Services (ITES) – Processes, Outsourcing Function, Call Centres; BPO's: Captive BPO's (GE and Dell) and Third Party BPO's (Infosys BPO, Wipro BOP, Mphasis, Daksh and EXL etc).

C01	Given the block diagram of computer, students will be able to describe the components of computer and explain programming and networking concepts.
C02	Given details about business process, students will be able to Construct business and academic documents using Microsoft Word, Create spreadsheets with formulas and graphs using Microsoft Excel and develop presentations containing animation and graphics using Microsoft PowerPoint.
C03	For given information, students will be able to develop and publish web pages using HTML and apply fundamental principles of e-Business and e-Commerce.
C04	For a given problem, students will be able to develop a strategic solution and explain the working of BPO and call centers.

Cost Accounting – 1T4

Unit –I: Introduction -Meaning of Cost, Costing and Cost Accounting, Features, Scope and Functions of Cost Accounting, Advantages and Limitations of Cost Accounting; Concept of Cost; Analysis and Classification of Costs; Elements of Cost; Preparation of Cost Sheet (Statement of Cost); Quotations and tender. Introduction and need for reconciliation between financial accounts and cost account, reasons for disagreement in Profit; Preparation of Reconciliation Statement.

Unit –II: Process Costing: Meaning, features and applicability, difference between process and job costing, wastage and by-products, normal and abnormal loss. Preparation of process accounts

Unit III: Operating Costing: Classification of costs, Features of operating costing: Transport costing (Standard charge, running and operating cost, maintenance charges and log sheet)

Unit IV Marginal Costing: Introduction, Application of Marginal costing in terms of cost control, level of activity planning- Break-even-analysis: Application of BEP for various business problems. Simple Numerical will be based on Unit II, III and IV

C01	Given the list of direct and indirect expenses ,students will be able to prepare cost sheet , estimate a tender sheet and reconcile the profit between cost and financial accounting
C02	Given the particulars of various costs ,students will be able to allocate the costs to different processes, distinguish between the abnormal loss and gain and determine the production cost
C03	Students will be able to classify various types of costs and will be able to calculate the cost and unit cost of service.
C04	Given fixed variable and semi variable expenses, students will be able to estimate the breakeven point ,profit volume ratio and apply them for business decision making.

Semester II

2T1- Principles of Marketing Management

Unit I Marketing: Definition, nature, scope & importance, Marketing Management, Core concepts of marketing, selling concept ,production concept, modern marketing concept.

Unit II Segmentation: Concept, basis of segmentation, Importance inmarketing; Targeting : Concept Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.

Unit III Marketing Mix: Product : Product Mix, New Product development, levels of product, types of product, Product life cycle, Branding and packaging, different types of distribution channels.

Unit IV Price: Meaning, objective, factors influencing pricing, methods of pricing. Promotion : Promotional mix, tools, objectives, media selection & management. Process & Scope Marketing Information Systems : Meaning Importance and Scope Consumer Behaviour : Concept, Importance and Factors influencing consumer behaviour.

C01	Students will be able to differentiate between marketing and selling and understand the modern marketing concepts
C02	Under the given situation, students will be able to apply the knowledge of Segmentation, Targeting and Positioning for effective decision making.
C03	Under the given situation, students will be able to design marketing mix and be able to relate & understand essential components of marketing
C04	Under the given circumstances, students will be able to formulate pricing & promotional decisions.

2T2 – Financial & Management Accounting

Unit -I: Introduction - Meaning, Scope and importance of Financial Accounting. Financial Accounting - concepts and conventions, classification of accounts, Rules and principles governing Double Entry Book-keeping system (Preparation of Journal), Nature and function of financial Reporting, GAAP.

Unit -II: Final Accounts of Companies - Final Accounts of Joint Stock Companies – contents and preparation of Trading and Profit and Loss Account, Profit and Loss Appropriation Account and Balance sheet with adjustment, Closing Entries (Simple entries)

Unit III: Management Accounting - Meaning, Scope, Importance, and Limitations of Management Accounting, Difference between Financial Accounting and Management Accounting, Break even analysis, Analysis of Financial Statements (using ratio analysis-simple ratios)

Unit IV: Budgetary Control - Business budgets and budgetary control – Types of budget and its utility, preparation of cash & flexible budgets.

C01	Given an accounting situation, students will be able to apply the accounting Concept & Convention and Journalize the transactions in accordance with GAAP
C02	Given the Trial Balance and additional financial adjustments. students will be able to prepare the financial statements and calculate the profit or loss of a firm as at the end of the financial year.
C03	Given the financial declarations, students will be able to perform Ratio analysis and comment on the performance of the firm.
C04	Given details of cash expenses and incomes, students will be able to prepare cash budget and be able to determine the cash position for a given period.
C05	Given details of expenses, students will be able to classify fixed, variable and semi-variable expenses and incomes, prepare flexible budget and will be able to conclude the effectiveness for the given period.

