



**GOKUL  
GLOBAL  
UNIVERSITY**

Approved By Govt. of Gujarat  
(Recognized by UGC under Section 22 & 2(f) of 1956)  
(Gujarat Private State University Act 4 of 2018)

# Course Structure

**Bachelor of Business Administration**

**Faculty of Commerce and Management**

**BBA**

**Under  
Choice Based Credit System**



**Faculty of Commerce & Management**  
**Gokul College of commerce & Management**



University Campus, State Highway-41, Siddhpur - 384151, Dist. Patan, Gujarat, INDIA  
E: [dean.fac.com@gokuluniversity.ac.in](mailto:dean.fac.com@gokuluniversity.ac.in) W: [www.gokuluniversity.ac.in](http://www.gokuluniversity.ac.in) M: +91 95109 73861



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## BBA Semester – I

Sr No.	Subject Name	Subject Code	Credit	Teaching Scheme Per Week			Examination Marks				Total Marks
				Th	Pr	Total	Internal		External		
							Th	Pr	Th	Pr	100
1	Micro Economics	FMB210101	4	4	-	4	30		70		100
2	Principle of Management-I	FMB210102	4	4	-	4	30		70		100
3	Forms of Business organisation	FMB210103	4	4	-	4	30		70		100
4	Business Communication	FMB210104	4	4	-	4	30		70		100
5	Financial Accounting -I	FMB210105	4	4	-	4	30		70		100
6	Computer Application-I	FMB210106	4	2	2	4	15	15	35	35	100
Total			24	22	2	24	165	15	385	35	600



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## Semester - II

S-r. No.	Subject Name	Subject Code	Credit	Teaching Scheme Per Week			Examination Marks				Total Marks
				Th	Pr	Total	Internal		External		
							Th	Pr	Th	Pr	100
1	Macro Economics	FMB220101	4	4	-	4	30		70		100
2	Business Environment	FMB220102	4	4	-	4	30		70		100
3	Growth & structure of Industries	FMB220103	4	4	-	4	30		70		100
4	Business Communication- II	FMB220104	4	4	-	4	30		70		100
5	Financial Accounting -II	FMB220105	4	4	-	4	30		70		100
6	Computer Application-II	FMB220106	4	2	2	4	15	15	35	35	100
Total			24	22	2	24	165	15	385	35	600



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## Semester - III

Sr No.	Subject Name	Subject Code	Credit	Teaching Scheme Per Week			Examination Marks				Total Marks
				Th	Pr	Total	Internal		External		100
							Th	Pr	Th	Pr	
1	Marketing Management	FMB 230101	4	4	-	4	30		70		100
2	Human Resource Management	FMB 230102	4	4	-	4	30		70		100
3	Taxation -I	FMB 230103	4	4	-	4	30		70		100
4	Cost Accounting -I	FMB 230104	4	4	-	4	30		70		100
5	Introduction to Entrepreneur	FMB 230105	4	4	-	4	30		70		100
6	Corporate Accounting	FMB 230106	4	4		4	30		70		100
<b>Total</b>			<b>24</b>				<b>180</b>		<b>420</b>		<b>600</b>



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## Semester – IV

Sr. No.	Subject Name	Subject Code	Credit	Teaching Scheme Per Week			Examination Marks				Total Marks
				Th	Pr	Total	Internal		External		
							Th	Pr	Th	Pr	100
1	Legal Aspects of Indian Business	FMB 240101	4	4	-	4	30		70		100
2	Export Management	FMB 240102	4	4	-	4	30		70		100
3	Indirect Taxation-II	FMB 240103	4	4	-	4	30		70		100
4	Cost Accounting -II	FMB 240104	4	4	-	4	30		70		100
5	Business Research Methodology	FMB 240105	4	4	-	4	30		70		100
6	Production Management	FMB 240106	4	4	-	4	30		70		100
Total			24				180		420		600



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## Semester – V

Sr. No.	Subject Name	Subject Code	Credit	Teaching Scheme Per Week			Examination Marks				Total Marks
				Th	Pr	Tot al	Internal		External		100
							Th	Pr	Th	Pr	
1	Business Strategy For Entrepreneurship	FMB250101	4	4	-	4	30	-	70		100
2	Industrial Relation & Labor Laws	FMB250102	4	4	-	4	30	-	70		100
3	Organisational Behaviour	FMB250103	4	4	-	4	30	-	70		100
4	Management Accounting	FMB250104	4	4	-	4	30	-	70		100
5	Portfolio Management	FMB250105	4	4	-	4	30	-	70		100
6	Banking & Insurance	FMB250106	4	4		4	30	-	70		100
	Total		24					-			600



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## Semester – VI

Sr. No.	Subject Name	Subject Code	Credit	Teaching Scheme Per Week			Examination Marks				Total Marks
				Th	Pr	Total	Internal		External		
							Th	Pr	Th	Pr	100
1	Personal Management	FMB260101	4	4	-	4	30	-	70		100
2	Auditing	FMB260102	4	4	-	4	30	-	70		100
3	Stock Commodity Market & Insurance	FMB260103	4	4	-	4	30	-	70		100
4	International Marketing	FMB260104	4	4	-	4	30	-	70		100
5	Grand Project	FMB260105	8	-	8	8	-	-	-	200	200
	Total		24			24					600



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## BBA Semester-I

**Program:** Bachelor's of Business Administration **Subject / Branch:** Management **Year:** 1st year

**Semester:** 1st

**Course Title:** MICRO ECONOMICS

**Course Code:** FMB210101

**Course Type:** Core Compulsory

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) from a recognized education board.

**Rationale:** The course aims to familiarize the students with concept Macro Economics and its applications in management

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		
			20	10	70	100

### Course Objective:

1. A primary objective is to understand the basic concepts of microeconomics. Supply and demand, comparative advantage, market structures, elasticity of demand and equilibrium are among the central microeconomics concepts.

### Course Outcome:

2. The Outcome of the paper is to analyze the economic behaviour of individuals, firms and markets. It is mainly to equip the students in a rigorous and comprehensive understanding with the various aspects of consumer behaviour and Economic Welfare, Firms behaviour and the theory of imperfect markets and equilibrium in different conditions.



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## Content

Unit	Description in detail	Credit	Weightage
I	<b>Introduction:</b> <ul style="list-style-type: none"> <li>- Definitions of Economics: Scarcity and Growth definitions</li> <li>- Introduction to Micro Economics: Definition, Scope, Importance and Limitations of Micro Economics</li> <li>- Important Concepts: Economic goods and Free Goods, Price and Value, Want and Demand, Production Possibility Curve</li> <li>- Economic Systems: Planned Economy, Free Market Economy and Mixed Economy</li> </ul>	1	25 %
II	<b>Theory of Demand:</b> <ul style="list-style-type: none"> <li>- Meaning of Demand and Determinants of Demand – Demand Function</li> <li>- Law of Demand, Expansion and Contraction of Demand, Increase and Decrease in Demand, Usefulness of Law of Demand, Exceptions to the Law of Demand</li> <li>- Utility Analysis: Concept of Utility, Law of Diminishing Marginal Utility, Derivation of Demand Curve on the basis of the Utility analysis , Consumer's Surplus</li> </ul>	1	25 %
III	<b>Theory of Supply:</b> <ul style="list-style-type: none"> <li>- Meaning of Supply, Determinants of Supply, Expansion and Contraction of Supply, Increase and Decrease in Supply</li> <li>- Demand and Supply as determinants of Price</li> <li>- Meaning of Market, Types of Market and their important features: Perfect Competition, Monopoly, Monopolistic Competition and oligopoly</li> </ul>	1	25 %
IV	<b>Theory of Distribution:</b> <ul style="list-style-type: none"> <li>- Marginal Productivity Theory of Distribution</li> <li>- Rent: Concepts of Differential Rent and Scarcity Rent, Economic and Contract Rent, Quasi Rent, Pure Rent and Quasi Rent</li> <li>- Wages: Concepts of Time Wages, Piece Wages, Money wages, real Wages, factors determining real Wages.</li> <li>- Interest: Gross and Net Interest. Components of Gross Interest</li> <li>- Profit: Theories of profit – risk, uncertainty, innovation</li> </ul>	1	25 %





### **Reference Books:**

1. Micro Economic Theory by R. Cauvery (S.Chand Publication.)
2. Micro Economics by M.John Kennedy (Himalaya Publication)
3. Modern Micro Economics by H.L Ahuja (S Chand Publication)
4. Modern Economic Theory by K.K Dewett (S. Chand Publication)
5. Elementary Theory by K.K. Dewett & J.D.Verma. ( S.Chand Publication.)
6. Principles of Economics by D.M.Mithani ( Himalaya Publication)

### **Suggested Readings:**

- 1) Modern Economic Theory by K.K Dewett (S. Chand Publication)
- 2) Elementary Theory by K.K. Dewett & J.D.Verma. ( S.Chand Publication.)
- 3) Principles of Economics by D.M.Mithani ( Himalaya Publication)

### **Online Resources:**

- 1) <https://www.pdfdrive.com>
- 2) [www.slideshare.net](http://www.slideshare.net)

### **Practical / Activities:**

1. Quiz using Google Forms or Quizzes
2. Breakout room activity - Sum solving





**Program:** Bachelor's of Business Administration **Subject / Branch:** Management

**Year:** 1<sup>ST</sup> year

**Semester:** 1st

**Course Title:** PRINCIPLE OF MANAGEMENT-I **Course Code:** FMB210102

**Course Type:** Core Compulsory **Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) from a recognized education board.

**Rationale:** The course aims to familiarize the students with concept of Principle of management and its applications in Commerce.

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

### Course Objective:

- 1) The objective of this subject is to provide an understanding of basic concepts and principles of management. It will inculcate the ability to apply the multifunctional approach to Organizational objectives.

### Course Outcome:

1. Understand the concepts related to Business.
2. Demonstrate the roles, skills and functions of management

### Content

Unit	Description in detail	Credit	Weightage
I	<b>Introduction to Management and Planning</b> Management: Meaning and process of management. Planning: Meaning; planning process; planning premises; types of plans – based on breadth and use.	1	25 %
II	<b>Forecasting, Decision making</b> Forecasting: Meaning; techniques of forecasting – Historical analogy method, survey method, business barometers, time series analysis, regression analysis, significance and limitations of forecasting Decision making: Meaning; decision making process; techniques of decision making – Decision Tree, PERT and CPM.	1	25 %
III	<b>Organizing – Part 1</b>	1	25 %



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	<p>A. Introduction - Meaning of organizing; principles of organizing.</p> <p>B. Departmentation – Meaning; bases of departmentation – function wise, product wise, territory wise, process wise and customer wise.</p> <p>C. Delegation – Meaning; elements of delegation; principles of effective delegation.</p> <p>D. Centralization and decentralization – Meaning; factors affecting degree of centralization and decentralization.</p>		
IV	<p><b>Organizing – Part 2</b></p> <p>Types of organizations</p> <p>A. Formal organizations: Line; Functional; Line and staff; Committee (only the meaning, advantages and limitations of all the four forms)</p> <p>B. Informal organizations: Meaning; benefits; problems.</p>	1	25 %

#### Reference Books:

1. L. M. Prasad; Principles of Management; Sultan Chand and Sons, 6<sup>TH</sup> edition.
2. Kariminder Ghuman and K. Aswathapa; Management – Concept, Practice and Cases; Tata McGraw Hill; 1<sup>st</sup> edition (2010)
3. Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st edition.

#### Suggested Readings:

1. Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st edition

#### Online Resources:

- 1) <https://www.pdfdrive.com>
- 2) [www.slideshare.net](http://www.slideshare.net)

#### Practical / Activities:

1. Quiz using Google Forms or Quizzes
2. Breakout room activity - Sum solving

**Program:** Bachelor's of Business Administration **Subject / Branch:** Management

**Year:** 1<sup>ST</sup> year

**Semester:** 1<sup>st</sup>

**Course Title:** FORMS OF BUSINESS ORGANIZATION

**Course Code:** FMB210103

**Course Type:** Core Compulsory

**Course Credit:** 04



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**Pre-Requisite:** 10+2(Commerce) from a recognized education board.

**Rationale:** The course aims to familiarize the students with concept business organization and its applications in Business.

**Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		
			20	10	70	100

**Course Objective:**

- 1) identify different forms of business organisation;
- 2) explain features, merits and limitations of different forms of business organizations;
- 3) distinguish between various forms of organizations; and
- 4) Discuss the factors determining choice of an appropriate form of business organisation.

**Course Outcome:**

- 1) The course aims to familiarize the students with concept business organization and its applications in Business.

**Content**

Unit	Description in detail	Credit	Weightage
I	<b>Joint Stock Company</b> Meaning; definition under the Company's Act 1956; types; difference between Public Ltd. and Pvt. Ltd. companies; formation procedure (promotion, incorporation, subscription and commencement); detailed study of Memorandum of Association, Articles of Association, Prospectus and Statement in lieu of Prospectus	1	25 %
II	<b>Company Management</b> I. Director – meaning; definition under Company's Act 1956; position; qualifications and disqualifications of a director; number of directors; powers, duties and liabilities of directors. ii. Managing Director – definition under Company's Act 1956; position; appointment and disqualifications; remuneration to Managing Director. iii. Company Secretary – definition under Company's Act 1956; position, qualifications; appointment;	1	25 %







	powers and duties of a Company Secretary.		
III	<b>Company Meetings, Resolutions and Minutes:</b> Company meetings - Meaning; types I. Shareholders meetings – statutory meeting; AGM and EGM; provisions regarding quorum, agenda, time and place of holding the meetings, notice; purpose of holding these meetings; business transacted at these meetings. ii. Board Meetings – provisions regarding time, place, notice, quorum, agenda; purpose of holding board meetings.	1	25 %
IV	<b>Business Combinations:</b> Business Combinations - Meaning; causes/reasons of combinations; economies (benefits) and diseconomies (evils) of combinations; types – horizontal, vertical forward and backward, lateral convergent and divergent, circular; forms – associations, federations, partial and total consolidations.	1	25 %

#### Reference Books:

- 1) M C Shukla; Business Organization and Management; S. Chand Publication; 18th edition.
- 2) Fundamentals of Business Organisation & Management by Y.K.Bhushan (Sultan chand & Sons

#### Suggested Readings:

- 1) Fundamentals of Business Organisation & Management by Y.K.Bhushan (Sultan chand & Sons

#### Online Resources:

- 3) <https://www.pdfdrive.com>
- 4) [www.slideshare.net](http://www.slideshare.net)

#### Practical / Activities:

- 1) Quiz using Google Forms or Quizzes
- 2) Breakout room activity - Sum solving





**Program:** Bachelor's of Business Administration **Subject / Branch:** Management

**Year:** 1<sup>ST</sup> year

**Semester:** 1st

**Course Title:** BUSINESS COMMUNICATION-I **Course Code:** FMB210104

**Course Type:** Core Compulsory **Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) from a recognized education board.

**Rationale:** The course aims to familiarize the students with concept of Business communication and its applications in Commerce.

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		
			20	10	70	100

### Course Objective:

1. To provide an overview of Prerequisites to Business Communication.
2. To put in use the basic mechanics of Grammar.

### Course Outcome:

1. After the completion of course student will get effective writing skills so as enable students to write in a clear, concise, and persuasive and audience centered manner

### Content

Unit	Description in detail	Credit	Weightage
I	Introduction to Communication: Definition of Communication Process of Communication Aims or Objectives of Communication <ul style="list-style-type: none"> <li>➤ Knowledge</li> <li>➤ Information</li> <li>➤ Report</li> <li>➤ Counseling</li> <li>➤ Motivation</li> <li>➤ Request</li> <li>➤ Order</li> <li>➤ Warning</li> <li>➤ Suggestion</li> <li>➤ Advice</li> </ul>	1	25 %



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	<ul style="list-style-type: none"> <li>➤ Complaint</li> <li>➤ Raising morale</li> <li>➤ Instruction</li> <li>➤ Persuasion</li> </ul> <p>The Seven C's of the Effective Communication</p> <ol style="list-style-type: none"> <li>1. Completeness</li> <li>2. Conciseness</li> <li>3. Consideration</li> <li>4. Concreteness</li> <li>5. Clarity</li> <li>6. Courtesy</li> <li>7. Correctness</li> </ol> <p>Forms of Communication:</p> <p>Verbal communication</p> <ol style="list-style-type: none"> <li>1 Oral Communication</li> <li>2 Written Communication</li> <li>3 Communication through listening and reading</li> <li>4 Advantages and limitations of verbal Communication</li> </ol> <p>Non verbal Communication</p> <ul style="list-style-type: none"> <li>➤ Importance of non verbal Communication</li> <li>➤ Types of non verbal Communication</li> <li>➤ Body language</li> <li>➤ Para language</li> <li>➤ Time and space language</li> <li>➤ Sign language</li> <li>➤ Advantages and Limitations of non verbal Communication</li> </ul>		
II	<p>Letter writing techniques</p> <p>Understanding the basics of letter writing</p> <p>(A) Physical appearance Paper</p> <p>Quality Color Size Continuation sheet Typing On</p> <p>conventional type writer On computers</p> <p>(B) Advantages of typing on computer</p> <p>Margin</p>	1	25 %





	<p>Folding Envelop Sizes Window envelop Superscription Structure of letter and essential parts of letter</p> <ol style="list-style-type: none"> <li>1. Heading</li> <li>2. Date</li> <li>3. Reference number</li> <li>4. Confidential and personal notes</li> <li>5. Inside address</li> <li>6. Attention line</li> <li>7. Salutation</li> <li>8. Subject</li> <li>9. Body of the letter</li> <li>10. Complimentary close</li> <li>11. Signature</li> <li>12. Post script</li> <li>13. Enclosures</li> <li>14. Identification initial</li> <li>15. Carbon notation Style or format of the letter</li> <li>16. The full block form</li> <li>17. The semi block form</li> <li>18. The modified block form</li> </ol> <p>Principles of effective letter writing</p>		
III	<p>Types of letters Inquiry letters Solicited inquiry Unsolicited inquiry Routine inquiry Inquiry for a special purpose or favor Reply to inquiry letter Circumstantial reply Order letter Order letter by the buyer Acknowledgement of orders Reply to order letter Execution of orders Cancellation of orders</p>	1	25 %
IV	<p>Words often misspelled and confused*** A List of commonly confused and misused words*** <b>COMMONLY CONFUSED WORDS</b> 1) Accept /Except 2) Advice (Noun) /Advise (Verb) 3) Adverse /Averse</p>	1	25 %





<p>4) Affect (Verb);/Effect (Noun);  5) Aisle /Isle  6) Allude /Elude  7) Allusion /Illusion False Idea  8) Already /All Ready  9) Altar /Alter  10) Altogether /All Together  11) Angel /Angle  12) Accent /Ascent Assent Consent, Agreement  13) Beside /Besides  14) Boar /Bore  15) Board /Bored  16) Born /Borne  17) Brake /Break  18) Buy /By  19) Canvas /Canvass  20) Capital /Capitol  21) Choose /Chose  22) Coarse /Course  23) Complement /Compliment  24) Corps /Corpse Dead Body  25) Dairy /Diary  26) Descent /Dissent  27) Dessert /Desert  28) Device /Devise  29) Dew /Due  30) Die /Dye  31) Elicit /Illicit  32) Eminent /Imminent  33) Fair /Fare  34) Farther /Further  35) Formally /Formerly  36) Hear /Here  37) Heard /Herd  38) Hoard /Horde  39) Knew /New  40) Later /Latter  41) Lead /Led  42) Lessen /Lesson  43) Loose /Lose  44) Meat /Meet  45) Moral /Morale  46) Patience /Patients</p>		
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47) Peace /Piece		
48) Peak /Peek		
49) Personal /Personnel		
50) Plain /Plane		
51) Precede /Proceed		
52) Presence /Presents		
53) Principal (Adj.); (Noun) /Principle		
54) Quiet /Quite		
55) Rain /Reign		
56) Raise /Raze		
57) Reverend /Reverent		
58) Right /Rite		
59) Road /Rode		
60) Scene /Seen		
61) Sight /Site		
62) Stationary /Stationery		
63) Than /Then		
64) Their /There		
65) Through /Thorough		
66) Waist /Waste		
67) Waive /Wave		
68) Weak /Week		
69) Weather /Whether		

### Reference Books:

1. Sehgal, M.K., Vandana Khetarpal, *Nature and scope of Business Communication*, Excel Books: Delhi, 2003. Print.
2. Rai, Urmila, S.M.Rai, *Business Communication*, Himalaya Publishing House: Delhi, 2002. Print.
3. Rao, Babu, *Communication Today*, Himalaya Publishing House: Delhi, 2003. Print.
4. Kaul, Asha, *Effective Business Communication*, Prentice Hall of India: Delhi, 2005. Prin

### Suggested Readings:

1. Rao, Babu, *Communication Today*, Himalaya Publishing House: Delhi, 2003. Print.
2. Kaul, Asha, *Effective Business Communication*, Prentice Hall of India: Delhi, 2005. Prin

### Online Resources:

- 5) <https://www.pdfdrive.com>
- 6) [www.slideshare.net](http://www.slideshare.net)





### Practical / Activities:

3. Quiz using Google Forms or Quizzes
4. Breakout room activity - Sum solving

**Program:** Bachelor's of Business Administration. **Subject / Branch:** Management

**Year:** 1<sup>ST</sup> year

**Semester:** 1st

**Course Title:** Financial Accounting-I

**Course Code:** FMB210105

**Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) from a recognized education board.

**Rationale:** The course aims to familiarize the students with concept of financial accounting and its applications in Commerce.

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

### Course Objective:

- 1) Understand the framework of accounting systems and the Generally Accepted Accounting Principles
- 2) Prepare necessary financial statements related to different business entities.
- 3) Construct financial statements for understandability and relevance of stakeholders.

### Course Outcome:

- 2) The course aims to familiarize the students with concept financial accounting and its applications in Accounting.

### Content

Unit	Description in detail	Credit	Weightage
I	<b>Piecemeal Distribution Of Cash:</b> Piecemeal Distribution Of Cash: Meaning Theory And Practical And Profit (Or Loss).	1	25 %
II	<b>Prior To Incorporation:</b>	1	25 %



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	Meaning, Time Ratio, Sales Ratio Base Practical.		
III	<b>Issue And Forfeiture Of Shares:</b> ( Pro-Rata ) Concepts Of Potential Equity Shares , Sweat Equity Shares	1	25 %
IV	<b>Redemption Of Redeemable Preference Shares:</b> Under Section 80 Of Companies Act 1956 & Issue Of Bonus Share As Per Statutory Provisions Enforce On 31 <sup>st</sup> March Of Immediate Preceding Academic Year.	1	25 %

**Reference Books:**

1. Dr. Shardha Gangwar “ Financial accounting”
2. M.P Gupta & B.M Agrawal “ Grewal’s Accounting”
3. Dr. S.N Maheshwari & Dr. S.K Maheshwari “Problems & Solutions In Advance Accounting”

**Suggested Readings:**

1. M.P Gupta & B.M Agrawal “ Grewal’s Accounting”
2. Dr. S.N Maheshwari & Dr. S.K Maheshwari “Problems & Solutions In Advance Accounting”

**Online Resources:**

- 7) <https://www.pdfdrive.com>
- 8) [www.slideshare.net](http://www.slideshare.net)

**Practical / Activities:**

- 3) Quiz using Google Forms or Quizzes
- 4) Breakout room activity - Sum solving







## ❖ COURSE OUTCOME BBA SEM - I

Optional Course	Course Outcome	
<b>Financial Accounting</b>	<b>CO1</b>	Students will have complete knowledge of Indian as well as International Accounting Standards
	<b>CO2</b>	With advanced knowledge of Accounting, business world will be ready to absorb students

Compulsory Course	Course Outcome	
<b>Micro Economics</b>	<b>CO1</b>	Use principles of economics in economic decision making.
	<b>CO2</b>	Present clearly written analysis of economic issues and problems.
	<b>CO3</b>	To evaluate outcomes based on the costs and benefits involved.

Compulsory Course	Course Outcome	
<b>Principles of Management</b>	<b>CO1</b>	Identify and communicate the purpose and functions of management.
	<b>CO2</b>	Practice the process of management's four functions: Planning, organizing, leading and controlling
	<b>CO3</b>	Help students to determine most effective action to be taken in specific situations practicing various management principles.

Compulsory Course	Course Outcome	
<b>Forms Of Business Organization</b>	<b>CO1</b>	Identify Different Forms Of Business Organization.
	<b>CO2</b>	Distinguish Between Various Forms Of Organizations.
	<b>CO3</b>	Discuss the factors determining choice of an appropriate form of Business organization.

Optional Course	Course Outcome	
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<b>Communication</b>	<b>CO1</b>	Understand the various forms of the business organizations along with their important features and legal rules.
	<b>CO2</b>	Students will know the working of the industries, ethical values and corporate social responsibilities.
	<b>CO3</b>	Comprehend different types of communication and how business letters and reports helpful for the systematic operation of the organization.

<b>Optional Course</b>	<b>Course Outcome</b>	
<b>Computer Application</b>	<b>CO1</b>	Represent data using Number systems
	<b>CO2</b>	Draw sequential and combinational digital logic circuits
	<b>CO3</b>	Write Register Transfer Language instructions to perform Micro-operations





❖ **Mapping of COs and PSOs for BBA Semester - I**

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
<b>Financial Accounting</b>	CO1	*	*					
	CO2			*		*	*	

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
<b>Micro Economics</b>	CO1	*						
	CO2	*	*					
	CO3	*						

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
<b>Principles of Management</b>	CO1		*					
	CO2				*			
	CO3		*					

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
<b>Forms Of Business Organization</b>	CO1	*					*	
	CO2		*					
	CO3	*						

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
<b>Communication</b>	CO1	*						
	CO2	*			*			
	CO3		*					

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
<b>Computer Application</b>	CO1	*	*	*				
	CO2	*	*	*				
	CO3	*	*	*				





## **BBA Semester-II**

**Program:** Bachelor's of Business administration **Subject / Branch:** Management

**Year:** 1<sup>ST</sup> year

**Semester:** 2<sup>ND</sup>

**Course Title:** Macro Economics

**Course Code:** FMB220101

**Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) from a recognized education board.

**Rationale:** The course aims to familiarize the students with concept Macro Economics and its applications in Commerce.

### **Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

### **Course Objective:**

- 1) Students will obtain a thorough and complete understanding of national economic accounts. They should understand the differences between real and nominal variables, how GDP is measured and constructed, how different price indexes are constructed, how unemployment is measured, etc.

### **Course Outcome:**

- 1) Dealing with the performance, structure, behavior & decision making of the entire Economy.

### **Content**

Unit	Description in detail	Credit	Weightage
I	<b>Introduction to Macro Economics:</b> Definition, Scope, Importance and Limitations of Macro Economics <b>National Income (NI) Accounting:</b> Meaning of NI and Circular Flow of NI (in Four sector economy) Stock and flow concept, NI at Current Price and NI at Constant Price Various concepts of NI (GNP, GDP, NNP, NDP), Personal Income, Disposable Income Methods for measurement of NI Difficulties in measurement of NI	1	25 %
II	<b>Theory of Income and Employment</b>	1	25 %



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	Keynes' consumption function Investment function Keynesian theory of Income and employment Investment multiplier <b>Interest rate theory</b> - Liquidity Preference Theory		
III	<b>Money</b> Definition and Functions Stocks of Money (M1, M2, M3 and M4) Credit creation by Commercial Banks <b>Inflation</b> Meaning of Inflation, Deflation, Stagflation and Causes of inflation, Measures to Control Inflation <b>Business cycle</b> Meaning, characteristics and phases	1	25 %
IV	<b>Monetary policy</b> Meaning, Objectives and Tools <b>Fiscal policy</b> Meaning, Objectives and Tools <b>Balance of Payments</b> Meaning, Structure, Causes of Disequilibrium and Methods of Correcting Disequilibrium	1	25 %

#### Reference Books:

- 1) Macro Economics by D.M.Mithani (Himalaya Publication)
- 2) Macro Economics by R. Cauvery (S.Chand Publication.)

#### Suggested Readings:

- 1) Richard T. Froyen (2005): Macroeconomics, 2nd Edition, Pearson Education Asia, New Delhi.

#### Online Resources:

- 9) <https://www.pdfdrive.com>
- 10) [www.slideshare.net](http://www.slideshare.net)

#### Practical / Activities:

- 1) Quiz using Google Forms or Quizzes
- 2) Breakout room activity - Sum solving





**Program:** Bachelor's Of Business Administration **Subject / Branch:** Management

**Year:** 1<sup>ST</sup> year

**Semester:** 2<sup>ND</sup>

**Course Title:** Business Environment

**Course Code:** FMB220102 **Course**

**Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) from a recognized education board.

**Rationale:** The course aims to familiarize the students with concept Business Environment and its applications in commerce.

**Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

**Course Objective:**

- 1) To enable students to evaluate business and its environment. Students would be acquainted with business objectives, dynamics of business and environment, various types of business environment and its analysis.
- 2) To enable students to understand business and society.

**Course Outcome:**

- 1) Features of Modern Economy
- 2) Relevance of floor and ceiling prices in modern economic system
- 3) Regulated and unregulated markets and their consequences

**Content**

Unit	Description in detail	Credit	Weightage
I	<b>Introduction to Business Environment</b> Concept, Definition & Importance of Business Environment, Internal & External environment of business Economic Environment Reforms in Indian Money Market, Primary Capital Market & Secondary Capital Market.	1	25 %
II	<b>Union Budget:</b> Concept, Main constituents of Budget, Various types of Budgetary Deficits.	1	25 %



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	<b>Price &amp; Distribution controls:</b> Objectives, Price controls; Direct Vs Indirect, Administered prices, Dual pricing, Subsidization, Public Distribution System. <b>Privatization:</b> Concept, Ways of privatization, Disinvestment process in India. Exit Policy.		
III	<b>Global Environment</b> Globalization: Definition, Meaning & indicators of Globalization Foreign Investment Flows: Concepts of FDI, FPI & Role of Foreign Investments. Introduction of GATT, Origin & Objectives of WTO, Impact of WTO on Indian Economy. MNCs: Meaning of MNC & TNC, Benefits from MNCs, Problems brought by MNCs. EXIM Policy (Latest)	1	25 %
IV	<b>Social Environment</b> Meaning of Social Responsibility Business & various social responsibility of Business. Business Ethics: Meaning & Its importance Consumerism: Concept, Consumer Rights & Consumerism in India Technological & Natural Environment Concept of Technology & Innovation, Sources of Technology Dynamics Concept of Natural Environment & its impact on Business	1	25 %

#### Reference Books:

- 1) Economic environment of business by H.L. Ahuja, S. Chand
- 2) Business Environment: Text & Cases, Francis Cherunilam, Himalaya Publishing House, Edition:

#### Suggested Readings:

- 1) Essentials of Business Environment, K.Ashwathappa, Himalaya Publishing House, 6th Edition:
- 2) Indian Economy, S.K.Misra & V.K.Puri, Himalaya , Edition:25th
- 3) Indian Economy, Ruddar Datt & K.P.M Sundharam, S.Chand & Company Ltd.,57th Edition







### Online Resources:

1. <https://www.pdfdrive.com>
2. [www.slideshare.net](http://www.slideshare.net)

### Practical / Activities:

1. Quiz using Google Forms or Quizzes
2. Breakout room activity - Sum solving

**Program:** Bachelor's Of Business Administration **Subject / Branch:** Management

**Year:** 1<sup>ST</sup> Year

**Semester:** 2<sup>ND</sup>

**Course Title:** Growth & Structure Of Industries **Course Code:** FMB220103 **Course**

**Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) From A Recognized Education Board.

**Rationale:** The course aims to familiarize the students with concept of Growth & Structure of industries and its applications in Industries.

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

### Course Objective:

The course aims to familiarize the students with concept of Growth & Structure of industries and its applications in Industries

### Course Outcome:

To learn the process of industrialization.

### Content

Unit	Description in detail	Credit	Weightage
I	<b>Introduction:</b> Meaning of industry and industrialization, Significance of industrialization in India, Factors hampering India National Income (NI) Accounting. <b>Location of Industries:</b> Meaning and importance of location, Weber's theory of location and factors affecting location, Agglomeration and Deglomeration, Dynamics	1	25 %



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	of industrial location		
II	<b>Public Sector in Indian Economy:</b> Role of PSUs in India, Performance of PSUs and Problems of PSUs, <b>Private Sector in Indian Economy:</b> Role of Private Sector in India, Performance of Private Sector in the Post Liberalization phase in India, Problems of Private Sector, <b>Growth and Contribution Of Service Sector in India:</b>	1	25 %
III	<b>Small Scale and Cottage Industries:</b> Meaning, characteristics and classification (cottage, modern SSI and tiny units), Importance of SSI in Indian economy, Problems faced by SSIs, Policy measures for SSIs (Government Assistance to SSIs, Industrial Estates, DICs, Policy of reservation for SSIs), the industrial policy 1991 and SSIs, Financial Institutions for SSI (NSIC, SIDBI, SFCs, SIDC)	1	25 %
IV	<b>Industrial Policy:</b> a) An outline of the industrial policies in the pre-reform (1991) period. B) Provisions of the industrial policy after 1991 <b>Policies for Industrial Sickness:</b> Meaning of industrial sickness, causes of industrial sickness in India, Government's measures for sick industrial units <b>Indian Industries and the Energy problem:</b> Sources of Energy, Energy Crisis and Measures to solve Energy Crisis	1	25 %

#### Reference Books:

1. Indian Economy (28th Revised Edition) by Mishra & Puri (Himalaya Publication)
2. Industrial Economy of India by S.S.M Desai & N. Bhalerao
3. Indian Economy by Datt & Sundharam (S.Chand Publication)

#### Suggested Readings:

Indian Economy (28th Revised Edition) by Mishra & Puri (Himalaya Publication)

#### Online Resources:

<https://bsshaheducation.in/product/growth-and-structure-industries/> **Practical /**

#### Activities:

- 1) Quiz using Google Forms or Quizzes
- 2) Breakout room activity - Sum solving





**Program:** Bachelor's Of Business Administration **Subject / Branch:** Management

**Year:** 1<sup>ST</sup> year

**Semester:** 2<sup>ND</sup>

**Course Title:** Business Communication-II

**Course Code:** FMB220104 **Course**

**Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) from a recognized education board.

**Rationale:** Students will get idea about the hurdles of the language.

**Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

**Course Objective:**

- 1) Effectively manage the team as a team player
- 2) Develop interview skills
- 3) Develop Leadership qualities and essentials

**Course Outcome:**

- 1) Describe and use effective interpersonal communication and listening skills.
- 2) Identify the various aspects of the organizational setting for business communication
- 3) Students will improve their writing skill

**Content**

Unit	Description in detail	Credit	Weightage
I	SEGMENT COURSE CONTENT No. of Lectures TEXT: 12 Wings of Fire-Abridged-(Students Edition) By- Dr. A.P.J. Kalam	1	25 %
II	COMMUNICATION: Barriers to Effective Communication Physical Barriers Noise Time and Distance Semantic Barriers Interpretation of Words Technical Jargon Idioms and Phrases Psycho-Sociological Barriers	1	25 %





	Status Block Closed mind Emotion Group Identification Poor Communication Skills State of Health Cultural Barriers		
III	Sales letters: (5 hours) objectives of sales letter Types of writing a sales letters Job Applications: (8 hours) Collection letters: (5 hours) Definition of collection letters Essential points for drafting collection letters Stages of collection letters Notification stage Reminder stage Strong reminder stage Inquiry and discussing stage Warning and threat stage Thanking customer for timely payment Reply to complaint regarding faulty bill	1	25 %
IV	Vocabulary (Foreign Words)	1	25 %

#### Reference Books:

- 1) Rai. U.S., S.M. *Business Communication*. Himalaya Publication, Mumbai.
- 2) Ramon, Meenakshi, *Business Communication*. Prakash Sing OUP, New Delhi. "Oxford Business English Dictionary, OUP, New Delhi

#### Suggested Readings:

- 1) Sharma, R.C. *Business Correspondence and Report Writing*. Krishna Mohan Tata McGrawhill Publishing Co.
- 2) Korlahalli, J.S., Rajendrapal. *Essentials of Business Communication*. Sultan Chand and Sons. New Delhi
- 3) Kaul, Asha. *Business Communication*. Prentice Hall Of India Pvt Ltd., New Delhi.





### Online Resources:

1. <https://www.pdfdrive.com>
2. [www.slideshare.net](http://www.slideshare.net)

### Practical / Activities:

1. Quiz using Google Forms or Quizzes
2. Breakout room activity - Sum solving

**Program:** Bachelor's Of Business Administration **Subject / Branch:** Management

**Year:** 1<sup>ST</sup> year

**Semester:** 2<sup>ND</sup>

**Course Title:** Financial Accounting-II

**Course Code:** FMB220105

**Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) from a recognized education board.

**Rationale:** The course aims to familiarize the students with concept Financial Accounting II and its applications in Accounting.

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

### Course Objective:

- 1) To familiarize the student with accounting principles, to impart them the conceptual knowledge of fundamentals of accounting.

### Course Outcome:

- 1) Financial accounting results in the determination of net income at the bottom of the income statement. Assets, liabilities and equity accounts are reported on the balance sheet. The balance sheet utilizes financial accounting to report ownership of the company's future economic benefits.

### Content

Unit	Description in detail	Credit	Weightage
I	<b>Purchase of Business By company :</b> (Accounting treatments in the books of Company)	1	25 %
II	<b>(A ) Underwriting of shares and Debentures :</b> Computation for fixing the liabilities Of underwriters.	1	25 %
III	<b>(A) Capital Reduction:</b>	1	25 %



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	Excluding Preparation of scheme of internal resolution <b>(B) Sub division / Consolidation of shares, conversion of shares into stock and its conversion.</b>		
IV	<b>(A) Indian Accounting Standards</b> AS-2 Valuation of Inventories AS-6 Depreciation Accounting AS-10 Accounting for fixed assets <b>(B) Redemption of Debentures :</b> Own debentures from open market	1	25 %

### Reference Books:

- 1) Dr. Maheshweri, S. N. Advance Accountancy. Vols. Vol-1 and Vol-2. New Delhi: Vikash Publisher House Pvt. Ltd.
- 2) Gupta, R. L. Advance Accountancy. Vols. vol-1 and vol-2. New Delhi: Sultanchand & Sons.

### Suggested Readings:

- 1) Rana, T. J. Advance Accountancy-2. Ahmedabad: B.S. Shah Prakashan.

### Online Resources:

- 11) <https://www.pdfdrive.com>
- 12) [www.slideshare.net](http://www.slideshare.net)

### Practical / Activities:

- 3) Quiz using Google Forms or Quizzes
- 4) Breakout room activity - Sum solving







**Program:** Bachelor's Of Business Administration **Subject / Branch:** Management

**Year:** 1<sup>ST</sup> year

**Semester:** 2<sup>ND</sup>

**Course Title:** Computer Application –II

**Course Code:** FMB220106 **Course**

**Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) from a recognized education board.

**Rationale:** The course aims to familiarize the students with concept of Computer Application II and its applications Various Field.

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

### Course Objective:

- 1) Give students an in-depth understanding of why computers are essential components in business, education and society.
- 2) Provide hands-on use of Microsoft Office applications Word, Excel and PowerPoint.
- 3) Completion of the assignments will result in MS Office applications knowledge and skills

### Course Outcome:

- 1) Understand the basic terminology of computers
- 2) Understand the practical concepts of MS Word, MS Excel, MS PowerPoint, and MS Access.

### Content

Unit	Description in detail	Credit	Weightage
I	Advanced word-I a) checking spelling & grammar b) Auto correct & auto text c) opening & closing toolbars d) using tabs 1. Defining Tabs using rulerbar and mouse 2. Defining Tabs using Dialogbox e) Enhancing a Document 1. Page set up, page Break, Looking at a document	1	25 %



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	in different views, Header & Footer, Zoom, Changing Case , Print Options . f) Tables 1. Creating a table , Formatting a table , Auto Format ,Calculation in table and Sorting		
II	Advanced Word –II a) Using multiple columns , Format painter ,auto format b) Graphics , Drawing toolbar , word art , inserting Graphics c) Mail Merge: What is mail merge? d) Creating & printing merged letters e) Using mail merge to print envelop and mailing Labels	1	25 %
III	Web Design Using Flash a) Multimedia authoring software b) Advantages of Flash c) What is Animation? d) Parts of screen of Flash 8.0 1.Stage 2.Timeline 3.Panel 4.Toolbox 5.Library Window e) Web Animation f) To Publish Animation	1	25 %
IV	Importance Terms Related to Computers Algorithm, Artificial intelligence, ASCII, ATM, Automated Office, Backup, BIOS, Bit, Byte, Boo, Bug ,Client /server, Encryption, Flow chart, GIGO, POST ,Password, Program, Modem, Web, Virus ,Configuration of a pc –Computer	1	25 %

### Reference Books:

- 1) Schaum's Outline of Programming with C: B. Gottfried, 2nd Edition, 1996, Tata McGraw Hill.
- 2) The C Programming Language: B.W. Kernighan, D.M. Ritchie, 2nd Edition, 1995, PHI

### Suggested Readings:

- 1) Working with Personal Computer Software (2nd Ed.) – R.P.Soni, Harshal Arolkar, Sonal Jain , Wiley –India Publications







2) Office 2003 in simple steps- Dreamtech Press.