2T3- Micro-Economic Fundamentals

Unit I: Introduction to Micro Economics- Meaning, Definition, Importance of Micro Economics, Factors affecting Micro Economics. Difference between Micro-Economics & Macro Economics.

Unit-II Demand and Supply Analysis - Concept of Demand, Law of Demand-Meaning, Definition, Assumptions & Exceptions. Elasticity of Demand- Meaning, Types and Factors affecting Elasticity of Demand; The Indifference Curve Theory; Supply- Concept of Supply, Elasticity of Supply, Types and Factors affecting Elasticity of Supply.

Unit III: Production & Cost Analysis - Production & Production Function: Concept, Forms of Production function, Law of Variable Proportions, Returns to scale. Cost Concepts, Short term and Long term cost output relationship, The Isocost and Isoquant Approach, Economic Region and Economies & Diseconomies of scale.

Unit IV: Market Structures- Characteristics and price determination in various market structures - Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly. Pricing: Meaning, Types of Pricing

C01	Students will be able understand the importance of micro economics and also distinguish between Micro Economics and Macro Economics.
C02	Given the most fundamentals concepts of demand and supply, students will be able to gain insight and illustrate quantity demanded and quantity supplied in

	relation to its price and calculate the different elasticities - Price ,Cross and income elasticity.
CO3	Students will be able to understand the concept of production and cost function analyze decisions about the allocation and use of physical inputs to produce physical units of output .
CO4	Students will be able to compare and contrast four basic market structures with the help of price-output decisions both in short and long-run.

(2T4) - English and Business Communication – II

UNIT-1 Prose Textbook :INSPIRATIONS published by Raghav Publishers & Distributors, Nagpur PROSE-I Short Stories 1. The Dispenser of Holy Water- Guy de Maupassant 2. After Twenty Years-O.Henry 3. The Wall- Dr.Sunilkumar Navin

UNIT-II Prose Textbook: INSPIRATIONS published by Raghav Publishers & Distributors, Nagpur 1. Beware You are Being Tracked!-Dr.Supantha Bhattacharya 2. What is Integrity?-Subroto Bagchi 3. Unsung Women Achievers of Contemporary India- Dr.Subhashree Mukherjee

UNIT -III Business Communication

1. Memorandum Writing
2. Notice, Agenda, and Minutes
3. Writing Advertisements for: Rent, Sale, Situations Vacant

UNIT IV- Basic Grammar and Vocabulary

1. Subject-Verb-Agreement/ Concord of Nouns, Pronouns and Possessive Adjectives
2. Spotting errors and rewriting sentences correctly
3. Synonyms and Antonyms (based on the exercises at the end of the prescribed lessons from INSPIRATIONS)
4. Words Often Confused

C01	Students will be able to explain, illustrate and rephrase the given prose and will be able to formulate correct questions for the same.
C02	Students will be able to understand Cyber Crime, different types of Cyber Crime and ways to protect data from cybercrime. They will be able to understand the importance of Integrity in daily life. They will be able to understand the importance of female achievers in our country.
C03	Students will be able to compose, design and write Memorandum, Notice, Agenda and Minute of the meeting. Students will be able to write advertisements for Rent, Sale, Situations Vacant.
C04	Students will be able to understand Subject Verb Agreement, spotting errors and rewriting sentences correctly. They will be able to understand synonyms and antonyms, words often confused.

Semester III

3T1 – Principles of Financial Management

Unit –I: Introduction of Business Finance - Meaning, Scope and importance of Business Finance. Finance Functions. Goals & objectives of financial management

Unit –II: Sources of Financing - LONG TERM: Equity shares, Preference Shares, debentures,/ Bonds (Types, features & utility), term loans, lease & hire purchase, retained earnings,; SHORT TERM: trade credit, bank finance, commercial paper, factoring & bills discounting.

Unit III: Cost of Capital - Cost of capital, Cost of different sources of finance, weighted average cost of capital, Concept of Leverage, Concepts of Capital Structure.

Unit IV: Working Capital Management - Meaning, Scope, Importance, and Limitations of Working Capital, Factors affecting Working Capital needs, Various Approaches for financing Working Capital. Concept of Operating Cycle, Estimation of Working Capital Requirement Note: Simple Numerical will be based on Unit III and IV only.

C01	Given information about Financial management, students will be able to describe the importance , scope and techniques of financial management, list the functions of Financial management and apply its techniques to obtain solutions to financial problems.
C02	Given the details of financial needs of a firm, students will be able to apply methods of financial planning to assess short term and long term financial needs and list the various sources of finance available to fulfill those needs
C03	Given the operating and financial details of a firm, students will be able to calculate operating leverage, Financial Leverage and composite leverage.
C04	Given the details of the capital structure of a firm, students will be able to calculate cost of specific sources of capital and overall cost of capital.
C05	Given the details of the operating cycle of a firm, students will be able to calculate current assets and current Liabilities and prepare an estimate of working capital requirement.

3T2 – Basic Statistical Techniques

Unit I – Definition, functions, scope and role of statistics in business and importance of statistics. Classification of data, tabulation, frequency distribution, diagrams & graphs.

Unit II – Importance and requisites of a good statistical average, types of averages – arithmetic mean, median, mode, geometric mean, harmonic mean, weighted average, relationship amongst different averages.

Unit III – Meaning and significance of dispersion, methods of measuring dispersion – range, quartile deviation, mean deviation, standard deviation and coefficient of skewness.

Unit IV – Definition of correlation, significance of correlation, types of correlation, merits and limitations of coefficient, Calculation of coefficient of correlation and probable error for simple series, calculation of coefficient of correlation and probable error for continuous series. Numerical shall be based on Unit II, Unit III, and Unit IV

CO1	Students will be able to define statistics and be able to describe the role of statistics in business.
CO2	Given the information about the marks and frequencies, students will be able to calculate mean, median and mode of data.
CO3	Given the information about the height and weight ,students will be able to calculate mean deviation, standard deviation and quartile deviation.
CO4	Given the information about the age of wife and husband, students will be able to calculate co-relation co-efficient and probable error.

3T3 – Evolution of Business & Commercial Geography

Unit I–Evolution of Business & Economy: Industrial revolution (1820-1850); Rise of European business (1850-1900); Impact of First World War on International Business; The Great Depression and its effect on International Business; Impact of Second World War on International Business.

Unit II – Evolution of Business in post WWII Scenario: Cold War and its impact on International Business; OPEC Crises and its impact on International Business; Gulf War and its impact on International Business; Dawn of IT era and its impact on business & economy.

Unit III – Commercial Geography: Geography - meaning & its relation with Commerce & Commercial Geography - Nature and scope. Approaches of commercial Geography. 2. Geographical Environment & Commerce - Relationship between geographical environment and Commerce, Economic activities, Determinism and possibilism, Physical environment - Location, size and shape of the country relief, climate, water bodies, soils,

vegetation, animals, minerals, Cultural environment, settlements, transport, communication and technology.

Unit IV -Industries : Role of industries in Economic development; Factors of industrial location - Raw material, power, market, transport and communication, land capital, technology; Webers theory of industrial location, Iron & steel industry - India & USA, Cotton textile industry - India & USA. Engineering industry in India - Major industrial regions of the world and India.

CO1	Students will be able to understand the evolution, history and geographical environment of business and apply their knowledge in complex business processes and attains effective decision making.
CO2	Students will be able to distinguish the causes and consequences of Industrial Revolution, World War I and II, Great depression, Gulf war, Cold war and Dawn of IT era and other economic events.
CO3	Students will be able to extrapolate the economic activities of trade, transportation and tourism and major economic activities with their impact on world economies.
CO4	Students will be able to formulate the relationship between the economic activities with various geographical, economical aspects.

3T4 – Environment Management

Unit I: Introduction to Environment Management: Definition, Scope importance, Need for public awareness, sustainable development, Natural Resources- renewable and non-renewable resources, role of individual in conservation of natural resources(Forest, water, land, energy, mineral)

Unit II: Environment Pollution: Types of pollution- air, water, soil, noise, thermal and Nuclear, causes effects control measures, Global warming, green house effect, Ozone layer depletion, Acid rains

Unit III: Human Population: Global population growth, variations among nations, Population explosion causes and impact, Family welfare Programs-methods of

sterilization; Infectious diseases, water related diseases, risk due to chemicals in food, Cancer and environment

Unit IV: Social Issues in Environment: Construction of dams: problems and concerns of resettlement, rehabilitation of affected people; Environmental ethics– issues and possible solutions, resource consumption patterns and need for equitable utilization; Equity disparity in western and eastern countries; Urban and rural equity issues; Need for gender equity

CO1	Students will be able to understand the need to conserve the environment and its importance to take decisions for sustainable development of business under given circumstances.
CO2	Students will be able to understand the causes and effects of different types of pollution and become aware about the ways to control harmful effects of global warming
CO3	Students will be able to understand the causes & effects of global population explosion and problems associated with global population explosion.
CO4	Students will be able to understand the need for environmental ethics and the importance of gender equity.