**Online Resources:**

1. <https://www.pdfdrive.com>
2. [www.slideshare.net](http://www.slideshare.net)

**Practical / Activities:**

1. Quiz using Google Forms or Quizzes
2. Breakout room activity - Sum solvin





## COURSE OUTCOME BBA SEM - II

Compulsory Course	Course Outcome	
<b>Macro Economics</b>	<b>CO1</b>	To understand economy of a country and macroeconomic events such as unemployment, inflation and the balance of payments
	<b>CO2</b>	Critically assess real-world macroeconomic developments through national income indicators.
	<b>CO3</b>	To relate to the real world and get a deeper insight regarding Disinvestments, FDI's and FII's.

Compulsory Course	Course Outcome	
<b>Business Environment</b>	<b>CO1</b>	Identify different types of Business Environment
	<b>CO2</b>	Recognize tools for examining the Environment
	<b>CO3</b>	Explain the role of economic systems, economic planning, government policies, public sector and development banks, economic reforms, liberalization, patent laws and its impact on Business

Compulsory Course	Course Outcome	
<b>Growth And Structure Of Industries</b>	<b>CO1</b>	Explain The Growth And Structural Composition Of Indian Industry As It Evolved Over Time.
	<b>CO2</b>	Critically Describe The Phase-Wise Developmental Performance Of The Indian Industry.
	<b>CO3</b>	Indicate the direction of industrial development envisaged in the initial years of planning with a thrust on import substitution leading to a phase of controlled regime.





Optional Course	Course Outcome	
<b>Business communication - II</b>	<b>CO1</b>	Write business communication documents
	<b>CO2</b>	Demonstrate effective presentations skills
	<b>CO3</b>	Show improved interview skills and confidence in group discussions.

Optional Course	Course Outcome	
<b>Financial accounting - II</b>	<b>CO1</b>	Students will have complete knowledge of Indian as well as International Accounting Standards
	<b>CO2</b>	With advanced knowledge of Accounting, business world will be ready to absorb students

Optional Course	Course Outcome	
<b>Computer - II</b>	<b>CO1</b>	Use the features available in Windows
	<b>CO2</b>	Work with System Tools and use Accessibility Features of Windows
	<b>CO3</b>	Create documents using MS Word





❖ **Mapping of COs and PSOs for BBA Semester - II**

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
<b>Macro Economics</b>	CO1	*						*
	CO2	*	*					
	CO3	*						

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
<b>Business environment</b>	CO1	*	*	*				
	CO2			*				
	CO3							

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
<b>Growth And Structure Of Industries</b>	CO1						*	
	CO2		*	*				
	CO3	*						

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
<b>Business Communication</b>	CO1	*						
	CO2	*				*		
	CO3		*					

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
<b>Financial Accounting - II</b>	CO1	*	*					
	CO2			*		*	*	

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
<b>Computer Application - II</b>	CO1	*	*	*				
	CO2	*	*	*				
	CO3	*	*	*				





## **Semester-III**

**Program:** Bachelor's of Business Administration **Subject / Branch:** Management

**Year:** 2<sup>nd</sup>

**Semester:** 3<sup>rd</sup>

**Course Title:** MARKETING MANAGEMENT

**Course Code:** FMB230101

**Course Type:** Core Compulsory

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) from a recognized education board.

**Rationale:** The course aims to familiarize the students with concepts of Marketing Management and its applications in business.

### **Teaching Examination Scheme:**

<b>Teaching (Hours/week)</b>			<b>Examination Scheme</b>			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

### **Course Objective:**

- 1) To outline key marketing concepts and its application to different markets
- 2) To identify factors and processes essential for designing marketing strategy
- 3) To analyze and examine the implementation of marketing concepts and strategy to firms

### **Course Outcome:**

- 1) The course aims to familiarize the students with concepts of Marketing Management and its applications in business.

### **Content**

<b>Unit</b>	<b>Description in detail</b>	<b>Credit</b>	<b>Weightage</b>
I	<b>Buyer Behavior :</b> Consumers markets and Industrial Market : model of Consumer behavior, Factors influencing behavior, Buying behavior process characteristics of Industrial market, major influencing factor on industrial buying behavior types of buying decision and how to make buying decision.	1	25 %



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II	<b>Target Marketing :</b> Market segmentation on different basis and target marketing strategies. <b>Consumerism :</b> Concept, Causes, consumer movement in India	1	25 %
III	<b>Advertising:</b> Advertising goals, Determination of advertising Budget Simple and Dynamic models Competitive model, Adaptive models. Specification of the media schedule media planning, specification of copy and format.	1	25 %
IV	<b>Issues and Developments in Marketing</b> Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing; Relationship marketing and other developments of marketing	1	25 %

### Reference Books:

- 1) Marketing Management by Philip Kotler.
- 2) Introduction to Marketing Management by Sherlekar
- 3) Fundamentals of Marketing Management by Prof.S.A.Sherlekar and R.Krishnamoorthy
- 4) Dr. R. B. Rudani, Basics of Marketing management, S.Chand& Company Ltd

### Suggested Readings:

- 1) Fundamentals of Marketing Management by Prof.S.A.Sherlekar and R.Krishnamoorthy
- 2) Dr. R. B. Rudani, Basics of Marketing management, S.Chand& Company Ltd

### Online Resources:

- 1) <https://www.pdfdrive.com>
- 2) [www.slideshare.net](http://www.slideshare.net)

### Practical / Activities:

- 1) Quiz using Google Forms or Quizzes
- 2) Breakout room activity - Sum solving







**Program:** Bachelor's of Business Administration **Subject / Branch:** Management

**Year:** 2<sup>nd</sup>

**Semester:** 3rd

**Course Title:** Human Resources Management **Course Code:** FMB230102

**Course Type:** Core Compulsory

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) or any from a recognized education board.

**Rationale:** The course aims to familiarize the students with concepts of Human resource and its application in business.

**Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

**Course Objective:**

1. To provide conceptual understanding of Management Concepts
2. To familiarize the students with the contemporary issues in Management
3. To understand and appreciate the human behaviour in organizations

**Course Outcome:**

1. Understand the concepts related to Business.
2. Demonstrate the roles, skills and functions of management.

**Content**

Unit	Description in detail	Credit	Weightage
I	<b>Human Resource Management:</b> Meaning, Features, Difference between personal Management and Human Resource Management, Objectives, Importance, Operative functions of HRM, Qualities of H.R Manager, Role of H.R Manager	1	25 %
II	<b>Human Resource Planning in a Corporate Sector:</b> Meaning, Objectives, Factors Affecting, Process, Benefits, Limitations of H.R. Planning. <b>Recruitment:</b> Modern selection procedure and its advantages <b>Training:</b> Meaning, Needs, Objectives, Procedure, Advantages and Limitations of training. <b>Human Resource Development:</b> Meaning, Characteristics, Needs, Functions, and Techniques or Methods of HRD	1	25 %



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III	<p><b>Performance Appraisal:</b> Meaning, Objectives. Brief idea of human resource accounting, psychological appraisal, management appraisal, utility and problems of performance appraisal.</p> <p><b>Promotion:</b> Meaning, Basis, Merits and Demerits of Promotions</p> <p><b>Transfer:</b> Meaning, causes and guiding principles of transfer.</p> <p><b>Demotions:</b> Meaning, causes and guiding principles of demotions.</p> <p><b>Morale:</b> Meaning, factors affecting, sign of low morale and its preventive measures, factors contributing high morale. Importance of industrial morale.</p>	1	25 %
IV	<p><b>Job Design:</b> Meaning, approaches of job design, Brief ideas of job relations, job enlargement, job enlargement-factors affecting of job design, importance of job design.</p> <p><b>Quality of Work Life:</b> Meaning, conditions, specific issues in QWL, H.R. activity and its effect on QWL</p> <p><b>Quality Circles:</b> Meaning, objectives, organizational structure of Quality circle, advantages and problems of Quality circle.</p>	1	25 %

#### Reference Books:

- 1) Personal Management – Juciouc Michel – RD. Irwin – Homewood.
- 2) Management Concept and Practice – Manamohad Prasad – Himalaya Publishing House.
- 3) Personnel and Human Resource Management – P. Subha Rao - Himalaya Publishing House.





### Suggested Readings:

- 1) Koontz, Weirich & Aryasri, PRINCIPLES OF MANAGEMENT, Tata McGraw-Hill, New Delhi, 2004
- 2) Tripathi & Reddy, PRINCIPLES OF MANAGEMENT, Tata McGraw-Hill, New Delhi, 2008
- 3) Laurie Mullins, MANAGEMENT AND ORGANISATIONAL BEHAVIOUR, Pearson, New Delhi, 2007

### Online Resources:

1. <https://www.pdfdrive.com>
2. [www.slideshare.net](http://www.slideshare.net)

### Practical / Activities:

1. Quiz using Google Forms or Quizzes
2. Breakout room activity - Sum solvin

**Program:** Bachelor's of Business Administration **Subject / Branch:** Management

**Year:** 2<sup>nd</sup>

**Semester:** 3<sup>rd</sup>

**Course Title:** Taxation-I

**Course Code:** FMB230103

**Course Type:** Core Compulsory

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) from a recognized education board. **Rationale:** The course aims to familiarize the students with concept taxation.

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

### Course Objective:

- 1) To enable the students to identify the basic concepts, definitions and terms related to Income Tax.

### Course Outcome:



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- 1) Students would compute income from salaries, house property, business/profession, capital gains and income from other sources.

### Content

Unit	Description in detail	Credit	Weightage
I	<b>Introduction:</b> Objectives of Income Taxation ,History of Income –tax and brief introduction of Direct and Indirect Tax laws, Definitions : Income, Agricultural Income, Assesses ,Person , assessment Year , Previous Year , Income tax Authorities (section 116 to 120 and 124)	1	25 %
II	<b>Basis of charge of income-tax:</b> scope of total income and residential status of an individual Assesses (section 4 to 9) Individual Assesses income exempted from income tax (section 10) Procedure for assessment of income tax (section 139,139A,140,140A,142 to 145,147 to 149,154 and 156) and collection of taxes.	1	25 %
III	<b>Salary Income :</b> computation of taxable salary(section 14 to 17) , Taxability of various provident funds affecting the computation of taxable salary income only shall be included.	1	25 %
IV	<b>Income from House Property :</b> computation of taxable income from house property(section 22 to 27)	1	25 %

### Reference Books:

- 1) Student's Guide to Income Tax,Dr vinod k singhania
- 2) Dr Monica singhania-Taxmann's publication.

### Suggested Readings:

- 1) Singhanar V.K: Students' Guide to Income Tax; Taxmann, Delhi.
- 2) Prasadi, Bhagwati: Income Tax Law & Practice: Wiley Publication, New Delhi,
- 3) Mehrotra H.C: Income Tax Law & Accounts ; Sahitya Bhawan, Agra.

### Online Resources:

- 1) <https://www.pdfdrive.com>
- 2) [www.slideshare.net](http://www.slideshare.net)
- 3)

### Practical / Activities:

- 5) Quiz using Google Forms or Quizzes
- 6) Breakout room activity - Sum solving



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**Program:** Bachelor's of Business Administration **Subject / Branch:** Management

**Year:** 2<sup>nd</sup>

**Semester:** 3<sup>rd</sup>

**Course Title:** Cost Accounting-I

**Course Code:** FMB230104

**Course Type:** Core Compulsory

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) or any from a recognized education board.

**Rationale:** The course aims to familiarize the students with concepts of Cost Accounting and its applications in Accounting.

**Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

**Course Objective:**

- 1) To provide an in depth study of the Cost Accounting Principles and Techniques for identification, analysis and classification of cost components to facilitate managerial decision making

**Course Outcome:**

The syllabus aims to test the student's ability to:

- 1) Understand and explain the conceptual framework of Cost Accounting
- 2) Explain the basic concepts and processes in determination of cost of products and services
- 3) Understand the Cost Accounting Standards (CAS)

**Content**

Unit	Description in detail	Credit	Weightage
I	<b>Introduction to cost accounting</b> Meaning and definition; Need for Cost Accounting; Advantage and limitations; Cost Accounting and Financial Accounting; Cost concepts and cost objects; Elements of cost and classification of costs; methods of costing; Techniques of costing ( <i>with emphasis on Uniform costing</i> ) ; Cost centre and Cost unit; Installation of good cost accounting system	1	25 %
II	<b>Materials</b> Definition of inventory; Materials and material control; Objectives of material control; Its necessity and advantages; Purchase and stores routine; Control of inventory through EOQ, determination of various stock levels, JIT and ABC system; Methods of pricings	1	25 %



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	of issues of material – FIFO, LIFO, Base Stock price, Weighted average price, periodic weighted average price, standard price and replacement price.		
III	<b>Labour</b> Direct and Indirect Labour cost; Labour cost accounting and Labour records; Remuneration methods – Time wage system and piece wage system; Bonus systems ( Individual and Group incentive plans) -Halsey Premium plan, Rowan Plan, Taylor's differential piece rate system, Bedeaux Plan, Merrick's multiple piece rate system, Gantt task & bonus system, Profit sharing and Co-partnership; Requisites of good wage incentive plan; Labour turnover; Cost of Labour turnover & its treatment; Concept of Idle time & its treatment; Over time premium; Casual worker & out worker; Holiday & Leave with pay; Cost of Apprentice; Employee welfare cost; Fringe benefits; Bonus and Gratuity.	1	25 %
IV	<b>(A)Overheads including Activity based costing</b> Definition; Classification of overheads; Techniques for segregation of Semi variable overheads; Cost allocation and apportionment; Basis of apportionment of Factory overheads and Re apportionment of service centre cost; Overhead absorption on the basis of Direct Material cost, Direct labour cost, Prime cost, Labour Hours and Machine Hours; Concept and Treatment in cost accounts of – Over absorption , Under absorption, Setting up time and Idle time; Absorption of Administration overheads and Selling & Distribution overheads ( <i>In theory only</i> ) <b>B) Conceptual Understanding of Activity Based Costing.</b>	1	25 %

**Reference Books :**

1. Yogesh Maheswari, Managerial Economics, Phi Learning, Newdelhi, 2005 Gupta G.S.
2. Managerial Economics, Tata Mcgraw-Hill, New Delhi Moyern & Harris.
3. Anagerial Economics, Cengage Learning, Newdelhi, 2005 Geetika, Ghosh & Choudhury.
4. Managerial Economics, Tata Mcgrawhill, Newdelhi, 2011







### Suggested Readings:

- 1) Cost Accounting, By Dr P C Tulsian, S. Chand
- 2) Cost Accounting, By Dr Murthy & S Gurusamy, The McGraw Hill Companies

### Online Resources:

1. <https://www.pdfdrive.com>
2. [www.slideshare.net](http://www.slideshare.net)

### Practical / Activities:

- 1) Quiz using Google Forms or Quizzes
- 2) Breakout room activity - Sum solving

**Program:** Bachelor's of Business Administration **Subject / Branch:** Management

**Year:** 2<sup>nd</sup>

**Semester:** 3<sup>rd</sup>

**Course Title:** Introduction to Entrepreneurship

**Course Code:** FMB230105

**Course Type:** Core Compulsory

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) from a recognized education board.

**Rationale:** The course aims to familiarize the students with concepts of Introduction to Entrepreneurship and its applications in business.

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		
			20	10	70	100

### Course Objective:

- 1) Introduction to the principles of entrepreneurship. Topics include self-analysis of entrepreneurship readiness, the role of entrepreneur in economic development, legal problems, organizational structure, and sources of financing, budgeting, and cash flow. Upon completion, students should have an understanding of the entrepreneurial process and issues faced by entrepreneurs

### Course Outcome:

On completion of this course, the student will be able to:

- 2) Identify and discuss entrepreneurial contexts.



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- 3) Identify and discuss entrepreneurial characteristics, and reflect on their own interest in entrepreneurial activity.
- 4) Identify and critically evaluate an opportunity, research basic aspects of the opportunity and market, and present a simple plan for its exploitation.
- 5) Prepare a written opportunity assessment

## Content

Unit	Description in detail	Credit	Weightage
I	<b>Introduction:</b> What is Entrepreneurship? How has Entrepreneurship changed the world? Entrepreneurial DNA, traits and gap analysis. What are E-cells? Why join an E-cell? Entrepreneurial Success Stories.	1	25 %
II	<b>Understanding startups</b> Introduction to types of startup, Your Great Idea, learning who can compete your idea and how. When to pivot your business idea to avoid failure. <b>Importance of start-up team &amp; Role of founders:</b> No "I" concept, Team Formation, Qualities of a founder: Recruiter, Decider, Deal maker, Strategist	1	25 %
III	<b>Case of Successful startups</b> Understanding how startups like OYO, Ola, Air BnB, Face book, In shorts, Pay TM and relevant others	1	25 %
IV	<b>Phases of Start-ups:</b> Pre-company formation, Startup/Company Formation, Development Stage, Growth Stage, Preparation for exit <b>Design Thinking</b> Empathise, Define (the Problem), Ideate, Prototype, Test	1	25 %

## Reference Books:

- 1) Operation research and statistical analysis By P. K. Gupta and manmohan S.Chand.Co.
- 2) Quantitative techniques in management by Tata McGraw Publishing Company Limited, New Delhi.
- 3) Elements of Business Mathematics by Soni, Sharma & Saxena, Pitamber Publication Co.
- 4) Mathematics for Management by Bronson and Richard Bronson.

## Suggested Readings:



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- 1) Elements of Business Mathematics by Soni, Sharma & Saxena, Pitamber Publication Co.
- 2) Mathematics for Management by Bronson and Richard Bronson.

**Online Resources:**

- a. <https://www.pdfdrive.com>
- b. [www.slideshare.net](http://www.slideshare.net)

**Practical / Activities:**

1. Quiz using Google Forms or Quizzes
2. Breakout room activity - Sum solving

**Program:** Bachelor's of Business Administration **Subject / Branch:** Commerce

**Year:** 2<sup>nd</sup>

**Semester:** 3<sup>rd</sup>

**Course Title:** Corporate Accounting

**Course Code:** FMB230106

**Course Type:** Core Compulsory

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) or any from a recognized education board.

**Rationale:** The course aims to familiarize the students with concept corporate accounting and its application in business.

**Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		
			20	10	70	100

**Course Objective:**

- 1) Issue, forfeiture and re-issue of shares-meaning-and procedure of issue of shares, types of shares pro-rata allotment of shares, forfeited and reissue of shares.
- 2) Redemption of preference shares: Types of preference shares, sources of redemption, accounting entries.

**Course Outcome:**

- 6) The course aims to familiarize the students with concept accounting and its applications in Accounting.



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## Content

Unit	Description in detail	Credit	Weightage
I	<b>Valuation of Goodwill</b> Meaning of goodwill, Provision regarding goodwill in various accounting standards, Need for valuation of goodwill, Methods of valuation of goodwill, Arbitrary assessment, Average profit method(simple average, weighted average, annuity method), Super profit method, Capitalization of profit method(average profit and super profit)	1	25 %
II	<b>Circumstances of valuation of shares</b> Factors affecting valuation of shares, Methods of valuation of shares, Valuation of fully paid-up and partly paid-up equity shares and preference shares by net assets method, Valuation of fully paid-up and partly paid-up equity shares by yield-method, air value of fully paid-up and partly paid-up equity shares. Valuation of right, shares, Valuation of bonus shares	1	25 %
III	<b>Bank Accounts</b> Legal provisions(concepts only) Banking regulation act, 1949, Business carried on by banks, on-Banking assets and its disposal Management of banks, Share capital, Creation of floating charge on properties, Statutory reserves, Cash reserve and statutory liquidity reserve, Restriction on acquisition of shares in other companies, Restriction on loan and advances, on-performing assets(NPA), Preparation of final accounts NOTE: - Only simple adjustments to be asked\ (2) Income statement or balance sheet to be asked with relevant schedules. Combined question of final account is not expected.	1	25 %
IV	<b>Liquidation of Company</b> Meaning of liquidation and winding up(concepts only), Method of liquidation(concepts only) Compulsory winding up by national law tribunal Voluntary winding up , Consequences of winding up (concepts only), Preferential payments Overriding preferential payment as per the companies (amendment) Act, 1985 section 529A, Powers and duties of liquidators , Order of disbursement to be made by liquidators as per latest	1	25 %





	statutory revision Preparation of liquidator's final statement of account as per latest statutory revision		
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### Reference Books:

1. Corporate accounting (theory & practice): K L shah shree Niwas Publishing.
2. Corporate accounting: Dr S N Maheshwari & S K Maheshwari Vikas Publishing House.

### Suggested Readings:

- 1) J.R.Monga, Basic Corporate Accounting, Mayur paperbacks, New Delhi
- 2) Nirmal Gupta, Chhavi Sharma, Corporate Accounting theory and practice, Ane books pvt Ltd
- 3) M.C. Shukla, T.S. Grewal and S.C. Gupta, Corporate Accounting, S. Chand And co., New Delhi

### Online Resources:

1. <https://www.pdfdrive.com>
2. [www.slideshare.net](http://www.slideshare.net)

### Practical / Activities:

1. Quiz using Google Forms or Quizzes
2. Breakout room activity - Sum solving







## COURSE OUTCOME BBA SEM - III

Optional Course	Course Outcome	
Marketing Management	<b>CO1</b>	To Outline Key Marketing Concepts And Its Application To Different Markets.
	<b>CO2</b>	To Identify Factors And Processes Essential For Designing Marketing Strategy.
	<b>CO3</b>	To Analyze And Examine The Implementation Of Marketing Concepts And Strategy To Firms.

Optional Course	Course Outcome	
Human Resource & Management	<b>CO1</b>	Creates understanding of the importance of HRM in today's scenario.
	<b>CO2</b>	Creates understanding of the various functions of HRM.
	<b>CO3</b>	Enables creating strategies to improve HR quality.

Optional Course	Course Outcome	
Taxation-I	<b>CO1</b>	Creates an understanding of the basic concept of Direct Tax and basic definition related to Direct Tax and assesses.
	<b>CO2</b>	Provides learners an idea of the process and techniques of calculation of taxability and tax liability.

Optional Course	Course Outcome	
Cost Accounting-I	<b>CO1</b>	Aimed to familiarize the concept of cost accounting.
	<b>CO2</b>	Helps to gather knowledge on preparation of cost Sheet in its practical point of view.
	<b>CO3</b>	To facilitate the idea and meaning of material control With pricing methods.

Optional Course	Course Outcome	
Introduction To Entrepreneurship	<b>CO1</b>	Understand the meaning of entrepreneurship and its different classifications.
	<b>CO2</b>	Understand the importance of opportunity recognition and internal and external analyses to the success of a business venture.
	<b>CO3</b>	Understand the components and importance of the business plan to entrepreneurial venture



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development and sustainability.

Optional Course	Course Outcome	
Corporate Accounting	<b>CO1</b>	To give an exposure to the company final accounts.
	<b>CO2</b>	To provide knowledge on Goodwill.
	<b>CO3</b>	Students can get an idea about internal reconstruction.





❖ **Mapping of COs and PSOs for BBA Semester – III**

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Marketing Management	Co1	*						*
	Co2	*						*
	Co3	*						

Course		Pso1	Pso2	Pso3	Pso4	Pso5	Pso6	Pso7
Human Resource & Management	Co1	*	*	*				
	Co2			*				
	Co3							

Course		Pso1	Pso2	Pso3	Pso4	Pso5	Pso6	Pso7
Taxation-I	Co1	*	*	*				
	Co2			*				

Course		Pso1	Pso2	Pso3	Pso4	Pso5	Pso6	Pso7
Cost Accounting-I	Co1	*	*	*				
	CO2			*				
	CO3							

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Introduction To Entrepreneurship	CO1	*	*	*				
	CO2			*				
	CO3							

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Corporate Accounting	CO1	*	*	*				*
	CO2			*				*
	CO3							





## **Semester-IV**

**Program:** Bachelor's of Business Administration **Subject / Branch:** Management **Year:**

2ND year

**Semester:** 4TH

**Course Title:** Indian Economics

**Course Code:** FCB240101

**Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) or Any from a recognized education board.

**Rationale:** The course aims to familiarize the students with concepts of Indian Economy and its applications.

**Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

**Course Objective:**

- 1) This course seeks to enable the student to grasp the major economic problems in India and their solutions. It also seeks to provide an understanding of modern tools of macro-economic analysis and policy framework

**Course Outcome:**

- 4) Describe and use effective interpersonal communication and listening skills.
- 5) Identify the various aspects of the organizational setting for business communication
- 6) Students will improve their writing skill

**Content**

Unit	Description in detail	Credit	Weightage
I	<b>Nature of Indian Economy</b> India- An Underdeveloped Economy, India- A Developing Economy, India- A Mixed Economy	1	25 %
II	<b>Agriculture in India</b> Role of agriculture in Indian Economy, Cropping patten in India, Agricultural production and productivity, National Agriculture Policy, National Policy for Farmers.	1	25 %



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III	<b>Poverty in India</b> The concept of poverty line, Incidence of poverty in India, Human poverty, Rural Poverty, Poverty elevation programs, strategies for poverty elevation. <b>Indian Tax Structure</b> New Tax Structure (GST) Objectives , Benefits & Limitation	1	25 %
IV	<b>Industrial development in India</b> Trends in Industrial Production and Productivity, changes in industrial pattern during plans, issues in industrial development in India	1	25 %

### Reference Books:

- 1) Indian Economy (2006), Ruddra Dutt & K P M Sundaram, S. Chand.

### Suggested Readings:

- 1) Indian economy (2009), Mishra and Puri, Himalaya Publishing House.
- 2) Indian Economy (2003), I C Dhingra, Sultan Chand
- 3) Indian Economy (2003), Aggarwal, A.N. Vishwa Prakashan.

### Online Resources:

- 13) <https://www.pdfdrive.com>
- 14) [www.slideshare.net](http://www.slideshare.net)

### Practical / Activities:

- 7) Quiz using Google Forms or Quizzes
- 8) Breakout room activity - Sum solving

**Program:** Bachelor's of Business Administration **Subject / Branch:** Management

**Year:** 2ND year

**Semester:** 4TH

**Course Title:** Auditing-I

**Course Code:** FMB240102

**Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) or Any from a recognized education board.

**Rationale:** The course aims to familiarize the students with concepts of Auditing and its applications in business.



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### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		
			20	10	70	100

### Course Objective:

The main objective of auditing is to find reliability of financial position and profit and loss statements. The aim is to ensure that the accounts reveal a true and fair face of the business and all of its transactions.

### Course Outcome:

Student can learn how to prepare, perform, report, and close an audit. It is ideal for new auditors, those preparing to be on an audit team, and people who will soon be audited and want to understand the auditing process. Gain a basic understanding of how to conduct an internal audit.

### Content

Unit	Description in detail	Credit	Weightage
I	<b>Introduction</b> Definition, objective, Advantages and Limitations, Types of Audit-Internal audit, stationary audit, branch audit, cost audit, management audit, property audit (only concept) Basic principles governing an audit. <b>Company Auditor</b> <ul style="list-style-type: none"> <li>• Qualification and disqualification</li> <li>• Appointment and removal</li> <li>• Remuneration and status</li> <li>• Rights and duties</li> <li>• Lien of an auditor</li> </ul>	1	25 %
II	<b>Internal Control</b> Meaning and significance, Organizing audit work: Audit program Audit note book, working papers, routine checking, test checking, surprise checking, and commencement of new audit.	1	25 %
III	<b>Vouching</b> Meaning and significance vouching of cash transaction.	1	25 %
IV	<b>Investigation</b> Meaning and need, difference between audit and investigation <b>Verification and Valuation of Assets and Liabilities</b>	1	25 %





Meaning and auditor duties, Verification and Valuation of followings-Goodwill, Building, machinery, investment, inventory, secured loan and contingent liabilities.		
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**Reference Books:**

- 1) Advanced Accountancy : Rana, Dalal and others : Sudhir Prakashan, Ahmedabad.

**Suggested Readings:**

- 1) Auditing – Theory and Practice : N. K. Sharma : Shree Niwas Publication
- 2) Auditing – B.S. Shah Publication

**Online Resources:**

- 15) <https://www.pdfdrive.com>
- 16) [www.slideshare.net](http://www.slideshare.net)

**Practical / Activities:**

- 9) Quiz using Google Forms or Quizzes
- 10) Breakout room activity - Sum solving

**Program:** Bachelor's of Business Administration **Subject / Branch:** Management **Year:**

2<sup>ND</sup> year

**Semester:** 4<sup>TH</sup>

**Course Title:** Taxation – II

**Course Code:** FMB240103

**Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) or any from a recognized education board.

**Rationale:** The course aims to familiarize the students with concepts of Taxation and its applications in business.

**Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		



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### Course Objective:

- 1) To gain knowledge about the direct tax laws in force for the relevant previous year and to provide an insight into procedural aspects for assessment of tax liability for various assessees.

### Course Outcome:

- 1) Understand how the provisions in the corporate tax laws can be used for tax planning.
- 2) Understand different types of incomes and their taxability and expenses and their deductibility.

### Content

Unit	Description in detail	Credit	Weightage
I	<b>Introduction to Tax Management:</b> concept of tax planning , tax avoidance and tax evasions ,corporate taxation and dividend tax. <b>Tax Planning for New Business :</b> tax planning with reference to location ,nature and form of organization of new business.	1	25 %
II	<b>Income from Other Sources:</b> computation of taxable income under the head(section 56 to 59)	1	25 %
III	<b>Computation of income under</b> Profits and Gains of Business or Profession(Practical Sums Included ) capital Gains (Practical Sums Included)	1	25 %
IV	<b>GST (Goods and Service Tax)</b> Concept ,Features and overview of GST, benefits and challenges ,GST tax slabs of India ,difference between old tax structure and GST structure Definitions: goods ,service, taxable person ,business and place of business and others.	1	25 %

### Reference Books:

- 1) Indirect Taxes And Law By V.S Datey ,
- 2) Service Tax and Indirect Tax by CA Kashish Gupta
- 3) Goods and service Tax by Ravi Puliani And Mahesh Puliani





### Suggested Readings:

- 1) Singhanar V.K: Students' Guide to Income Tax; Taxmann, Delhi.
- 2) 2Prasaci, Bhagwati: Income Tax Law & Practice: Wiley Publication, New Delhi.
- 3) Mehrotra H.C: Income Tax Law & Accounts ; Sahitya Bhawan, Agra.

### Online Resources:

1. <https://www.pdfdrive.com>
2. [www.slideshare.net](http://www.slideshare.net)

### Practical / Activities:

1. Quiz using Google Forms or Quizzes
2. Breakout room activity - Sum solving

**Program:** Bachelor's of Business Administration **Subject / Branch:** Management **Year:**

2<sup>ND</sup> year

**Semester:** 4<sup>TH</sup>

**Course Title:** Cost Accounting –II

**Course Code:** FCB240104

**Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) or any from a recognized education board.

**Rationale:** The course aims to familiarize the students with concepts of Cost Accounting and its applications in Accounting.

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

### Course Objective:

- 1) To develop a detail understanding of the fundamental concepts associated with cost and costing under the broader domain of Cost Accounting Standards.
- 2) To attain in-depth knowledge about element-wise cost ascertainment with detail coverage of inventory management and control and apportionment of overhead costs.



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### Course Outcome:

- 1) Students would be able to ascertain costs elementwise and then perform accumulation of costs following the appropriate costing technique within a given organisational set-up.
- 2) Students would be able to attain abilities to maintain cost records and perform accounting as per the policies adopted by the organisation and in compliance with the framework suggested by Cost Accounting Standards.

### Content

Unit	Description in detail	Credit	Weightage
I	<b>Single or Unit Costing:</b> Components of total cost; Expenses that are not treated as cost in cost sheet; Imputed costs; Treatment of work-in progress; Defective materials; Sale of scrap; Defective product; Normal & abnormal Loss of materials; Treatment of Finished goods; Preparation of Historical cost sheet, Estimated cost sheet, Estimate for work order (Tender/Quotation).	1	25 %
II	<b>Reconciliation of profit as per cost accounts with profits as per financial accounts:</b> Reasons for disagreement in profits; Procedure for reconciliation; Preparation of Reconciliation Statement and Memorandum Reconciliation Account;	1	25 %
III	<b>Operating Costing or Service Costing:</b> Meaning of Operating Costing or Service Costing, Features of Operating Costing, Users of Service Costing, Cost Unit, Cost Analysis, Transport Costing, Hospital Costing, Staff canteen Costing. Practical Problems to be asked on Transport Costing, and Hospital Costing only	1	25 %
IV	<b>Job, Batch and Contract costing:</b> Definition and Features of Job costing; Pre requisites of Job costing; Source documents, procedure for recording under Job costing; Definition of Batch costing and its accounting procedure; Method of determination of economic batch quantity (EBQ); Definition of Contract costing; Difference between Job & Contract costing; Features of Contract costing; Work certified, work uncertified and Retention money; Method of valuation of work in progress; Profit on incomplete contracts; Accounting entries; Preparation of relevant ledger accounts and Final Accounts of a Contractor; Brief introduction of AS-7 (in theory only).	1	25 %





### Reference Books:

- 1) N.S. Zad : Cost & Management Accounting Taxmann Publications Pvt. Ltd.
- 2) Deepak Jain : Cost & Management Accounting Taxmann Publications Pvt. Ltd.

### Suggested Readings:

- 1) Cost Accounting: Principles & Practice, By M N Arora, Vikas Publishing House
- 2) Practical Costing, By N K sharma, Shree Niwas Publication
- 3) Cost Accounting, By Dr P C Tulsian, S. Chand
- 4) Cost Accounting, By Dr Murthy & S Gurusamy, The McGraw Hill Companies

### Online Resources:

1. <https://www.pdfdrive.com>
2. [www.slideshare.net](http://www.slideshare.net)

### Practical / Activities:

1. Quiz using Google Forms or Quizzes
2. Breakout room activity - Sum solvin

**Program:** Bachelor's of Business Administration **Subject / Branch:** Management

**Year:** 2ND year

**Semester:** 4TH

**Course Title:** Organisational Communication **Course Code:** FMB240105

**Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) from a recognized education board.

**Rationale:** The course aims to familiarize the students with concepts of Organizational communication and its applications in business.

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100



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### Course Objective:

- 1) To introduce students to important topics in organizational communication
- 2) To introduce students to foundational works in organizational communication
- 3) To introduce students to contemporary advances in organizational communication

### Course Outcome:

- 7) Describe and use effective interpersonal communication and listening skills.
- 8) Identify the various aspects of the organizational setting for business communication
- 9) Students will improve their writing skill

### Content

Unit	Description in detail	Credit	Weightage
I	<b>Questionnaires:</b> (A) Launching a new product (B) Review of an existing product (C) Socio-economic analysis (D) Questionnaires regarding habits (E) Academic and educational survey	1	25 %
II	<b>Business reports:</b> (A) Reports by individuals (B) Reports by committees	1	25 %
III	<b>Drafting advertisement for publication</b> <b>Drafting memorandum</b>	1	25 %
IV	<b>Commercial terms:</b> 1.Bank Draft 2.Legal Tender 3.Fictitious Assets 4.Capital Reserve 5.Collateral Security 6.Stag 7.Kite Flying 8.Assignment 9.Lease 10.Bank Note 11.Letter of Credit 12.Liquid Assets 13.Reserve Capital 14.Dividend 15.Bonus Shares 16.Allonge	1	25 %







17.Demurrage		
18.Subsidy		
19.Bailiff		
20.Guarantee		
21.Lien		

### Reference Books:

- 3) Rai. U.S., S.M. *Business Communication*. Himalaya Publication, Mumbai.
- 4) Ramon, Meenakshi, *Business Communication*. Prakash Sing OUP, New Delhi. "Oxford Business English Dictionary, OUP, New Delhi

### Suggested Readings:

- 1) Business communications and organizational management by Rohini Aggrawal-Taxman
- 2) A handbook of business communication –B.S. Nimavat, Ketan K. Gedia-Prakash book depot, Bareilly
- 3) Essentials of business communication – Rajendra pal and J.S. korlhalli - sultanchand & sons, new delhi

### Online Resources

1. <https://www.pdfdrive.com>
2. [www.slideshare.net](http://www.slideshare.net)

### Practical / Activities:

1. Quiz using Google Forms or Quizzes
2. Breakout room activity - Sum solving

**Program:** Bachelor's of Business Administration **Subject / Branch:** Management

**Year:** 2<sup>ND</sup> year

**Semester:** 4<sup>TH</sup>

**Course Title:** Production Management

**Course Code:** FMB140106

**Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) or any from a recognized education board.

**Rationale:** The course aims to familiarize the students with concepts of Production Management and its applications in business.



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### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		
			20	10	70	100

### Course Objective:

- 1) The course aims at developing knowledge about various steps of product, design, development, plant location, storage, production planning and control.

### Course Outcome:

1. Describe and use effective interpersonal communication and listening skills.
2. Identify the various aspects of the organizational setting for business communication
3. Students will improve their writing skill

### Content

Unit	Description in detail	Credit	Weightage
I	<b>Introduction to Production Management:</b> Introduction; History of Production and Operations Management; Definitions of Production Management; Production Process; Production: The Heart of an Organization; Objectives of Production Management; Scope of Production Management; Importance of Technology in Production	1	25 %
II	<b>Production and Process Design:</b> Product Selection; Definitions of Product Design and Development: Need for Product Design and Development, Origin of the Product Idea and Selection from Various Alternatives, Choosing among Alternative Products, Modifying the Existing Products, Sources of Product Innovation, Characteristics of a Good Design, Reverse Engineering, Concurrent Engineering; Process <b>Design</b> —Meaning, Need, Factors and Types: Framework for Process Design, Process Planning Procedure, Relationship between Process Planning and other POM Activities, Type	1	25 %





	of Process Designs.		
III	<b>Work Study:</b> Work Study: Definition, Objectives, Significance and Advantages: Importance and Scope, Various Models, Work Study as a Science, Work Study and Productivity, Outline Process Chart, Importance of Work Study; <b>Method Study:</b> Definition, Objectives and Procedure: Objectives of Method Study, Method Study Procedure, Threbligs Work Measurement: Objectives of Work Measurement, Techniques of Work Measurement, Work Sampling Compared to Time Study	1	25 %
IV	<b>JIT and Quality:</b> Definition of Just-In-Time (JIT): Process of JIT; Quality: Costs of Quality, Characteristics of Quality, Quality of the Process, Seven Tools of Statistics, Quality Planning and Improvement Tools, Specification and Control Limits: Total Quality Management (TQM): Principles of TQM, Deming's 14 Points; Six Sigma: Six Sigma Themes	1	25 %

**Reference Books:**

- 1) Production Management B Poom-D.B For Tarapolwala & Sons
- 2) Manufacutring Management –Moor –D.B Tarapolwala & Sons
- 3) Manufacturing organization & Management: Amire , Ritchej Hulley –Prantice Hall of india

**Suggested Readings:**

- 1) Pitfield, R. Ronald (1984): Business Organization, (London), M & E Books.

**Online Resources:**

1. <https://www.pdfdrive.com>
2. [www.slideshare.net](http://www.slideshare.net)

**Practical / Activities:**

1. Quiz using Google Forms or Quizzes
2. Breakout room activity - Sum solving





## COURSE OUTCOME BBA SEM - IV

Optional Course	Course Outcome	
Legal Aspects Of Indian Business	<b>CO1</b>	Know rights and duties under various legal Acts.
	<b>CO2</b>	Understand consequences of applicability of various laws on business situations.
	<b>CO3</b>	Develop Critical Thinking Through The Use Of Law Cases.

Optional Course	Course Outcome	
Export Management	<b>CO1</b>	Identify major product decisions that are necessary for export markets in order to facilitate product adaptation to the markets in question.
	<b>CO2</b>	Apply various exports procedures and formalities to run an export business.
	<b>CO3</b>	Locate various sources of information, institutional infrastructure and incentives for exporters.