Semester IV

4T1 – Principles of Human Resource Management

Unit 1 : Introduction to Human Resource Management: Definition, concept and Scope of H. R. M., Difference between Personnel Management and H.R.M., Importance and Functions of H.R.M. Role of H.R Department.

Unit 2 : Job Analysis, Job Design: Meaning of Job Analysis, Uses, Process and methods of collecting data for job analysis, Job Description, Job Specifications. Meaning of Job Design, Techniques of Job Design

Unit 3 : Human Resource Planning - Recruitment – Selection: Definition and objectives of Human Resource planning, process of Human Resource planning factors influencing

estimation of Human Resources, Concept of Recruitment & Selection, sources of recruitment, Selection Procedure

Unit 4 : Induction & Training : Concept of Induction, Training- Need for training, benefits of training, identification of training needs and methods/ types of training. Evaluation of effectiveness of training programs.Placement, Transfer, Promotion, Demotion.

C01	Students will be able to exhibit their understanding of HRM and its functions and will be able to differentiate between HRM and PM
C02	Students will be able to explain the concept of Job Analysis and design the Job Description and Job Specification for any given profile.
C03	Students will be able to describe the concept of Human Resource Planning, Recruitment and Selection and will also be able to list the various sources of Recruitment & Selection
C04	Students will be able to develop in depth understanding of the concept of Training and also enumerate the different On the Job and Off the Job methods of Training.

4T2 – Money, Banking and Finance

Unit I: Money - Concept and functions of Money, Origin and development of Money, Limitations of Barter System, Classification of Money, Importance of Money, Qualities of Good Money, Defects of money.

Unit-II – Banking and Finance - Commercial Banking- Role and functions of Commercial Banks, Credit creation and its limitations Central Banking-Functions of Central Bank. Reserve Bank of India –Role in Indian Economy, Monetary & Non-Monetary functions of RBI.

Unit III: National Income Determination- Meaning, Method & Difficulties of Measuring National Income; Concept of GDP, GNP, NNP, PI, DPI. Inflation and Deflation- Types, Causes and Measures to Control.

Unit IV: Monetary and Fiscal Policy- Concept, Objectives, Instruments, Limitations of Monetary and Fiscal policy, Public Finance- Meaning, Scope and Importance of Public Finance, Public Finance Vs Private Finance.

C01	Students will be able to understand evolution of money system and how the money market functions.
C02	Under the given circumstance, students will be able to describe different functions of Banking System
C03	Students will be able to understand importance and determinants of National Income
C04	Students will be able to understand different Monetary and Fiscal Policies.

4T3 – Introduction to Sociology & Psychology

Unit I: Sociology as the Science of Society: (a) Sociology – Meaning and Definitions, (b) Characteristics of Sociology as a science (empirical, theoretical, cumulative and nonethical), (c) Development of Modern Industrial Society – Characteristics, industrialism, capitalism, urbanism, liberal democracy, (d) Postmodern Society – Nature and Characteristics, (e) Culture – Meaning and elements, (cognitive elements, beliefs, values and norms and signs), Meaning, stages and agencies of socialisation.

Unit II: Social Structure and Social Change: (a) Structural aspects of social system – Institutions, groups, subgroups, roles, norms and values, (b) Social change – Its sources – Internal and External, (c) Types of Social Change – Changes in social values with reference to pattern variables, changes in occupational structure and demographic changes

Unit III: Introduction to Psychology: (a) Definition, Nature, Scope and Applications of Psychology. (b) Methods: Introspection, Observation, Experimental, Interview, Questionnaire and Case Study. (c) Contemporary Perspectives: Biological, Cognitive, Psychoanalytical, Humanistic, Evolutionary and Cross-cultural. (d) Biological Bases of Behaviour: Evolution, Genes and Behaviour. The Response Mechanism: Receptors,

Effectors and Adjustors. (e)The Nervous System: The Basic Structure, Functions and Divisions of the Peripheral and Central Nervous System.

Unit IV: Social Psychology:(a)Introduction: Nature and Scope; Methods of Studying Social Behaviour: Observation, Experimental, Field Study, Survey, Sociometry and Cross-cultural. (b)Socialization: Agents and Mechanisms, Socialization and Deviation. (c)Perceiving Others: Forming Impressions; Role of Nonverbal Cues, Group stereotypes, Central Traits; Primary and Recency Effects; Models of Information Integration; Attribution of Causality: Biases and Theories (Jones and Davis, Kelley).

C01	Students will be able to understand the concept of Sociology and Culture and list the various development in Modern Industrial society.
C02	Students will be able to understand the meaning and elements of culture with different stages and agencies of Socialization.
C03	Students will be able to visualize and distinguish the causes and consequences of the social changes and analyze its effect on occupational structure and demography
C04	Students will be able to understand the concept of Psychology with its nature, methods, contemporary perspectives and biological bases of behavior and interpret an individual's behavior accordingly.
C05	Students will be able to understand Social psychology, its nature, methods, agents, mechanism and models of information integration and will be able to identify and assess the people according their Social groups.

4T4 – Business Legislations

Unit I: Administration of law & legal system in India - Introduction to legal aspects of Business in general; Freedom of Trade, Profession and Occupation (Constitutional Provisions).

Unit II: Indian Contract Act (1872) - a) Definition (Sec.2) b) Essential elements of a valid contract c) Competency to enter in contracts (Sec. 11 & 12).d) Consent – Free consent, Coercion, undue influence, fraud, misrepresentation, mistake (sec 13-23).Void Agreement (sec 24-30) f) Consequences of breach of contract (sec73-75).

Unit III: The Companies Act (1956) - Definition & characteristics of a company, Company distinguished from partnership, Kinds of Companies, Provisions relating to incorporation, lifting the Corporate Veil. Memorandum of Association, Doctrine of ultra-vires, Articles of Association, Doctrine of indoor management & constructive notice, Concept of Prospectus.Company Management And Board Meeting : Administrative Hierarchy, Board of Director – Director- Legal Position, Appointment, Qualification, Disqualification, Removals Power, duties, Liabilities etc. Managing Director – Meaning, Appointment, and Disqualification.Manager-Meaning, Disqualification.Company Meetings Meaning of meetingGeneral Body meeting – statutory Meeting, Annual General meeting, Extra ordinary meeting Board Meeting.

Unit IV: The Consumer Protection Act,1986 Salient features of Act. Definitions- Consumer, Complaint, Services, Defect and Deficiency, Complainant. Rights and Reliefs available to consumer.Procedure to file complaint.Consumer Disputes Redressal Agencies.(Composition, Jurisdiction, Powers and Functions.) Procedure followed by Redressal Agencies. Introduction to GST

C01	Given the details about the administration of law & legal system in India, Student will be able to identify & relate the importance of legal aspects of doing business.
C02	Given the information about the Indian Contract Act (1872), Students will be able to evaluate the importance of various provisions of contract & outline the essential elements of contract.
C03	Given the information about The Companies Act (1956), Students will be able to distinguish between different types of companies & analyze various characteristics of the company.
C04	Given the information about The Consumer Protection Act, 1986 with Salient features of Act, Student will be able to identify and demonstrate the importance of consumer protection act in today's market.

Semester V

5T1 – Entrepreneurship Development

Unit I: Entrepreneur & Entrepreneurship: Evolution of the concept of Entrepreneurs, Characteristics of an Entrepreneur, Distinction between an entrepreneur and a manager; functions of an entrepreneur, types of entrepreneurs, concept of intrapreneurs; growth of entrepreneurship in India, role of entrepreneurship in economic development,.

Unit II:Entrepreneurial growth: Factors - Economic factors, non-economic factors, Government actions; Entrepreneurial competencies – meaning, major competencies, developing competencies; Entrepreneurship Development Programs (EDPs) - Need, objectives, course content of EDPs, phases of EDPs, evaluating EDPs.

Unit III:Small Enterprises: An introductory framework: Definition, characteristics, relationship between small and large units, rationale, objectives, scope, opportunities for

entrepreneurial career, problems of SSIs; Project Identification and Selection (PIS) - Meaning of project, project identification, project selection, contents of project reports, formulation of project reports; Project Appraisal - Concept, methods, economic analysis, financial analysis, market analysis, technical feasibility, managerial competence.

Unit IV: Institutional & financial support to Entrepreneurs: Need for institutional support, various institutions supporting entrepreneurship in India – MIDC, MSME, MCED, DIC, SSIB, MSSIDC, BIFR; Financial support to entrepreneurs: Commercial banks, other financial institutions – IDBI, IFCI, SFCs, SIDBI, venture capital.