Optional Course	Course Outcome	
Taxation – II	<b>CO1</b>	Creates an understanding of the basic concept of Direct Tax and basic definition related to Direct Tax and assessee.
	<b>CO2</b>	Provides learners an idea of the process and techniques of calculation of taxability and tax liability

Optional Course	Course Outcome	
Cost Accounting – II	<b>CO1</b>	Aimed to familiarize the concept of cost accounting.
	<b>CO2</b>	Helps to gather knowledge on preparation of cost sheet in its practical point of view.
	<b>CO3</b>	To facilitate the idea and meaning of material control with pricing methods.

Optional Course	Course Outcome	
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Business Research Methodology	<b>CO1</b>	Understand advanced design, methodologies and analysis in business research methods, including key terms, classifications and systematic applications to the research data and design of a research project.
	<b>CO2</b>	Generate ideas and identify core business problem and distil into a research problem based on the scope and objectives of the study, and/or relate the problem with major theory, concepts and constructs.
	<b>CO3</b>	Evident, analyze, and support the association of variables attributed in the conceptual model with theory and outcomes of the relevant published articles, and evaluate with primary tools and other Approaches that may be employed to interpret the results of the current study.

Optional Course	Course Outcome	
Production Management	<b>Co1</b>	Recognizes The Concept Of Production Management.
	<b>CO2</b>	Recognizes The Effects Of Globalization To The Production Management.
	<b>CO3</b>	Assesses The Primary Problems Of Production Management.







❖ **Mapping of COs and PSOs for BBA Semester – IV**

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Legal Aspects Of Indian Business	CO1	*	*	*				
	CO2			*				
	CO3							

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Export Management	CO1	*	*	*				
	CO2			*				
	CO3							

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
TAXATION – II	CO1	*	*	*				
	CO2			*				

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
COST ACCOUNTING –II	CO1	*	*	*				
	CO2			*				
	CO3							

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Business Research Methodology	CO1	*	*	*				
	CO2			*				
	CO3							

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
PRODUCTION MANAGEMENT	CO1	*	*	*				
	CO2			*				
	CO3							





## **Semester-V**

**Program:** Bachelor's of Business Administration **Subject / Branch:** Management

**Year:** 3<sup>rd</sup>

**Semester:** 5<sup>th</sup>

**Course Title:** BUSINESS STRETEGY AND ENTERPRENEUR

**Course Code:** FMB250101

**Course Type:** Core Compulsory

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) from a recognized education board.

**Rationale:** The course aims to familiarize the students with concepts of Business Strategy and Entrepreneur.

### **Teaching Examination Scheme:**

<b>Teaching (Hours/week)</b>			<b>Examination Scheme</b>			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

### **Course Objective:**

- 1) The goals of this programme are to inspire students and help them imbibe an entrepreneurial mind-set.
- 2) The students will learn what entrepreneurship is and how it has impacted the world and their country.
- 3) They will be introduced to key traits and the DNA of an entrepreneur, and be given an opportunity to assess their own strengths and identify gaps that need to be addressed to become a successful entrepreneur.

### **Course Outcome:**

- 1) On completion of syllabus student will understand the basic concepts of Business Strategy and Entrepreneur.





## Content

Unit	Description in detail	Credit	Weightage
I	<b>Conceptual framework</b> -Entrepreneurship -Development of Entrepreneurship -The conceptual model -A training model for entrepreneurship -Rural Entrepreneurship	1	25 %
II	<b>Motivating the Entrepreneurship</b> - Motivation Training -Personal Efficiency -Action Planning -Motivational and Imagery -Cultural values -Motivation Developments Strategies	1	25 %
III	<b>Promoting a Small Scale Unit</b> -The concept of Small Scale Industry -Registration Procedure and Associated Privileges -facilities to technocrats -Special Assistance to SC/ST	1	25 %
IV	<b>Institutional Support to Entrepreneurs</b> -Need for Institutional Support About NSIC, SIDO, SSIB, SSICS, SISI, DICs ,TCOs	1	25 %

## Reference Books:

- 1) S.S. KHANKA 'Entrepreneurial development'. S. Chand New Delhi
- 2) Vasant Desai 'Dynamics of "Entrepreneurial development"
- 3) Neeta Baporikar "Entrepreneurial development" & Project management"  
Himalaya Publishing"House, Mumbai

## Suggested Readings:

- 1) Vasant Desai 'Dynamics of "Entrepreneurial development
- 2) S.S. KHANKA 'Entrepreneurial development'. S. Chand New Delhi

## Online Resources:

1. <https://www.pdfdrive.com>



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2. [www.slideshare.net](http://www.slideshare.net)

**Practical / Activities:**

2. Quiz using Google Forms or Quizzes
3. Breakout room activity - Sum solving

**Program:** Bachelor's of Business Administration **Subject / Branch:** Management

**Year:** 3<sup>rd</sup>

**Semester:** 5<sup>th</sup>

**Course Title:** INDUSTRIAL RELATION & LABOUR LAW

**Course Code:** FMB250102

**Course Type:** Core Compulsory

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) from a recognized education board.

**Rationale:** The course aims to familiarize the students with concept industrial relation & Labour Law.

**Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

**Course Objective:**

- 1) This course intends to make students aware of the various actors as part of the industrial relations and understand the labor laws, issues and implications.

**Course Outcome:**

- 1) Students will be aware of the various actors as part of the industrial relations and understand the labor laws, issues and implications.
- 2) After understanding industrial relation issues, labor laws can generate alternative decision making.



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## Content

Unit	Description in detail	Credit	Weightage
I	<b>Introduction of Industrial Relation.</b> Meaning & definition, features, factors Affecting I. R, Approaches to IR. Objectives of I.R and human Relation, IR productivity, Various dimensions of I.R.	1	25 %
II	<b>Industrial disputes</b> Definition, objective & scope, Causes and Measures to Improve Industrial Relations Collective Bargaining: Meaning, Characteristics, need, importance Process Pre requisites	1	25 %
III	Labour Court, Industrial Tribunal, National Tribunal Provision with respect to Strikes and Lockouts, Lay-off and retrenchment	1	25 %
IV	Factories Act 1948 Definitions, Objectives, Provision regarding Health, safety, welfare of workers, working hours of adult, offences & penalties	1	25 %

## Reference Books:

- 1) Industrial Relation & labour Laws S.C Srivastava, Vikas Publishing House
- 2) Industrial Relation C.S Venkata Raman, Oxford Publication
- 3) Labour Law for Managers B.D Singh Labour Law, Excel Book
- 4) Dynamic of Industrial Relation Dr Satish Memoria, S.V Gankar, Himalaya Publishing

## Suggested Readings:

- 1) Industrial Relation & labour Laws S.C Srivastava, Vikas Publishing House
- 2) Industrial Relation C.S Venkata Raman, Oxford Publication

## Online Resources:

- 3) <https://www.pdfdrive.com>
- 4) [www.slideshare.net](http://www.slideshare.net)

## Practical / Activities:



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- 11) Quiz using Google Forms or Quizzes
- 12) Breakout room activity - Sum solving

**Program:** Bachelor's of Business Administration **Subject / Branch:** Management

**Year:** 3<sup>rd</sup>

**Semester:** 5<sup>th</sup>

**Course Title:** ORGANISATIONAL BEHAVIOUR **Course Code:** FMB250103

**Course Type:** Core Compulsory

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) from a recognized education board.

**Rationale:** The course aims to familiarize the students with concept organizational behaviors and its applications in business.

**Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

**Course Objective:**

- 1) To learn the basic concepts of Organizational Behaviour and its applications in contemporary organizations.
- 2) To understand how individual, groups and structure have impacts on the organizational effectiveness and efficiency.
- 3) To appreciate the theories and models of organizations in the workplace.
- 4) To creatively and innovatively engage in solving organizational challenges.
- 5) To learn and appreciate different cultures and diversity in the workplace.

**Course Outcome:**

- 1) To understand the conceptual framework of the discipline of OB and its practical applications in the organizational set up.
- 2) To deeply understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently.
- 3) To critically evaluate and analyze various theories and models that contributes in the overall understanding of the discipline.
- 4) To develop creative and innovative ideas that could positively shape the organizations.
- 5) To accept and embrace in working with different people from different cultural and diverse background in the workplace.



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## Content

Unit	Description in detail	Credit	Weightage
I	Introduction& Concept of O.B :Meaning, Characteristic, nature, scope of Organizational behaviour; Need to understand human behaviour; Contributing disciplines to the field of O.B; O.B. Models; Challenges and opportunities of O.B. Interpersonal Behaviour Meaning nature &types: Biographical Characteristics of Individual Behaviour.	1	25 %
II	Individual behaviour Meaning factor influencing: Ability Meaning & types; Values Definition & significance; Attitudes- Meaning, features, types, components& Formation, Theories, Organization Related Attitude, Difference between Attitude and Behavior; Personality – Definition, features & determinants and Traits; Emotions; Learning-Theories and Reinforcement Schedules, Interpersonal Behavior: Johari Window;	1	25 %
III	Concept of Group: Meaning, Nature of Group Types of Groups, Stages Model /Process of Group Development, Advantages of Working in group Theories of Group Formation; Group Dynamics: concept, nature &components. Group Cohesiveness meaning & causes; Concept of Team: Meaning, Nature, need of work team, Types of Teams; Stages Model /Process of team Development, team Building and issues in effective Managing Teams. Team Vs. Group	1	25 %
IV	Conflict: meaning, source, types of conflict Process of conflict, Procedure for resolution of conflict Management Stress: Concept of stress, nature, symptoms' Causes& solution of stress. Stress Management: Individual stress, Organisational stress Organization Culture Meaning & features Resistance to Change& its levels.	1	25 %

## Reference Books:

- 1) Hellriegel D. (2011), 'Organizational Behavior' (Thirteenth ed.), South Western Educational Publishing: USA
- 2) Pareek U. (2012), 'Understanding Organizational Behavior' (Third ed.), Oxford University Press, USA



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- 3) Robbins S.P. (2010), 'Essentials of Organizational Behavior' (Tenth ed.), Pearson: Delhi
- 4) Schermerhorn J.R. (2010), 'Organizational Behavior' (Eleventh ed.), John Wiley & Sons, Inc.: USA

### **Suggested Readings:**

- 1) Hellriegel D. (2011), 'Organizational Behavior' (Thirteenth ed.), South Western Educational Publishing: USA
- 2) Pareek U. (2012), 'Understanding Organizational Behavior' (Third ed.), Oxford University Press, USA

### **Online Resources:**

- a. <https://www.pdfdrive.com>
- b. [www.slideshare.net](http://www.slideshare.net)

### **Practical / Activities:**

1. Quiz using Google Forms or Quizzes
2. Breakout room activity - Sum solving

**Program:** Bachelor's of Business Administration **Subject / Branch:** Management

**Year:** 3<sup>rd</sup>

**Semester:** 5<sup>th</sup>

**Course Title:** Management Accounting I

**Course Code:** FMB250104

**Course Type:** Core Compulsory

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) from a recognized education board.

**Rationale:** The course aims to familiarize the students with concepts of Management Accounting – II.

### **Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme		
Lecture	Tutorial	Practical	Internal	External	Total



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4	0	0	Mid 20	CE 10	70	100
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### Course Objective:

- 1) The main objective of managerial accounting is to assist the management of a company in efficiently performing its functions: planning, organizing, directing, and controlling

### Course Outcome:

- 1) Students would calculate the estimated working capital requirement of the entity.

### Content

Unit	Description in detail	Credit	Weightage
I	<b>Management Account:</b> Meaning, Definition, Characteristics. Role of management accounting in decision making. Management accounting, Cost accounting, Financial accounting. Scope and Limitation of management accountancy. <b>Analysis of Financial Statements</b> Meaning, characteristics, Nature, Limitation of financial statement. Analysis and interpretation of financial statement.	1	25 %
II	<b>Interpretation &amp; Analysis of financial statement.</b> Meaning, Importance and Limitation Gross profit Ration Net Profit Ratio Current Ratio Stock Turnover Ratio Capital Gearing Ratio Expense Ratio Operating Ratio Liquid Ratio Proprietary Ratio	1	25 %





	Debt to Equity Ratio		
III	<b>Cash flow Statement:</b> Concept and significance of cash flow statement Sources and application of cash, Cash from operation Income and Expenditure method Net profit approach Difference between cash flow statement and fund flow statement Prepare cash flow as per AS-3	1	25 %
IV	<b>Budgets and Budgetary Control:</b> Cash budget: Meaning, Advantages, Disadvantages Methods of preparing cash budget. Flexible budget Meaning and type of flexible budget Classification of cost and utilities	1	25

### Reference Books:

- 1) Advanced accountancy : Rana, Dalal and other : sudhir Prakashan, Ahemedabad
- 2) **Accountancy : Tulsian PC : S Chand New Delhi**
- 3) **Cost Accountancy : Tulsian PC : S Chand New Delhi**

### Suggested Readings:

- 1) Jawahar Lal, Cost Accounting, Tata McGraw Hill New Delhi
- 2) B.M. Lall Nigam and I.C. Jain, Cost Accounting, Principles, Methods and Techniques, PHI Pvt. Ltd, New Delhi

### Online Resources:

1. <https://www.pdfdrive.com>
2. [www.slideshare.net](http://www.slideshare.net)



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**Practical / Activities:**

1. Quiz using Google Forms or Quizzes
2. Breakout room activity - Sum solvin

**Program:** Bachelor's of Business Administration **Subject / Branch:** Management

**Year:** 3<sup>rd</sup>

**Semester:** 5<sup>th</sup>

**Course Title:** Portfolio Management

**Course Code:** FMB250105

**Course Type:** Core Compulsory

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) from a recognized education board.

**Rationale:** The course aims to familiarize the students with concepts of portfolio management and its applications in business Management.

**Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

**Course Objective:**

- 1) To acclimate the students on the concept of Portfolio Management.
- 2) To facilitate the students to know the techniques of Portfolio Management.

**Course Outcome:**

- 1) On completion of syllabus student will understand the basic concepts of Portfolio Management and the techniques of Portfolio Management.



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## Content

Unit	Description in detail	Credit	Weightage
I	<b>Introduction to Portfolio Management</b> Meaning of Portfolio Management, Phases of Portfolio Management, and Role of Portfolio Management. f Meaning of Investment, Characteristics of Investment, Objectives of Investment, Investment vs. Speculation, Investment vs. Gambling. Types of Investors, Investment Avenues f Meaning of Risk, Elements of Risk, Measurement of Risk (Excluding Sums)	1	25 %
II	<b>Fundamental Analysis f</b> Economy Analysis- Meaning and Key economic variables. f Industry Analysis- Meaning, Concept of Industry, Industry Life Cycle, Industry Characteristics f Company Analysis – Meaning, Financial Statements, Analysis of Financial Statements, Assessment of Risk	1	25 %
III	<b>Technical Analysis and Portfolio Analysis f</b> Meaning of Technical Analysis, Basic Principles of Technical Analysis, Price Charts, Trend and Trend Reversals, Chart Patterns, Market Indicators. f Meaning of Portfolio Analysis, Expected Return of a Portfolio, Risk of a Portfolio, Reduction of Portfolio Risk through Diversification	1	25 %
IV	<b>Portfolio Selection, Portfolio Revision and Portfolio Evaluationf</b> Meaning of Portfolio Selection, Feasible Set of Portfolios, Efficient Set of Portfolios, Selection of Optimal Portfolio f Capital Asset Pricing Model f Meaning of Portfolio Revision, Need for Revision, Constraints in Portfolio Revision, Portfolio Revision Strategies, f Meaning of Portfolio Evaluation, Need for Evaluation, Evaluation Perspective, Measuring Portfolio Returns. Risk Adjusted Returns.	1	25 %





### Reference Books:

- 1) Francis-Management of Investments, McGraw Hill.
- 2) Gurusamy S, Security Analysis and Portfolio Management, Vijay Nicole Imprints, Chennai

### Suggested Readings:

- 1) V.K. Bhalla- Investment Management, S Chand & Co
- 2) Fisher & Jordan-Security Analysis & Portfolio Management, prentice Hall
- 3) Punithaathi Pandian- Security Analysis & Portfolio Management, Vikas Publishing House

### Online Resources:

- 1) [www.portfoliomanagement.in](http://www.portfoliomanagement.in)
- 2) [www.sebi.gov.in](http://www.sebi.gov.in)
- 3) [www.moneycontrol.com](http://www.moneycontrol.com)

### Practical / Activities:

1. Quiz using Google Forms or Quizzes
2. Breakout room activity - Sum solving

**Program:** Bachelor's of Business Administration **Subject / Branch:** Management

**Year:** 3<sup>rd</sup> year

**Semester:** 5<sup>TH</sup>

**Course Title:** Banking and Insurance

**Course Code:** FMB250106

**Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) or any from a recognized education board.

**Rationale:** The course aims to familiarize the students with concepts of Banking & Insurance and its applications in Business Management.

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		
			20	10	70	100



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### Course Objective:

The course aims at developing conceptual knowledge about Banking operations and Insurance. Their operational structure and legal framework.

### Course Outcome:

1. Make the students to aware of the fundamentals of banking and knowledge of banking operations.
2. Explain risk management in insurance and understanding of the insurance mechanism.

### Content

Unit	Description in detail	Credit	Weightage
I	<b>Introduction:</b> Indian Banking System, Reserve Bank of India- Legal framework and main functions Commercial Banking – public, private, foreign, co-operative sector Different types of bank accounts Banker Customer relationship Customer Service in Banking KYC Norms and Anti-money Laundering Indian Banking System.	1	25 %
II	<b>Banking Technology</b> : Technology in banks ,Payment and settlement system in banks – New age clearing ,national gateways ,international gateways, Retail banking, Treasury management ,priority sector lending .	1	25 %
III	<b>Marketing of Banking &amp; Insurance</b> : marketing of banking & insurance services, contemporary issue in banking and insurance , History and development of insurance , Risk management and role of insurance ,Legal aspects of essentials of insurance contracts ,classification of insurance IRDA.	1	25 %
IV	<b>Life Insurance</b> : Meaning ,Type of Plans, Benefits of Life insurance , Brief about Public and Private Sector Organization offering insurance Products and Non Life Insurance : Meaning ,Type of Plan Health insurance , Micro Insurance : Meaning ,Models and future of Micro insurance .	1	25 %





### References Books:-

1. Banking Theory and Practice, K C Shekhar and Lekshmy Shekhar, Vikash Publishing Co.
2. Principles of Insurance Management ,Neelam C Gulati, Excel Book .
3. Modern Banking D. Muraleedharan , Prentice Hall Publishing Company.

### COURSE OUTCOME BBA SEM – V

Optional Course	Course Outcome	
Business Strategy For Entrepreneurship	<b>CO1</b>	Key concepts underpinning entrepreneurship and its application in the recognition and exploitation of product/ service/ process opportunities.
	<b>CO2</b>	Key concepts underpinning innovation and the issues associated with developing and sustaining innovation within organizations.

Optional Course	Course Outcome	
Industrial Relation And Labor Laws	<b>CO1</b>	Students should able to elaborate the concept of Industrial Relations.
	<b>CO2</b>	The students should able to illustrate the role of trade union in the industrial setup.
	<b>CO3</b>	Students should able to elaborate Industrial Dispute settlement procedures.

Optional Course	Course Outcome	
	<b>CO1</b>	Students will be able to explain the concept of Organization Design and determine the factors that affect Organization Design.



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Organizational Behaviour	<b>C02</b>	Students will be able to identify the components of Individual Behaviour and apply the concept of Learning, Perception, Attitudes and values.
	<b>C03</b>	The students will be able to justify how organizational change and conflict affect working relationships within organizations and demonstrate how to apply relevant theories to solve problems of change and conflict within organizations.

Optional Course	Course Outcome	
Portfolio Management	<b>C01</b>	Enables a financial expert determine the value of assets in a portfolio.
	<b>C02</b>	Creates understanding of evaluation of securities with the help of certain fundamental business factors
Optional Course	Course Outcome	
Management Accounting - I	<b>C01</b>	To enlighten the students thought and knowledge on management Accounting.
	<b>C02</b>	Helps to give proper idea on financial statement analysis in practical point of view.
	<b>C03</b>	Assesses the primary problems of production management.

Optional Course	Course Outcome	
Banking And Insurance	<b>C01</b>	Make the students to aware of the fundamentals of banking and knowledge of banking operations.
	<b>C02</b>	Analysis the Role and organization structure of Indian banking system.
	<b>C03</b>	Explain risk management in insurance and understanding of the insurance mechanism.





❖ **Mapping of COs and PSOs for BBA Semester – V**

Course		PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
Business Strategy For Entrepreneurship	CO1	*	*	*				
	CO2			*				





Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Industrial Relation And Labor Laws	CO1	*	*	*				
	CO2			*				
	CO3							

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Organizational Behaviour	CO1	*	*	*				
	CO2			*				
	CO3							

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Management Accounting - I	CO1	*	*	*				
	CO2			*				
	CO3							

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Portfolio Management	CO1	*	*	*				
	CO2			*				
	CO3							

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Banking And Insurance	CO1	*	*	*				
	CO2			*				
	CO3							

## **Semester-VI**

**Program:** Bachelor's of Business Administration **Subject / Branch:** Management

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**Year:** 3<sup>RD</sup> year

**Semester:** 6<sup>TH</sup>

**Course Title:** Personnel Management

**Course Code:** FMB160101

**Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) or any from a recognized education board.

**Rationale:** The course aims to familiarize the students with concepts of personnel management and its applications in business Management.

**Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

**Course Objective:**

- 1) The course aims to familiarize the students with concepts of personnel management and its applications in business Management.

**Course Outcome:**

- 1) On completion of the course the students will learn about the causes and essence of Personnel Management.

**Content**

Unit	Description in detail	Credit	Weightage
I	<b>Personnel Management</b> Meaning, characteristics, objectives and significance of personnel management, advantages and disadvantages of personnel management. Job description, job specification and job analysis with its suitable format.	1	25 %
II	<b>Manpower Planning</b> Definition, characteristics of manpower planning, objectives, types of manpower planning, factors affecting to manpower planning, advantages and limitations of manpower planning.	1	25 %
III	<b>Labour absenteeism and Labour turnover</b> Meaning, causes of absenteeism, effect and remedies of labour absenteeism, causes of labour turnover, effects of labour turnover, and remedies for reduction of labour turnover.	1	25 %





IV	<b>Employee Development</b> Meaning of training, advantages of employee training, types of training, methods of training, employee wages: meaning and types of wages, various wage system, ideal wage system, stimulating wage system, comparison of individual incentives and group incentives.	1	25 %

**Reference Books:**

- 1) C.B. Memoria and V.S.P Rao, Personnel management (text & cases), Himalaya Publishing house.
- 2) J.P.Mahajan and Ravindra Singh, Human Resources Management, vikas publishing.
- 3) V.S.Rao, human resource management, vikas publishing.

**Suggested Readings:**

- 1) Dale, Yoder Personnel Management & Industrial Relations.
- 2) Northcott Personnel Management Principles & Practices.
- 3) Filippo Personnel Management.

**Online Resources:**

1. <https://www.pdfdrive.com>
2. [www.slideshare.net](http://www.slideshare.net)

**Practical / Activities:**

1. Quiz using Google Forms or Quizzes
2. Breakout room activity - Sum solving







**Program:** Bachelor's of Business Administration **Subject / Branch:** Management **Year:** 3RD year **Semester:** 6TH

**Course Title:** Business Law- II

**Course Code:** FMB260102

**Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) or any from a recognized education board.

**Rationale:** The course aims to familiarize the students with concept Business Law and its applications in business.

**Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

**Course Objective:**

- 1) To provide the brief idea about the frame work of Indian Business Laws.
- 2) To orient students, about the legal aspects of business.

**Course Outcome:**

- 1) On the completion of the syllabus students will understand the basic provisions of Law, contract and legal remedies in the law.

**Content**

Unit	Description in detail	Credit	Weightage
I	Negotiable Instrument Act, 1881 1. Definitions, Features 2. Parties to a Negotiable Instrument	1	25 %



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	3. Types of Negotiable Instrument 4. Acceptance and Negotiation 5. Dishonor and discharge of negotiable instrument.		
II	The Companies Act, 1956 1. Introduction 2. Memorandum of Association 3. Articles of Association 4. Prospects 5. Directors	1	25 %
III	Factories Act, 1948 1. Introduction and Definitions: Manufacturing process, Factory, Worker, Occupier of a Factory, Certifying Surgeon 2. Registration 3. Provisions relating to Women Health, Safety, Welfare 4. Working Hours of Adults 5. Women worker, Child worker	1	25 %
IV	Industrial Disputes Act, 1947 1. Introduction 2. Definitions: Industry, Worker, Industrial Dispute 3. Features of Industrial Dispute, Causes & solution of industrial dispute 4. Machinery for prevention and settlement of disputes.	1	25 %

### Reference Books:

- 1) Business Laws: Rana, Desai and others: Sudhir Prakashan, Ahmedabad
- 2) Business Laws: Kumar Praksahan, Ahmedabad
- 3) Business Laws: Tulsian P C: S. Chand: New Delhi

### Suggested Readings:

1. Khergamwala J.S. The Negotiable Instrument Act, N.M. Tripathi Pvt. Ltd., Mumbai.
2. Kuchal M.C., Business Law, Vikas Publishing House, New Delhi.



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3. Singh Avtar, The Principles of Mercantile Law, Eastern Book Company, Lucknow.
4. Kapoor N.D., Elements of Mercantile Law, Sultan Chand & Sons, Delhi.

**Online Resources:**

- 17) <https://www.pdfdrive.com>
- 18) [www.slideshare.net](http://www.slideshare.net)

**Practical / Activities:**

- 13) Quiz using Google Forms or Quizzes
- 14) Breakout room activity - Sum solving

**Program:** Bachelor's of Business Administration **Subject / Branch:** Management

**Year:** 3RD

**Semester:** 6TH

**Course Title:** Management Accounting II

**Course Code:** FMB160103

**Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) from a recognized education board.

**Rationale:** The course aims to familiarize the students with concepts of Management Accounting – II



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### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

### Course Objective:

- 1) To acquaint the students with cost and management accounting system for effective discharge of managerial activity of prime importance.

### Course Outcome:

- 1) After the completion of the course the students are able to know the Cost and Management Accounting principles and procedure for analyzing the different cost of the organizations. This course will helps the students to take different managerial decision of business houses by applying the cost and management accounting techniques and methods.

### Content

Unit	Description in detail	Credit	Weightage
I	<b>Capital Budgeting - 1:</b> Investment Appraisal Techniques: (a) Technique that recognize Payback of Capital Employed: Payback Period method. (b) Techniques that use Accounting Profit for Project Evaluation:	1	25 %





	(i) Accounting rate of return Method and (ii) Earning per Share. (i) Net Terminal Value Method; (ii) Profitability Index method and Discounted Payback Period Method		
II	<b>Capital Budgeting - 2:</b> (A) Risk Analysis in Capital Budgeting: Sources of Risk; Perspectives of risk; Sensitivity analysis or 'what if' analysis; Limitations of sensitivity analysis: Decision tree approach (in theory only).	1	25 %
III	<b>Responsibility Accounting:</b> Introduction; Basic Principles; Centers of Control: Investment centers, Profit centers and cost centers within a responsibility accounting system; Basic Process in Implementation;	1	25 %
IV	<b>Transfer Pricing:</b> Necessity, Transfer Pricing Methods: Pricing at cost; Standard cost plus lump sum; Market Prices; Prorating the overall contribution; Dual	1	25 %

**Reference Books:**

- 1) Ravi M. Kishore; "Cost and Management Accounting", Taxmann's Publications.
- 2) Jawahar Lal; "Advanced Management Accounting", S.Chand Publications.
- 3) Paresh Shah; "Management Accounting", Oxford Publications.

**Suggested Readings:**

- 1) Jawahar Lal, Cost Accounting, Tata McGraw Hill New Delhi
- 2) B.M. Lall Nigam and I.C. Jain, Cost Accounting, Principles, Methods and Techniques, PHI Pvt. Ltd, New Delhi

**Online Resources:**

- 19) <https://www.pdfdrive.com>



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20) [www.slideshare.net](http://www.slideshare.net)

**Practical / Activities:**

- 15) Quiz using Google Forms or Quizzes
- 16) Breakout room activity - Sum solving

**Program:** Bachelor's of Business Administration **Subject / Branch:** Management **Year:**

3RD year

**Semester:** 6TH

**Course Title:** International Marketing

**Course Code:** FMB260104

**Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) or any from a recognized education board.

**Rationale:** The course aims to familiarize the students with concepts of international.

**Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

**Course Objective:**

- 1) The objective of this paper is to provide students knowledge on international marketing strategies and their managerial implications.

**Course Outcome:**

- 1) On successful completion of the course students will be able to understand the strategies adopted for international marketing and their managerial implications.



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## Content

Unit	Description in detail	Credit	Weightage
I	<b>International Marketing:</b> Meaning, Distinction between national and International marketing, International Marketing decision. International marketing environment,	1	25 %
II	<b>International Pricing:</b> International Pricing objectives, Factors affecting to International Pricing, International Pricing methods, Information required for International Pricing, Steps for International Pricing, International Pricing terms: F.O.B, F.O.R, F.A.S. C.I.F.	1	25 %
III	<b>International Market Promotion and personal selling:</b> tools of International Market promotion, Personal selling: meaning, methods of personal selling in international marketing, process of personal selling, International sales force management, training of sales force, remuneration of sales Force.	1	25 %
IV	<b>International packing and Labeling:</b> Packing in International Marketing, International standards for packing, , packing in Developing countries, measures to reduce packing cost, Developing in packing. Labeling: Meaning, types, Advantages and Disadvantages of Labeling.	1	25 %

## Reference Books:

- 1) C.Jain, International Marketing, CBS publication.

## Suggested Readings:

- 1) Charullium, International Marketing, HimalayaPublishing House.
- 2) P.K.Vasudev, International Marketing:,Excel books.
- 3) Marketing Management, KumarPrakasan.





### Online Resources:

- 21) <https://www.pdfdrive.com>
- 22) [www.slideshare.net](http://www.slideshare.net)

### Practical / Activities:

- 17) Quiz using Google Forms or Quizzes
- 18) Breakout room activity - Sum solving

**Program:** Bachelor's of Business Administration **Subject / Branch:** Management **Year:**

3RDyear

**Semester:** 6TH

**Course Title:** Project Work

**Course Code:** FCB260105

**Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2(Commerce) or any from a recognized education board.

**Rationale:** The course aims to familiarize the students with concepts of Project Work and its applications.

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		
			20	10	70	100

### Course Objective:

- 1) Learn the objective of this project is to provide opportunity for the students to implement their skills acquired in the previous semesters to practical problems/problems faced by industry/development of new facilities.

### Course Outcome:



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- 1) Get an idea and confidence in designing, analysing and executing the project.

### Content

Unit	Description in detail	Credit	Weightage
I	<b>Introduction:</b> In this chapter Selection and relevance problem, historical background of the problem, definition/s of related aspects, characteristics, different concepts pertaining to the problem etc can be covered by the candidate.	1	25 %
II	- <b>Research Methodology</b> This chapter will include Objectives, Hypothesis, Scope of the study, Selection of the problem, Sample size, Data collection, Tabulation of data, Techniques and tools to be used, limitations of the study, significance of the study etc.	1	25 %
III	<b>Literature Review:</b> This chapter will provide information about studies done on the respective issue. This would assists students to undertake further study on same issue.	1	25 %
IV	<b>Data Presentation and Data Analysis:</b> This chapter is the core part of the study. The analysis pertaining to collected data will be done by the students. The application of selected tools or techniques will be used to arrive at findings. In this table of information, presentation of graph etc can be should be provided by the students.	1	25 %

### ➤ PROJECT WORK TITLES

- 1) Role of concepts, conventions and postulates for evaluation of accounting.
- 2) Role of accounting standards.
- 3) Relevance of introduction of International Financial Reporting standards.
- 4) A comparative study on segmental reporting in Indian corporate.
- 5) Mandatory disclosure practices of Indian companies.
- 6) Indian companies and voluntary disclosure.
- 7) Income tax act and personal tax planning.
- 8) Corporate tax planning and management.
- 9) Short term liquidity analysis of selected Indian companies.
- 10) Profitability analysis of selected nationalized banks of India.
- 11) Profitability analysis of selected Private Banks of India.
- 12) Profitability analysis of selected Foreign Banks of India.
- 13) A comparative study of profitability between nationalized and private banks.
- 14) Profitability evaluation of selected Indian companies.
- 15) A study on solvency status of selected Indian companies.
- 16) Corporate governance and Indian companies.





- 17) Accounting and I C A I
- 18) Investors protection and SEBI
- 19) Working capital and textile industry.
- 20) Working capital and chemical industry.
- 21) Working capital and pharmaceutical industry.
- 22) Working capital and FMCG industry.
- 23) An evaluative study on merger and acquisition in India.
- 24) Accounting tools for performance evaluation and their relevance.
- 25) A study on emerging issues in Accounting.
- 26) A comparative study on existing structure of financial statements and structure proposed by MCAs.
- 27) Emergence and necessity of Forensic Accounting.
- 28) Financial performance evaluation of small scale industry in Gujarat.
- 29) Analysis of Dividend policy of selected Indian companies
- 30) Analysis of capital structure of selected Indian companies
- 31) Analysis of ROI (Return on Investment) of selected Indian companies
- 32) Economic Value Added as Technique of performance evaluation
- 33) Corporate governance & global practices
- 34) Indian accounting standards and IFRS
- 35) Study of Corporate social responsibility practices in India
- 36) Study of inflation accounting practices in India
- 37) Study of human resource accounting practices in India

### ❖ **COURSE OUTCOME BBA SEM - VI**

Optional Course	Course Outcome	
Personal Management	<b>CO1</b>	
	<b>CO2</b>	
	<b>CO3</b>	

Optional Course	Course Outcome	
	<b>CO1</b>	Acquire the basic knowledge of auditing, objectives of auditing, audit program, audit note book, working paper, voucher, vouching, verification, valuation, reserves & provisions, audit report & investigation.







Auditing	<b>CO2</b>	Develop the analytical skills in conducting share capital and share transfer audit, Vouching Vs Verification Vs Valuation, provisions of companies act regarding investigation, contents and types of audit report, discussions of various case laws.
	<b>CO3</b>	Evaluate the methods of depreciation, Rights, duties & liabilities of an auditor, various types of auditing.

Optional Course	Course Outcome	
Stock Commodity Market And Operation	<b>CO1</b>	To Understand The Stock And Commodity Markets Positions.
	<b>CO2</b>	Know the process of opening Demat A/C.
	<b>CO3</b>	Categorize different commodities and match the commodities with the commodity exchange.

Optional Course	Course Outcome	
International Marketing	<b>CO1</b>	Analyze the environmental variables that influence international marketing
	<b>CO2</b>	Describe the strategies and tactics that can lead to successful international marketing given those environmental constraints
	<b>CO3</b>	Discuss the more typical management decisions and problems faced, highlighting those peculiar to the international arena

Optional Course	Course Outcome	
Projects	<b>CO1</b>	
	<b>CO2</b>	
	<b>CO3</b>	

❖ **Mapping of COs and PSOs for BBA Semester – VI**

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
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PERSONAL MANAGEMENT	CO1	*	*	*				
	CO2			*				
	CO3							

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Auditing	CO1	*	*	*				
	CO2			*				
	CO3							

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Stock Commodity Market And Operation	CO1	*	*	*				
	CO2			*				
	CO3							

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
INTERNATIONAL MARKETING	CO1	*	*	*				
	CO2			*				
	CO3							

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Projects	CO1	*	*	*				
	CO2			*				
	CO3							





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# **GOKUL GLOBAL UNIVERSITY (GGU)**

## **Faculty of Commerce & Management Teaching Scheme & Examination**

### **B.VOC**



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## Bachelor of Vocational (B.VOC) Sem-I

Sr No.	Subject Name	Subject Code	Credit	Teaching Scheme Per Week			Examination Marks				Total Marks
				Th	Pr	Total	Internal		External		
							Th	Pr	Th	Pr	100
1	Basics of Computer and Information Technology-I	FBV110501	4	4	-	4	30		70		100
2	Functional English-I	FBV110502	4	4	-	4	30		70		100
3	Employability & Life Skills	FBV110503	4	4	-	4	30		70		100
4	Principles of Management	FBV110504	4	4	-	4	30		70		100
5	Basics of Marketing	FBV110505	4	4	-	4	30		70		100
6	Practice-I	FBV210506	10	-	10	10	-	-	-	100	100
Total			30								600

## Sem-II (B.VOC)

S-r. No.	Subject Name	Subject Code	Credit	Teaching Scheme Per Week			Examination Marks				Total Marks
				Th	Pr	Total	Internal		External		
							Th	Pr	Th	Pr	100
1	Basics of Computer and Information Technology-II	FBV120501	4	4	-	4	30		70		100
2	Functional English-II	FBV120502	4	4	-	4	30		70		100
3	Social Media and Digital Marketing for Business	FBV120503	4	4	-	4	30		70		100
4	Promotion Management	FBV120504	4	4	-	4	30		70		100
5	Practice -II	FBV220505	14	-	14	14	-	-	-	200	200
Total			30								600





## Bachelor of Vocational (B.VOC) Sem-III

Sr No.	Subject Name	Subject Code	Credit	Teaching Scheme Per Week			Examination Marks				Total Marks
				Th	Pr	Total	Internal		External		
							Th	Pr	Th	Pr	100
1	Practices & Principles of Banking	FBV130501	4	4	-	4	30		70		100
2	Government Schemes & Institutional Support	FBV130502	4	4	-	4	30		70		100
3	Human Resource Management	FBV130503	4	4	-	4	30		70		100
4	Business Communication -I	FBV130504	4	4	-	4	30		70		100
5	Entrepreneurship	FBV130505	4	4	-	4	30		70		100
6	Practice-III	FBV130506	10	-	10	10	-	-	-	100	100
Total			30								600

## Sem-IV (B.VOC)

S-r. No.	Subject Name	Subject Code	Credit	Teaching Scheme Per Week			Examination Marks				Total Marks
				Th	Pr	Total	Internal		External		100
							Th	Pr	Th	Pr	
1	Strategic Management & Marketing	FBV140501	4	4	-	4	30		70		100
2	Taxation	FBV140502	4	4	-	4	30		70		100
3	Organizational Behaviour	FBV140503	4	4	-	4	30		70		100
4	Business Communication -II	FBV140504	4	4	-	4	30		70		100
5	Entrepreneurship-II	FBV140505	4	4	-	4	30		70		100
6	Microeconomics	FBV140506	4	4	-	4	30		70		100
7	Practice-IV	FBV140507	6		6	6	-	-	-	100	100
Total			30								700







## Bachelor of Vocational (B.VOC) Sem-V

Sr No.	Subject Name	Subject Code	Cre dit	Teaching Scheme Per Week			Examination Marks				Total Marks
				Th	Pr	Total	Internal		External		
							Th	Pr	Th	Pr	100
1	Business Ethics & Soft skill	FBV150501	4	4	-	4	30		70		100
2	Family Business Management	FBV150502	4	4	-	4	30		70		100
3	Production Management	FBV150503	4	4	-	4	30		70		100
4	Digital Marketing for Start-ups	FBV150504	4	4	-	4	30		70		100
5	Export-Import Policy Procedure & Documentation	FBV150505	4	4	-	4	30		70		100
6	Internship Detailed Project	FBV150506	10	-	10	10	-	-	-	100	100
Total			30								600

## Sem-VI (B.VOC)

S-r. No.	Subject Name	Subject Code	Credit	Teaching Scheme Per Week			Examination Marks				Total Marks
				Th	Pr	Total	Internal		External		
							Th	Pr	Th	Pr	100
1	Business Economics	FBV160501	4	4	-	4	30		70		100
2	Financial Accounting	FBV160502	4	4	-	4	30		70		100
3	Goods & Service Tax	FBV160503	4	4	-	4	30		70		100
4	E-Commerce	FBV160504	4	4	-	4	30		70		100
5	International Business	FBV160505	4	4	-	4	30		70		100
6	Internship-II	FBV160506	10	-	10	10	-	-	-	100	100
Total			30								600



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## Basics of Computer and Information Technology 1

**Program:** Bachelor's of Vocation

**Subject / Branch:** Management

**Year:** 1<sup>ST</sup> year

**Semester:** 1<sup>st</sup>

**Course Title:** Basics of Computer and Information Technology 1

**Course Code:** FBV110501

**Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2 from a recognized education board.

**Rationale:** Students will get idea about the hurdles of the language.

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

### Course Objective:

1. To understand basics of computer and working with OS.
2. To develop working skills with productivity tools, graphics designing and Internet.
3. To acquire basic programming skills.
4. To apply computing in problem solving.