CO1	Students will be able to differentiate between Entrepreneur and Intrapreneur and will also be able to delineate the evolution of the concept of Entrepreneur.
CO2	Students will be able to list the various economic and non – economic factors influencing the emergence and development of Entrepreneurship in the country and be able to define the concept of EDP,
CO3	Students will be able to define Small enterprises and list their essential Characteristics. They will be able to Highlight relationship between small and large units and identify the specific problems faced by SSI's.
CO4	Students will be able to appreciate the need for institutional support for small entrepreneurs and list the various institutions that support small entrepreneurs.

5T2 – Principles of Operations Management

I: Introduction to Operations Management: Introduction to Operations Management, its Nature, Scope, Importance and Functions. Difference between production, manufacturing and service. Concept and types of production, mass, job-based, batch and assembly line production system. Types of services.

Unit II: Facilities and Production Planning : Factors affecting plant location, types of plant layouts – product layout, process layout, fixed position layout, cellular layout, types of service layouts. Concept of production planning, definitions of capacities, master production schedule, material planning. Introduction to maintenance.

Unit III: Material Management: Scope of materials management, Purchase and Stores Functions, Introduction to warehouse management, Concept of Lead time, re-order level, minimum and maximum stock, Basic concepts of Inventory management, inventory costs, ordering and carrying cost

Unit IV: Quality Management and Productivity: Introduction to quality, dimensions of quality, concept of product, process and service quality. Introduction to Quality Management System, concept of TQM, ISO, Kaizen, Quality circles, Six-sigma. Concepts of productivity, machine, labour and cost productivity.

CO1	Given the details about the Production Functions and production systems, students will be able to distinguish between them and also infer about various types of service layouts.
CO2	Given the information about the concepts of locations, layouts capacities, material planning, students will be able to demonstrate and measure the effectiveness of production schedule.
CO3	Given the information about Computing, students will be able to describe appropriate working techniques of maintenance, store and purchase departments and Estimate lead time, reorder levels with maxima and minima of stock inventory, ordering and carrying cost.
CO4	Given the information about all the dimensions of quality required and desired goals, students will be able to assess machine, labor and cost productivity.

5T3 – International Business Environment

Unit I: Introduction to International Business: Importance, nature and scope of International business; Modes of entry into International Business; Internationalization process and managerial implications; Issues in foreign investments, technology transfer, pricing and regulations; International collaborative arrangements and strategic alliances; Concept and significance of balance of payments account

Unit II: International Business Environment: Economic, Political, Cultural and Legal environments in International Business. Framework for analyzing international business environment.

Unit III: Global Trading and Investment Environment: World trade in goods and services – Major trends and developments; World trade and protectionism – Tariff and non-tariff barriers; Foreign investments-Pattern, Structure and effects; Movements in foreign exchange and interest rates and their impact on trade and investment flows.

Unit IV: International Economic Institutions and Agreements: WTO, WTO and Developing Countries, IMF, World Bank, UNCTAD, International commodity trading and agreements. Structure and functioning of EC and NAFTA, Regional Economic Groupings in Practice: Levels of Regional Economic Integration; Regionalism vs. Multilateralism; Important Regional Economic Groupings in the World.

C01	Students will be able to explain various concepts and terminologies involved in International Business. They will be able to evaluate various modes of entry in to International business and will be able to select the best mode of entry under given circumstances.
C02	Students will be able to demonstrate PESTL analysis while doing international business
C03	Students should be able to elaborate the tariff and non-tariff barrier, constraints related to it and able to negotiate
C04	Students will be able to assess the importance of the given organizations and schemes such as IMF, World Bank UNCTAD, WTO (and GATT), EU, NAFTA internationally

5T4 – Research Methodology

Unit I: Introduction - Meaning, Objectives and Types of research, Research Approach, Research Process, Relevance & scope of research in management. Research Design - Features of good Design, Types of Research Design,

Unit II: Sampling Design - Steps in sample Design, Characteristics of a good sample Design, Probability & Non Probability sampling. Hypothesis – Meaning, Types, Process, Formation of Hypothesis, Testing of Hypothesis

Unit III: Measurement & scaling techniques - Errors in measurement. Test of sound measurement, Scaling and scale construction technique. Attitude Measurement and Scales: Introduction to attitude - Various Methods to measure attitude.

Unit IV: Methods of data collection - Primary data – questionnaire and interviews; Collection of secondary data. Interpretation of data - Techniques of Interpretation, Report writing, Layout of a project report, preparing research reports.

C01	Given the information on various types of research design and process, students will be able to identify the basic research process and will also be able to interpret its scope for organization.
C02	Given the information on sample design ,its types and hypothesis, students will be able to describe different parameters used for sample design also be able to formulate the hypothesis.
C03	Given the various measurement techniques, students will be able to design scales and questionnaire for various research studies
C04	Given the information on different data collection methods and layout of reports, students will able to differentiate between various modes of data transmission and will also be able to summarize it in form of report.

Semester – VI

Elective A - Financial Management Paper 1

6T1– Fundamentals of Business Finance

Unit –I: Mathematics of Finance – Concept of Time Value of Money, Compounding and Discounting of single cash flow, series of cash flow and annuity. Simple problems based on Time Value of Money

Unit –II: Capital Budgeting - Premises of Capital Budgeting Decisions, Tools in Capital Budgeting, Pay Back Period, Average Rate of Return on Investments, Net Present Value, IRR.

Unit –III: Dividend decision and Management of Earnings - Relevance approach of dividend valuation models, Irrelevance approach of dividend valuation models, Stability of dividend, Factors determining dividend decisions.

Unit IV: Corporate Restructuring - Reasons & drivers of corporate restructuring, Methods of restructuring- mergers (types of merger), takeovers, acquisitions (Types of Takeover/ acquisition), divesting/ demerger, spin-off, split ups Simple Numerical will be based on Unit I, II and III only.

C01	With the given information about time value, Compounding and Discounting students will be able to solve numerical on time value.
C02	With the given information about investment amount, period of investment and rate of return, students will be able to evaluate investment proposals and select optimal investment avenues.
C03	With the given information about dividend valuation models, students will be able to evaluate companies' dividend policy.
C04	Students shall be able to explain different restructuring methods along with its merits and demerits.

6T2 – Advanced Financial Management

Unit –I: Banking Services and Operations -Definition of banks, Functions of Commercial Banks, Banking Structure in India, Role of RBI vis-a-vis other commercial banks, Introduction to Bank Deposits, Types of Deposit Accounts, KYC

Unit –II: Insurance Services - Concept of insurance, principles of insurance, Traditional and Unit linked policies, individual and group policies, Different type of insurance products – whole life products, term assurance annuities, and endowment, Medi-Claim and health insurance products.

Unit –III: Mutual Funds – Organization Structure, Classification of Funds –Types of Funds – Equity Funds, Debt Funds, Liquid Funds, Balanced Funds, Monthly Income Plans, ETFs, Commodity Funds, Fund of Funds, Sectoral Funds, ELSS; Calculation of NAV; Systematic Investment Plans; Concept of Cost Averaging and Value Averaging.

Unit IV: Capital Market - Introduction to Capital Markets, Structure of Capital Market, Primary and Secondary Market, Stock Exchanges in India- BSE, NSE, OTCEI, ICSEI, Functions of Stock Exchange, SEBI and Role of SEBI in Capital Market

C01	Students will be able to explain history ,structure and functioning of commercial banks in India and its development
C02	Students will be able to enlist types of insurance products and differentiate between them.
C03	With the given information about Mutual Funds, students shall be able to explain different types of mutual Funds and calculate NAV.
C04	With the given information about capital Market, students shall be able to differentiate between Primary market and secondary market describe major stock exchanges and explain role and functions of SEBI

Elective B–Human Resource Management Paper 1

BBEL1 – Fundamentals of Human Resource Management

Unit 1 :Introduction: Concept, HRM ; Evolution of HRM; Challenges of HRM; Role of Human Resource Management in strategic management, Characteristics of Workforce today

Unit 2 : Performance Appraisal :Concept and Introduction, Importance, process – methods of performance appraisal – Traditional & Modern Methods.

Unit 3 : Job Evaluation & Compensation management: Concept, objectives and methods of Job Evaluation, Wages & Salary, components of employee remuneration – – base and supplementary. Wages & Salary Administration

Unit 4 : Legal Aspects :Introduction to Provident Fund Act, Employee State Insurance Corporation Act, Minimum Wages Act, Industrial Relations Act, Industrial Dispute Act.

CO1	Students will be able to exhibit their understanding of HRM and its functions and will be able to differentiate between HRM and PM.
CO2	Students will be able to explain the concept of performance Appraisal, as well as delineate the importance and methods of Performance Appraisal
CO3	Students will be able to describe wages and salaries and explain the various methods of Job Evaluation, as well as Classify the different components of Employee Remuneration
CO4	Students will be able to develop in depth understanding of the concept of Wages, Industrial Relations and be able to list the different provisions under the Minimum Wages Act and Industrial Relations Act.

Paper 2 BBEL2 – Advanced Human Resource Management

Unit 1 : Job Analysis, Job Design & Job Evaluation: Job Analysis & Design - Job Analysis – Meaning, Uses, Competency approach to job analysis, Job Description, Job Specifications & Role Analysis, Factors affecting Job Design, Techniques of Job Design, Cases and Exercises in understanding Job Analysis. Job Evaluation –Concept, objective & methods.