### Course Outcome:

1. Converse in basic computer terminology
2. Formulate opinions about the impact of computers on society
3. Possess the knowledge of basic hardware peripherals
4. Know and use different number systems and the basics of programming



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## Content

Unit	Description in detail	Credit	Weightage
I	<p><b>Introduction to computer</b> Needs of computer, Evolution of computer, Various types of computers, How does a computer function, Various parts of computer, Peripherals, Commonly used computer terms, All physical parts of computer, How to start computer, Distinction between hardware and software.</p> <p><b>Operating system:</b> Introduction to Operating system, Windows Operating system, File explorer, Notifications, Quick actions, Cloud, Universal apps, Security and control, Backup and restore, Shortcuts, Favorite settings, Printing overview, Shut down, Sleep and hibernate desktop, Toolbar, Windows, and Management of files.</p>	1	25 %
II	<p><b>Internet and purposive surfing:</b> Introduction to Internet, Advantages and Disadvantages, Domain name and address, Domain name system, IP address, World Wide Web, URL, Internet service, Web browsers, How to search the internet effectively?, Internet explorer, Google account, Google talk, Use of internet creation of Gmail account.</p> <p><b>Internet and its usages</b> Basic understanding of the Internet?, Evolution of Internet, Advantages and disadvantages of Internet, Myths about internet, Using internet for personal use, Personal Virtual Identity, Social media, Cloud, Dark side of social media,</p> <p><b>Using internet for professional requirements</b> Domain Name System &amp; IP address, URL, Effective Google Searching, What is Email?, How it works, Email Etiquettes, Do and Don'ts, Social platform for professionals, Video conferencing,</p>	1	25 %
III	<p><b>Microsoft word</b> Introduction to MS word, How to create, save and close a file? Understanding the listings under file tab, Starting MS word, Explain the various features of the word screen in terms of tabs/Ribbons/bars, Opening a new file, Saving an existing file- various types, Opening an existing file, Entering text in MS word, File tab in MS word, Entering text in the document area, Moving in the document through various means Understanding how to edit word documents, Inserting text without replacing existing content, Inserting text by replacing existing content, Selecting text, Moving text, Copying text, Pasting text, Paste option, Using spell check and grammar, Find and replace option, Formatting text, Document security, Cut and paste option through</p>	1	25 %





	<p>various methods, Copy and paste option through different methods, Checking spelling, Checking grammar, Find and replace option, Formatting text in a document (features covered in session 17) Document security Understanding how to format text in word Documents, Change the text color, Change the text effect, Change the text alignment, Change the facing and bordering, Bullets and numbering, Line spacing, Borders and shading, Set tab Understanding how to format pages in MS word, Format painter, Margin, Inserting page number, Header and footer basics, Creating table, Add WordArt, Printing document, Creating a complete word document with all basic features, saving it and email it via email account</p> <p><b>Basic MS Excel</b> How to start Microsoft excel? Overview of MS Excel, Entering values, Moving around the worksheet using various methods, Creating workbook, Rows and column, How to start MS Excel, Explain the various tabs, toolbar and the ribbon, Familiarity with various tabs, Explain the rows and columns, Explain how to enter values in the spreadsheet, Moving on the workbook using various methods, Creating a workbook, Saving a workbook, Copying a workbook, Hiding and unhiding sheets, Inserting formulas, Sum, Product.</p>		
IV	<p><b>Basics of PowerPoint</b> Getting started in PowerPoint, creating a presentation, Creating &amp; editing slides, previewing a slide show, Linking multiple slides using hyperlinks and advance buttons, adding notes to the slides, Adding picture &amp; graph, adding sound &amp; video, auto shape, animating objects.</p> <p><b>Digital Security and Privacy</b> How to store and protect computer data?, Various computer related threats, Digital Payment, Best practicing for securing online and network transactions, Managing privacy on social media.</p>	1	25 %

#### Reference Books:

1. Digital Literacy by Paul Gilster
2. Literacy in new media age by Gunther Kress
3. Information Technology for Management by J. Wiley and Sons

### Functional English

**Program:** Bachelor's of Business Administration **Subject / Branch:** Management

**Year:** 1<sup>ST</sup> year

**Semester:** 1<sup>st</sup>

**Course Title:** Functional English

**Course Code:** FBV110502 **Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2 from a recognized education board.

**Rationale:** Students will get idea about the hurdles of the language.

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### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

### Course Objective:

1. To process information using a variety of media
2. To use appropriate phrases for performing language functions
3. To listen and reduce information to a point form
4. To read and to expand from points to paragraph
5. To predict, comprehend, infer and synthesize information
6. To question, probe, and arrive at information through discussions, dialogues and interviews.

### Course Outcome:

1. Ability to analyze the usage of English words in different contexts and acquire considerable flair in using broad range of vocabulary.
2. Ability to upgrade comprehension of technical and academic articles and recognize writings as a process rather than a product.
3. Ability to identify common errors in various parts of English and give effective expression in oral and written communication.
4. Ability to analyze various grammatical units of English and design a language component critically and coherently to meet desired needs within the realistic constraints.

### Content

Unit	Description in detail	Credit	Weightage
I	<b>Languages in the world</b> History of Languages, Most spoken languages in the world, Official Language, Communication with others.  <b>Introduction to modules of English</b> Listening, Reading, Writing, Speaking.  <b>Basics of English (Learning parts of English)</b> Noun, Pronoun, Verb, Adverb, Adjectives, Prepositions, Interjection, Conjunctions, Articles, Tenses, Punctuation Marks, Linkers.	1	25 %
II	<b>Sentences Formation</b> Simple, Compound, Complex.  <b>Vocabulary Building</b> Learning of Root Words,	1	25 %



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	Forming words exercise.		
III	<b>Listening</b> Listening sentences and understanding, Listening news, Watching movies in English, Listening English Tracks  <b>Reading</b> Alphabets in the English language vowels and consonants their sound, Phonics basics, Developing proficiency in reading newspapers and books, Comprehension, Passages.	1	25 %
IV	<b>Writing</b> Introduction to business writing, Paragraph writing, Story writing, Business letters, CV/Resume, Email basics, Note making.  <b>Speaking</b> English speaking basics, Basic of greetings-common phrases, Greetings in the classroom, Greetings at the workplace, Basics of small talk, Talking about hobbies, Introduce yourself, Talk about your Family, Friends, Neighbors, Seasons, Transportations, Clothes, Food, Commonly asked questions in an Interview, Clarify good practice in interview situations, Identify the Do's and Don'ts for job interviewing, Mock Interviews.	1	25 %

#### Reference Books:

- 5) Practical English Usage Book by Michael Swan Oxford Publication
- 6) IELTS Cambridge 1 to 9 – Cambridge University
- 7) Word Power Made Easy – Norman Lewis
- 8) Cambridge Grammar of English: A Comprehensive Guide by Ronald Carter (Author), Michael McCart

### Employability and Life Skills

**Program:** Bachelor's of Business Administration **Subject / Branch:** Management

**Year:** 1<sup>ST</sup> year

**Semester:** 1<sup>st</sup>

**Course Title:** Employability and Life Skills **Course Code:** FBV110503 **Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2 from a recognized education board.

**Rationale:** Students will get idea about the hurdles of the language.

#### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme		
Lecture	Tutorial	Practical	Internal		Total
4	0	0	70	30	100

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### Course Objective:

1. To develop analytical abilities
2. To develop communication skills
3. To introduce the students to skills necessary for getting, keeping and being successful in a profession.
4. To expose the students to leadership and team-building skills

### Course Outcome:

1. Have skills and preparedness for aptitude tests.
2. Be equipped with essential communication skills (writing, verbal and non-verbal)
3. Master the presentation skill and be ready for facing interviews.
4. Build team and lead it for problem solving

### Content

Unit	Description in detail	Credit	Weightage
I	<b>Introduction to Employability and Life skills</b> Importance, Challenges, Skills required in acquiring Employability.	1	25 %
II	<b>Employability Skills</b> Writing and Interviewing Skills, Cover letter Resume Writing, Grooming & Personal Hygiene, Body Language, Time Management & Punctuality, Presentation Skills, Professional goal Setting, Interview Skills, Group Discussions, Professional communication-verbal, Planning & Organizational Skills, Professional Ethics, Leadership skills, Following Directions, Professional communication – Written.	1	25 %
III	<b>Life Skill</b> Self-Awareness – SWOT, Self-esteem, Self-confidence, Empathy, Team work, Life Goal setting, Observation & Concentration skills, Self-Discipline, Commitment, Critical Thinking, Problem Solving & Decision Making, Interpersonal Skills,	1	25 %
IV	<b>Stress Management</b> Understand the basic principles of stress management, Recognize your stress triggers and how to manage them, Develop proactive responses to stressful situation, Use coping tips for managing stress both on and off the Job, Learn to manage stress through diet, sleep and other lifestyle factors.	1	25 %

### Reference Books:

- 9) Effective Business Communication - The McGraw-Hill Companies-Seventh Edition
- 10) Ethics in Management and Indian Ethics – Biswanath Ghosh-Second Edition
- 11) Getting Things Done – Book by David Allen

## Principles of Management

**Program:** Bachelor's of Business Administration **Subject / Branch:** Management

**Year:** 1<sup>ST</sup> year

**Semester:** 1<sup>st</sup>

**Course Title:** Principles of Management

**Course Code:** FBV110504 **Course Type:** Core

**Course Credit:** 04



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**Pre-Requisite:** 10+2 from a recognized education board.

**Rationale:** Students will get idea about the hurdles of the language.

**Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		
			20	10	70	100

**Course Objective:**

- 4) To explain the evolution of Management and its Principles.
- 5) To discuss the functions of management and their importance in business.
- 6) To propose the application of the principles of management in an organizational setup.

**Course Outcome:**

- 1) Evaluate the global context for taking managerial actions of planning, organizing and controlling.
- 2) Assess global situation, including opportunities and threats that will impact management of an organization.
- 3) Integrate management principles into management practices.
- 4) Assess managerial practices and choices relative to ethical principles and standards.

**Content**

Unit	Description in detail	Credit	Weightage
I	<b>Introduction to Management and Business Organization</b> Nature and Scope of Management, Importance of Management Practices in Business, Levels of Management in the organization, Skills Required to be a Good Manager, Managerial Roles, Basic Functions of Management.  <b>Forms of Business Organization</b> Sole Proprietorship form, Partnership, Public and Private, Cooperative Society, Franchise.	1	25 %
II	<b>Planning and Decision Making</b> Nature of Planning, Importance of Planning, Elements of sound Plan, Role of Decision Making, Types of Decisions, Decision Making in Business, Decision Making Process, Types of Decision.  <b>Organizing</b> Elements of Organizing: Chain of Command, Span of Control, Authority, Responsibility, Organizing: Factors affecting Organization structure, Centralization – Decentralization, Types of Organization Structure.	1	25 %
III	<b>Staffing - Managing Human Resources</b> Recruitment and selection, Training and Development, Performance appraisal and its importance, Motivation of Employees, Techniques to Motivate Employees.	1	25 %

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	<b>Leadership and Managing Team</b> Leadership and its Importance, Leadership Styles and its Suitability, Leadership Vs. Management, Team Building, Levels of Conflicts and its effects, Ways to manage Conflicts, Channels and media of Communication in the organization		
IV	<b>Controlling</b> Importance, Types of Control, Control Implications for Managers  <b>Functional Areas (Scope) of Management:</b> Marketing Management: Nature, Scope, Financial Management: Nature, Scope, Functions Operations Management: Nature, Scope, Functions	1	25 %

#### Reference Books:

1. Fundamental of management: Essential Concepts & Application by Robbins SP and Decenzo David A., Publication: Pearson Education 19th Edition
2. Principles of Management by P. Subbarao, Publication: Pearson Education, 5<sup>th</sup> Edition
3. Management by stoner, freeman and Gilbert, Publication: Pearson Education, 6th Edition

## Basics of Marketing

**Program:** Bachelor's of Business Administration **Subject / Branch:** Management

**Year:** 1<sup>ST</sup> year

**Semester:** 1<sup>st</sup>

**Course Title:** Basics of Marketing

**Course Code:** FBV110505

**Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2 from a recognized education board.

**Rationale:** Students will get idea about the hurdles of the language.

#### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

#### Course Objective:

- 1) To understand the role of marketing within society and within an economic system.
- 2) To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.
- 3) To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.

#### Course Outcome:

- 1) Use a vocabulary of marketing terms correctly.
- 2) Demonstrate the ability to critically evaluate a marketing program from consumer and marketing practitioner viewpoints, including consideration of ethical implications.
- 3) Communicate clearly, in an organized fashion, the concepts of marketing in both oral and written work.



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## Content

Unit	Description in detail	Credit	Weightage
I	<b>Introduction to Marketing Management and Marketing Strategies and Plans</b> Meaning of marketing, Marketing concepts, The marketing mix, Marketing Management Tasks, The nature and content of “Marketing Plan”.  <b>Marketing Research and Customer Value, Satisfaction and Loyalty:</b> The marketing research process, Customer perceived value, Cultivating customer relationships.	1	25 %
II	<b>Analyzing Consumer Markets and Business Markets</b> Factors influencing consumer behavior, Consumer Buying decision process, Organizational buying, Stages in buying process  <b>Identifying Market Segments and Targets and Positioning</b> Bases for segmenting consumer markets, Bases for segmenting business markets, Market targeting, Positioning	1	25 %
III	<b>Setting Product Strategy:</b> Product characteristics and classifications, Differentiation, Product and brand relationships, Packaging, labeling, warranties and guarantees  <b>Developing Pricing Strategies:</b> Setting the price, Pricing strategies	1	25 %
IV	<b>Designing and Managing Marketing Channels and Retailing, wholesaling</b> Channel design decisions, Channel management decisions, E-commerce, Retailing and wholesaling.  <b>Managing Mass and Personal communications:</b> Advertising, Sales promotion, Events and experiences, Public relations, Direct and interactive marketing, Word of mouth, Personal selling.	1	25 %

## Reference Books:

- 1) Principles of Marketing- A South Asian Perspective. Author. Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri and Ehsan ulHaque, Edition: 13th edition, Publication: Pearson.
- 2) Marketing Management- Global Perspective Indian Context. Author: V. S. Ramaswamy and S. Namakumari, Edition: 4th edition, Publication: Macmillan Publishers India Limited

## BVOC SEM – I (CO)

Subject with code	Course Outcome
Basics of Computer	<b>CO1</b> Attain foundational knowledge of computer hardware, software, and operating systems, enabling student

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& Information Technology-1		usage.
	<b>CO2</b>	Develop proficiency in using digital tools for effective communication and collaboration.
	<b>CO3</b>	Understand cybersecurity risks and apply best practices to safeguard personal and organizational data.
Functional English	<b>CO1</b>	Develop strong communication skills, both written and verbal, for clear and impactful interactions in professional contexts.
	<b>CO2</b>	Acquire the ability to compose emails, memos, and reports following proper formats and tone suitable for business communication.
Employability & Life Skills	<b>CO1</b>	Develop essential skills for entering the workforce, including resume writing, interview techniques, and effective job searching.
	<b>CO2</b>	Enhance verbal and written communication skills for professional interactions, presentations, and collaboration.
	<b>CO3</b>	Acquire problem-solving abilities and learn to adapt to changing work environments and challenges.
Principle of management	<b>CO1</b>	Develop a comprehensive understanding of fundamental management theories, principles, and concepts.
	<b>CO2</b>	Acquire skills to analyze situations, make informed decisions, and solve problems in diverse organizational contexts.
Basics of Marketing	<b>CO1</b>	Gain an understanding of core marketing concepts, including product, price, place, and promotion, and their role in business success.
	<b>CO2</b>	Develop insights into consumer preferences and behaviors, enabling effective targeting and positioning of products or services.



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❖ Mapping of COs and PSOs for B.Voc Semester - I

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Basics of Computer and Information Technology-I	CO1	*						
	CO2			*				
	CO3		*			*		

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Functional English-I	CO1		*					
	CO2						*	*

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Employability & Life Skills	CO1				*	*		
	CO2				*			
	CO3		*					

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Principles of Management	CO1		*					
	CO2				*			

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Basics of Marketing	CO1							*
	CO2				*			



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## Basics of Computer and Information Technology-II

**Program:** Bachelor's of Vocation

**Subject / Branch:** Management

**Year:** 1<sup>ST</sup> year

**Semester:** 2<sup>nd</sup>

**Course Title:** Basics of Computer and Information Technology-II

**Course Code:** FBV120501

**Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2 from a recognized education board.

**Rationale:** Students will get idea about the hurdles of the language.

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		
			20	10	70	100

### Course Objective:

- To understand basics of computer and working with OS.
- To develop working skills with productivity tools, graphics designing and Internet.
- To acquire basic programming skills.
- To apply computing in problem solving.

### Course Outcome:

- Converse in basic computer terminology
- Formulate opinions about the impact of computers on society
- Possess the knowledge of basic computer hardware and software
- Know and use different types of computer systems and the basic of Management



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## Content

Unit	Description in detail	Credit	Weightage
I	<b>Microsoft word – Practice and practical use</b> Basics of MS word and how to create a file in it. Assignment 1 –Creating a complete word document with all basic features, saving it and email it via email account. Assignment 2 – Organize a word file as per the margins. Assignment 3 – Prepare a word file like a report with images tables and proper alignment.	1	25 %
II	<b>MS Excel – Practice and practical use</b> Basics of inserting formulas in Excel. Hiding and unhanding sheets. Assignment 1 – Creating a simple excel workbook. Assignment 2 – Working on an excel sheet to find the sum and subtraction of certain quantities. Assignment 3 – Creating an excel sheet to find the product and division of quantities. Assignment 4 – Create a sheet to find the average of the marks obtained by students in class.	1	25 %
III	<b>Microsoft Power Point – Practical usage</b> Starting power point Areas in a standard power point file. Creating a presentation	1	25 %
IV	<b>Tally Basics</b> Introduction to TALLY software Levels of tally learning Advantages and disadvantages Scope of tally accounting	1	25 %

## Reference Books:

4. Digital Literacy by Paul Gilster
5. Literacy in new media age by Gunther Kress
6. Information Technology for Management by J. Wiley and Sons

## Functional English-II

**Program:** Bachelor's of Vocation

**Subject / Branch:** Management

**Year:** 1<sup>ST</sup> year

**Semester:** 2<sup>nd</sup>

**Course Title:** Functional English-II

**Course Code:** FBV120502

**Course**

**Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2 from a recognized education board.

**Rationale:** Students will get idea about the hurdles of the language.

**Teaching Examination Scheme:**

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Teaching (100%)	Examination Scheme
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Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

### Course Objective:

1. To process information using a variety of media
2. To use appropriate phrases for performing language functions
3. To listen and reduce information to a point form
4. To read and to expand from points to paragraph

### Course Outcome:

1. Ability to analyze the usage of English words in different contexts and acquire considerable flair in using broad range of vocabulary.
2. Ability to upgrade comprehension of technical and academic articles and recognize writings as a process rather than a product.
3. Ability to identify common errors in various parts of English and give effective expression in oral and written communication.
4. Ability to analyze various grammatical units of English and design a language component critically and coherently to meet desired needs within the realistic constraints.

### Content

Unit	Description in detail	Credit	Weightage
I	<b>Advanced listening practice.</b> Learning English through listening news and watching movies. Writing and giving reviews of the movies in own words. Listening English Tracks. Group discussions in class about current topics and listening to lectures of current topics in English	1	25 %
II	<b>Advanced reading practice.</b> - Reading books and articles. - Developing proficiency in reading newspapers. - Comprehension. - Passage and article reading. - Story reading. - Group discussions in class about current topics	1	25 %
III	<b>Advanced writing practice.</b> Informal writing. How to write creative content. Fundamentals of writing a good content. Things to consider while writing a good content. Passage and article writing. Story writing. <b>Formal writing.</b> Writing E-mails. How to prepare an effective CV/Resume.	1	25 %

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	How to write effective Business letters. Prepare summary of movies and novels in English Group discussions in class about current topics.		
IV	<b>Advanced speaking practice.</b> How to talk professionally. How to introduce yourself professionally during an interview. Common phrases used for Greetings. Things to consider while presenting content. Group discussions on recent topics. Answering interview questions? Talking about self, friends and family. Commonly Asked Questions in an Interview Clarify good practice in interview situations Identify the do's and don'ts for job interviewing Mock Interviews	1	25 %

### Reference Books:

1. Cambridge IELTS 1 to 9
2. Cambridge English Language Assessment
3. Cambridge Grammar of English: A Comprehensive Guide by Ronald Carter (Author), Michael McCarthy

## Social Media and Digital Marketing for Business

**Program:** Bachelor's of Vocation

**Subject / Branch:** Management

**Year:** 1<sup>ST</sup> year

**Semester:** 2<sup>nd</sup>

**Course Title:** Social Media and Digital Marketing for Business

**Course Code:** FBV120503

**Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2 from a recognized education board.

**Rationale:** Students will get idea about the hurdles of the language.

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

### Course Objective:



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1. Fundamentals of digital marketing and its business implications
2. Fundamentals of social media marketing and its implications to marketing activities

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3. An overview of social media & other digital media in the region.

**Course Outcome:**

1. To describe and explain the meaning and nature of social marketing
2. To analyze social marketing problems and suggest ways of solving these.
3. To recognize the range of stakeholders involved in social marketing programmers and their role as target markets

**Content**

Sr No.	Subject Content	Teaching Hours(90 Hours)	Weightage (%)
1	<b>Introduction to Social Media</b> History and evolution of social media Different types of social media platforms Use of Social Media Statistics in Branding Strategies, Recent trends in social media: Brand Influencers, Paid Partnerships and Paid Promotions	12	15
2	<b>Facebook</b> Features, Demographics, and Analytics Key terminologies Branding and Advertising on Facebook Popular Facebook pages/campaigns	12	10
3	<b>Instagram</b> Features, Demographics, and Analytics Key terminologies Increasing Your Followers Popular Instagram campaigns	12	10
4	<b>Twitter</b> Features, Demographics, and Analytics Key terminologies How Twitter Differs from Facebook Popular twitter handles	12	10
5	<b>YouTube</b> Features, Demographics, and Analytics Key terminologies, About YouTube ads and YouTube channels Monetization, How to increase views and subscribers	12	10
6	<b>Blogging</b> , Key terminologies, Popular blogs Branding and advertising through blogs, Other social media Platforms: Pinterest, Wikipedia, docstoc and others, Ethical and legal issues with social media marketing, Online reputation, Effects of Social Media Marketing on Youth	10	15





7	<b>Whatsapp</b> <ul style="list-style-type: none"> <li>- Whatsapp Broad caste</li> <li>- Whatsapp Group</li> <li>- Bulk Whatsapp</li> <li>- Whatsapp API</li> <li>- Official Whatsapp Bot</li> </ul> <b>LinkedIn</b> <ul style="list-style-type: none"> <li>- Features, Demographics, and Analytics</li> <li>- Key terminologies</li> <li>- Setting Up Your Company Page</li> </ul> Marketing and branding through LinkedIn	10	15
8	<b>Google Marketing</b> <ul style="list-style-type: none"> <li>- Search Engine Optimisation</li> <li>- Google Words</li> <li>- Google My business</li> </ul> Keyword marketing and Paper Click	10	15

### Reference Books:

7. 50 shades of Digital Marketing Author: Francesca James & Hannah Durham Edition: 1st .Publisher: Fresh Content and bookboon.com ,2013
8. Social Media Marketing Workbook: How to Use Social Media for Business (2020 Updated Edition) by Jason McDonald .
9. Handbook of Social Media Management Value Chain and Business Models in Changing Media Markets Editors: Friedrichsen, Mike, Mühl-Benninghaus, Wolfgang (Eds.)

## Promotion Management

**Program:** Bachelor's of Vocation

**Subject / Branch:** Management

**Year:** 1<sup>ST</sup> year

**Semester:** 2<sup>nd</sup>

**Course Title:** Promotion Management

**Course Code:** FBV120504

**Course**

**Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2 from a recognized education board.

**Rationale:** Students will get idea about the hurdles of the language.

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		



**Course Objective:**

1. Understand, describe, explain and apply basic marketing & advertising concepts

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2. Understand the process of performing research in advertising and integrated marketing communications through Information Literacy library instruction,
3. Understand the various components of advertising within organizations for decision making,

**Course Outcome:**

1. To understand the place and contribution of marketing to the business enterprise
2. To understand fundamental marketing concepts, theories and principles in areas of marketing Policy; of market and consumer behaviour; of product, distribution, promotion and Pricing decisions
3. To understand the role of marketing as a fundamental organizational policy process

**Content**

Sr No.	Subject Content	Teaching Hours(90 Hours)	Weightage (%)
1	<b>Introduction to Promotion Management and marketing</b> Introducing tools for Promotion Understanding Promotion Management Understanding practical usage of 4P's of marketing., Understanding practical usage of 7 P's of marketing., Understanding practical usage of 4C's of marketing Role of promotion Management in Marketing Process , Understanding consumer behavior and communication process	12	15
2	<b>Introduction to Advertising</b> - Advertising and its types - Advertising strategies - Finding Big Idea	12	10
3	<b>Advertising Structure Making</b> - Advertising agency and structure - Role of ethical practices in advertisements	12	10
4	<b>Creative Execution</b> - Introduction - TV advertisement - Print Advertisement - Radio Advertisement - Online Advertisement	12	10
5	<b>Media Planning and Strategy</b> Introduction to media planning	12	10





	<ul style="list-style-type: none"> <li>- Media selection and evaluation</li> <li>- Media Budgets</li> </ul>		
6	<b>Promotion Objectives , Budgeting and Evaluation</b> <ul style="list-style-type: none"> <li>- Marketing v/s Communications objective</li> <li>- DAGMAR: An approach to setting objectives.</li> <li>- Establishing and allocating promotional budget.</li> <li>- Budgeting approaches and budgeting methods</li> </ul>	10	15
7	<b>Promotion Tools in details</b> <ul style="list-style-type: none"> <li>- Sales Promotion</li> <li>- Direct Marketing</li> <li>- Public Relation and Publicity</li> </ul> Unconventional Promotional Media	10	15
8	<b>Measuring</b> <ul style="list-style-type: none"> <li>- Measuring the effectiveness of the program.</li> </ul> Reasons to measure effectiveness	10	15

#### Reference Books:

1. Advertising and Promotions: An IMC Perspective by Author: Kruti Shah & Alan D'Souza, Publication: Tata McGraw Hill, latest edition.
2. Advertising Management by Batra-Myers-Aaker, Publication: Pearson Education, 5th edition

#### PRACTICE-II

**Program:** Bachelor's of Vocation

**Subject / Branch:** Management

**Year:** 1<sup>ST</sup> year

**Semester:** 2<sup>nd</sup>

**Course Title:** PRACTICE-II

**Course Code:** FBV120505

**Course**


**Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2 from a recognized education board.

**Rationale:** Students will get idea about the hurdles of the language.

The course aims to familiarize the students with concepts of Project Work and its applications.

Teaching Scheme				Credits	Evaluation Scheme					
Th		P	Total		Internal		External		Total Marks	
					TH	PR	TH	PR		



**Th:-Theory, Tu: - Tutorial, P:- Practical**

Sr No.	Subject Content	Teaching Hours	Weightage (%)
1	<b>Introduction:</b> In this chapter Selection and relevance problem, historical background of the problem, definition/s of related aspects, characteristics, different concepts pertaining to the problem etc can be covered by the candidate.	8	20
2	<b>- Research Methodology</b> This chapter will include Objectives, Hypothesis, Scope of the study, Selection of the problem, Sample size, Data collection, Tabulation of data, Techniques and tools to be used, limitations of the study, significance of the study etc.	8	20
3	<b>Literature Review:</b> This chapter will provide information about studies done on the respective issue. This would assists students to undertake further study on same issue.	8	20
4	<b>Data Presentation and Data Analysis:</b> This chapter is the core part of the study. The analysis pertaining to collected data will be done by the students. The application of selected tools or techniques will be used to arrive at findings. In this table of information, presentation of graph etc can be should be provided by the students.	8	20
5	<b>Conclusion, suggestions, Bibliography:</b> In this unit of project work findings of work will be covered by the candidate and suggestion will be mentioned by the candidate to validate the objectives and hypotheses.	8	20

**BVOC SEM – 2 (CO)**

Subject with code		Course Outcome
Basics of Computer & Information Technology-2	<b>CO1</b>	Attain foundational knowledge of computer hardware, software, and operating systems, enabling confident usage.
	<b>CO2</b>	Develop proficiency in using digital tools for effective communication and collaboration.



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	<b>CO3</b>	Acquire practical skills in using common software applications for productivity and data management.
Functional English 2	<b>CO1</b>	Develop strong communication skills, both written and verbal, for clear and impactful interactions in professional contexts.
	<b>CO2</b>	Enhance presentation skills, enabling the effective delivery of information and ideas using visual aids and engaging techniques.
Social media & Digital Marketing for Business	<b>CO1</b>	Develop a foundational understanding of digital marketing concepts, strategies, and their role in modern business practices.
	<b>CO2</b>	Learn about various online advertising methods, such as pay-per-click (PPC), display ads, and social media ads, for targeted audience engagement.
	<b>CO3</b>	Acquire skills to effectively manage social media platforms, create engaging content, and foster online communities.
Promotion management	<b>CO1</b>	Acquire skills to effectively manage social media platforms, create engaging content, and foster online communities.
	<b>CO2</b>	Learn to select and combine promotional tools such as advertising, sales promotions, public relations, and direct marketing for optimal impact.

❖ Mapping of COs and PSOs for B.Voc Semester - 2

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Basics of Computer and Information Technology-II	CO1			*				
	CO2				*			
	CO3						*	

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Functional English-II	CO1						*	
	CO2		*		*			



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Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Social Media and Digital Marketing for Business	CO1			*				
	CO2		*					*
	CO3				*			

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Promotion Management	CO1		*					*
	CO2				*			

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Practice -II	CO1				*			
	CO2	*						

## Principle & Practices of Banking

**Program:** BVOC **Subject / Branch:** MANAGEMENT

**Year:** 2022 **Semester:** 3

**Course Title:** Principle & Practices of Banking **Course Code:** FBV130501

**Course Type:** Core Compulsory **Course Credit:** 04

**Pre-Requisite:** **Rationale:**

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		
			20	10	70	100

### Course Objective:

1. To acquaint the students with the fundamentals of banking.
2. To develop the capability of students for knowing banking concepts & operations.
3. To give through knowledge of banking operations.
4. To enlighten the students regarding the new concepts introduced in the banking system.

**Course Outcome:**

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1. To know the Reserve Bank of India and Functions
2. To understand the Banker and Customer Relationship and Types of Deposits
3. To be aware of Negotiable Instruments and Bills of Exchange
4. To understand the Banking Sector Reforms in India Current Scenario

### Content

Unit	Description in detail	Credit	Weightage
I	<b>Negotiable Instruments and Bills of Exchange</b> Negotiable Instruments: Meaning & Definition – Characteristics – Cheque and its kinds – Crossing, Endorsement, Material Alteration – Collection and payment of Cheque – Refusal or bouncing of cheque. Bills of Exchange: Definition, characteristics and Parties involved – Difference between Bill and Cheque.	1	25 %
II	<b>Indian banking System:</b> Structure and Organization of banks: Reserve Bank of India: Apex banking institutions: Commercial Banks: Regional Rural Banks: Co-Operative Banks: Development Banks.	1	25 %
III	<b>Reserve Bank of India:</b> Objectives: Organization: Functions and working: Monetary policy: Credit control measures and their effectiveness.	1	25 %
IV	<b>Banking Sector Reforms in India:</b> Banking Sector Reforms in India: Recommendations of Narasimham Committee (Phase-I) - Banking Services: ATM, Credit Card, Debit Card, Rupay Card – E-Services – On-line/Internet Banking – Mobile Banking – NEFT (National Electronic Fund Transfer) – Real Time Gross Settlement (RTGS) System.	1	25 %

### Reference Books:

1. Gordon & Natarajan, (2008), “Banking: Theory , Law and Practice”, Himalaya Publishing House Pvt. Ltd.
2. Sundaram & Varshney, (2004), “ Banking, Theory Law and Practice” Sultan Chand & Sons.
3. Varshney & Malhotra (2005), “Principles of Banking”, Sultan Chand & Sons.
4. Vaish M.C, (1997), “Money, Banking & International Trade”, New Age International Pvt. Ltd

### Government Scheme and Institutional Support



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Program: Bachelor's of Vocational

Subject / Branch: Commerce



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**Year:** 2022

**Semester:** 3

**Course Title:** Government Scheme and Institutional Support

**Course Code:** FBV130502

**Course Type:** Core Compulsory

**Course Credit:** 04

**Pre-Requisite:**

**Rationale:**

**Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	C E		
			20	10	70	100

**Course Objective:**

The object of the paper is to make the student to understand the scheme procedure and in depth knowledge of taking advantage of Government Scheme and Institutional Support.

- 1) Objectives of different schemes supporting business.
- 2) Documentation work-flow of different schemes supporting business.
- 3) In depth knowledge which scheme will help which industry.

**Course Outcome:**

The course aims to familiarize the students with Government Scheme and Institutional Support.

**Content**

Unit	Description in detail	Credit	Weightage
I	<b>Venture Capital Funds Scheme:</b> Funding Patterns Objectives, Eligibility Criteria <b>Stand Up India Scheme:</b> Objectives, Features, Nature of Loan ,Documents to apply for the scheme	1	25 %
II	<b>Support for International Patent Protection in Electronics &amp; Information Technology</b> Benefits, Documents to apply for the scheme, Eligibility Criteria ,Financial support available under the SIP-EIT Scheme, Online Application Procedure	1	25 %
III	<b>Dairy Processing and Infrastructure Development Fund (DIDF):</b> Objectives, Components Of Scheme Eligible Institutions, Eligibility Criteria Terms & Conditions <b>Multiplier Grants Scheme (MGS):</b> Objectives, Eligibility Criteria Implementation Process	1	



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	Other Conditions of MGS		
IV	<b>Atal Innovation Mission</b> Functions, <a href="#">Implementation framework Atal Tinkering Labs</a> , <a href="#">Atal Incubators Atal Community Innovation Centres</a> , <a href="#">Atal New India Challenges and Atal Grand Challenges</a> , <a href="#">Mentor of Change - Industry, Academia, Government, Global Collaborations</a> , <a href="#">Aatmanirbhar Bharat ARISE-ANIC</a>	1	25 %

Reference Books:

1. "Government Schemes and Policies" by N. Dey:
2. "Handbook of Government Schemes and Financial Support" by Ramesh Chandra:
3. "Public Policy in India: New Challenges and Emerging Issues" by B. Guy Peters and N. A. Jawahar:







## Human Resource Management

**Program:** Bachelor of Vocational Course

**Subject / Branch:** Management

**Year:** 2022

**Semester:** III

**Course Title:** Human Resource Management

**Course Code:** FBV130503

**Course Type:** Compulsory

**Course Credit** : **04**

**Pre-Requisite** :

**Rationale :**

**Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

### Course Objective:

1. The objective of the paper is to make student aware of the various functions and importance of the HR department in any organization. It is basically concerned with managing the human resources, whereby the underlying objective is to attract retain and motivate the human resources in any organization, which is the most challenging and daunting task for any organization today.
2. The course aims to familiarize the students with concepts of Human Resource Management and its applications in Organization

### Course Outcome:

1. Students will understand and apply communication theory in practical life in business.
2. Students will critically think about communication processes and messages.
3. Students will write effectively for a variety of contexts in business correspondence.



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## Content

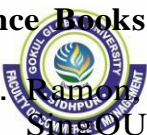
Unit	Description in detail	Credit	Weight age
I	<b>Human Resource Management:</b> Meaning, Features, Difference between personal Management and Human Resource Management, Objectives, Importance, Operative functions of HRM, Qualities of H.R Manager, Role of H.R Manager.	1	25 %
II	<b>Human Resource Planning in a Corporate Sector:</b> Meaning of H.R. Planning, Objectives of H.R. Planning, Factors of H.R. Planning Affecting of H.R. Planning, Process of H.R. Planning, Benefits of H.R. Planning, Limitations of H.R. Planning. <b>Recruitment:</b> Modern selection procedure and its Advantages	1	25 %
III	<b>Training:</b> Meaning of training, Needs of training, Objectives of training, Procedure of training, Advantages of training and Limitations of training. <b>Human Resource Development:</b> Meaning of HRD, Characteristics of HRD, Needs of HRD, Functions of HRD, and Techniques or Methods of HRD	1	25 %
IV	<b>Performance Appraisal:</b> Meaning performance appraisal, Objectives performance appraisal Brief idea of human resource accounting of performance appraisal, Psychological appraisal, management appraisal, Utility and problems of performance appraisal. <b>Promotion:</b> Meaning of Promotions, Basis of Promotions, Merits and Demerits of Promotions <b>Transfer:</b> Meaning, Causes and Guiding principles of transfer. <b>Demotions:</b> Meaning, Causes and guiding principles of demotions.	1	25 %

## Reference Books:

1. Ram Mohan Mehta Shiksha Bhavan, Siddhpur, Gujarat  
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Delhi. "Oxford Business English Dictionary, OUP, New Delhi. The Chartered Accountant

## Business communication-1

**Program:** Bachelor of Vocational Course

**Subject / Branch:** Management **Year:** 2022

**Semester:** III

**Course Title:** Business communication-1 **Course Code:** FBV130504

**Course Type:** Compulsory **Course Credit** : 04

**Pre-Requisite:** **Rationale :**

**Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		
			20	10	70	100

### Course Objective:

1. The course aims to familiarize the students with concept business communication and its applications in business.

### Course Outcome:

1. Students will understand and apply communication theory in practical life in business.
2. Students will critically think about communication processes and messages.
3. Students will write effectively for a variety of contexts in business correspondence.

### Content

Unit	Description in detail	Credit	Weight age
I	<b>Introduction to Communication:</b> Definition of Communication Process of Communication, Aims or Objectives of communication 1. Knowledge 9. Appeal 2. Information 10. Report 3. Counseling 11. Motivation 4. Request 12. Order 5. Warning 13. Suggestion 6. Advice 14. Complaint 7. Raising morale 15. Instruction 8. Persuasion  The Seven C's of the Effective Communication 1. Completeness 2. Conciseness 3. Consideration 4. Concreteness 5. Clarity 6. Courtesy 7. Correctness	1	25 %



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	<p>Forms of Communication: Verbal communication 1 Oral Communication 2 Written Communication 3 Communication through listening and reading 4 Advantages and limitations of verbal Communication</p> <p>Non verbal Communication 1. Importance of non verbal Communication 2. Types of non verbal Communication 1. Body language 2. Para language 3. Time and space language 4. Sign language 3. 3. Advantages and Limitations of non verbal Communication</p>		
II	<p><b>Letter writing techniques : Understanding the basics of letter writing</b> ( A) Physical appearance Paper Quality, Color Size, Continuation sheet Typing On conventional type writer On computers (B)Advantages of typing on computer Margin, Folding, Envelop, Sizes, Window envelop, Superscription <b>Structure of letter and essential parts of letter</b> 1. Heading 2. Date 3. Reference number 4. Confidential and personal notes 5. Inside address 6. Attention line 7. Salutation 8. Subject 9. Body of the letter 10. Complimentary close 11. Signature 12. Post script 13. Enclosures 14. Identification initial 15. Carbon notation</p> <p><b>Style or format of the letter</b></p>	1	25 %





	18. Subject 19. Body of the letter 20. Complimentary close 21. Signature 22. Post script 23. Enclosures 24. Identification initial 25. Carbon notation  <b>Style or format of the letter</b>  26. The full block form 27. The semi block form 28. The modified block form  29. <b>Principles of effective letter writing</b> 30. The modified block form  <b>Principles of effective letter writing</b>		
III	<b>Types of letters: Inquiry letters</b>  <b>Reply to inquiry letter Order letter</b> <b>Reply to order letter</b> Execution of orders Cancellation of orders	1	25 %
IV	<b>Email writing</b> <ul style="list-style-type: none"> <li>• How to write Email</li> <li>• Formal Email</li> <li>• Informal Email</li> </ul>	1	25 %

### Reference Books:

1. "Business Communication: Process and Product" by Mary Ellen Guffey and Dana Loewy:
2. "Effective Business Communications" by Herta A. Murphy, Herbert W. Hildebrandt, and Jane P. Thomas:
3. "Business Communication: Building Critical Skills" by Kathryn Rentz and Paula Lent







## Entrepreneurship 1

**Program:** Bachelor's of Vocational **Subject / Branch:** Management

**Year:** 2022 **Semester:** III

**Course Title:** Entrepreneurship 1

**Course Code:** FBV130505

**Course Type:** Core Compulsory

**Course Credit:** 04

**Pre-Requisite:** 10+2 **Rationale:**

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		
			20	10	70	100

### Course Objective:

The object of the paper is to make the student to understand Entrepreneurship.

1. To develop Entrepreneurial mindset among Higher Secondary School children.
2. To encourage school children to opt for self-employment as a viable option for earning dignified means of living.

### Course Outcome:

The course aims to familiarize the students with Entrepreneurship.

1. Students will appreciate the dynamic changes happening in the economy.
2. In-Dept knowledge about the role of Entrepreneurship in the growth and economic development of the nation.
3. It will promote Entrepreneurship as life-skills to improve quality of life, skills of creation and management of entrepreneurial pursuits.

### Content

Unit	Description in detail	Credit	Weightage
I	<b>Introduction:</b> <ol style="list-style-type: none"> <li>1. What is Entrepreneurship?</li> <li>2. How has Entrepreneurship changed the world?</li> <li>3. Traits and gap analysis.</li> <li>4. What are E-cells?</li> <li>5. Why join an E-cell?</li> <li>6. Entrepreneurial Success Stories.</li> </ol>	1	25





II	<b>Conceptual framework:</b> <ol style="list-style-type: none"> <li>1. Entrepreneurship</li> <li>2. Development of Entrepreneurship</li> <li>3. The conceptual model</li> <li>4. A training model for entrepreneurship</li> <li>5. Rural Entrepreneurship</li> </ol>	1	25 %
III	<b>Institutional Support to Entrepreneurs:</b> <ol style="list-style-type: none"> <li>1. Need for Institutional Support About</li> <li>2. NSIC(National Small Industries Corporation Ltd)</li> <li>3. SIDO (Small Industries Development Organization)</li> <li>4. SIDBI (Small Industries Development Bank of India)</li> <li>5. SSICS (State Small Industrial Development Corporation)</li> <li>6. HUDCO (Housing and Urban Development Corporation Ltd)</li> <li>7. DICs (District Industries Centre)</li> <li>8. TCOs (Technical Consultancy Organizations)</li> </ol>	1	25 %
IV	<b>Three Stages of Start-Ups:</b> <ol style="list-style-type: none"> <li>1. Early-Stage</li> <li>2. Venture-Funded (Growth) Stage</li> <li>3. Late Stage</li> </ol>	1	25 %

**Reference Books:**

1. The Age of Metapreneurship 21st Century Entrepreneurship  
Author: CJ Cornell
2. Entrepreneurship: The Practice and Mindset Author: Heidi Neck
3. Entrepreneurship The Art, Science, and Process for Success. Author: Charles Bamford and Garry Bruton

**BVOC SEM – 3 (CO)**

Subject with code		Course Outcome
Practice And Principles of Banking	<b>CO1</b>	Develop a comprehensive understanding of the foundational principles and functions of the banking industry.
	<b>CO2</b>	Acquire knowledge about various banking services, including savings accounts, loans, investments, and electronic banking.



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	<b>CO3</b>	Learn to identify, assess, and manage risks associated with banking operations, including credit risk, market risk, and operational risk.
Govt Schemes and Institutional Support	<b>CO1</b>	Develop an understanding of various government schemes and initiatives aimed at supporting vocational education, skill development, and entrepreneurship.
	<b>CO2</b>	Acquire knowledge of the application procedures and eligibility criteria for accessing government schemes and grants.
Human Resource Management	<b>CO1</b>	Develop a solid understanding of the key concepts, functions, and roles within human resources management.
	<b>CO2</b>	Acquire skills in sourcing, interviewing, and selecting suitable candidates for various positions within an organization.
	<b>CO3</b>	Learn strategies for managing employee relations, including conflict resolution, performance management, and fostering a positive work environment.
Business Communication-1	<b>CO1</b>	Develop proficiency in oral and written communication skills specific to business contexts, fostering clarity and professionalism.
	<b>CO2</b>	Enhance presentation skills for delivering impactful messages, utilizing visuals, and engaging with audiences in professional settings.
Entrepreneurship-1	<b>CO1</b>	Develop an entrepreneurial mindset by cultivating creativity, innovation, and a proactive approach to identifying opportunities.
	<b>CO2</b>	Acquire skills to create comprehensive business plans, including market analysis, financial projections, and strategic goals.





❖ Mapping of COs and PSOs for B.Voc Semester - 3

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Practices & Principles of Banking	CO1	*						
	CO2				*			
	CO3							*

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Government Schemes & Institutional Support	CO1							*
	CO2				*			

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Human Resource Management	CO1				*			
	CO2					*		
	CO3						*	

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Business Communication -I	CO1							*
	CO2	*						

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Entrepreneurship	CO1		*					
	CO2				*			





## Strategic Management & Marketing

**Program:** Bachelor's of Vocational **Subject / Branch:** Management

**Year:** 2022 **Semester:** IV

**Course Title:** Strategic Management & Marketing **Course Code:** FBV140501

**Course Type:** Core Compulsory **Course Credit:** 04

**Pre-Requisite:** 10+2 **Rationale:**

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		
			20	10	70	100

### Course Objective:

The object of the paper is to make the student to understand Strategic Management & Marketing

1. The course is designed specifically not only to introduce students with key strategy concepts but also aims to help students to integrate and apply their prior learning to various business situations.

### Course Outcome:

The course aims to familiarize the students with Strategic Management & Marketing

1. Understand the strategic decisions that organizations make and have an ability to engage in strategic planning.
2. Explain the basic concepts, principles and practices associated with strategy formulation and implementation.

### Content

Unit	Description in detail	Credit	Weightage
I	<b>Introduction to Strategic Management:</b> <ol style="list-style-type: none"> <li>1. Meaning of Strategic Management</li> <li>2. Scope and Importance of Strategic Management</li> <li>3. Nature of Strategic Management,</li> <li>4. Characteristics of Strategic Management</li> <li>5. Strategic Management Process,</li> <li>6. Strategic Management Model.</li> <li>7. Dimension and Levels of Strategy.</li> <li>8. Role of strategists in business Policy</li> </ol>	1	25







II	<b>Strategy Formulation:</b> <ol style="list-style-type: none"> <li>1. Corporate Planning</li> <li>2. Concept of Planning</li> <li>3. Planning Process</li> <li>4. Types of Planning</li> <li>5. Strategic Planning</li> <li>6. Strategic Decision Making</li> <li>7. Vision, mission, and purpose</li> <li>8. Objectives and goals of a business organization-</li> <li>9. Types of strategies –</li> <li>10. Guidelines for crafting successful business strategies.</li> </ol>	1	25 %
III	<b>Buyer Behavior :</b> <ol style="list-style-type: none"> <li>1. Consumers markets and Industrial Market Meaning</li> <li>2. Model of Consumer behavior</li> <li>3. Factors influencing behavior</li> <li>4. Buying behavior process</li> <li>5. Characteristics of Industrial market</li> <li>6. Major influencing factor on industrial buying behavior</li> <li>7. Types of buying decision and how to make buying decision.</li> </ol>	1	25 %
IV	<b>Target Marketing :</b> <ol style="list-style-type: none"> <li>1. Market segmentation on different basis and target marketing strategies.</li> </ol> <b>Consumerism :</b> <ol style="list-style-type: none"> <li>1. Concept</li> <li>2. Causes</li> <li>3. Consumer movement in India.</li> </ol> <b>Issues and Developments in Marketing</b> <ol style="list-style-type: none"> <li>1. Social, ethical and legal aspects of marketing</li> <li>2. Green marketing</li> </ol> Cyber marketing	1	25 %

#### Reference Books:

1. Hill, C. W. L. & Jones, G. R. 2008. Strategic Management: An integrated approach, 8th Edition, Houghton Mifflin.
2. Bartlett, C. A. and Ghoshal, S. 1994. Changing the role of top management: Beyond strategy to purpose. Harvard Business Review. November-December: 70-88.
3. Bhagat, R. S., Kedia, B. L., Harveston, P. D., & Triandis, H. C. 2002. Cultural variations in the cross-border transfer of organisational knowledge: An integrative framework. Academy of Management Review, 27(2): 204-221.
4. Marketing Management by Philip Kotler.
5. Introduction to Marketing Management by Sherlekar





## TAXATION – I

**Program:** BVOC

**Year:** 2022

**Course Title:** TAXATION - I

**Course Type:** Core Compulsory

**Subject / Branch:** MANAGEMENT

**Semester:** 4

**Course Code:** FMB210102

**Course Credit:** 04

**Pre-Requisite:**

**Rationale:**

**Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	C E	70	100
			20	10		

## Course Objective:

**The syllabus aims to test the student's ability to:**

1. Understand the basic principles underlying the Income Tax Act.
2. Compute the taxable income of an assessee.
3. Analyze the assessment procedure

## Course Outcome:

1. The course aims to familiarize the students with concepts Taxation-I and its applications in business.

## Content

Unit	Description in detail	Credit	Weightage
I	<b>Introduction:</b> Objectives of Income Taxation ,History of Income –tax and brief introduction of Direct and Indirect Tax laws, Definitions : Income, Agricultural Income, Assesses ,Person , assessment Year , Previous Year , Income tax Authorities (section 116 to 120 and 124)	1	25 %
II	<b>Basis of charge of Faculty of Commerce &amp; Management</b> Scope of total income and residential status of an individual Assesses (section 4 to 9)	1	25 %



	Individual Assesses income exempted from income tax (section 10) Procedure for assessment of income tax (section 139,139A,140,140A,142 to 145,147 to 149,154 and 156) and collection of taxes.		
III	<b>Salary Income :</b> computation of taxable salary(section 14 to 17) , Taxability of various provident funds affecting the computation of taxable salary income only shall be included.	1	25 %
IV	<b>Income from House Property :</b> computation of taxable income from house property(section 22 to 27)	1	25 %

### Reference Books:

1. Student's Guide to Income Tax, Dr vinod k singhania
2. Dr Monica singhania-Taxmann's publication.

## Organizational Behavior

**Program:** Bachelor's of Vocational **Subject / Branch:** Commerce

**Year:** 2022 **Semester:** 4

**Course Title:** Organizational Behavior **Course Code:**FBV140503 **Course Type:** Core

**Compulsory Course Credit:** 04

**Pre-Requisite:** **Rationale:**

**Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		
			20	10	70	100

### Course Objective:

The object of the paper is to make the student to understand Organizational Behavior.

- 1) In-depth knowledge of how once behavior can affect the whole organization.
- 2) To know more about the impact of individuals/group's behavior on organization.

### Course Outcome:

The course aims to familiarize the students with Organizational Behavior.

### Content

Unit	Description in detail	Credit	Weightage
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I	<b>Introduction&amp; Concept of O.B:</b> Meaning of O.B,Characteristic of O.B,Nature of O.B. Scope of Organizational behavior; Need to understand human behavior; Contributing disciplines to the field of O.B; O.B. Models,Challenges and opportunities of O.B,Interpersonal Behavior Meaning nature &types: Biographical Characteristics of Individual Behavior	1	25
II	<b>Individual behavior:</b> Meaning ,Factor influencing Individual behavior <b>Ability:</b> Meaning & types <b>Values:</b> Definition & significance; <b>Attitudes-</b> Meaning, features, types, components& Formation, Theories, Organization Related Attitude, Difference between Attitude and Behavior; <b>Personality</b> – Definition, features & determinants and Traits; Emotions; Learning-Theories and Reinforcement Schedules, Interpersonal Behavior: Johari Window	1	25 %
III	<b>Concept of Group:</b> Meaning,Nature of Group ,Types of Groups Stages Model /Process of Group Development Advantages of Working in group Theories of Group Formation <b>Group Dynamics:</b> Concept,Nature & Components <b>Group Cohesiveness:</b> Meaning & Causes; <b>Concept of Team:</b> Meaning, Nature, Need of Work Team, Types of Teams; Stages Model /Process of team Development, Team Building and Issues in Effective Managing Teams. Team Vs. Group	1	25
IV	<b>Conflict:</b> Meaning,Source Types of Conflict & Process of Conflict,Procedure for resolution of Conflict Management <b>Stress:</b> Concept of stress, Nature, Symptoms Causes& solution of stress <b>Stress Management:</b> Individual Stress, Organizational stress <b>Organization Culture:</b> Meaning & Features, Resistance to Change& its levels	1	25 %

#### Reference Books:

1. Organizational Behavior by Stephen p. Robbins: Pearson Publisher
2. Organizational Behavior by Luthans, FredMGH Organizational Behavior by Chandan, J.S. Vikas





## Business communication-2

**Program:** Bachelor of Vocational **Subject / Branch:** Management

**Year:** 2022 **Semester:** IV

**Course Title:** Business communication-2 **Course Code:** FBV110404

**Course Type:** Compulsory **Course Credit** : **04**

**Pre-Requisite :** **Rationale** : **Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		
			20	10	70	100

### Course Objective:

1. The objective of the course is to acquaint the students with the language of Accounting and to develop in them the ability to evaluate and use accounting data as an aid to decision making.
2. The main purpose is to assist the students in developing skills in problem solving and decision making in the financial area.
3. Emphasis is laid on analysis and utilization of financial and accounting data for planning and control.

### Content

Unit	Description in detail	Credit	Weight age
1.	SEGMENT COURSE CONTENT No. of Lectures TEXT: 12 Wings of Fire-Abridged-(Students Edition) By- Dr. A.P.J. Kalam	1	25 %
2.	COMMUNICATION: Barriers to Effective Communication . Physical Barriers 1.1.Noise Time and Distance . Semantic Barriers 2.1.Interpretation of Words 2.2.Technical Jargon 2.3.Idioms and Phrases . Psycho-Sociological Barriers 3.1.Status Block 3.2 Closed mind 3.3.Emotion 3.4.Group Identification 3.5.Poor Communication Skills 3.6.State of Health 4. Cultural Barriers	1	25 %
3.	Sales letters: (5 hours) objectives of sales letter Types of writing a sales letters Job Applications: (8 hours) objectives of Job Applications: (5 hours) Definition of collection letters Essential points for drafting collection letters	1	25 %



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	Stages of collection letters, Notification stage, Reminder stage, Strong reminder stage Inquiry and discussing stage Warning and threat stage, Thanking customer for timely payment Reply to complaint regarding faulty bill		
4.	Vocabulary (Foreign Words)	1	25 %

1. "Business Communication: Process and Product" by Mary Ellen Guffey and Dana Loewy:
2. "Effective Business Communications" by Herta A. Murphy, Herbert W. Hildebrandt, and Jane P. Thomas:
3. "Business Communication: Building Critical Skills" by Kathryn Rentz and Paula Lentz:

## Entrepreneurship-II

**Program:** BVOC

**Subject / Branch:** MANAGEMENT

**Year:** 2022

**Semester:** IV

**Course Title:** Entrepreneurship-II

**Course Code:** FBV140505

**Course Type:** Core Compulsory

**Course Credit:** 04

**Pre-Requisite:**

**Rationale:**

**Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	C E		
			20	10	70	100

**Course Objective:**

- To acquaint the students with the fundamentals of Entrepreneurship.
- To develop the capability of students for knowing Entrepreneurship To give through knowledge of banking operations.
- To enlighten the students regarding the new concepts introduced in the Entrepreneurship.

**Course Outcome:**

- To know the Govt of India and Functions
- To be aware of Negotiable Instruments and Bills of Exchange

**Content**

Unit	Description in detail	Credit	Weightage
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I	Formulation of Business Plans - Learning Outcome Introduction - Nature and Scope of Business Plan - Writing a Business Plan - Implementing a Business Plan. <b>Taxation Benefits to Small Scale Entrepreneurs:</b> Introduction - Taxation Benefits Available to Small Scale Entrepreneurs -Income Tax Benefits under Income Tax Act 1961.	1	25 %
II	<b>MSME Policy in India:</b> Introduction - Overview of MSMEs - MSME Development Act - National Manufacturing Competitiveness Programme(NMCP) - Prime Minister Task Force on MSME - RGUMY - Public Procurement Policy - CGFS for MSME - Quality Up gradation - Credit Linked Capital Subsidy Scheme - Other Measures	1	25 %
III	<b>Role of Central &amp; State Governments in promoting Entrepreneurship:</b> Introduction and the various Central Government Policies - Central Government Incentives for Setting up Business in Backward Areas - Government Financial Institutions for providing Loans to start Industrial venture in India - Government Schemes - Scope for further improvement in extending financial support to the entrepreneurs by the government.	1	25 %
IV	<b>Entrepreneurial Traits and Theories:</b> Introduction - Traits of an Entrepreneur - Types of Entrepreneur - Entrepreneurial Motivation - Motivation theories of Entrepreneurship.	1	25 %

### Reference Books:

1. Entrepreneurship Development: A.Shankaraiah et al, Kalyani Publishers.
2. Fundamentals of Entrepreneurship: K.K. Patra, Himalaya Publishing House.
3. Entrepreneurship Development: Dr.S.S.Khanka, S.Chand.
4. Entrepreneurship Development: V.Gangadhar et al, Kalyani Publishers.

### Microeconomics

**Program:** BVOC **Subject / Branch:** MANAGEMENT

**Year:** 2022 **Semester:** IV

**Course Title:** Microeconomics **Course Code:** FBV140506

**Course Type:** Core Compulsory **Course Credit:** 04

**Pre-Requisite:** **Rationale:** Faculty of Commerce & Management

**Teaching Examination Scheme:** **Gokul College of commerce & Management**



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Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		
			20	10	70	100

**Course Objective:**

1. The course aims to familiarize the students with concept and its applications in Microeconomics.

**Course Outcome:**

1. To know the scope of Microeconomics and Functions

**Content**

Unit	Description in detail	Credit	Weightage
I	Introduction Nature, Scope and Significance of Managerial Economics - Tools and Techniques of Analysis-Theory of Firm – Alternatives, Objectives of Firm - Functions of Managerial Economist in Business Firm.	1	25 %
II	Demand Analysis Demand Analysis - Significance- Demand Functions - Law of Demand - Elasticity of Demand - Supply Analysis, Supply function, Elasticity of Supply.	1	25 %
III	Cost and Production Analysis Cost Analysis - Types of Costs and their impact on Management - Behaviour of Short run Average Cost Curves (SAC) -Behaviour of Long run Average Cost Curve (LAC) - Cost - Production Function	1	25 %
IV	Overview of Indian Economy, Present Economic Policy, Main feature, Globalization, Industrial policy – 1991, Industrial Licensing, Monetary and Fiscal Policy.	1	25 %

**Reference Books:**

1. Mehta: Managerial Economics, Sultan Chand & Sons, New Delhi.
2. Joel Dean: Managerial Economics, Prentice Hall, New Delhi.
3. Mote, Paul & Gupta: Managerial Economics- Concepts and Cases, McGraw Hill, New Delhi.
4. Varshney & Maheshwari: Managerial Economics, Sultan Chand & Sons, New Delhi.

**BVOC SEM – 4 (CO)**

Subject with code		Course Outcome
Strategic Management and Marketing	<b>CO1</b>	Develop the ability to think strategically, analyzing industry trends and competitive landscapes to formulate effective business strategies.
		Acquire skills to design and implement comprehensive

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		marketing strategies that align with organizational objectives.
	<b>CO3</b>	Learn to allocate resources strategically to support marketing initiatives, optimizing budget allocation and resource utilization.
Taxation	<b>CO1</b>	Develop a strong foundation in understanding various types of taxes, tax laws, and their implications on businesses and individuals.
	<b>CO2</b>	Acquire knowledge of tax compliance procedures, enabling accurate preparation and submission of tax returns for individuals and organizations.
Organizational Behaviour	<b>CO1</b>	Develop an understanding of individual and group behaviors within organizations, exploring factors that influence performance and productivity.
	<b>CO2</b>	Acquire skills to communicate and collaborate effectively within diverse teams, fostering positive workplace relationships.
	<b>CO3</b>	Learn about motivation theories and leadership styles, enabling the ability to inspire and manage teams for optimal results.
Business communication-2	<b>CO1</b>	Develop proficiency in oral and written communication skills specific to business contexts, fostering clarity and professionalism.
	<b>CO2</b>	Acquire the ability to compose emails, memos, and reports following appropriate formats and tone for effective business communication.
Entrepreneurship-2	<b>CO1</b>	Develop an entrepreneurial mindset by cultivating creativity, innovation, and a proactive approach to identifying opportunities.
	<b>CO2</b>	Acquire skills to create comprehensive business plans, including market analysis, financial projections, and strategic goals.
Microeconomics	<b>CO1</b>	To recognize the presence of externalities (positive and negative) and understand how they can lead to market failure.





	<b>CO2</b>	Comprehend how firms make production and pricing decisions based on cost structures, revenue maximization, and profit maximization.
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❖ Mapping of COs and PSOs for B.Voc Semester - 4

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
<b>Strategic Management &amp; Marketing</b>	CO1				*			
	CO2					*		
	CO3	*						*

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
<b>Taxation</b>	CO1	*						
	CO2					*	*	

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
<b>Organizational Behaviour</b>	CO1			*	*			
	CO2		*					
	CO3						*	

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
<b>Business Communication -II</b>	CO1						*	
	CO2				*			

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
<b>Entrepreneurship-II</b>	CO1			*				
	CO2				*			







## Business Ethics & Soft skill

**Program:** Bachelor's of Vocational

**Branch:** Management

**Year:** 2022

**Course Title:** Business Ethics & Soft skill **Course Code:** FBV150501

**Course Type:** Core: Compulsory

04

**Pre-Requisite:**

**Subject /**

**Semester:** V

**Course Credit:**

10+2

**Rationale:**

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		
			20	10	70	100

### Course Objective:

The course aims to familiarize the students with the basics of Business Ethics and Soft Skills and its applications.

### Course Outcome:

The course aims to familiarize the students with Business Ethics and Soft Skills.

1. Launch a new, or evolve an existing, career path in Business Ethics and Soft Skills.
2. Develop a Business Ethics and Soft Skills plan that will address common marketing challenges.
3. Improve Return on Investment for any Business Ethics and Soft Skills program.

### Content

Unit	Description in detail	Credit	Weightage
I	<b>Business Ethics - Introduction</b> Business Ethics – Nature, Concept, Definition & Scope, 3Cs of Business Ethics, Benefits of managing ethics in the organization, Ground rules of Ethics, Ethical Dilemmas – Meaning, methods of resolving ethical dilemmas, Approaches to resolving ethical dilemmas	1	25 %
II	<b>Corporate Social Responsibility</b> Arguments for social responsibility, Business as responsible person, Social responsibilities of business towards different groups, Business Ethic's core responsibilities of Entrepreneurial performance, Promoting value based governance in organizations.	1	25 %



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III	<b>Elements of Soft Skills</b> Introduction , Importance of soft skills, improving soft skills and practicing soft skills, , attributes regarded as soft skills: Time and Stress Management - Time Management matrix, Steps of successful time management, Difference between time savers and time wasters. Sources of stress, effects of stress and stress management tips.	1	25 %
IV	<b>All about Attitude</b> Introduction , meaning, factors which form attitude, ways of changing attitude in person, obstacles in developing positive attitude, developing Positive Attitude , workplace attitude and Power of Positive Attitude. Team building and team work skills, characteristics of effective team, role of team leader and team members.	1	25 %

#### Reference Books:

1. S. K. Bhatia, Business Ethics & Corporate Governance, Deep & Deep Publication Pvt. Ltd., New Delhi.S.A. Sherlekar, Ethics in Management, Himalaya Publication, New Delhi.
2. Alex K.,Soft Skills Know Yourself and Know the World, Sultan Chand & Sons New Delhi
3. Managing Soft Skills for Personality Development by B. N. Ghosh, Tata McGraw Hill education

## Family Business Management

**Program:** Bachelor's of Vocational

**Subject / Branch:** Management

**Year:** 2022

**Semester:** V

**Course Title:** Family Business Management **Course Code:** FBV150502

**Course Type:** Core Compulsory

**Course Credit:** 04

**Pre-Requisite:** 10+2**Rationale:** Teaching

#### Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	C E		
			20	10	70	100

#### Course Objective:

The student will try to learn

1. The family Business system in India.
2. Challenges and governance of family Business in India.

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4. The qualities to be possessed by the successor of the organization  
and concentrating on the improvement of those qualities.

### Course Outcome:

After successful completion of the course, students will be able to:

- 1: Outline the basic concepts relating to family business in India to get exposure on it.
- 2: Contrast on the challenges and competitive advantages for family business in India to transform challenges into competitive advantages.
- 3: List out responsibilities and duties and challenges of owners for a family business organization in India to overcome challenges.
- 4: Demonstrate various factors effecting family governance in India for effective maintenance of business.
- 5: Interpret various characteristics of leader should possess to become effective leader.

### Content

Unit	Description in detail	Credit	Weightage
I	<b>INTRODUCTION TO FAMILY BUSINESS :</b> Family Business as a unique synthesis, Succession and Continuity: The three generation rule, Building Family business that last, The systems theory model of Family Business, Agency Theory of Family business, The stewardship perspective of family business, Competitive Challenges and Competitive advantages of family businesses, The role of Genograms and family messages to understand the family system. Family emotional intelligence, The ECI-U Model	1	25 %
II	<b>OWNERSHIP CHALLENGES AND FAMILY GOVERNANCE :</b> Shareholder Priorities – Managers vs. Owners - Responsibilities of shareholders to the company - Effective Governance of the shareholder - firm relationship – Family Governance: Structure, Challenges to family governance, Managing the challenges of succession. Enterprise Sustainability: Twelve elements of strategic – fit and its implications on family firms.	1	25 %





III	<b>SUCCESSOR DEVELOPMENT:</b> Characteristics of next-generation leaders - Next-generation attribute interests and abilities for responsible leadership. Next-generation personalities-managing interdependence- CEO as an architect of succession and continuity - Types of CEO Spouse and the transfer of power.	1	25 %
IV	<b>STRATEGIC PLANNING AND TRANSGENERATIONAL ENTREPRENEURSHIP :</b> Life cycle stages influencing family business strategy - Turning core competencies into competitive advantage. The unique vision of family-controlled businesses - Strategic regeneration- The Business Rejuvenation matrix – Entrepreneurship	1	25 %

#### Reference Books:

1. John L. Ward, Keeping the Family Business Healthy: How to Plan for Continuing Growth, Profitability and Family Leadership, Palgrave Macmillan, 3<sup>rd</sup> Edition, 2011.
2. M. Nordqvist, T. Zellweger, Trans generational Entrepreneurship: Exploring Growth and Performance in Family Firms across Generations, Edward and Elgar Publishing Limited, 4<sup>th</sup> Edition, 2010.

## Production Management

**Program:** Bachelor's of Vocational **Subject / Branch:** Management

**Year:** 2022

**Semester:** V

**Course Title:** Production Management

**Course Code:** FBV150503

**Course Type:** Core: Compulsory

**Course Credit:** 04

**Pre-Requisite:** 10+2

**Rationale:**

#### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme		
Lecture	Tutorial	Practical	Internal		External
			Mid	End	Total
0	0	6	20	10	70

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### Course Objective:

The course aims to familiarize the students with the basics of Production Management and its applications.

### Course Outcome:

The course aims to familiarize the students with Production Management

1. Launch a new, or evolve an existing, career path in Production Management
2. Develop a Production Management plan that will address common marketing challenges.
3. Improve Return on Investment for any Production Management program.

### Content

Unit	Description in detail	Credit	Weightage
I	Nature and Scope of Production Management, POM Relationship with other Systems in the Organisation, Factors that affect System and Concept of Production Management. Facility Location, Types of Manufacturing Systems, Lean Manufacturing, Student Planning and Analysis.	1	25 %
II	Functions of Production and Material Management, Types of Production Systems, Productivity Variables, and Productivity Measurement, Production Planning and Control in Mass Production, Batch Production,	1	25 %
III	Job Order Production, Selection, Product Design and Development, Process Selection, Capacity Design, Determination of Material Required, Procedure for Purchasing, Stocking and Distribution of Materials	1	25 %
IV	An overview of Material Management, Material Planning and Inventory Control, Inventory Models, (Classical EOQ, Model with Shortages ), JIT, Budgeting and Material Planning, Purchase Management, Store Management, Safety Management.	1	25 %

### Reference Books:

1. Everett E. Adam and Ronald J Ebert, Production and Operation Management: Concepts, Models & Behaviour, PHI New Delhi

2. Gary SN, Production and Operations Management- Concepts, Methods and Strategy, PHI New Delhi 2005



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3. Buffa. ES, Modern Production Management; John Willey, New York 1993
4. Ajay Garg, Production and Operations Management, TMH, Delhi
5. Richard B Chase, Ravi Shankar, F.R. Jacobs, N.J. Aquilano, Operations and Supply Management TMH, Delhi

## Digital Marketing for Startup

**Program:** Bachelor's of Vocational

**Subject / Branch:** Management

**Year:** 2022

**Semester:** V

**Course Title:** Digital Marketing for Startup **Course Code:** FBV150504

**Course Type:** Core Compulsory

**Course Credit:** 04

**Pre-Requisite:**

**Rationale:**

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	C E		
			20	10	70	100

### Course Objective:

The object of the paper is to make the student to understand Digital Marketing for Startup

1. Digital marketing is one of the most important and vast source that is used as the tool for online branding and online promotions.
2. The medium of digital marketing has exceptionally helped to enhance the growth and expansion of the of the business, organization, institutions as the branding and promotions of the products they are willing to sell has become more easier.

### Course Outcome:

The course aims to familiarize the students with Organizational Behavior.

1. Launch a new, or evolve an existing, career path in Digital Marketing.
2. Develop a digital marketing plan that will address common marketing challenges.
3. Improve Return on Investment for any digital marketing program.



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Unit	Description in detail	Credit	Weightage
I	<b>Introduction To Social Media</b> Meaning of O.B. <input type="checkbox"/> History and Evolution of Social <input type="checkbox"/> Different Types Of Social <input type="checkbox"/> Uses of Social Media Statistics in Branding Strategies <input type="checkbox"/> Recent Trends in Social Media Marketing: Brand Influencers, Paid Partnership and Paid Promotion	1	25 %
II	<b>Facebook:</b> <ul style="list-style-type: none"> <li>• Features, Demographics and Analytics</li> <li>• Key Terminologies</li> <li>• Branding and Advertising on Facebook</li> <li>• Popular Facebook Pages/Campaign</li> </ul>	1	25 %
III	<b>Instagram:</b> <ul style="list-style-type: none"> <li>• Features, Demographics and Analytics</li> <li>• Key Terminologies</li> <li>• Increasing Your Followers</li> <li>• Popular Instagram Pages/Campaign</li> </ul>	1	25 %
IV	<b>Youtube:</b> <ul style="list-style-type: none"> <li>• Features, Demographics and Analytics</li> <li>• Key Terminologies</li> <li>• About Youtube Ads and Youtube Channels</li> <li>• Monetization</li> <li>• How to increase views and subscribers</li> </ul>	1	25 %

### Reference Books:

1. 50 shades of Digital Marketing, Author: Francesca James & Hannah Durham, Edition: 1st





## Exim Policy Procedure & Documentation

**Program:** Bachelor's of Vocational

**Subject / Branch:** Management

**Year:** 2022

**Semester:** V

**Course Title:** Exim Policy Procedure & Documentation **Course Code:** FBV150505

**Course Type:** Core Compulsory

**Course Credit:** 04

**Pre-Requisite:** 10+2

**Rationale:**

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	C E		
			20	10	70	100

### Course Objective:

Identify and evaluate - Export or import opportunities in a specific sector / country.

Prepare a list of documents for export /import to a specific country for a specific sector.

### Course Outcome:

#### 1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Student will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> <li>Identify and evaluate export or import opportunities in a specific sector / country.</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>Estimate problems / bottlenecks encountered for a given foreign trade opportunity and recommend relevant solutions to adapt for trade with a specific country or region.</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>Prepare a list of documents for export / import to a specific country for a specific sector.</li> </ul>





Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> <li>Critically <i>analyze</i> malpractices and unethical practices adopted in invoicing, packaging, shipping and export orders.</li> </ul>
Effective Communication (EC)	<ul style="list-style-type: none"> <li><i>Prepare</i> Standard Operating Procedures for Quality Control and detailed export / import procedures.</li> </ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> <li><i>Simulate</i> an export / import order and <i>create</i> a detailed process involving all documentation and procedural aspects.</li> </ul>

## Content

Unit	Description in detail	Credit	Weightage
I	<b>Regulatory Framework Governing Exports and Imports:</b> Laws governing India's export-import (general provisions), Foreign trade (Development and Regulation) Act, 1992, Foreign trade (Development and Regulation) Amendment Bill, 2010., DGFT ,The Customs Act, GST Act Export Inspection Council ,Overview of Foreign Trade Policy (2015-2020),Legal basis and duration of FTP Handbook of Procedures ,E-IEC,General ProvisionsEDI, Bonded Warehouses ,Free exports Objective of MEIS & SEIS ,Towns of Export Excellence Specific Input-Output Norms (SION)	1	25
II	<b>INCO Terms Methods of Payment:</b> Open account, consignment, D/A, D/P, Letter of Credit (L/C) <b>International Trade Documents:</b> Aligned Documentation System (ADS) ,Proforma Invoice, Commercial Invoice Packing List, Shipping Bill ,Certificate of Origin, Consular Invoice Certificate of Origin vs. Consular Invoice, Commercial Invoice vs. Consular Invoice ,Mate's Receipt ,Bill of Lading,Mate's Receipt vs. Bill of Lading Guaranteed Remittance (GR) Form,Bill of Exchange , Airway Bill,Import Documents Role of Customs House Agent, Freight forwardersand Shipping Agents (in brief).	1	25 %





III	<p><b>Export Procedure:</b> Registration Procedure, Pre-shipment Procedure, Shipment Procedure Post-shipment Procedure (Realization of Export Proceeds) Excise Clearance for Exportable Goods / GST provisions</p> <p><b>Quality Control and Pre-shipment Inspection</b> Objectives of Quality Control and Pre-shipment Inspection, Methods of Quality Control and Pre-shipment Inspection, Procedure for Pre-shipment Inspection, Procedure for Shipping and Customs Clearance</p> <p><b>Marine Insurance Policy:</b> Procedure for Marine Insurance Policy, Types of Marine Insurance Policies Procedure for Filing Marine Insurance Claim Registration-cum-Membership Certificate (RCMC) Role of Customs House Agents (CHAs)</p>	1	25
IV	<p><b>Import Procedure:</b> Categories of Importers, Import License, Import of Samples, Import Contract, Pre-import Procedure, Legal Dimensions of Import Procedure, Retirement of Import Documents Customs Clearance for Imported Goods, Warehousing of Imported Goods, Exchange Control Provisions for Imports, Import Risks, Import Duties, Valuation for Customs Duty, Import Incentives under Special Schemes</p>	1	25 %

### Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Mahajan M. I.	Export Policy, Procedures and Documentation	Snowwhite Publications	2015
2	Paul Justin and Rajiv Aserkar	Export Import Management	Oxford	2013
3	D. C. Kapoor	Export Management	Vikas	Latest Edition
4	P. P. Gupta	Export Management	Vikas	Latest Edition





		Management		
5	Dr. Khushpat S. Jain, Dr. Apexa V. Jain	Foreign Trade – Theory, Procedures, Practices and Documentation	Himalaya	Latest Edition
6	Kumar Aseem	Export and Import Management	Excel	Latest Edition
7	Nabhi's board of Editors	How to EXPORT	JBA	2018
8	P. Veera Reddy & P. Mamatha	Manual on EXPORT Documentation	JBA	2018
9	Ankita Pal	Master Key Law of Export Import Regulation	Amar Law	Latest Edition

## BVOC SEM – 5 (CO)

Subject with code		Course Outcome
Business Ethics and Legal Skills	<b>CO1</b>	Develop the ability to analyze ethical dilemmas and make informed decisions that align with professional values and societal norms.
	<b>CO2</b>	Acquire strong verbal and nonverbal communication skills, enabling clear and empathetic interactions in various business contexts.
	<b>CO3</b>	Learn to build and nurture positive relationships through active listening, conflict resolution, and effective collaboration.
Family Business Management	<b>CO1</b>	Develop insights into the unique challenges and dynamics of family-owned businesses, considering both personal and professional aspects.
	<b>CO2</b>	Acquire skills to effectively plan and manage the transition of leadership and ownership within a family business.



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Production management	<b>CO1</b>	Develop a comprehensive understanding of production processes, including planning, scheduling, and quality control.
	<b>CO2</b>	Acquire skills to effectively manage resources such as materials, labor, and machinery to optimize production efficiency.
	<b>CO3</b>	Learn methods to ensure product quality and consistency through quality control techniques and adherence to industry standards.
Digital Marketing for Start-ups	<b>CO1</b>	Develop an understanding of digital marketing concepts and strategies tailored specifically for startups.
	<b>CO2</b>	Learn to design and execute cost-effective digital marketing campaigns suitable for startup budgets.
Export-Import Policy Procedure & Documentation	<b>CO1</b>	Acquire skills to navigate and prepare trade-related documents, ensuring compliance with regulatory requirements.
	<b>CO2</b>	Learn about customs procedures, duties, and tariffs involved in export-import transactions.

❖ Mapping of COs and PSOs for B.Voc Semester - 5

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Business Ethics & Soft skill	CO1						*	
	CO2				*			
	CO3			*				

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Family Business Management	CO1		*					
	CO2					*		*

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Production Management	CO1					*		
	CO2				*			
	CO3	*						



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Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
<b>Digital Marketing for Start-ups</b>	CO1	*						
	CO2				*	*		

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
<b>Export-Import Policy Procedure &amp; Documentation</b>	CO1		*					
	CO2				*			

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
<b>Internship Detailed Project</b>	CO1				*			
	CO2						*	





## BUSINESS ECONOMICS

**Program:** BVOC **Subject / Branch:** MANAGEMENT

**Year:** 2022 **Semester:** VI

**Course Title:** BUSINESS ECONOMICS **Course Code:** FBV160501

**Course Type:** Core Compulsory **Course Credit:** 04

**Pre-Requisite:** 10+2 **Rationale:** Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	C E	70	100
			20	10		

### Course Objective:

The course aims to familiarize the students with concept and its applications in Business Economics.

### Course Outcome:

After completion of this course the students would be able to develop skills of different Business Economics.

### Content

Unit	Description in detail	Credit	Weightage
I	<b>Introduction</b> Meaning of business economics, Scope and Importance of Business Economics, Introduction Basic problems of an economy concept and functions of price mechanism, concept of demand and supply price equilibrium with the help of demand and supply.	1	25 %
II	<b>Perfect Competition</b> Characteristics of perfect competition, revenue curves of firm under perfect competition, profit maximization and equilibrium of firm and industry.	1	25 %
III	<b>Monopoly</b> Characteristics of Monopoly, revenue curves of firm under monopoly, determination of price under monopoly, equilibrium of a firm, comparison between perfect competition and monopoly, price discrimination – profitability & possibility.	1	25 %
IV	<b>Production Function</b> Concept of production function, concept of total, marginal and average products, law of variable proportions, iso-quants, properties of iso-quants, economic functions of a firm, returns to scale, internal and external economies and diseconomies.	1	25 %



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### Reference Books:

1. Ahuja H L L Business Economics, S Chand & Co, New Delhi
2. Dewett K K Modern economic theory, S Chand & Co Ltd New Delhi
3. Ahuja H L Macro Economic Theory & Policy, S Chand & Co Ltd New Delhi
4. Koutsoyianni A.: Modern Microeconomics, Macmillan, New Delhi.

## Financial Accounting-I

**Program: B.VOC Subject / Branch: Management**

**Year: 2022 Semester: VI**

**Course Title: Financial Accounting-I Course Code: Fbv160502**

**Course Type: Core Course Credit: 04**

**Pre-Requisite: 10+2 Rationale: Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	C E		

### Course Objective:

To gain understanding and to provide working knowledge of accounting concepts, detailed procedures and documentation involved in financial accounting system.

1. Understand the framework of accounting systems and the Generally Accepted Accounting Principles
2. Prepare necessary financial statements related to different business entities.
3. Construct financial statements for understandability and relevance of stakeholders.

### Course Outcome:

The course aims to familiarize the students with concept financial accounting and its applications in Accounting.