Unit 2:Performance Appraisal: Nature, Objectives of Performance Appraisal, Performance Planning and Potential Appraisal, Pitfalls of Appraisal, Praise and Recognition; Rewards and Incentives; Promotions. HR Records, MIS HR Reports, HR Formats – Personnel Files, Attendance, Leave, Medical Records.

Unit 3 : Industrial Relations :Nature, Concept, scope, objectives & significance of Industrial Relations, Trade unions, Functions of Trade Unions - Forms of collective bargaining - Workers" participation in management, Nature & causes of Industrial Dispute and Settlement of Industrial Disputes

Unit 4 : Ancillary Topics: Goal Setting, Promotions and Transfers; Separations-Retirement, VRS, Deputation, Death, Retrenchment, Pink Slips, Competency Mapping, Employee Manual / PPP Handbook. Concept of Retention and Attrition. Online recruitment; Employee referrals; Recruitment 35 | [Type the company name] process outsourcing Head hunting; Downsizing; Voluntary retirement schemes (VRS) HR outsourcing, Job Rotation & Transfer

C01	Students will be able to exhibit their understanding of Job description and Job Specification and list the factors affecting Job design. They will also be able to delineate the different techniques of job Design.
C02	Students will be able to explain the concept of performance Appraisal, as well as delineate the importance and methods of Performance Appraisal
C03	Students will be able to describe the objectives and significance of Industrial relations and explain the concept of Collective bargaining and list the different causes of Industrial Disputes.
C04	Students will be able to explain the concept of Promotion and transfer and describe VRS and concept of Competency Mapping.

Elective C–Marketing Management

Paper 1 BBEL1 – Fundamentals of Marketing Management

Unit – I: Integrated Communication Mix (IMC) -meaning, importance; Communication meaning, importance, process, communication mix-components, role in marketing,

Unit – II: Branding - meaning, brand recall, brand positioning. Importance of branding and advertising. Digital Marketing – Scope and Importance, Search Engine Optimisation (SEO), Out of home (OOH).

Unit – III: Sales Organisation and Relationship : Purpose of sales organization, Types of sales organization structures, Sales department external relations, Distributive network relations.

Unit – IV: Concept of services - Nature & characteristics of services, Marketing Mix and strategies in Service Marketing, Product decisions, pricing strategies, Promotion of services, Placing or Distribution methods of services, Service vision & Strategies: Includes Advertisements, Branding, Packaging of Services.

C01	Students will be able to design essential communication mix and understand its role in marketing
C02	Students will be able to understand components of a brand and learn the concept of Digital Marketing
C03	Students will be able to understand the concept of Sales Organization and apply the its knowledge in CRM
C04	Students will be able to understand intricacies of Service Marketing and various strategies involved in it.

Paper 2 BBEL2 – Advanced Marketing Management

Unit – I : Sales Management : - Evolution of sales function, Objectives of sales management positions, Functions of Sales executives, Relation with other executives, Salesmanship : Theories of personal selling, Types of Sales executives, Qualities of sales executives, Prospecting, pre-approach and post approach, Organising display, showroom & exhibition

Unit – II: Distribution network Management: Product Distribution Channel & Types of Marketing Channels, Factors affecting the choice of channel, Types of middleman and their characteristics, 36 | [Type the company name] Wholesale and Retail, Supply Chain Management (SCM) and introduction to Supply Chain Management, Various types of Warehousing and transportation facilities.

Unit – III: Service Quality - Impact of service Quality, Approaches to service Quality, Ten original dimensions of Service Quality, How to improve service Quality, Service quality information systems, Benchmarking and certification. Marketing challenges in services business; Classification of services; End user, Profit orientation, Services tangibility, People based services, Expertise. Role of IT in service industry.

Unit – IV: Customer Retention & Relationship Marketing: CB-Services, Facts & Importance of CB in services, Evolution of Relationship Marketing, Enhancement of Internal & External relationships, Customer Retention (Operations, Delivery System). Various types of services offered to customers – hotel, hospital, transport, insurance, banking and education.

CO1	Given the details about the evolution of sales management with including different aspects of sales executives. Students will be able to understand the concept of salesmanship and apply their knowledge in various business processes for effective decision making.
CO2	Students will be able to determine and distinguish between various channels of distribution and supply chain and select the appropriate channel under a given situation
CO3	Students will be able to interpret dimensions of service quality and understand the challenges in Service Industry.
CO4	Students will be able to understand the concept of Customer retention and relationship marketing and evaluate various customer needs and methods to fulfill them accordingly.