### Content

Unit	Description in detail	Credit	Weightage
I	<b>Piecemeal Distribution Of Cash:</b> Piecemeal Distribution Of Cash: Meaning Theory And Practical And Profit (Or Loss).	1	25 %
II	<b>Prior To Incorporation:</b> Meaning, Time Ratio, Sales Ration Base Practical.	1	25 %
III	<b>Issue And Forfeiture Of Shares:</b> ( Pro-Rata ) Concepts Of Potential Equity Shares , Sweat Equity Shares	1	25 %
IV	<b>Redemption Of Redeemable Preference Shares:</b> ( Under Section 80 Of Companies Act 1956 & Issue Of Bonus Share As Per Statutory Provisions Enforce On 31st March Of Immediate Preceding Accounting Year )	1	25 %





### Reference Books :

1. Dr . Shardha Gangwar “ Financial accounting”
2. M.P Gupta & B.M Agrawal “ Grewal’s Accounting”
3. Dr. S.N Maheshwari & Dr. S.K Maheshwari “Problems & Solutions In Advance Accounting”

## E-commerce

**Program:** Bachelor’s of Vocational **Subject / Branch:** Management

**Year:** 2022 **Semester:** VI

**Course Title:** E-commerce **Course Code:** FBV160504

**Course Type:** Core Compulsory **Course Credit:** 04

**Pre-Requisite:** **Rationale:**

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		
			20	10	70	100

### Course Objective:

The object of the paper is to make the student to understand E-commerce.

1. To discuss the concepts of emerging e-commerce technologies in the wireless arena of business applications based on industry’s usability standards for the future trends in modern e-business application.
2. To familiarize students with accounting, managerial and the technical foundation for understanding information systems in enhancing business processes and management decision making there by gaining exposure for developing basic Internet applications.
3. To learn the business models as an integral part to discuss practical aspects of Ecommerce applications that can be used for building interactive web applications and critical business applications for corporate and business solutions.

### Course Outcome:

The course aims to familiarize the students with E-commerce.

1. Students are able to design and implement an e-commerce application with a shopping cart.
2. To train the students in theoretical and practical issues of conducting business over the internet and the Web.
3. To develop students on general principles revealed through practical exploration of specific tools, techniques and methods in e-business.

Content



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Unit	Description in detail	Credit	Weightage
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I	<b>E-commerce and its Technological Aspects:</b> <ul style="list-style-type: none"> <li>• Overview of developments in Information Technology and Defining E-Commerce</li> <li>• The scope of E commerce</li> <li>• Electronic Market</li> <li>• Electronic Data Interchange</li> <li>• Internet Commerce</li> <li>• Benefits and limitations of E-Commerce</li> <li>• Produce a generic framework for E-Commerce</li> <li>• Architectural framework of Electronic Commerce</li> <li>• Web based E Commerce Architecture</li> </ul>	1	25 %
II	<b>Consumer Oriented E Commerce E-Retailing:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Traditional retailing and e retailing</li> <li><input type="checkbox"/> Benefits of e retailing</li> <li><input type="checkbox"/> Key success factors</li> <li><input type="checkbox"/> Models of e retailing</li> <li><input type="checkbox"/> Features of e retailing</li> </ul> <b>E services:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Categories of e-services,</li> <li><input type="checkbox"/> Information-selling on the web</li> <li><input type="checkbox"/> E entertainment,</li> <li><input type="checkbox"/> Business to Business Electronic Commerce</li> </ul>	1	25 %
III	<b>Social networks, auctions, and portals:</b> <ul style="list-style-type: none"> <li>• Social networks and online communities</li> <li>• Online auctions</li> <li>• E-commerce portals</li> </ul>	1	25 %





IV	<b>Issues in E Commerce:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Understanding Ethical Social and Political issues in E-Commerce:</li> <li><input type="checkbox"/> A model for Organizing the issues</li> <li><input type="checkbox"/> Basic Ethical Concepts</li> <li><input type="checkbox"/> Analyzing Ethical Dilemmas</li> <li><input type="checkbox"/> Candidate Ethical principles Privacy and Information Rights: Information collected at E- Commerce Websites</li> <li><input type="checkbox"/> The Concept of Privacy</li> </ul> <b>Legal protections Intellectual Property Rights:</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Types of Intellectual Property protection</li> <li><input type="checkbox"/> Governance.</li> </ul>	1	25 %
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#### Reference Books:

1. Elias. M. Awad, " Electronic Commerce", Prentice-Hall of India Pvt Ltd.
2. RaviKalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison-Wesley.
3. Efraim Turban, Jae Lee, David King, H.Michael Chung, "Electronic Commerce–A Managerial Perspective", Addison-Wesley.

## INTERNATIONAL BUSINESS

**Program:** B.VOC **Subject / Branch:** MANAGEMENT

**Year:** 2022 **Semester:** 6

**Course Title:** INTERNATIONAL BUSINESS **Course Code:** FBV160505

**Course Type:** Core Compulsory **Course Credit:** 04

**Pre-Requisite:** 10+2 **Rationale:**

#### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		
			20	10	70	100

#### Course Objective:

This course will provide students with the knowledge, skills, and abilities to understand the global economic, political, cultural and social environment within which firms operate.

#### Course Outcome:

Explain the concepts in international business with respect to foreign trade/international business.

Apply the current business phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects

#### Content



Unit	Description in detail	Credit	Weightage
I	International Trade Policy - I Tariffs: Definition, Types Partial equilibrium analysis of a tariff, Effects of a tariff on consumer and producer surplus, Cost and benefit analysis of tariff. Rate of effective protection, General equilibrium analysis of a tariff in a small and large country, Optimum tariff, Stopler – Samuelson Theorem.	1	25 %
II	International Trade Policy – II Non-Tariff Barriers and the New Protectionism: Quota comparison with tariff, Voluntary Export Restraints, Technical, Administrative and other regulations. International Cartels, Dumping, Export Subsidies, Strategic trade policies.	1	25 %
III	World Trade Organization GATT to WTO, Functions and Principles of WTO, WTO and Developing Countries. Dispute Settlement Mechanism. Recent Trade Rounds and Position of India.	1	25 %
IV	International Trade Theory Absolute advantage theory, Law of Comparative advantage, Opportunity Cost Theory: Production Possibility Curve with opportunity costs and relative commodity prices basis and gains from trade under constant costs.	1	25 %

#### Reference Books:

1. Soderston, B.O. and Reed, G.: International Economics.
2. Salvatore, D.: International Economics
3. Kindleberger, B.: International Economics.
4. Srinivasan, T. N.: Developing Countries and Multilateral Trading System, OUP, Delhi

### Goods and Services Tax (GST)

**Program:** B.VOC **Subject / Branch:** MANAGEMENT

**Year:** 2022 **Semester:** 6

**Course Title:** Goods and Services Tax (GST) **Course Code:** FBV160503

**Course Type:** Core Compulsory **Course Credit:** 04

**Pre-Requisite:** 10+2 **Rationale:**



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#### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		
			20	10	70	100



### Course Objective:

1. Describe the structure and functions of the GST Council and its significance in tax administration.
2. Comprehend the legal framework of GST, including relevant acts, rules, and regulations.
3. Apply the process of GST registration and migration for various types of taxpayers.

### Course Outcome:

1. Understand the concept of indirect taxes and their significance in the economy.
2. Explain the historical evolution and rationale behind the implementation of GST.
3. Describe the key features, benefits, and challenges of the GST system.

### Content

Unit	Description in detail	Credit	Weightage
I	<b>Introduction to GST</b> <ol style="list-style-type: none"> <li>1. Overview of Indirect Taxes</li> <li>2. Evolution and Need for GST</li> <li>3. Key Features and Benefits of GST</li> <li>4. GST Council and Administrative Structure</li> <li>5. GST Laws and Regulations</li> <li>6. GST Registration and Migration</li> </ol>	1	25 %
II	<b>GST Framework and Structure</b> <ol style="list-style-type: none"> <li>1. Dual GST System (Central and State GST)</li> <li>2. Supply under GST: Concepts and Scope</li> <li>3. Input Tax Credit (ITC) Mechanism</li> <li>4. Composition Scheme and its Applicability</li> <li>5. Time and Place of Supply</li> <li>6. Valuation of Goods and Services</li> </ol>	1	25 %
III	<b>GST Compliance and Procedures</b> <ol style="list-style-type: none"> <li>1. GST Return Filing: Types and Formats</li> <li>2. GSTR-1: Outward Supplies Return</li> <li>3. GSTR-3B: Summary Return and Payment</li> <li>4. GSTR-2B: Input Tax Credit Reconciliation</li> <li>5. E-way Bill: Concept and Generation</li> <li>6. GST Audit and Assessment</li> </ol>	1	25 %
IV	<b>Special Issues and Emerging Trends in GST</b> <ol style="list-style-type: none"> <li>1. Reverse Charge Mechanism (RCM)</li> <li>2. Export and Import under GST</li> <li>3. GST and E-Commerce Transactions</li> <li>4. Anti-Profiteering Provisions</li> <li>5. GST and Real Estate Sector</li> <li>6. Recent Updates and Future Developments in GST</li> </ol>	1	25 %

### Reference Books:

1. "Goods and Services Tax: Law, Practice, and Procedures" by Dr. H. C. Mohan and Dr. Preeti Aggarwal
2. "GST Ready Reckoner" by V. S. Datey
3. "GST Acts, Rules and Forms with Referencer" by Rakesh Garg





Subject with code		Course Outcome
Business Economics	<b>CO1</b>	Develop a solid understanding of fundamental economic concepts and theories relevant to business decision-making.
	<b>CO2</b>	Acquire skills to analyze market demand and supply dynamics, determining equilibrium prices and quantities.
	<b>CO3</b>	Learn to analyze production costs, economies of scale, and cost structures to optimize business operations.
Financial Accounting	<b>CO1</b>	Develop a strong understanding of basic accounting principles, concepts, and terminology.
	<b>CO2</b>	Acquire skills to prepare and interpret financial statements, including the balance sheet, income statement, and cash flow statement.
Goods & Service Tax	<b>CO1</b>	Develop a comprehensive understanding of the Goods and Services Tax (GST) framework, including its principles and structure.
	<b>CO2</b>	Acquire skills to navigate and adhere to GST regulations, ensuring accurate tax calculation and timely filing of returns.
	<b>CO3</b>	Learn to effectively manage input tax credit, optimizing tax credits for eligible business expenses.
E-Commerce	<b>CO1</b>	Develop a strong understanding of e-commerce concepts, models, and their significance in modern business.
	<b>CO2</b>	Acquire skills to design and create user-friendly and effective e-commerce websites or platforms.
International Business	<b>CO1</b>	Develop an understanding of the global business landscape, including trade policies, cultural diversity, and market
	<b>CO2</b>	Acquire skills to analyze and choose appropriate strategies for entering and expanding in international markets.



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Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Business Economics	CO1						*	
	CO2		*					
	CO3					*		

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Financial Accounting	CO1			*				
	CO2							**

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Goods & Service Tax	CO1						*	
	CO2				*			
	CO3	*						

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
E-Commerce	CO1		*					
	CO2					*		

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
International Business	CO1					*		
	CO2			*				

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
Internship-II	CO1				*			
	CO2						*	





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## Course structure

**GOKUL GLOBAL UNIVERSITY (GGU)**

**Faculty of Commerce & Management**

**Teaching Scheme & Examination Pattern**

**Master of Business Administration**



— Faculty of Commerce & Management —  
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## M.B.A Sem – I

Sr. No.	Subject Name	Subject Code	Credit	Teaching Scheme Per Week			Examination Marks				Total Marks
				Th	Pr	Total	Intern al	External		100	
							Th	Pr	Th		Pr
1	Accounting for Manager (AFM)	FMM110401	4	4	-	4	30	-	70		100
2	Economics for Manager (EFM)	FMM110402	4	4	-	4	30	-	70		100
3	Managerial Communication (MC)	FMM110403	4	4	-	4	30	-	70		100
4	Management Process & Organizational Behavior (MP & OB)	FMM110404	4	4	-	4	30	-	70		100
5	Quantitative Techniques for Management (QTM)	FMM110405	4	4	-	4	30	-	70		100
6	Fundamentals of Marketing (FOM)	FMM110406	4	4	-	4	30	-	70		100

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	<b>Total</b>		<b>24</b>							<b>600</b>
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## M.B.A Sem – II

Sr. No.	Subject Name	Subject Code	Credit	Teaching Scheme Per Week			Examination Marks				Total Marks
				Th	Pr	Total	Internal		External		
							Th	Pr	Th	Pr	100
1	Cost & Management Accounting (CMA)	FMM120401	4	4	-	4	30	-	70		100
2	Financial Management (FM)	FMM120402	4	4	-	4	30	-	70		100
3	Advance Marketing Management (AMM)	FMM120403	4	4	-	4	30	-	70		100
4	Human Resource Management (HRM)	FMM120404	4	4	-	4	30	-	70		100
5	Research Methodology (RM)	FMM120405	4	4	-	4	30	-	70		100
6	Entrepreneurship	FMM120406	4	4	-	4	30	-	70		100
	Total		24								600

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## M.B.A Sem – III

Sr. No.	Subject Name	Subject Code	Credit	Teaching Scheme Per Week			Examination Marks				Total Marks
				Th	Pr	Total	Internal	External			
							Th	Pr	Th	Pr	
1	Summer Internship Project (SIP)	FMM130401	8	-	8	8	-	-	-	200	200
2	Strategic Management (SM)	FMM130402	4	4	-	4	30	-	70		100
3	Legal Aspects of Business (LAB)	FMM130403	4	4	-	4	30	-	70		100
4	International Business (IB)	FMM130404	4	4	-	4	30	-	70		100
5	Consumer Behaviour (CB) (a)	FMM130405	4	4	-	4	30	-	70		100
6	Digital and Social Media Marketing (DSMM) (a)	FMM130406	4	4	-	4	30	-	70		100
7	Management of Financial Service (MFS) (b)	FMM130407	4	4	-	4	30	-	70		100
8	Security Analysis & Portfolio Management (SAPM) (b)	FMM130408	4	4	-	4	30	-	70		100
9	Management of Industrial	FMM130409	4	4	-	4	30	-	70		100



	Relations and Labor Laws (MIR&LL) (c)										
10	Compensation Management (CM) (c)	FMM130410	4	4	-	4	30	-	70		100

## M.B.A Sem – IV

Sr. No.	Subject Name	Subject Code	Credit	Teaching Scheme Per Week			Examination Marks				Total Marks
				Th	Pr	Total	Internal		External		
							Th	Pr	Th	Pr	
1	Comprehensive Project (CP)	FMM140401	8	8	-	8		-		200	200
2	Business Ethics & Soft skill	FMM140402	4	4	-	4	30	-	70		100
3	Supply Chain Management (SCM)	FMM140403	4	4	-	4	30	-	70		100
4	Product and Brand Management (PBM) (a)	FMM140404	4	4	-	4	30	-	70		100
5	Rural Marketing (RM) (a)	FMM140405	4	4	-	4	30	-	70		100
6	Mergers & Acquisition (b)	FMM140406	4	4	-	4	30	-	70		100
7	Risk Management (RM) (b)	FMM140407	4	4	-	4	30	-	70		100
8	Human Resource Development (HRD) ©	FMM140408	4	4	-	4	30	-	70		100
9	Strategic Human Resource Management ©	FMM140409	4	4	-	4	30	-	70		100

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## M.B.A Sem -I

**Program:** Masters of Business Administration

**Subject / Branch:** Management

**Year:** 2022

**Semester:** I st

**Course Title:** ACCOUNTING FOR MANAGERS (AFM) **Course Code:** FMM110401

**Course Type:** Complementary

**Course Credit:** 04

**Pre-Requisite:** 10+2+3

**Rationale:**

1. Accounting policies increase the reliability of financial statements.
2. It facilitates the comparability of the financial statements.
3. This comparison can be inter-organization or intra organization.

**Course Duration:** The course duration is of 36 sessions of 75 minutes each i.e. 45 hours

**Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

**Course Objective:**

1. The objective of the course is to acquaint the students with the language of accounting and to develop in them the ability to evaluate and use accounting data as an aid to decision making.
2. The main purpose is to assist the students in developing skills in problem solving and decision making in the financial area.
3. Emphasis is laid on analysis and utilization of financial and accounting data for planning and control.

**Course Outcome:**



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1. Demonstrate the applicability of the concept of accounting to understand the managerial Decisions and financial statements.
2. Apply the Financial Statement Analysis associate with Financial Data in the organization.
3. Analyze the complexities associated with management of cost of product and services in the Organization.
4. Demonstrate how the concepts of accounting and costing could integrate while identification and resolution of problems pertaining to LM Sector.

## Content

Unit	Description in detail	Credit	Weightage
I	Basic Understanding of Accounting: -Meaning of Accounting, Accounting Process, Accounting Terms Accounting Equation, Types of Accounts – Personal, Real and Nominal, Rules of Debit and Credit Users of Financial Statements, Comparison among Financial Accounting, Management Accounting and Cost Accounting Accounting Principles (Concepts & Conventions) GAAP Introduction, Significance and Benefits of Computerized Accounting Journal Entries, Ledger-Posting and Preparation of Trial Balance Preparation of Final Accounts (Horizontal)	1	25 %
II	Understanding and Preparing Corporate Financial Statements (Vertical): Corporate Profit and Loss A/c and Corporate Balance Sheet	1	25 %
III	Financial Statement Analysis: -Horizontal Analysis Vertical Analysis, Trend Analysis, Ratio Analysis, Fund Flow statement, Cash Flow Statement (As per AS-3)	1	25 %
IV	Overview of Accounting Standards (Conceptual Framework), IFRS and Indian Accounting Standards. Inventory Valuation Methods [LIFO, FIFO, WAM] Accounting for Depreciation - Straight Line Method, Sinking Fund Method, Units of Production Method, Mileage Method	1	25 %

## Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	V. Rajasekaran & R. Lalitha	Financial Accounting	Pearson Publications	Latest

2	Godwin, Alderman & Sanyal	Financial Accounting: A SouthAsian Perspective	CENGAGE Learning	2016
3	T.S. Grewal	Introduction to Accountancy	S. Chand and Company	Latest
4	Narayanswami	Financial Accounting	Tata McGraw Hill	Latest

### Suggested Readings:

The students will have to refer to past issues of the following journals in order to get relevant topic/ information pertaining to the subject.

1. The Chartered Accountant
2. The Management Accountant
3. Indian Journal of Finance
4. Business India / Business Today / Business World
5. “Vikalpa” – Journal of Indian Institute of Management, Ahmadabad

### Online Resources:

1. <https://lumenlearning.com/courses/accounting-for-managers/>
2. <https://www.measimba.ac.in/pdf/course-materials/PMF1D-AFM.pdf>
3. <https://www.deskera.com/blog/accounting-for-managers/>

### Practical / Activities:

5. Students should select a particular industry and select more than two listed companies and do comparative financial statement analysis of the same and prepare a report and give a presentation.





1. Managerial economics assist the managers of a firm is a rational solution of obstacles faced in the firm's activity.
2. It makes use of economic theory and concepts.

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

### Course Objective:

1. To impart knowledge, with respect to concepts, principles and practical applications of Economics, which govern the functioning of a firm/organization under different market conditions.
2. To enhance the understanding capabilities of students about micro and macro-economic principles and decision making by business and government.
3. To apply economic analysis in the formulation of business policies
4. To use economic reasoning to problems of business.

### Course Outcome:

1. Develop an understanding of the applications of managerial economics.
2. Interpret regression analysis and discuss why its employed in decision making.
3. Discuss optimization and utility including consumer behaviour.

### Content

Unit	Description in detail	Credit	Weightage
I	<p>Ten principles of economics. Demand – Demand function – Demand distinctions – Elasticity of Demand and its applications and calculations - Supply - Market equilibrium</p> <p>Consumers' Equilibrium (Indifference curves) – Consumer Surplus &amp; Producer Surplus – Theory of Production – Production function – Laws of Returns to a factor &amp; returns to scale</p> <p>Economics of scale and Economics of scope – Isoquants &amp; Iso-cost curves</p> <p>Economic region of Production – The optimal combination of two inputs. Cost Analysis – Cost concepts – Short run and long run cost curves – Managerial uses of long run cost curves – Revenue</p>	1	25 %



	Analysis – Revenue curves.		
II	<p>Market structure and price - output decisions: pricing under perfect competition - competitive equilibrium and economic efficiency - market failures and role of government.</p> <p>Pricing under monopoly - Deadweight loss - Public Policy - price discriminations - pricing under discriminating monopoly.</p> <p>Pricing under monopolistic competition - selling cost - monopolistic competition and welfare of the society - selling cost and its effects on demand curve - excess capacity.</p> <p>Pricing under Oligopoly - Price &amp; Non-price competition - Nash Equilibrium – Collusion and Cartel - Indian Type of Cartel.</p>	1	25 %
III	<p>Instruments of Macro Economic Policy: Circular Flow of Income – Personal &amp; Functional Distribution of Income - National Income – Concepts of National Income – National Income at Market price and factor cost - Real &amp; Nominal GDP - Components of GDP - Calculating - GDP Deflator - Inflation Rate.</p> <p>International Trade- Comparative Cost Advantage - PPP - Exchange rate determination - Nominal &amp; Real Interest Rate. Production &amp; Growth - Diminishing returns and the Catch-Up effect.</p> <p>Economics of Public Sector - Business Cycle – Inflation and Deflation – Cost of Inflation - Fiscal Policy: Instruments of Fiscal Policy - Monetary Policy: – Instruments of Monetary Policy – Measuring the cost of living: - Consumer Price Index - Inflation Rate using CPI</p>	1	25 %
IV	<p>Aggregate demand and aggregate supply: Classical dichotomy &amp; Say's Law of Market - Principle of Effective Demand - Why aggregate demand curve slopes down wards and aggregate supply curve slope upwards.</p> <p>The influence of monetary and fiscal policy on aggregate demand - Consumption Function – Keynes Psychological Law of Consumption - MPC - MPS - APC</p> <p>- APS – Investment function</p> <p>Employment Equilibrium of the Keynesian Model - Solutions for unemployment - Employment Equilibrium - Aggregate Demand</p> <p>The short-run trade-off between inflation and Unemployment - Short-run and long-run Phillips Curves</p>	1	25 %





Sr. No.	Author	Title of the Book	Publisher	Year of Publication / Edition
1	N Gregory Mankiw	Principles of Economics	CENGAGE Learning	6th Edition
2	N Gregory Mankiw	Principles of Macro Economics	CENGAGE Learning	6th Edition
3	Dr D. M. Mithani	Managerial Economics: Theory & Applications	Himalaya Publications	2010 / Latest
4	G. S. Gupta	Managerial Economics	Tata Mc Graw Hill	Latest Edition

#### Other Readings:

Sr. No.	Author	Title of the Book	Publisher	Year of Publication
1	D. Salvatore	Managerial Economics in a Global Economy	CENGAGE Learning	Latest
2	R.L. Varshney and K.L. Maheshwari	Managerial Economics	Sultan Chand and Sons	19th Edition / Latest
3	H.L Ahuja	Managerial Economics	S Chand	Latest Edition
4	Ravindra H. Dholakia and Ajay N. Oza	Microeconomics for Management Students	Oxford University Press	Latest Edition
5	C. Rangarajan and B. H. Dholakia	Principles of Macro economics	Tata Mc Graw Hill	Latest Edition
6	Samuelson and Nordhaus	Economics	Tata Mc Graw Hill	16th Edition Latest

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#### Suggested Readings:

Sr.No.	Title of Case Study
1	Case: Pricing, admission to a museum (Ref. Principles of Economics Gregory Mankiw -6th Edition)



2	Case: Near empty restaurants and off-season miniature golf. (Ref. Principles of Economics Gregory Mankiw -6th Edition)
3	Case: Advertising and the price of eyeglasses (Ref. Principles of Economics Gregory Mankiw -6th Edition)
4	Case: Monopoly Drug versus Generic Drugs (Ref. Principles of Economics Gregory Mankiw -6th Edition)
5	Case: Nash Equilibrium and Prisoner's Dilemma (Ref. Principles of Economics Gregory Mankiw -6th Edition)
6	Case: International differences in GDP and Quality of life. (Ref. Principles of Economics Gregory Mankiw -6th Edition)
7	Case: Are natural resources a limit to growth? (Ref. Principles of Economics Gregory Mankiw -6th Edition)
8	Case: The Great Depression and World War II (Ref. Principles of Economics Gregory Mankiw -6th Edition)
9	Case: Oil and the economy (Ref. Principles of Economics Gregory Mankiw -6th Edition)

### Online Resources:

1. <https://www.distanceeducationju.in/pdf/EC-101%20Economics.pdf>
2. [https://ddceutkal.ac.in/Downloads/UG\\_SLM/Commerce/GE\\_1.pdf](https://ddceutkal.ac.in/Downloads/UG_SLM/Commerce/GE_1.pdf)
3. [https://mdu.ac.in/UpFiles/UpPdfFiles/2021/Mar/4\\_03-02-2021\\_11-45-48\\_Manageial%20Economics\\_MCom%20%20\(Paper%20code-20MCO21C3\).pdf](https://mdu.ac.in/UpFiles/UpPdfFiles/2021/Mar/4_03-02-2021_11-45-48_Manageial%20Economics_MCom%20%20(Paper%20code-20MCO21C3).pdf)

### Practical / Activities:

6. Collect data of the pricing practices followed for different products and analyze or Any other topic which has contemporary practical relevance

**Program:** Masters of Business Administration **Subject /Branch:** Management

**Year:** 1<sup>st</sup>

**Semester:** I

**Course Title:** MANAGERIAL COMMUNICATION **Course Code:** FMM110403

**Course Type:** Compulsory

**Course Credit:** 04

**Pre-Requisite:** 10+2+3

**Rationale:**

1. Managerial communication is very crucial because it allows students to lead and manage their teams effectively.



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- By communicating effectively, students can ensure that their team members are working towards the same goal.

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		
			20	10	70	100

### Course Objective:

- Communication is a very essential skill for the managers to be successful in their professional career.
- The objective is to acquaint the students with the basic concepts and techniques of communication that are useful in developing skills of communicating effectively

### Course Outcome:

- Evaluate personal communication, verbal and non-verbal, formal and informal, to identify specific areas for improvement.
- Emphasize the relevance and significance of business communications in today's business environment
- Acquaint the students with the basic concepts and techniques of communication, viz. Listening, Speaking, Reading & Writing skills (LSRW skills)

### Content

Unit	Description in detail	Credit	Weightage
I	Concepts of Communications: Definition, Forms of Communication, Objectives of Communication, Characteristics of Communication, Process of Communication, Communication, Roadblocks, Role of Verbal & Non-verbal Symbols in Communication, Barriers to Effective Communication, Overcoming Communication Barriers	1	25 %
II	Listening Skills: Definition, Anatomy of poor Listening, Features of a good Listener, Role Play	1	25 %
III	Spoken Communication: High Telephone Etiquette, Teleconferencing, Challenges and Etiquette, Oral Presentation, Planning presentation, delivering presentation, Developing & displaying visual aids, Handling questions from the audience, Audio-visual CD	1	25 %
IV	Group Discussion & Interviews, Meetings: Ways and Means of	1	25 %





	conducting meeting effectively, Mock Meetings and Interviews Forms of Communication in Written mode: Basics Body language of Business Letters & Memos, Tone of writing, inquiries, orders & replying to them, sales letters, Job applications & resume, E-mail: How to make smart e-mail, Writing Business Reports and Proposals, Practice for Writing		
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#### Reference Books:

SR No	Author	Name of the Book	Publisher	Year of Publication
1	Murphy	Effective Business Communication	Tata Mc Graw Hill Publishing Company, New Delhi.	7 th edition
2	Koneru	Professional Communication	Tata Mc Graw Hill Publishing Company, New Delhi.	1 st edition

#### Other Readings:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Bentley, T. J., Report Writing in Business	The Chartered Institute of Management Accountants	Viva books Pvt. Ltd., New Delhi,	2001
2	Boone, Kurtz, & Lock	Contemporary Business Communication	Wiley Publication	Latest Edition

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#### Online Resources:

- <https://study.com/academy/course/business-334-management-communication.html>
- <https://www.dean-fad.com/gokuluniversity.ac.in>
- <https://www.everstudy.co.in/blog/meaning-of-communication>
- <https://www.ddegjust.ac.in/studymaterial/mca-5/mca-206.pdf>



**Practical / Activities:**

- 1 Practice for Writing
2. Practice for reading
3. Practice for speaking
- 4 Practice for listening

**Program:** Masters of Business Administration **Subject /Branch:** Management

**Year:** 2022 I

**Semester:** I st

**Course Title:** Management Process and Organisational Behaviour (MP&OB)

**Course Code:** FMM110404

**Course Type:** Compulsory

**Course Credit:** 04

**Pre-Requisite : 10+2+3**

**Rationale :**

1. To studying management process and organisational & behaviour help students to better understand organisational environment.
2. Process of management involves decision making and putting on decisions into practice.

**Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

**Course Objective:**

1. This course helps students to understand essential elements of management.
2. They shall be exposed to a wide range of management theories and concepts.
3. It also provides framework to the students to understand the human behavior dynamics in work organizations through the study of the individual the group and the organizations system.
4. Real life case studies shall be discussed to illustrate contemporary management practices.

**Course Outcome:**



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7. Students would be able to make use of different management and organizational behaviour principles in the course of decision making in different forms of business organizations.

### Content

Unit	Description in detail	Credit	Weightage
I	Introduction to Management: - meaning and managers, the evolution of the management theories; Introduction to the functions of management in brief-planning, organizing, staffing, direction, controlling	1	25 %
II	Introduction to organizational Behaviour –what is O.B? Responding to Global and Cultural Diversity, the individual Foundations of individual behavior Perception and Individual decision making, Values Attitudes and job satisfaction, Motivation  concepts and application.	1	25 %
III	The Group; foundation of group behavior, understanding work teams' communication, leadership power and politics conflict, negotiation and inter-group behavior	1	25 %
IV	The Organization System; - Foundations of organization structure, technology, work design and stress organizational culture; organizational Dynamics: - Organizational change and development	1	25 %

### Reference Books:

Sr. No.	Author/s	Name of the Book Publisher	Edition and Year of Publication
01	Udai Pareek	Understanding Organizational Behavior Oxford University	Press 2nd Ed
02	McShane and Radha Sharma	Organizational Behavior McGraw-Hill	Latest Edition
03	Stephan Robbins	Organizational Behavior Pearson Education	Latest Edition 7
04	Frederick Luthans	Organizational Behavior McGraw-Hill	Latest Edition
05	K. Ashwathappa	Organizational Behaviour Himalaya Publishing House Pvt. Ltd.	Latest Edition
06	Tripathy PC And Reddy PN	Principles of Management	Tata McGraw-Hill, 1999
07	LM Prasad	Sultan Chand & Sons	Tenth edition 2020
08	Stephen P. Robbins,	Organization Theory – Structure, Design and Applications Prentice Hall of India,	Third or later edition



	New Delhi	
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**Online Resources:**

1. <https://anurag.edu.in/wp-content/uploads/2019-21-R-19-MBA-I-MOB.pdf>
2. <http://anucde.info/bba1a.pdf>

**Practical / Activities:**

1. Students should select a particular industry and select more than two listed companies and do comparative financial statement analysis of the same and prepare a report and give a presentation.

**Program:** Masters of Business Administration

**Subject /Branch:** Management

**Year:** 2022 I

**Semester:** Ist

**Course Title:** Quantitative Techniques for Management (QTM)

**Course Code:** FMM110405

**Course Type:** Compulsory

**Course Credit:** 04

**Pre-Requisite:** 10+2+3

**Rationale :**

1. Quantitative techniques in management involve using various elements of quantity, including numbers, symbols and mathematical expressions.
2. They act as supplements to help decisions makers in making the proper judgment.

**Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

**Course Objective:**

1. This course helps students to understand and formulate managerial situations in decision the scientific framework.
2. It focuses on developing skills in structuring and analyzing problems and to indicate the attitude of developing an executable solution to the problem with the help of some advanced statistical techniques.

**Course Outcome:**

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1. The students will be able to comprehend and interpret graphs and summary statistics presented in academic papers, reports and studies.
2. The students will be able to identify which estimates of central tendency (mean, median, and mode) would be applied to solve a particular empirical problem.
3. The students will be able to recognize the various measures of dispersion and their applicability to solve different empirical problems.
4. The students will be able to distinguish between the concepts of correlation and regression and their application in various research settings.
5. The students will be able to navigate the software packages like Excel and SPSS for their own for empirical analysis.
6. The students will be able use statistical tools to conduct empirical research in the area education.

### Content

Unit	Description in detail	Credit	Weightage
I	Measures of central tendency, Dispersion, Skewness	1	25 %
II	Probability Distribution –Binomial, Poisson, Normal, and Sampling Distribution, Determining sample size, Decision theory-decision	1	25 %
III	Simple and Multiple Regression, Time Series Analysis Linear Programming Problem	1	25 %
IV	Graphical solution, simplex method, duality Travelling salesman problems, Simulation.	1	25 %

### Reference Books:

Sr. No.	Author/s	Name of the Book Publisher	Edition and Year of Publication
01	Udai Pareek	Understanding Organizational Behavior Oxford University	Press 2nd Ed
02	McShane and Radha Sharma	Organizational Behavior McGraw-Hill	Latest Edition
03	Stephan Robbins	Organizational Behavior Pearson Education	Latest Edition 7
04	Fred Luthans	Organizational Behavior McGraw-Hill	Latest Edition
05	K. Aswathappa	Organizational Behaviour Himalaya Publishing House Pvt. Ltd	Latest Edition
06	Tripathy PC And Reddy PN	Principles of Management University Campus, State Highway-41, Siddhpur - 384151, Dist. Patan, Gujarat, INDIA	Tata McGraw-Hill, 1999
07	LM Prasad	Sultan chand& Sons	Tenth edition 2020
08	Stephen P. Robbins,	Organization Theory – Structure, Design and Applications Prentice Hall of India, New	Third or later edition





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### Online Resources:

1. <https://hpuniv.ac.in/hpuniv/upload/uploadfiles/files/Stat%20book.pdf>
2. [https://www.arwy.org/article.asp?issn=2665-9425;year=2019;volume=2;issue=3;spage=120;epage=125;aulast=Ali;\\_cf\\_chl\\_managed\\_tk=\\_pmd\\_KVnjq0Dlk4mJSJ4ChmAt1WSp8h27za.zwz.xKJcBI50-1631500784-0-gqNtZGzNAyWjcnBszQjR](https://www.arwy.org/article.asp?issn=2665-9425;year=2019;volume=2;issue=3;spage=120;epage=125;aulast=Ali;_cf_chl_managed_tk=_pmd_KVnjq0Dlk4mJSJ4ChmAt1WSp8h27za.zwz.xKJcBI50-1631500784-0-gqNtZGzNAyWjcnBszQjR)

### Practical / Activities:

1. Students should select a particular industry and select more than two listed companies and do comparative financial statement analysis of the same and prepare a report and give a presentation.

**Program:** Masters of Business Administration **Subject /Branch:** Management

**Year:** 2022 1 year

**Semester:** Ist

**Course Title:** FUNDAMENTALS OF MARKETING (FOM) **Course Code:** FMM110406

**Course Type:** Compulsory

**Course Credit:** 04

**Pre-Requisite** : 10+2+3

**Rationale** :

The rational approach uses [marketing](#) to try to prove the product's quality and usefulness by listing the product's benefits, or quoting facts or statistics. By contrast, emotive marketing instead appeals directly to a consumer's emotional state, needs and aspirations.

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

### Course Objective:

1. The changing dynamics of the national and global economies have created a challenging scenario for all marketers. The technological updating has opened the doors of global market place where the businesses are now boundary less in real sense. So, this course is aimed to provide the basic understanding of marketing and the related concepts to the management students.
2. The course will also provide the brief idea on latest technological trends and digital aspects in area of marketing.

3. By learning this course, students will get the insights regarding important fundamental aspects of marketing from the managerial perspective.

4. The students will get a holistic approach of marketing as an important function in the business environment and its applications to achieve the organizational goals

### Course Outcome:



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After completion of the course, learners will be able to:

1. Develop the understanding about the basic concepts and philosophies of marketing.
2. Describe the dynamics of consumer Behaviour and the basic product decisions.
3. Analyse the process of value creation through marketing decisions involving product, pricing and its distribution.
4. Explain marketing decisions involving product promotion and to acquire knowledge about the various developments in the marketing area.

### Content

Unit	Description in detail	Credit	Weightage
I	<ul style="list-style-type: none"> <li>• Basic Concepts of Marketing</li> <li>• Customer Value and delivery</li> <li>• Components of Modern marketing Information System</li> <li>• Marketing Environment</li> <li>• Forecasting and Demand measurement</li> </ul>	1	25 %
II	<ul style="list-style-type: none"> <li>• Understanding the Consumer Market</li> <li>• Understanding industrial markets</li> <li>• Segmenting and Targeting Markets Brief on Positioning</li> </ul>	1	25 %
III	<ul style="list-style-type: none"> <li>• Understanding Product concepts</li> <li>• Packaging, labeling, trademarks and patents</li> <li>• Introducing New market offerings</li> <li>• Pricing</li> </ul>	1	25 %
IV	<ul style="list-style-type: none"> <li>• Integrated Marketing Communications</li> <li>• Designing and managing integrated marketing channels</li> </ul>	1	25 %





**Reference Books:**

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1.	Kotler, Keller, Koshy & Jha	Marketing Management	Pearson	14th ed.
2.	Lamb, Hair, Sharma & McDaniel	MKTG-Principles of Marketing	CENGAGE Learning	South Asian Edition -2016

**Suggested Readings**

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Kotler & Armstrong	Principles of marketing	Pearson	Latest edition
2	Paul Baines	Essentials of Marketing	Oxford University Press	Latest edition
3	Charles W Lamb	Principles of Marketing	Cengage Learning	Latest edition
4	Neeru Kapoor	Principles of Marketing	PHI	Latest edition
5	S A Sherlekar	Marketing Management	Himalaya Publishing House	Latest edition

**Online Resources:**

- <https://homework.study.com/explanation/a-what-are-the-components-of-a-modern-marketing-information-system-b-how-can-companies-accurately-measure-and-forecast-demand.html>
- <https://www.coursehero.com/file/124013038/L4-Components-of-Modern-Marketing-Information-System-mypdf/>
- [https://www.uou.ac.in/sites/default/files/slm/SM\\_303.pdf](https://www.uou.ac.in/sites/default/files/slm/SM_303.pdf)
- <https://www.gokuluniversity.ac.in/>
- [https://cutm.ac.in/wp-content/uploads/naac2022/1/1.1.3\\_MBA\\_Syllabus\\_2019.pdf](https://cutm.ac.in/wp-content/uploads/naac2022/1/1.1.3_MBA_Syllabus_2019.pdf)



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**Practical / Activities:**



1. Students may be given assignments on studying the real-life applications of all concepts covered in the one to four modules.
2. They may be given the minor projects on preparing marketing plan for the specific product based on their theoretical understanding.
3. The students may also be given the case studies based on the **various concepts taught** in the different modules.

❖ **PROGRAM OUTCOMES (PO)**

**OF**

**MASTER OF BUSINESS ADMINISTRATION (MBA)**

- ❖ **PO1** - Apply knowledge of management theories and practices to solve business problems.
- ❖ **PO2** - Foster analytical and critical thinking abilities for data-based decision making.
- ❖ **PO3** - Ability to develop value based leadership ability.
- ❖ **PO4** - Ability to understand, analyse and communicate global, economic, legal, and ethical areas of business.
- ❖ **PO5** - Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.



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## ❖ PROGRAM SPECIFIC OUTCOMES (PSO)

### MASTER OF BUSINESS ADMINISTRATION (MBA)

**PSO1:** Disciplinary Knowledge & Problem Solving

**PSO2:** Foster analytical and critical thinking abilities.

**PSO3:** Leadership Quality.

**PSO4:** Communication Skills & Ethical/ Social Awareness.

**PSO5:** Cooperation and Team Work for building Team Environment.

**PSO6:** The student will be able to work independently, identify appropriate resources required for a project and manage a project through to completion.

**PSO7:** The student will be able to develop self-sustainability as well as competitiveness and employability in context of technological changes.

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### ❖ Mapping of PSOs (MBA) with POs (MBA)





	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>PSO1</b>	***								
<b>PSO2</b>		***				***			
<b>PSO3</b>			***						
<b>PSO4</b>				***					
<b>PSO5</b>					***				

### ❖ COURSE OUTCOME MBA SEM - I

Optional Course	Course Outcome	
<b>ACCOUNTING FOR MANAGERS</b>	<b>CO1</b>	Demonstrate the applicability of the concept of Accounting to understand the managerial Decisions and financial statements.
	<b>CO2</b>	Apply the Financial Statement Analysis associate with Financial Data in the organization.
	<b>CO3</b>	Demonstrate how the concepts of accounting and costing could integrate while identification and resolution of problems.


Compulsory Course	Course Outcome	
<b>ECONOMICS FOR MANAGERS (EFM)</b>	<b>CO1</b>	Develop an understanding of the applications of managerial economics.
	<b>CO2</b>	Students will be prepared to apply both micro and macro-economic concepts in business environment.
	<b>CO3</b>	Students will develop analytical and problem-solving skills by learning the subject through case-based approach.

Compulsory Course	Course Outcome	
	<b>CO1</b>	Effective interpersonal communications.



<b>MANAGERIAL COMMUNICATION</b>	<b>CO2</b>	Developing and delivering effective presentations.
	<b>CO3</b>	Develop word processing skills to format effective, attractive, 'reader-friendly' documents appropriate for business.

Compulsory Course	Course Outcome	
<b>MANAGEMENT PROCESS AND ORGANISATIONAL BEHAVIOUR</b>	<b>CO1</b>	To make use of different management and organizational behaviour principles in the course of decision making in different forms of business organizations.
	<b>CO2</b>	Understand own management style as it relates to influencing and managing behaviour in the organization systems.
	<b>CO3</b>	Analyse the behavior of individuals and groups in organisations in terms of the key factors that influence organisational behaviour.

Optional Course	Course Outcome	
 <b>QUANTITATIVE TECHNIQUES AND MANAGEMENT</b>	<b>CO1</b>	The students will be able to comprehend and interpret graphs and summary statistics presented in the form of reports and tables.
	<b>CO2</b>	Demonstrate a professional understanding of the basic mathematical and statistical techniques needed for quantitative analysis.
	<b>CO3</b>	Demonstrate an appreciation of the vast array of quantitative techniques that still remain unexplored.



Optional Course	Course Outcome	
<b>FUNDAMENTALS OF MARKETING (FOM)</b>	<b>CO1</b>	Identify core concepts of marketing and the role of marketing in business and society.
	<b>CO2</b>	Formulate marketing strategies that incorporate psychological and sociological factors which influence consumers.
	<b>CO3</b>	Analyse marketing problems and provide solutions based on a critical examination of marketing information.

❖ **Mapping of COs and PSOs for MBA Semester**

- I

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>ACCOUNTING FOR MANAGERS</b>	CO1	*	*				
	CO2			*		*	
	CO3						*

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>ECONOMICS FOR MANAGERS (EFM)</b>	CO1	*				*	
	CO2	*	*				*
	CO3	*					

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>MANAGERIAL COMMUNICATION</b>	CO1		*				
	CO2			*	*		
	CO3		*				

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>MANAGEMENT PROCESS AND ORGANISATIONAL BEHAVIOUR</b>	CO1					*	*
	CO2		*				
	CO3	*		*			

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Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
	CO1	*						



<b>QUANTITATIVE TECHNIQUES AND MANAGEMENT</b>	CO2		*				*	
	CO3		*					

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>FUNDAMENTALS OF MARKETING (FOM)</b>	CO1	*			*		
	CO2	*		*	*		
	CO3	*				*	

## M.B.A Sem -II

**Program:** Masters of Business Administration **Subject/Branch:** Management

**Year:** 1<sup>st</sup> Year

**Semester:** 2<sup>nd</sup>

**Course Title:** Cost & Management Accounting **Course Code:** FMM120401

**Course Type:** Core: Compulsory

**Course Credit:** 04

**Pre-Requisite:** 10+2+3 Commerce & Management or Any Graduation from Any Recognition University

**Rationale:** It is an indispensable discipline for corporate management, as the information collected and presented to management based on cost and management accounting techniques helps management to solve not only specific problems but also guides them in decision making.

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

### Course Objective:

- To equip the students with the ability to apply cost concepts in managerial decision making.
- To learn the methodology and techniques for application of cost and managerial accounting and information in the formation of policies and in the planning and control of the operations of the organization.
- To understand various costing methods to take effective Strategic Managerial Decision.



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## Course Outcome:

**The course aims to familiarize the students with Cost and management accounting.**

1. Understand the several cost concepts involved in business.
2. Recognize the importance of material issues and its pricing
3. Apply the methods implicated in cost for a better industrial performance
4. Construe the impact of the select cost method.

## Content

Unit	Description in detail	Credit	Weightage
I	<b>Introduction to Management Accounting</b> Meaning, Definition and Scope of Management Accounting, Difference between Cost Accounting and Management Accounting, Users of Management Accounting, Differences and Similarities between Financial Accounting and Management Accounting, Management Accounting in Service and Manufacturing Organisations <b>Cost Concepts and Classification</b> Meaning and Definitions of Expenses v/s Cost, Deferred cost, Expired cost, Loss, Cost Incurrence and Cost Recognition, Difference cost concepts and classification, Cost flows in Manufacturing, Merchandising & Service Organisation	1	25%
II	<b>Costing Methods:</b> Absorption / Unit Costing (including Tender Costing), Activity Based Costing, Process Costing and By-product	1	25%
III	<b>Management Accounting</b> Marginal (variable) Costing and CVP Analysis, Relevant Information and Decision Making, Pricing Decision	1	25%



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IV	<b>Planning, Control and Decision Making:</b> Budgeting & Budgetary Control Systems, Standard Costing & Variance Analysis <b>Contemporary Costing and Management Accounting Methods:</b> Concepts and Techniques of Strategic Management Accounting, Target Costing, Kaizen Costing, Life Cycle Costing	1	25 %
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### 1. Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Jawahar Lal	Advanced Management Accounting: Text, Problems and Cases	S. Chand	Latest Edition
2	Hilton, Maher and Selto	Cost Management: Strategies for Business Decision	TMH	Latest Edition
3	V Rajshekhar & Lalitha	Cost Accounting	Pearson	Latest Edition

### 2. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	P. G. Tulsiani	Cost Accounting	S. Chand	Latest Edition
2	Ramanathan	Accounting for Management	Oxford University Press	2016
3	M. N. Anand	Cost and Management Accounting: Theory, Problems & Solutions	Himalaya Publishing House	Latest Edition
4	Khan and Jain	Management Accounting	TMH	Latest Edition



5	Hansen & Mowen	Cost and Management Accounting and Control	Thomson Publishers	Latest Edition
6	Bamber, Braun, Harrison	Managerial Accountancy	Person Education	Latest Edition
7	Charles T Horngren, S M Datar and Others	Cost Accounting	Pearson	Latest Edition
8	S K Bhattacharya and John	Costing for Management	Vikas	Latest Edition
9	P C Tulsyani	Cost Accounting	S Chand	Latest Edition

**Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.**

#### Suggested Readings:

- 1. A text book of cost & management accounting Authors by M.N Arora, Publishers Vikas publishing house Pvt Ltd. (10<sup>th</sup> Edition)**
- 2. Cost Accounting- Theory & Problems, Authors by Dr. S.N. Maheshwari, Dr. S.N. Mittal, Edition- 2008, Shree Mahavir Book Depot. (Publishers)**

#### Online Resources:

- [https://www.icsi.edu/media/webmodules/publications/FULL\\_BOOK\\_PP-CMA-2017-JULY\\_4.pdf](https://www.icsi.edu/media/webmodules/publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf)
- <https://www.wallstreetmojo.com/cost-accounting-vs-management-accounting/>
- <https://www.investopedia.com/terms/m/managerialaccounting.asp>
- <https://www.tarakeswardegreecollege.org/res/class/Introduction.pdf>
- <https://www.ddegjust.ac.in/studymaterial/mcom/mc-105.pdf>
- <https://www.economicdiscussion.net/cost-accounting/management-accounting/32811>
- <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-10-Oct.pdf>
- <https://www.vedantu.com/commerce/difference-between-cost-accounting-and-management-accounting>
- <https://keydifferences.com/difference-between-cost-accounting-and-management-accounting.html>
- <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/>



**Faculty of Commerce & Management**  
**Gokul College of commerce & Management**



University Campus, State Highway-41, Siddhpur - 384151, Dist. Patan, Gujarat, INDIA  
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#### Activities:



- Students should select a listed/unlisted company and Perform cost analysis of that company, prepare a report and give the presentation in the class. Live cases cost accounting reports attached to annual reports should be analyzed.

**Program:** Masters of Business Administration **Subject/Branch:** Management

**Year:** 1<sup>st</sup> Year

**Semester:** 2<sup>nd</sup>

**Course Title:** Financial Management

**Course Code:** FMM120402

**Course Type:** Core: Compulsory

**Course Credit:** 04

**Pre-Requisite:** 10+2+3 Commerce & Management or Any Graduation from Any Recognition University

#### Rationale

- This course will also explain financial tools and techniques, which can be used to help firms maximize value by improving decisions relating to capital budgeting, capital structure, and working capital management. This course will deal with a number of related topics, including multinational financial management, risk management, mergers and acquisitions.

- The Financial Management main role is to plan, organize and govern all the financial activities of a company. It applies management ethics to the financial resources of a

company. This practice controls all the economic operations of an enterprise like utilization of funds, procurement of funds, payment, accounting, risk assessment and everything related to the cash.

## Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

### CourseObjective:

1. To gain knowledge and skills to identify problems in the area of Finance.
2. To Understand the risk involved in the context of financial decision making
3. To identify the concepts and theories in financial Management and its practical applicability.

### CourseOutcome:

The course aims to familiarize the students with financial management.

1. Realizing the scope of financial Management and its role in successful business.
2. Understanding various tools and techniques used in formation of capital structure, determination cost of capital and framing of Dividend policy.
3. Ability to apply financial information to recommend and justify solutions to financial problems.
4. Attaining knowledge on several management policies involved in finance.

### Content



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Unit	Description and detail	Credit	Weightage
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I	<p><b>Overview of Financial Management</b> - Meaning, Objectives, Scope and Functions of Financial Management (Financial Decisions), Finance and Related Disciplines, Financial Goal: Profit Maximization versus Shareholders' Wealth Maximization, Role of the Financial Manager;</p> <p><b>Time value of Money</b>- Concepts, Compounding, Discounting, Annuities; Valuation of Bonds and Shares;</p> <p><b>Sources of Long-Term Finance</b>-Equity Shares, Preference Shares and Debentures</p>	1	25%
II	<p><b>Understanding Investment Decisions</b> (Capital Budgeting Decisions) – Meaning, Features, Types and Importance of Investment Decisions; Discounted Cash Flow (DCF) and Non-discounted Cash Flow Techniques; <b>Cost of Capital</b> – Significance, Concept of the Opportunity Cost of Capital, Weighted Average Cost of Capital (WACC), Component Costs of Capital - Cost of Debt, Preference Capital and Equity Capital, Capital Asset Pricing Model (CAPM), Risk Diversification: Systematic and Unsystematic Risk, Risk-Return Trade-off</p>	1	25%
III	<p><b>Leverage</b> - Operating, Financial and Combined Leverage; <b>Understanding Financing Decisions</b> (Capital Structure Decisions) - NI Approach, NOI Approach, Traditional Approach, MM Theory with and without Taxes;</p> <p><b>Understanding Dividend Decision</b>- Issues, Objectives and Determinants of Dividend Policy, Forms of Dividend, Dividend Theory-Dividend Relevance-Walter's Model and Gordon's Model, MM Theory of Dividend Irrelevance</p>	1	25%
IV	<p><b>Working Capital Management</b>- Concepts of Working Capital, Operating Cycle, Determinants of Working Capital, Issues in Working Capital Management, Estimating Working Capital Needs, Working Capital Management Policies;</p> <p><b>Inventory Management</b> – Significance and Objectives, Costs associated with Inventory, Inventory Management Techniques (EOQ), ABC Inventory Control System;</p> <p><b>Cash Management</b>–Need, Cash Management Cycle, Cash Forecasting, Determining the Optimum Cash Balance under Certainty (Baumol's Model) and Uncertainty (The Miller- Or</p>	1	25%







	Model); <b>Receivable Management-</b> Nature and Goals of Credit Policy, Optimum Credit Policy, Credit Policy Variables		
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## 1. Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	I M Pandey	Financial Management	Vikas Publication	Latest Edition
2	Chandra Prasanna	Financial Management, theory and Practice	Tata McGraw Hill	Latest Edition
3	Khan and Jain	Financial Management	Tata McGraw Hill	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

## 2. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Ravi Kishore	Financial Management – Problems and Solutions	Taxmann	Latest Edition
2	Rajiv Srivastava & Anil Misra	Financial Management	Oxford Higher Education	Latest Edition
3	Kulkarni, Satyaprasad	Financial Management	Taxmann	4 <sup>th</sup> Revised Edition
4	Prasadyani	Financial Management	S. Chand	Latest Edition
5	Brigham, Ely	Financial Management	Cengage	4 <sup>th</sup> Edition
6	Vyapakesh Sharan	Financial Management	Pearson	3 <sup>rd</sup> Edition
7	R P Rastogi	Financial Management	Taxmann	Latest Edition



## Suggested Readings:

This all books related to financial management.

1. Rich Dad Poor Dad by Robert T. Kiyosaki.
2. Money: Master The Game by Tony Robbins.
3. The Barefoot Investor by Scott Pape.
4. The One-Page Financial Plan by Carl Richards.

## Online Resources:

1. <https://www.thehindu.com/brandhub/must-read-books-for-better-financial-management-and-what-they-teach-you/article65818955.ece>
2. [https://ddceutkal.ac.in/Downloads/UG\\_SLM/Commerce/Core\\_12.pdf](https://ddceutkal.ac.in/Downloads/UG_SLM/Commerce/Core_12.pdf)
3. <https://rccmindore.com/wp-content/uploads/2015/06/Financial-Management1.pdf>

## Activities:

- Practical Module: Select a company and perform financial analysis, prepare a report and make presentation in the class

**Program:** Masters of Business Administration **Subject/Branch:** Management

**Year:** 1<sup>st</sup> Year

**Semester:** 2<sup>nd</sup>

**Course Title:** Advance Marketing Management **Course Code:** FMM120403

**Course Type:** Core: Compulsory

**Course Credit:** 04

**Pre-Requisite:**

10+2+3 Commerce & Management or Any Graduation from Any

Recognition University

**Gokul College of commerce & Management**

**Rationale:**

University Campus, State Highway-41, Siddhpur - 384151, Dist. Patan, Gujarat, INDIA

Advanced Marketing is designed to expand the concepts of Marketing and Sales if you are interested in a marketing career. Classroom focus is group instruction with the opportunity to apply “real-life” situations to the real world while working with the college-based enterprise and local business partners.



## Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

**Course Objective:** The global economy has made most of the marketplaces perfectly competitive and for most businesses, every day come with new challenges on survival in the marketplace. So, over the decades, Marketing has become one of the most important functional areas for organizations which enable them to develop the winning strategies. The Course objectives are asunder.

- To provide the overview to the management students regarding the Strategy part of Marketing.
- To provide the insights on decision support system in marketing, marketing research, and strategies on branding, services, retailing, logistic and supply chain etc.
- To enable students to understand the strategies to live in competitive scenario for local and global markets.
- To prepare students about integrated marketing communication and finally give the idea on how to develop a marketing plan.
- To discuss on the holistic marketing approach along with highlights on newer and emerging concepts in field of marketing.

## Course Outcome:

**The course aims to familiarize the students with Advance Marketing Management**

- Understand about the various marketing concepts, consumer buying behavior and product development in the market.
- Enrich knowledge in product development and sales activities.
- Develop the skills in pricing the products and distribution.
- Familiarize about the recent trends and practical applicability of marketing.

Content

Unit	Description in detail	Credit	Weightage
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I	<p><b>Decision support system and Marketing Research:</b> Marketing decision support system, Role of marketing research, Steps in a marketing research, Effect of internet on marketing research, Scanner based research, Competitive intelligence</p> <p><b>Crafting brand positioning:</b> Developing brand positioning, choosing a competitive frame of reference, establishing a brand positioning, Alternative approach to positioning, Positioning and branding for small business</p> <p><b>Creating brand equity:</b> How does brand work, defining brand equity, building brand equity, measuring brand equity, Managing brand equity, Branding strategies</p>	1	25%
II	<p><b>Designing and managing services:</b> Nature of services, new services realities, achieving excellence in services, managing service quality, Managing product-support services</p> <p><b>Addressing Competition and driving growth:</b> Growth strategies, Competitive strategies for market leaders, Other competitive strategies, PLC marketing strategies</p> <p><b>Global Market strategies:</b> Competing on global basis, deciding whether to go abroad, Market entry strategies, Global marketing program, Country of origin effects</p>	1	25%
III	<p><b>Retailing:</b> Role, Classification of retail operations, Major types of retail operations, non-store retailing, Franchising, Retail marketing strategies, new developments in retailing</p> <p><b>Wholesaling and Private labels:</b> Trends in wholesaling, Role of private labels, Private labels success factors</p> <p><b>Supply chain management:</b> Supply chains and supply chain management, Supply chain integration, Process of supply chain management, Strategic supply chain decisions, Managing logistic component of supply chain, Supply chain performance measurement, Trends</p> <p><b>Managing Mass Communications:</b> Developing and managing advertising program, Events and experiences, public relations</p> <p><b>Sales Promotions and Personal Selling:</b> Sales Promotion, Tools for Consumer Sales Promotions, Tools for trade sales promotions, Personal selling, Relationship selling, Steps in selling process</p>	1	25%
IV	<p><b>Developing Marketing Strategies and plan:</b> Corporate and division strategic planning, Business unit strategic planning</p> <p><b>The Nature and content of marketing Plan:</b> Marketing plan criteria, Role of Research, Role of relationship, from marketing plan to action</p> <p><b>Trends and developments in market place:</b> Social media marketing, social media and integrated marketing communications, Creating and leveraging social media campaign, Evaluation and measurement of social media, social media tools, social media and mobile technology</p> <p><b>Managing Holistic marketing organization for the long run:</b> Socially responsible marketing, CSR, socially responsible business models, Cause related marketing,</p>	1	27 %





	Marketing implementation and control, Future of marketing		
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### 1. Textbooks:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Kotler, Keller, Koshy & Jha	Marketing Management	Pearson	14th ed.
2	Lamb, Hair, Sharma & McDaniel	MKTG - Principles of Marketing	Cengage	South Asian Edition - 2016

### 2. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Ramendra Singh	Case Studies in Marketing Management	Pearson	Latest edition
2	Kotler & Keller	Marketing Management	Pearson	Latest edition
3	Paul Baines	Essentials of Marketing	Oxford University Press	Latest edition
4	Charles W Lamb	Principles of Marketing	Cengage Learning	Latest edition
5	Neeru Kapoor	Principles of Marketing	PHI	Latest edition
6	S A Sherlekar	Marketing Management	Himalaya Publishing House	Latest edition

### Suggested Readings:

1. "A South Asian Perspective" by Kotler, Keller, Koshy and Jha Marketing Management Pearson Education Latest edition
2. Stanton, Etzel, Walker Fundamental of Marketing McGraw Hill Inc. Latest edition
3. Rama Swarni & Kuma Chandra Marketing Management: Concepts and Applications (India) Limited, New Delhi. First Indian Print 2004(or later)

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### Online Resources:

1. <https://ebooks.ibsindia.org/amm/>
2. <https://www.perlego.com/book/1589712/advanced-marketing-management-principles->





[skills-and-tools-pdf](#)

3. <https://www.coursehero.com/file/67444859/Advanced-Marketing-Management-Exam-Notes-Pallavi-Patilpdf/>
4. <https://www.studocu.com/en-ca/document/thompson-rivers-university/advanced-marketing-management/textbook-notes-advanced-marketing-management/32355205>
5. [https://ddceutkal.ac.in/Syllabus/MCOM/Marketing\\_Management.pdf](https://ddceutkal.ac.in/Syllabus/MCOM/Marketing_Management.pdf)

#### Activities:

- Practical Exposure: Studying four P's of various brands, Studying distribution strategies of various sectors and companies, studying segmentation, targeting and positioning strategies, creating a new product and testing the same, Studying the product life cycle of various products/brands with strategies adopted at various levels, identifying factors influencing buying decisions in consumer and business markets, studying the integrated marketing communication of various brands viz-a-viz their competitors, studying value chain and logistics of companies, studying global marketing strategies for global brands, etc.

**Program:** Masters of Business Administration **Subject/Branch:** Management

**Year:** 1<sup>st</sup> Year

**Semester:** 2<sup>nd</sup>

**Course Title:** Human Resources Management **Course Code:** FMM120404

**Course Type:** Core: Compulsory

**Course Credit:** 04

**Pre-Requisite:** 10+2+3 Commerce & Management or Any Graduation from Any Recognition University

**Rationale:** The main aim of HRM is to ensure the right people with the right skills for the right job position in an organization.

#### Teaching Examination Scheme:

Teaching (Hours/week)					
Lecture	Tutorial	Practical	Internal	External	Total
4	0	0	Mid	CE	
University Campus, State Highway-41, Siddpur - 384151, Dist. Patan, Gujarat, INDIA					100

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#### Course Objective:

- a) The objective of the course is to acquaint the students with different domains of Human Resources Management and to develop in them the ability to utilize the skills



in practice.

- b) The course also intends to develop theoretical foundation of human resource practices.
- c) The course will help the students in understanding the current trends of handling the dynamic workforce.
- d) The main purpose is to assist the students in developing skills – soft and hard, and decision making in the organizations

## Course Outcome:

**The course aims to familiarize the students with Human Resource Management.**

1. Memorizing the basic concepts of human resource management
2. Understanding the elements relate to various aspects of HRM, such as Training, Promotion, placement, Remuneration, welfare measures etc
3. Implementing better techniques for effective Human resource management
4. Applying the relevant concepts of Human Resources Audit in an organization.

## Content

Unit	Description in detail	Credit	Weightage
I	<b>Introduction to Human Resource Management:</b> Meaning, Objectives, Scope and Functions of HRM, Role of HR executives, Changing environment of HRM in India, Globalization and its impact on HR; <b>Human Resource Planning:</b> Significance, Benefits and Process, Factors affecting Human Resource Planning; <b>Recruitment:</b> Definition, Process and Sources of Recruitment, Factors governing the Recruitment Policy; <b>Selection:</b> Selection Process, Application Forms, Selection Tests, Interviews, Evaluation, Placement, and Induction	1	25%
II	<b>Job Analysis and Design:</b> Features, Process and Methods of Job Analysis, Job Description, Job Specification, Components of Job Design <b>Job Evaluation:</b> Concept, Objectives, Process, Methods, Advantages and Limitations of job evaluation; <b>Training and Management Development:</b> Steps in the training process, Significance and Methods of Training <b>Concept and Methods of Management Development,</b> <b>Differences between Training and Development, Evaluation of Training and Management Development</b>	1	25%
III	<b>Performance Appraisal:</b> Concept and Need for Performance appraisal, Performance Evaluation Process, Performance Evaluation Methods- 360-degree Feedback, Management by		





	Objectives (MBO) <b>Dispute Resolutions and Grievance:</b> Causes and Outcome of Disputes, Methods of settling Industrial Disputes; Characteristics and Sources of Grievance, Procedure of Grievance Management.	1	25%
IV	<b>Employee Welfare and Social security:</b> Objectives of Employee Welfare, Statutory Welfare Facilities as per Factories Act 1948 and Non-statutory Welfare Facilities, Features of Social Security, Classification of Social Security Benefits, Social Security Schemes in India - Employee State Insurance, Maternity Benefit, Payment of Gratuity, Employee Provident Fund  <b>Current Trends in HRM:</b> Employee Engagement, Competency Mapping, Green Human Resource Management, Employer Branding, Managing Diversity at work place, Talent Management	1	28 %

### 1.Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Pravin Durai	Human Resource Management	Pearson	Second Edition
2	Garry Dessler and Biju Varkkey	Fundamentals of Human Resource Management	Pearson	Latest Edition

**Note:** Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

### 2. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Uday Kumar Haldar & Juthika Sarkar	Human Resource Management	Oxford	Latest Edition
2	P. R. N. Sinha, S.P. Shekhar / InduBala	Human Resource Management	Cengage	Latest Edition
3	Sharon Pande & Swarna Iekha Basak	Human Resource Management - Text and Cases	Vikas	Latest Edition

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### Suggested Readings:

1. Managing the Human Factor: The Early Years of Human Resource Management in American Industry by Bruce Kaufman ,2019.



2. Global Business Driven HR Transformation: The Journey Continues (Print Edition) by Lulu press.
3. International Human Resource Management By Nilanjan Sengupta · 2007, Excel Books (Publishers)

### Online Resources:

1. <https://www.uou.ac.in/sites/default/files/slm/BHM-702T.pdf>
2. <https://www.drnishikantjha.com/booksCollection/hrm-basic-notes.pdf>
3. [https://archive.mu.ac.in/myweb\\_test/M.Com.%20Study%20Material/Human%20Res.%20Management%20-%20M.%20Com%20-%20I.pdf](https://archive.mu.ac.in/myweb_test/M.Com.%20Study%20Material/Human%20Res.%20Management%20-%20M.%20Com%20-%20I.pdf)
4. <https://ccsuniversity.ac.in/bridge-library/pdf/HM-204-Human%20Resource%20Managment.pdf>
5. [https://ddceutkal.ac.in/Downloads/UG\\_SLM/Commerce/Elective\\_1.pdf](https://ddceutkal.ac.in/Downloads/UG_SLM/Commerce/Elective_1.pdf)
6. <https://www.dspmuranchi.ac.in/pdf/Blog/abcdefgmailcomunit%2011.pdf>
7. <https://open.lib.umn.edu/humanresourcemanagement/chapter/1-1-what-is-human-resources/>

### Practical Activities:

Students may visit any company to understand the application of the topics learned in Module I to IV and may work on below given emerging topics in the field of HR.

- HR Analytics, HR Information System
- Employee Retention
- Handling of Employee Grievance and Harassment related issue.
- Glass ceiling and Gender Equality
- Recruitment and Selection process of various industries
- Performance appraisal system in public and private sector companies

**Program:** Masters of Business Administration **Subject/Branch:** Management

**Year:** 1<sup>st</sup> Year

**Semester:** 2<sup>nd</sup>

**Course Title:** Research Method

**Course Code:** FMM120405

**Course Type:** Core: Compulsory

**Course Credit:** 04

**Pre-Requisite:** 10+2+3 (Commerce & Management) or Any Graduation from Any Recognition University

**Gokul College of commerce & Management**

### Rationale:

University Campus, State Highway-41, Siddhpur - 384151, Dist. Patan, Gujarat, INDIA

1. To applied the research process and how it applies to the field of business management.
2. To apply the major types of research designs.
3. To develop skills of literacy, inquiry, presentation and interpretation.



## Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

### Course Objective:

- To familiarize the students with the types of problems of ten faced by Business Organizations and,
- To help students understand the importance of systematic approach to problem solving.
- Introduce basic concepts of Research Design and Methodology aimed at solving Business Problems.
- To enable students to analyze and interpret data using various statistical tools.

### Course Outcome:

**The course aims to familiarize the students with Business Research method**

- Understanding the ethical issues associated with the conduct of research.
- Clearly identify the business problems and effective ways to answer those problems
- Students can able to formulate and present effective research reports.
- Analyse and summarise key issues for further research.

## Content

Unit	Description in detail	Credit	Weightage
I	<b>Business Research Fundamentals:</b> What is research? Types of business research <b>Business Research Process - I:</b> Problem identification, problem statement Research questions /objectives Hypothesis formulation	1	25%
II	<b>Business Research Process - II</b> Research Methodology Research Tools (Library, Computer, Internet, Cassa Recorder, etc.) Designs Scaling, Types of data, Types of scales Validity & Reliability Data Collection Sources (Methods, (Qualitative & Quantitative) Tools (Includes Questionnaire designing)	1	25%





III	<b>Data Analysis &amp; Interpretation:</b> Univariate Data Analysis Comparing observed data with standard / expected Parametric – T test Non-parametric – Runs, One Way Chi-Square Bivariate Data Analysis Difference between variables Parametric - T-test (independent & paired) Non-parametric – Mann-Whitney U test Similarities between variables <b>(No Numerical Problems – Understanding application through statistical software)</b> Parametric – Correlation & Regression Non-parametric – Spearman's Rank Correlation Influence of one variable on another variable Parametric – ONE WAY ANOVA, Non- parametric – Kruskal Wallis	1	25%
IV	<b>Research Writing:</b> Research Proposal Review of Literature Research Report Citations & Bibliography.	1	25%

## 2. Basic Text Books

Sr. No.	Author	Name of the Book	Publisher	Edition and Year of Publication
1	Naval Bajpai	Business Research Methods	Pearson	Latest Edition
2	Koond William	Business Research Methods	Thomson	Latest Edition
3	Sekaran	Research methods for business: A skill building approach	Wiley India	Latest Edition

**Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.**



### 3. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Naresh Malhotra & Satyabhama Das	Marketing Research: An Applied Orientation	Pearson	Latest Edition
2	Donald R Cooper and Pamela S Schindler	Business Research Methods	Tata McGraw Hill Publishing Company Ltd.	Latest Edition
3	D K Bhattacharyya	Research Methodology	Excel Books	Latest Edition
4	Bryman Alan	Business Research Methods	Oxford University Press	Latest Edition
5	Panneerselvam R	Business Research Methods	John Wiley and Sons	Latest Edition
6	J K Sachdeva	Business Research Methodology	Himalaya Publication	Latest Edition
7	Adithan Bhujange	Research Methodology for Management and social Science	Excel Books	Latest Edition

### Suggested Readings:

1. The SAGE Handbook of Social Science Methodology, 2007
2. The SAGE Encyclopedia of Qualitative Research Methods, 2008
3. Research Methodology: An Introduction by Wayne Goddard, Stuart Melville · 2004

### Online Resources:

1. [http://www.jcsi.edu/media/webmodules/publications/FULL\\_BOOK\\_PP-CMA-2017.pdf](http://www.jcsi.edu/media/webmodules/publications/FULL_BOOK_PP-CMA-2017.pdf)
2. <http://www.uod.ac.in/sites/default/files/sim/BRM-2017.pdf>
3. <https://southcampus.uok.edu.in/Files/Link/DownloadLink/BM%20U1%20P1.pdf>
4. <https://dean.fac.com@gokuluniversity.ac.in/www/Study/S-IW-BRM.pdf>
5. <https://cfge.kar.nic.in/magadi/GeneticDataHandler/22-b29ac961-fb2a-413e-91a7-fc8599f21be0.pdf>





6. [http://sdeuoc.ac.in/sites/default/files/sde\\_videos/V%20Sem.%20-%20Business%20Research%20Methods.pdf](http://sdeuoc.ac.in/sites/default/files/sde_videos/V%20Sem.%20-%20Business%20Research%20Methods.pdf)

### Practical Activities:

A group of two students (Maximum) has to work on a Minor Research Project on the topic selected from the beginning of the semester in line with all the steps of Research Design starting from Identification of Research Problem to Findings & Conclusion and has to submit a Report to the concerned faculty member.

**Program:** Masters of Business Administration **Subject/Branch:** Management

**Year:** 1<sup>st</sup> Year

**Semester:** 2<sup>nd</sup>

**Course Title:** Entrepreneurship

**Course Code:** FMM120406

**Course Type: Core:** Compulsory

**Course Credit:** 04

**Pre-Requisite:** 10+2+3 Commerce & Management or Any Graduation from Any Recognition University

### Rationale:

1. Entrepreneurship must be seen as a starting point to transform oneself and in the process become a change agent
2. Increasing the odds of growing your startup into a sustainable and profitable entity.
3. Choose The Right Business
4. Build a Winning Culture.

### Teaching Examination Scheme:

Teaching(Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		
			20	10	70	100

### Course Objective:

— Faculty of Commerce & Management —

**Gokul College of commerce & Management**

- a. The prime motive of the course is to expose, excite and elevate the motivation of the students to the field of entrepreneurship.
- b. To create entrepreneurial managers for corporate to enhance business performance and create sustainable competitive advantage for the corporate.
- c. To provide conceptual theoretical frameworks and tools, to enable students to make good decisions and realistic action plans about entrepreneurship



## Course Outcome:

The course aims to familiarize the students with entrepreneurs.

1. Enumerating to know the various characteristics and phases in the entrepreneurship.
2. Comprehend the financial and technical assistance offered to the entrepreneurs
3. Analyzing the problems faced by the small-scale entrepreneurs
4. Applying the ideas in the formulation and evaluation of project report

## Content

Unit	Description in detail	Credit	Weightage
I	<b>Entrepreneurship:</b> Concepts, Importance; Characteristics of a Successful Entrepreneur, Problems faced by Entrepreneurs, Myths and Mindset, Theories & Types of Entrepreneurs, Creativity, Innovation and Entrepreneurship, Gujarati Entrepreneur and Contribution to India and World Economy.	1	25%
II	<b>Formalities For Setting Up of A Small Business Enterprise:</b> Identifying The Business Opportunity; Growth of a Business Idea; Selection of a Project (Product/ Service Selection, Location Selection, Project Feasibility Study, Business Plan Preparation, Preparation of a Project Profile), Decide on the Constitution, Registration, Clearances from specific Departments, Arrange for Land, Arrange for Plant & Machinery, Arrange for Infrastructure, Prepare Project Report, Apply & Obtain Finance, Implement the Project  & Obtain Final Clearances	1	25%
III	Development of MSME in India and Gujarat, Current Schemes for MSME of Gujarat, Problems facing the MSME Sector.	1	25%
IV	<b>Government Support for Entrepreneurship Development:</b> Initiatives for Start-up India, stand up India and Skill India, Government of Gujarat schemes for Start-up, Start-up and ecosystem, Stand up India, Women and Minority Entrepreneurship, Ease of Doing Business (EoDB) – Overview, Ranking, Determinants of EoDB	1	29 %

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### 1. Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
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1	Poornima. Charantimath	Entrepreneurship Development Small Business Enterprises	Pearson	Second Edition
2	Donald F Kuratko and T V Rao	Entrepreneurship – A South-Asian Perspective	Cengage Learning	2016
3	Rajeev Roy	Entrepreneurship	Oxford	Latest Edition
4	Arun Sahay & V. Sharma	Entrepreneurship and New Venture Creation	Excel Books	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

## 2 Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
5	Michael Schaper, Thierry Volery, Paull Weber and Kate Lewis	Entrepreneurship and Small Business	Wiley	3 <sup>rd</sup> Asia- Pacific Edition
6	Alpana Trahan	Entrepreneurship	Dream tech Press	Latest Edition
<div style="display: flex; justify-content: space-between; align-items: center;">  <div style="text-align: center;"> <b>Faculty of Commerce &amp; Management</b>  <b>Gokul College of commerce &amp; Management</b> </div>  </div>				
7	Dr. Achut P. Pednekar University Campus, State Highway-41, Siddhpur - 384151, E: dean.fac.com@gokuluniversity.ac.in	Entrepreneurship	Himalaya Publishing House	Latest Edition

## Suggested Readings:

1. Entrepreneurship and Small Business, By Michael Schaper, Thierry Volery · 2007





2. The Global Innovation Index 2014, The Human Factor in Innovation, By Cornell University, Insead, World Intellectual Property Organization · 2014
3. Secret Sauce : Inspiring Stories of Great Indian Restaurants By Priya Bala| Jayanth Narayanan
4. The Biography of a Failed Venture : Decoding Success Secrets from the Blackbox of a Dead Start-Up By Prashant Desai

### Online Resources :

1. <https://www.pdfdrive.com/entrepreneur-books.html>
2. <https://globalforgivenessinitiative.com/user/pages/download/Four-Steps-to-Forgiveness-William-Fergus-Martin.pdf>
3. <https://www.taxmann.com/post/blog/entrepreneurship-concept-functions-need-and-its-relevance-in-indian-society>
4. <https://byjus.com/commerce/what-is-entrepreneurship/>
5. <http://sim.edu.in/wp-content/uploads/2018/11/Entrepreneurship.pdf>
6. <https://www.himpub.com/documents/Chapter2774.pdf>

### Practical Activities:

- Interviewing entrepreneurs/start-ups to learn about their key traits and their journey to success (35 questions checklist given at sr. no. 9) may be used as a guide for the interviews.
- Exploring the existing enterprises, their market and growth potential, exploring scope for ancillary units, identifying the gaps/future needs/niche areas
- Idea generation: Students to submit an Idea Canvas
- Students to present a Business Model Canvas
- Understand and work on Technology commercialization.

### 1. A list of suggested questions for Interviewing an entrepreneur:

1. What are his / her skills as an entrepreneur?
2. Entrepreneurs have different reasons to start, need different advice and learn differently. What prompted him/her to be an entrepreneur? What were your strengths, weaknesses, opportunities and threats at the point when you began thinking of your business idea?

3. Is the ability to recognize an opportunity fundamental to the process of setting up an enterprise and its growth? How and when did you identify your business opportunity?





4. What things must be kept in mind while considering or choosing a viable Project or business opportunity?
5. What are the factors to be considered while finalizing a product / service choice?
6. What challenges did you face at different points in time during your Entrepreneurial journey?
7. Is creativity essential for entrepreneurship? How and why? How did creative thinking help you in evolving yourself as an entrepreneur?
8. What role does knowledge and experience play in setting up a new enterprise? Where and how did you get / develop your business knowledge?
9. What are the steps involved in setting up a small / medium business enterprise/ your business? With which agencies have you had to interact/ deal and for what? How easy or challenging was it?
10. What factors must be considered while conducting a feasibility study? What are the aspects that were included in the feasibility study of your enterprise?
11. What are the environmental and pollution related clearances required to set up and start a production/manufacturing unit, specifically in Gujarat?
12. What things must be kept in mind while deciding the (a) form of organisation (b) Size of the firm? What is the form and size of your business and why?
13. What are the issues in deciding the location of a business unit? What were the factors considered while making the choice of the location of your business?
14. What supplementary facilities are required for smooth running of a business bearing in mind the type of business for e. g. Water, Electricity, Waste disposal etc.? How did you go about dealing with the approvals and availability of these utilities?
15. How to get clearances from specific departments? For e.g., Land, Product related, Environmental Pollution, Quality certification etc.
16. How to prepare a Project Report/ Business Plan? What are the considerations there in?
17. How to apply for and obtain finance from Banks/Financial Institutions?
18. When does one go to a bank/financial institution or a venture capital list for funds? What are the considerations on which funds are given? What are the documentary requirements for the same?
19. What are the other commercial/legal formalities? For e.g. Registration with different authorities, Licensing, GST, etc. in India/Export etc.
20. What are the tax related requirements in doing business in India/Gujarat? What are the challenges in complying with these tax requirements?
21. What are the challenges in complying with any other requirements?





22. What sort of institutional support is provided by State & Central Government for new enterprises? Which one did you avail? How easy or difficult was it to avail the same?
23. How to design the internal organizational structure? What is the structure of your organization and how do you justify its suitability?
24. What to consider while deciding on manpower requirements?
25. Is it advantageous to set up a unit near an Industrial cluster? Where can one find information regarding industrial clusters in Gujarat or across India?
26. What are the latest initiatives by the GOI / GOG for promoting entrepreneurship? (Startup, stand up India, Skill India) Which are the ones you have availed?
27. Are there any specific schemes or any institutional support for women entrepreneurs in India?
28. What are the challenges faced by Women Entrepreneurs?
29. How do you rank India or specifically Gujarat on Ease of Doing Business?
30. Why do some businesses fail? Which are the bodies that can help rescue your business from going sick?
31. What is Industrial sickness? Are there any symptoms of sickness? What are the repercussions of Sickness?

## ❖ COURSE OUTCOME MBA SEM - II

Compulsory Course	Course Outcome	
<b>COST &amp; MANAGEMENT ACCOUNTING</b>	<b>CO1</b>	Students would be able to go through the basic concepts related to Accounting, Financial Statements, Cost Accounting.
	<b>CO2</b>	Students can perform all the necessary calculations through the relevant numerical problems.
	<b>CO3</b>	Students would be able to analyse the situation and decide the key financial as well as non-financial elements involved in the situation.

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Compulsory Course	Course Outcome	
<b>FINANCIAL MANAGEMENT</b>	<b>CO1</b>	Students would be well aware of the basic concepts related to Financial Management. Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting.
	<b>CO2</b>	Perform all the required calculations through relevant numerical problems.



<b>CO3</b>	Students would be able to analyse the situation and comment on financial position of the firm.
------------	--

Compulsory Course	Course Outcome	
<b>ADVANCE MARKETING MANAGEMENT</b>	<b>CO1</b>	Application of marketing principles and theories to the demands of marketing function and practice in contemporary real world scenarios.
	<b>CO2</b>	Demonstrate the relevance of marketing management concepts and frameworks to a new or existing business across wide variety of sectors.
	<b>CO3</b>	Apply marketing principles and theories to the demands of marketing function and practice in contemporary real world scenarios.

Optional Course	Course Outcome	
<b>HUMAN RESOURCES MANAGEMENT</b>	<b>CO1</b>	Understanding the elements relate to various aspects of HRM, such as Training, Promotion, placement, Remuneration, welfare measures etc
	<b>CO2</b>	Implementing better techniques for effective Human resource management.
	<b>CO3</b>	Illustrate the different methods of HR Acquisition and retention.

Optional Course	Course Outcome	
 <b>RESEARCH METHOD</b>	<b>CO1</b>	Construct appropriate research and sampling designs for research in real world business and non- business contexts.
	<b>CO2</b>	Clearly identify the business problems and effective ways to answer those problems.

Optional Course	Course Outcome	
	<b>CO1</b>	Apply the theories of entrepreneurship and entrepreneurship development framework to



<b>ENTREPRENEURSHIP</b>		analyses and identify entrepreneurial opportunities.
	<b>CO2</b>	Discuss various theories of entrepreneurship and the entrepreneurship development ecosystem in Indian context.
	<b>CO3</b>	Create business plan that captures entrepreneurs and variety of entrepreneur motivations, entrepreneur culture and sectoral opportunities and financing options.

❖ **Mapping of COs and PSOs for MBA Semester  
- II**

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>COST &amp; MANAGEMENT ACCOUNTING</b>	CO1	*					
	CO2	*	*				
	CO3	*					

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>FINANCIAL MANAGEMENT</b>	CO1	*	*	*			
	CO2			*			
	CO3						

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>ADVANCE MARKETING MANAGEMENT</b>	CO1						*
	CO2		*	*			
	CO3	*					

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
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<b>HUMAN RESOURCES MANAGEMENT</b>	CO1	*			*		
	CO2	*				*	
	CO3		*				

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>RESEARCH METHOD</b>	CO1	*	*				
	CO2			*		*	*



Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>ENTREPRENEURSHIP</b>	CO1	*		*			
	CO2	*	*				
	CO3	*	*	*			

MBA SEM III

Handbook of

## SUMMER INTERNSHIP PROJECT (SIP)

### Contents

 <b>Faculty of Commerce &amp; Management</b> 		
<b>Gokul College of Commerce &amp; Management</b>		
Sr. No.	Topic	Page No.
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2	Objectives: Summer internship Project (SIP)	3
3	Guidelines regarding contents and flow of the project – What is to be done	4



4	Criteria for evaluation of SIP	5
5	Frequently Asked Questions (FAQs) for SIP	5-7
6	Annexure I: Parameters for Evaluation	8
7	Annexure II: Format for Report Submission	9-14
8	Annexure III: Formatting Specification	15
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GOKUL GLOBAL UNIVERSITY,

# **MASTER OF BUSINESS ADMINISTRATION GUIDELINES FOR SUMMER INTERNSHIP PROJECT (SIP)**

## **1. INTRODUCTION:**

The students will have to undergo Summer Training for **four-six weeks** after the completion of the Second Semester and submit a “**Summer Internship Project Report**” by end of training.

Summer Internship Project (SIP), is an integral part of the academic curriculum of MBA. For the successful completion of the MBA programme, students are required to undergo to SIP as per the prescribed format and duration. Students are required to work with an organization for hands on experience during the semester gap of Semester II and semester III in case of MBA and Semester VI and semester VII in case of Integrated MBA. The students may carry their SIP training at the organization located within the geographical boundary of Gujarat/India/Foreign Country. The ideal duration of the SIP is six weeks.

Students, who go for the ‘**International Experience Program (IEP)**’ during summer under GGU approved arrangements, shall prepare a report on any business they study in that country and submit report at foreign country and complete viva. **The report which is prepared at foreign university shall be considered as SIP report for evaluation purpose.** The SIP guidelines mentioned here are not applicable to students who go in IEP as they have to prepare a report in the foreign university as per foreign university norms (if any). However, students have to follow formatting guidelines and attach a copy of certificate awarded by foreign university/ organization at foreign country during IEP in annexure part of the project.

## **2. OBJECTIVES:**

- SIP aims at widening the student's perspective by providing an exposure to real life organizational environment and its various functional activities.
- This will enable the students to explore an industry/organization, build a relationship with a prospective employer, or simply hone their skills in a familiar field.



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- SIP also provides invaluable knowledge and networking experience to the students. During the internship, the student has the chance to put whatever he/she learned in the previous semesters of MBA into practice while working on a business plan or trying out a new industry, job function or organization.
- The organization, in turn, benefits from the objective and unbiased perspective the student provides based on concepts and skills imbibed in the previous semesters at the institute. The summer interns also serve as unofficial spokespersons of the organization and help in image building on campus.
- Some ideal projects for summer internships can be in the areas of Export-Import, strategy formulation, business process reengineering, MIS, ERP implementation, HR functions, retail/investment banking, industry analysis, new product launches, sales and distribution, market research and advertising, etc., among others. However, this is not an exhaustive list of areas but can be varied to suit the requirements of the organizations where the student has to undergo internship. In some cases, even field work can also become an integral part of SIP. The student need not shy away from taking up such projects.
- An additional benefit that organizations may derive is the unique opportunity to evaluate the student from a long-term perspective. Thus the SIP can become a gateway for final placement of the student.
- The student should ensure that the data and other information used in the study report is obtained with the permission of the institution concerned. The students should also behave ethically and honestly with the organization.

### 3. WHAT IS TO BE DONE?

- The student has to undertake project individually. Joint Projects are not allowed in any case. SIP Report is to be submitted by every individual student separately.



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- **How many students are allowed to undertake the project in the same organization?**

There is no restriction on the number of students who can undertake the project work in one organization. The responsibility for ensuring the genuineness and quality of the project lies with each Institute. Institutes should explore the possibility and availability of genuine and quality-enriched projects when many students undertake the SIP in one organization.

- **The University encourages SIP Campus Placement offers by Organizations recruiting SIP trainees from the Institute. Thus, there shall be no limit on the number of students who can be allowed from one Institute, to undertake the SIP in one organization.**
- The SIP process involves working under the mentorship of an executive of the concerned organization and also with a faculty member of the institute where the student is studying. The student is expected to first understand the organization and its setting and the industry/field in which the organization is operating. Thereafter, the student is expected to concentrate on the specific topic of study, its objectives, its rationale, and adopt a methodology and identify a suitable analysis procedure for the completion of the study. Wherever possible the student may provide recommendations and action plans, along with the findings of the study.
- Thereafter, the student should prepare a report and submit one copy to the organization and one copy to the institute. Students may submit hard copy or soft copy of report to the organization / institute as per their requirement. The student should also obtain a certificate from the organization/s where the SIP was done and attach the same with the copy submitted to the institute. **(Sample format of Certificate is attached in Annexure II)**
- The university will arrange the external viva - voce for SIP. The student is expected to make a **15 – 20-minute presentation** before the examiner regarding the SIP project work undertaken, which will be followed by questions by the examiner.
  - Plagiarism of SIP report should be upto 10%.
- **Institute's SIP Coordinator (Faculty Member) has to submit the report to E-library portal of GTU as and when asked by the University.**



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#### 4. CRITERIA FOR EVALUATION OF SIP

The total marks for the SIP project will be 200 and it carries 8 credits. The marks will be awarded in proportion of 100 by external and internal examiners respectively.

At the end of the viva, the External Examiner has to ensure that the marks given in the hard copy of the mark sheet are entered in the online mark entry portal of GGU by himself / herself before leaving the exam center.

### Annexure I

#### 5. PARAMETERS FOR EVALUATION:

The marks will be awarded on the following aspects:

i) **Study of Functional Departments:** Clear understanding and study of functional departments; understanding of the organization/unit/field.

ii) **Introduction of problem/topic:** Clear understanding of the topic/subject; conceptual /theoretical framework of selected topic (if any).

iii) **Literature Review:** Published studies, review of similar studies

iv) **Details about the study:** Objectives, formulation of the problem, scope, and rationale of the study.

v) **Methods / Methodology adopted for the study:** Survey, Field Work, Interview, Observation, etc. methods with appropriate justification and reasoning.

vi) **Analysis and conclusions:** The logic of analysis, source of data, whether the conclusions are in line with the objectives, etc.

vii) **Contribution and learning from the project:** Details of the contribution of the study, the benefits to the organization, the learning from the study for the student, etc.



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**viii) Acknowledgements:** References/Citations and Bibliography and help, if any, received from other individuals/organizations.

**ix)** Presentation of the report, format of the report, flow of the report, style, language, etc.

**x) Performance during VIVA:** Substance and treatment of the topic, style of presentation, Performance in the question answer session, time management, language, etc.

Note:

**The students may use any Qualitative or Quantitative methods of data analysis depending upon the selected problem and scope of study. The examiner must focus on the work done/training taken by the students rather than the statistical tests/tools used by students in their project report.**



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**Annexure II**

**6. FORMAT FOR REPORT SUBMISSION:**

< First Page/Title Page >  
**Summer Internship Project Report**  
On  
'<Title of Project>'  
At  
<Name of Company / Organization>

Submitted to  
Institute Code: 123  
Institute Name: (In Full)

Under the Guidance of  
Name of Faculty  
(Designation)

In partial Fulfilment of the Requirement of the award of the degree of  
Master of Business Administration (MBA)  
Offered By  
Gokul Global University  
***Sidhpur Patan***

***Prepared by:***  
<Name of Student>  
< Enrolment No.>  
**MBA (Semester - III)**  
Month & Year:  
<July 2023>



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<Second Page>

**Date:** \_\_/\_\_/\_\_

**Company / Organization Certificate<on Company's Letterhead >**

**To whomsoever it may concern**

**This is to certify that <Name of Student (Enrolment No.)>of<Name of Institute (Faculty of Commerce and Management) > has successfully completed Summer Internship Project Report titled**  
“.....  
.....” **at <Name of Company with location > during <From ..... to.....>.**

**Stamp and Signature of Head**



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&lt;Third Page&gt;

**Student's Declaration**

(On separate page)

I hereby declare that the **Summer Internship Project Report** titled “\_\_\_\_\_ carried out at <Name of the Company / Organization> is a result of my own work and my indebtedness to other work publications, references, if any, have been duly acknowledged. If I am found guilty of copying from any other report or published information and showing as my original work, or extending plagiarism limit, I understand that I shall be liable and punishable by the university, which may include ‘Fail’ in examination or any other punishment that university may decide.

Enrollment no.	Name	Signature

Place: .....

Date: .....



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**<Fourth Page>**

This is to certify that project work embodied in this report entitled <“Title of Project”> was carried out by <Student Name and Enrollment no.>.

**The report is approved / not approved.**

Comments of External Examiner:

[illegible]

**This report is for the partial fulfilment of the requirement of the award of the degree of Master of Business Administration offered by GGU**

**(Examiner's Sign)**

Name of Examiner:

Institute Name:

Institute Code:



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## Plagiarism Report (Digital Receipt & Similarity Percentage Page)



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Date: \_\_/\_\_/\_\_

**Institute Certificate<on Institute's Letterhead>**

[Please attach signed copy of this certificate in the report]

“This is to Certify that this **Summer Internship Project Report** Titled  
“ .....  
.....” is the bonafide work of <**Name of Student  
(Enrolment No.)**>, who has carried out his / her project at <**Name of  
Organization/Company**>. I also certify further, that he/she has carried out project  
under my supervision and to the best of my knowledge the work reported herein  
does not form part of any other project report or dissertation on the basis of which  
a degree or award was conferred on an earlier occasion on this or any other  
candidate. I have also checked the plagiarism extent of this report which  
is ..... % and it is up to the prescribed limit of 10%. The separate plagiarism  
report in the form of html /pdf file is enclosed with this.

**Rating of Project Report [A/B/C/D/E]: \_\_\_\_\_**  
(A=Excellent; B=Good; C=Average; D=Poor; E=Worst)  
(By Faculty Guide)

**Signature of the Faculty Guide/s**  
(Name and Designation of Guide/s)

**Signature of Principal/Director with Stamp of Institute**  
(Name of Principal / Director)



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**PREFACE (SEPARATE PAGE)**

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**ACKNOWLEDGEMENT (SEPARATE PAGE)**

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**SUBJECT INDEX (SEPARATE PAGE)**

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**FULL REPORT**



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## **Annexure III**

### **7. FORMATTING SPECIFICATIONS FOR REPORTS:**

- Word format
- Font size: 12 for Regular text, 14 for Subtitles and 16 for titles
- Font Type: Times New Roman
- Line Spacing: 1.5
- Margin : 1 inch to all sides
- Page Type: A4
- Alignment: Justified
- Column Specification: One
- Printing of Report: Both sides of paper
- Binding of Report: Spiral Binding
- Number of hard Copies: two hard copy (Student has to bring one hard copy at the time of External SIP viva. Student has to take back one hard copy of report, once the viva-voce is over.)
- The WORD file may be converted to pdf format for online submission.



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## Annexure IV

### 8. ROLE OF DIRECTOR, FACULTY MEMBERS & STUDENTS

#### ROLE OF DIRECTOR/ PRINCIPAL / HOD:

- Considering the SIP as an important project for MBA students
- Ensuring the regular visit of students at selected company for training & project.
- Providing the facility for completing project work in terms of library, computer lab, journals, company visit etc.
- Organize timely internal Viva – Voce for all the students

#### ROLE OF SIP COORDINATOR / FACULTY GUIDE:

- Allocating students to each faculty members (Max. 15 students per faculty)
- Providing the guidance to students before sending them to companies.
- Helping the students to understand the importance of SIP.
- Inviting the experts from companies who are providing training to students.
- Encouraging and guiding students to prepare good quality report.
- Monitoring SIP progress report of students.
- Taking regular feedback from Company Mentor regarding the progress and involvement of the student during SIP
- Each Faculty Guide has to ensure that all the students have to fulfil all the criteria i.e. Meeting the deadlines for submission as per guidelines, checking the plagiarism, signing the report and approving the same, conducting internal Viva-Voce, etc.
- Sharing learning experiences and success stories of SIP project at [dean.fac.com@gokuluniversity.ac.in](mailto:dean.fac.com@gokuluniversity.ac.in)





#### ROLE OF STUDENTS:

- Preparing the Project as per guidance from institute faculty guide and company mentor(if any) and submit the same with in time limit.
- Trying to explore the company to be expert in your area.
- Developing presentation skills for grabbing the job opportunity.
- Preparing the good quality report individually as per the guidelines given in SIP Handbook.

**V Program:** Master of Business Administration **Subject / Branch:** Management

**Year:** 2<sup>nd</sup>

**Semester:** III<sup>rd</sup>

**Course Title:** Strategic Management (SM)

**Course Code:** FMM130402

**Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2+3

#### Rationale:

1. Strategic management strategies help businesses to find direction and grow through a process of assessment, evaluation and then development which can help to identify new business goals, set appropriate and achievable objectives, and help businesses to regain a competitive edge.
2. Strategic management process can provide great assistance.

#### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

**Course Objective:** The objectives of the course are:

The content of this course is designed to provide an integrated view of the functional areas and to acquaint them with the strategic management process. The subject would thus offer students the opportunity to exercise qualities of judgment and help them to develop a holistic perspective of the management of organizations. The specific objectives of this course are:



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- 1) To familiarize the learners with the concept of strategic management and understand the significance of managing the business strategically in the current business environment
- 2) To familiarize the learners with the strategies at corporate, business and functional levels
- 3) To understand and analyse the firm's external environment, the resources and thus carrying out SWOT analysis for strategy formulation
- 4) To understand the process of strategy implementation and the challenges of managing a change
- 5) To understand strategic control system to monitor the strategy implementation process
- 6) To get acquainted with various strategies adopted by firms to successfully compete with their rivals

**Course Outcome:**

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

1. Students will be able to describe major theories, background work, concepts and research output in the field of strategic management.
2. Students will demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.
3. Students will be able to demonstrate effective application of concepts, tools & techniques to practical situations for diagnosing and solving organisational problems.
4. Students will be able to demonstrate capability of making their own decisions in dynamic business landscape.
5. Students will be able to develop their capacity to think and execute strategically.





## Content

Unit	Description in detail	Credit	Weightage
I	Strategic Management: An Introduction; Stakeholders in Business; The I/O Model and Resource-based Model of Above Average Return, Vision, Mission and Purpose; Business Model and Strategy Environmental Analysis: External and Industry Environmental Analysis using PEST and Porter's Five-Force Model, Understanding concepts such as Key Success Factors; Driving Forces, Strategic Group Mapping;	1	25 %
II	Internal Analysis: Concept of Value Chain, SWOT Analysis; Resources, Capabilities and Competencies, Distinctive Competence and Core Competence of Organizations; Competitive Advantage and Sustainable Competitive Advantage; Strategy Formulation; Strategy formulation at Business and Corporate levels, Diversification, Strategic Alliance and Joint Ventures; Mergers & Acquisitions; International Business Strategies. Case: AXIS Bank: Banking on Technology and Market Segments for Competitive Space (T1) / ONGC's Growth Strategy (T2) / Maruti Udyog Ltd.: The Competition Ahead (T3)	1	25 %
III	Nuances of Strategy Implementation: Operational sing the strategy, Functional Strategies and Policies, Institutionalizing the Strategy, Matching Structure and Strategy, Strategic Leadership and Organization Culture; Management of Change. Case: Manpower Australia: Using Strategy Maps and the Balanced Scorecard Effectively (T1) / Louis V. Gerstner Jr.: The Man who Turned IBM Around (T2) /	1	25 %
IV	Strategic control: Operations Control and Strategic Control; Measurement of Performance; Balanced Scorecard., Ethics, Corporate governance and Social Responsibilities. Case: Tata Steel: A Century of Corporate Social Responsibilities (T2) / Jack Welch and the General Electric Management System (R1)	1	25 %





**Reference Books:**

Sr. No.	Author/s	Title of the Book	Publisher	Edition and Year of Publication
R1	Azhar Kazmi	Strategic Management and Business Policy	Tata McGraw-Hill	3 <sup>rd</sup> Edition, 2009
R2	Gerry Johnson, Kevan Scholes and Richard Whittington	Exploring Corporate Strategy: Text and Cases	Pearson Education	2 <sup>nd</sup> Impression
R3	Michael Porter	Competitive Advantage: Creating and Sustaining Superior Performance	Free Press	1985
R4	Peter Fitzroy and James M. Herbert	Strategic Management: Creating Value in a Turbulent World	Wiley India Pvt. Ltd.	Wiley India Edition, 2008

**List of Journals / Periodicals/Magazines/Newspapers, etc.:**

1. Harvard Business Review
2. Vikalpa – A Journal for Decision Makers
3. Management Review

**Suggested Readings:**

5. Exploring Corporate Strategy, Gerry Johnson, Kevan Scholes, Richard Whittington, 2009, Pearson Ed Ltd, United Kingdom, 2nd Ed.
6. Crafting and Executing Strategy Arthur A Thompson Jr, Strickland A.J., John E. Gamble and Arun K. Jain, McGraw Hill Education Private Limited, New Delhi.
7. Strategic Management Michael Hitt, Ireland, Hoskisson, 2010, Cengage Learning, New Delhi







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### Online Resources:

- 1 [https://josephscollege.ac.in/lms/Uploads/pdf/material/BPS\\_LT\\_BBA.pdf](https://josephscollege.ac.in/lms/Uploads/pdf/material/BPS_LT_BBA.pdf)
- 2 [https://static.careers360.mobi/media/uploads/froala\\_editor/files/Strategic-Management-Process\\_qXvpTMe.pdf](https://static.careers360.mobi/media/uploads/froala_editor/files/Strategic-Management-Process_qXvpTMe.pdf)
- 3 [https://icmai.in/upload/Students/Syllabus-2012/Study\\_Material\\_New/Final-Paper15.pdf](https://icmai.in/upload/Students/Syllabus-2012/Study_Material_New/Final-Paper15.pdf)
- 4 <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-9-April-2021.pdf>
- 5 <https://www.gurunanakcollege.edu.in/files/commerce-management/strategic-management-unit-3.pdf>
- 6 [https://www.cbasmohali.org/course\\_material/fourth\\_semester/strategic%20management.pdf](https://www.cbasmohali.org/course_material/fourth_semester/strategic%20management.pdf)
- 7 [https://sist.sathyabama.ac.in/sist\\_coursematerial/uploads/SBAA5207.pdf](https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA5207.pdf)

### Practical / Activities:

A project report on Industry and Company comprehensive analysis based on General, Industry, Competitor and Internal Environment, SWOT summary and Implementation. It can be done as a group project which should also include suggestions based on problem identification and solution/s (alternatives)



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**Program:** Master of Business Administration

**Year:** 2<sup>nd</sup>

**Course Title:** Legal Aspects of Business (LAB)

**Course Type:** Core

**Pre-Requisite:** 10+2+3

**Subject / Branch:** Management

**Semester:** III<sup>rd</sup>

**Course Code:** FMM130403

**Course Credit:** 04

**Rationale:**

1. Legal agreements and contracts help businesses function smoothly and within the legal bounds of the law of the land.
2. Management professionals who have a decent knowledge regarding business laws can help their organization draft more legally astute agreements and safeguard the interests of the business in the long run.

**Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

**Course Objective:**

The objectives of the course are:

2. To sensitize the students as also help they appreciate the overall legal framework within which business activities are carried out.
3. To create awareness in respect of rules and regulations affecting various managerial functions. compete with their rivals



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**Course Outcome:**

1. Know rights and duties under various legal Acts.
2. Understand consequences of applicability of various laws on business situations.
3. Develop critical thinking through the use of law cases

**Content**

Unit	Description in detail	Credit	Weightage
I	<b>Indian Contract Act – 1872</b> General Principles of Contract Act- Sections 1 TO 75 of the act Introduction, Essentials of a valid contract, performance and discharge of a contract, remedies on breach of a contract, Quasi contracts, etc.	1	25 %
II	<b>Specific Contracts</b> Sections 124 TO 238 (Bare act) e.g. Indemnity, guarantee, bailment, pledge, agency, etc Rights & Duties of the respective parties, applications in the business world.	1	25 %
III	<b>Companies act, 1956 &amp; Negotiable instruments Act 1881 Companies act, 1956.</b> Introduction, Formation of a company (M/A & A/A), Prospectus, Meetings, Appointment and removal of directors, etc. Negotiable Instruments Act, 1881 Negotiable Instruments Act-1881-Instruments, Types of Negotiable instruments and their essential features, Parties to negotiable instruments, Discharge of parties from liabilities, Dishonor of Cheques due to insufficiency of funds, etc...	1	25 %
IV	<b>Sales of Goods Act – 1930, Consumer Protection act, 1986 &amp; Information Technology act, 2000</b> <b>Sale of Goods act, 1930-</b> Contract of sale and its features, conditions & warranties, Rights of an unpaid seller, etc. <b>Consumer Protection Act, 1986</b> – Introduction, Consumer & consumer disputes, Consumer protection councils, various consumer disputes redressal agencies.	1	25 %



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	<b>Information Technology act, 2000</b> Introduction, Digital Signature, Electronic Governance, Cyber crimes and remedies. Electronic records, Controlling and certifying authority, cyber regulation appellate tribunals.		
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### Reference Books:

Sr. No.	Author/s	Title of the Book	Publisher	Edition and Year of Publication
R1	L Bently & B Sherman	Intellectual Property Law	Oxford	3 <sup>rd</sup> Edition 2009
R2	S S Gulshan	Company law	Excel	2 <sup>nd</sup> Edition
R3	Pollock & Mulla.	Indian Contract act-Vol I & II	Lexis Nexis	Latest Edition
R4	Ramaswamy, B S	Contracts and their management	Lexis Nexis	Latest Edition
R5	Balakrishna, Justice Eradi	Consumer protection Jurisprudence	Butterworths India	Latest Edition
R6	Vinod V Sople	Managing Intellectual Property- The Strategic Perspective	PHI	Latest Edition
R7	Ravindra Kumar	Legal Aspects of Business	Cengage	2009 Edition
R8	Prof.(Cmde) P K Goel	Business Law for Managers	Biztantra	2010 Edition
R9	K. R. Bulchandani	Business Laws	Himalaya	5th Edition



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**Lists of Journals/ Periodicals/ Magazines/ Newspapers:**

It is requested that students are enabled to understand and appreciate the applications of various business laws in various managerial functions. This may be ensured by asking them to study and prepare assignments on different business laws as applicable to their functions.

**NB: The Instructor/s (Faculty Member/s) will be required to guide the students regarding suggested readings from Text(s) and references in items 6 and 7 mentioned above.**

**Suggested Readings :**

8. Kucchal M. C. & Kucchal Vivek, Business Legislation for Management, Vikas Publishing House (P) Ltd.
9. Kapoor G. K. & Dhamija Sanjay, Company Law and Practice-A comprehensive text book on Companies Act 2013, Taxmann.
10. Maheshwari & Maheshwari, Principle of Mercantile Law, National Publishing Trust.
11. Aggarwal Rohini, Mercantile & Commercial Law, Taxmann.

**Online Resources:**

- 1 <https://courseware.cutm.ac.in/courses/legal-aspects-of-business/>
- 2 <https://blog.ipleaders.in/law-of-contracts-notes/>
- 3 <https://gargicollege.in/wp-content/uploads/2020/03/Unit-2-Special-Contracts.pdf>
- 4 <https://blog.ipleaders.in/law-of-contracts-notes/>
- 5 <https://www.indiacode.nic.in/bitstream/123456789/2187/2/A187209.pdf>
- 6 [https://ccsuniversity.ac.in/ccsum/Departmentnews/2020-08-25\\_171.pdf](https://ccsuniversity.ac.in/ccsum/Departmentnews/2020-08-25_171.pdf)
- 7 <https://www.jkshahclasses.com/announcement/IndianContractAct1872.pdf>
- 8 <https://comtax.up.nic.in/Miscellaneous%20Act/the-indian-contract-act-1872.pdf>
- 9 <https://umeschandracollege.ac.in/pdf/study-material/business-law/Indian%20Contract%20Act.pdf>

**Practical / Activities:**

7. Students should select real life cases from Government and/or Corporate world, study the same and make presentation in the class







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**Program:** Master of Business Administration

**Subject / Branch:** Management

**Year:** 2<sup>nd</sup>

**Semester:** III

**Course Title:** International Business

**Course Code:** FMM130404

**Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2+3

**Rationale:**

1. Unequal Distribution of Natural Resources.
2. Uneven Availability of Factors of Production.
3. Specialisation.
4. Cost Benefit.

**Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

**Course Objective:** The objectives of the course are:

The course is intended to provide a basic understanding about the finer aspects of international business to the students. It is aimed at making the students realize that international business is a combination of multiple disciplines brought together in a systematic manner. The integration of General Management, Operations, Financial Management, Marketing Management as well as Human Resource Management in an international perspective is essential to international business.



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### Course Outcome:

1. Ability to analyse the relationships between international business and the political, economic, legal, and social policies of countries, regions, and international institutions to develop a framework for successful decision-making.
2. Critically analyse current conditions in developing and emerging markets and evaluate present and future opportunities and risks for international business activities.
3. Use creative thinking and innovative strategies to see new global opportunities.

### Content

Unit	Description in detail	Credit	Weightage
I	Globalization and International Business. The cultural environments facing business. The Political and Legal Environment facing business. The Economic Environment facing Business.	1	25 %
II	Government influence on Trade. Cross-national cooperation and agreements. Global foreign exchange markets. The Determination of Exchange Rates.	1	25 %
III	The Strategy of International Business. Country Evaluation and Selection. Export and Import Strategies. The Organization of International Business.	1	25 %
IV	Marketing Globally. Global manufacturing and Supply Chain Management. International Accounting Issues. The Multinational Finance Function. Human Resource Management.	1	25 %





**Reference Books:**

Sr. No.	Authors	Name of the Books	Publisher	Edition & Year of Publication
R1	S. Nagendra and V. S. Manjunath	Entrepreneurship and Management	Pearson Education	2008
R2	P. Narayana Reddy	Entrepreneurship Text and Cases	Cengage	2010
R3	T. W. Zimmerer and N.M. Scarborough	Essentials of Entrepreneurship and Small Business Management	Prentice Hall	2002
R4	W. A. Sahlman, H.H. Stevenson, M. J. Roberts and Amar Bhinde	Entrepreneurial Venture	Harvard Business School Press	1999
R5	B.M. Patel	Project Management Strategic Financial Planning Evaluation and Control	VIKAS	2000
R6	Jack M. Kaplan	Patterns of Entrepreneurship	Wiley	Latest Edition
R7	Bruce R. Barringer and R.Duane Ireland	Entrepreneurship successfully launching New ventures	Pearson Education	2006
R8	Joe Tidd, John Bessant, and Keith Pavitt	Managing Innovation	Wiley	Latest Edition
R9	Peter F. Drucker Affiliated	Innovation and entrepreneurship	East –West News papers	Latest Edition
R10	Timmons, Spinelli	New Venture Creation Entrepreneurship for 21 <sup>st</sup> Century	TATA McGraw Hill	7 <sup>th</sup> Edition



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R11	Nandan	Fundamental of Entrepreneurship	PHI	Latest Edition
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**Suggested Readings: List** of Journals/Periodicals/Magazines/Newspapers, etc.

- Journal of International Business
- Harvard Business Review
- Business World
- SANKALPA: Journal of Management & Research (ISBN: 2231 1904)
- The Economic Times and Financial Express (Business Newspapers)

**Online Resources:**

12. <https://www.himpub.com/documents/Chapter2156.pdf>
13. <https://www.scribd.com/document/410585452/International-Business-p-Subba-Rao>

**Practical / Activities:**

A group of students shall select a product and prepare a feasibility report for international business of that product to/from a country of their choice. Students are supposed to meet companies dealing in international business. The faculty shall guide students on conducting research about how to go about Global / Country Study with reference to a Local / Global Company.



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**Program:** Master of Business Administration

**Year:** 2<sup>nd</sup>

**Course Title:** Consumer Behaviour (CB)

**Course Type:** Core

**Pre-Requisite:** 10+2+3

**Subject / Branch:** Management

**Semester:** III

**Course Code:** FMM130405

**Course Credit:** 04

**Rationale:**

1. Consumer behavior is important for businesses because it helps them to understand their target audience, identify consumer needs and wants, and develop effective marketing strategies that can influence consumers' decision-making processes.
2. Consumer behavior incorporates ideas from several sciences including psychology, biology, chemistry, and economics.

**Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

**Objectives:** The objectives of this course are:

1. To familiarize the students with concepts and practices in marketing communication.
2. To learn various communication tools and its effectiveness in contemporary time, and
3. Draw a lesson from that knowledge for better integration various marketing communication tools.



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### Course Outcome:

1. Students are required to show they possess and understand knowledge in an area of study that starts from the base of general secondary education, and that they are at a level which includes aspects that imply knowledge coming from the forefront of their field of study.
2. Integrate into a tourism organization, orienting yourself toward your clients and establish good relationships based on creating knowledge and using communication techniques.
3. Identify and apply marketing research techniques in the tourist sector.
4. Designing and undertaking innovative projects

### Content

Unit	Description in detail	Credit	Weightage
I	<b>Understanding the Consumer:</b> <ul style="list-style-type: none"> <li>• Consumer Behaviour and the Marketing Concept</li> <li>• Levels of consumer decision making</li> <li>• Customer Value, Satisfaction, Trust and Retention</li> <li>• The Impact of New Technology on Marketing</li> </ul>	1	25 %
II	<b>Consumer as an Individual - I:</b> <ul style="list-style-type: none"> <li>• Consumer Motivation</li> <li>• Consumer Perception</li> <li>• Personality and Self-image, Lifestyle</li> </ul>	1	25 %
III	<b>Consumer as an Individual - II:</b> <ul style="list-style-type: none"> <li>• Consumer Learning</li> <li>• Consumer Attitude Formation</li> <li>• Attitude Change</li> </ul>	1	25 %
IV	<b>Socio-Cultural settings and Consumer Behaviour:</b> <ul style="list-style-type: none"> <li>• Reference groups</li> <li>• The Family and Social Class</li> <li>• Influence of Culture on Consumer Behaviour</li> <li>• Cross-cultural Consumer Behaviour.</li> </ul> <b>Consumer Decision Making:</b> <ul style="list-style-type: none"> <li>• Diffusion of Innovation</li> <li>• Consumer Decision Making</li> <li>• CBB models- Howard Sheth Model</li> </ul>	1	25 %





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### Reference Books:

Sr. No.	Authors	Name of the Books	Publisher	Edition & Year of Publication
1	Leslie Lazar Kanuk, S.RameshKumar,LeonSchiffman	Consumer Behaviour	Pearson	2014 / 11 <sup>th</sup>
2	Leon G. Schiffman, JoeWisemblit,S.RameshKumar	Consumer Behaviour	Pearson	2018 / 12 <sup>th</sup>
3	S. Ramesh Kumar	Consumer Behaviour: TheIndianContext(Concepts and Cases)	Pearson	2017 / 2 <sup>nd</sup>
4	S. Ramesh Kumar	Case Studies in Consumer Behaviour	Pearson	2014 / 1 <sup>st</sup>
5	Michael R. Solomon	ConsumerBehaviour: Buying, Having and Being	Pearson	2016 / 12 <sup>th</sup>
6	David Loudon, A. J. Della Bitta	ConsumerBehaviour: Concepts and Applicaitons	McGraw Hill	Latest Edition
7	MajumudarRamanuj	ConsumerBehaviour: Insights from Indian Market	PHI	Latest Edition
8	Martin M. Evans, Gordon Foxall, Ahmad Jamal	Consumer Behaviour	Wiley	2009 / 2 <sup>nd</sup>
9	Roger D. Blackwell, Paul W. Miniard, James F. Engel	Consumer Behaviour	Blackwell	2007 / 10 <sup>th</sup>





**List of Journals/ Periodicals/ Magazines/ Newspapers:**

Journal of Advertising, Journal of Marketing, Indian Journal of Marketing, Indian Management, Journal of Consumer Behaviour

**Suggested Readings:**

1. "Consumer Behavior" by David Loudon and Albert Della Bitta
2. "Consumer Behavior: Building Marketing Strategy" by Hawkins and Motherbaugh.
3. "Consumer Behaviour" by Schiffman/ Kumar

**Online Resources:**

- 1 <https://www.sanfoundry.com/best-reference-books-consumer-behavior/>
- 2 [https://www.iare.ac.in/sites/default/files/lecture\\_notes/IARE\\_CB\\_Lecture%20Notes.pdf](https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_CB_Lecture%20Notes.pdf)
- 3 <https://josephscollege.ac.in/lms/Uploads/pdf/material/CB.pdf>
- 4 <https://www.pearsonhighered.com/assets/samplechapter/0/2/7/3/0273736957.pdf>
- 5 [https://backup.pondiuni.edu.in/sites/default/files/Consumer%20Behaviour200813\\_0.pdf](https://backup.pondiuni.edu.in/sites/default/files/Consumer%20Behaviour200813_0.pdf)

**Practical / Activities:**

- 1 Students should carry out a primary, qualitative / quantitative research on any dimension related to consumer behavior.
- 2 Students can identify how marketers are addressing the various components and stages of the decision making process.

**Program:** Master of Business Administration

**Subject / Branch:** Management

**Year:** 2<sup>nd</sup>

**Semester:** III<sup>rd</sup>

**Course Title:** Digital and Social Media Marketing (DSMM) **Course Code:**

FMM130406

**Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2+3

**Rationale:**

1. It's not just about fresh leads, but keeping revenue up across every front.
2. The use of social media marketing will be critical for engaging existing customers, reaching new audiences, building trust and loyalty (that carries into renewals, up sell and cross-sell growth, etc), and much more.

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### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		
			20	10	70	100

### Course Objectives:

The objectives of this course are:

1. To familiarize the students with concepts and practices in marketing communication.
2. To learn various communication tools and its effectiveness in contemporary time, and
3. Draw a lesson from that knowledge for better integration various marketing communication tools.

### Course Outcome:

Students gain an overall understanding of Digital Marketing

1. Develop insight on Current Trends – Digital and Social Statistics (Info graphics)
2. Provide an introduction to Digital Marketing Platforms like Face book, Twitter, YouTube, Pinterest, etc.
3. Introduction to the basics of Search Engine Optimization (SEO) and Mobile Marketing
4. Introduction to various strategies involved in Marketing products and Services Digitally.

### Content

Unit	Description in detail	Credit	Weightage
I	<p>Introduction to Digital Marketing:</p> <ul style="list-style-type: none"> <li>• Evolution of Digital Marketing from traditional to modern era, Role of Internet</li> <li>• Current trends</li> <li>• Info-graphics, implications for business &amp; society</li> <li>• Emergence of digital marketing as a tool</li> <li>• Drivers of the new marketing environment</li> <li>• Digital marketing strategy</li> <li>• P.O.E.M. framework</li> <li>• Digital landscape</li> <li>• Digital marketing plan</li> <li>• Digital marketing models</li> <li>• Buying Models</li> </ul>	1	25 %
II	<p>Cost per Click (CPC), Cost per Milli (CPM), Cost per Lead (CPL), Cost per Acquisition (CPA).</p>	1	25 %



	<ul style="list-style-type: none"> <li>• Programmable Digital Marketing</li> <li>• Analytical Tools</li> <li>• YouTube marketing</li> </ul>		
III	<p>Social Media Marketing – Role of Influencer Marketing, Tools &amp; Plan:</p> <ul style="list-style-type: none"> <li>• Introduction to social media platforms</li> <li>• Penetration &amp; characteristics</li> <li>• Building a successful social media marketing strategy</li> </ul> <p>Facebook Marketing:</p> <ul style="list-style-type: none"> <li>• Business through Facebook Marketing,</li> <li>• Creating Advertising Campaigns, Adverts</li> <li>• Facebook Marketing Tools</li> </ul> <p>Linkedin Marketing:</p> <ul style="list-style-type: none"> <li>• Introduction and Importance of Linkedin Marketing</li> <li>• Framing Linkedin Strategy</li> <li>• Lead Generation through Linkedin</li> <li>• Content Strategy</li> <li>• Analytics and Targeting</li> </ul> <p>Twitter Marketing:</p> <ul style="list-style-type: none"> <li>• Introduction to Twitter Marketing</li> <li>• How twitter Marketing is different than other forms of digital marketing</li> <li>• Framing content strategy</li> <li>• Twitter Advertising Campaigns</li> </ul> <p>Instagram and Snapchat:</p> <ul style="list-style-type: none"> <li>• Digital Marketing Strategies through Instagram and Snapchat</li> </ul> <p>Introduction to social media metrics</p>	1	25 %
IV	<p>Mobile Marketing:</p> <ul style="list-style-type: none"> <li>• Mobile Advertising</li> <li>• Forms of Mobile Marketing</li> <li>• Features, Mobile Campaign Development</li> <li>• Mobile Advertising Analytics</li> </ul> <p>Introduction to SEO, SEM, Web Analytics, Trends in Digital Advertising:</p> <ul style="list-style-type: none"> <li>• Introduction and need for SEO</li> <li>• How to use internet &amp; search engines</li> <li>• Search engine and its working pattern</li> <li>• On-page and off-page optimization, SEO tactics</li> <li>• Introduction to SEM</li> <li>• Web Analytics:</li> <li>• Google Analytics &amp; Google AdWords</li> <li>• Data collection for web analytics,</li> </ul>	1	25 %







	multichannelattribution, Universal analytics, Tracking code		
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### Reference Books:

Sr. No.	Authors	Name of the Books	Publisher	Edition & Year of Publication
Sr. No.	Author	Name of the Book	Publisher	Edition
1	Seema Gupta	Digital Marketing	Mc-Graw Hill	2017 / 1st
2	Ian Dodson	The Art of Digital Marketing	Wiley	2016 / 1st
3	Vandana Ahuja	Digital Marketing	Oxford University Press	2016 / 1st
4	Puneet Singh Bhatia	Fundamentals of Digital Marketing	Pearson	2017 / 1st
5	Melissa S. Barker, Donald I. Barker, Nicholas F. Bormann, Debra Zahay, Mary Lou Roberts	Social Media Marketing: A Strategic Approach	Cengage	2016 / 2nd
6	<a href="#">Ward Hanson</a> , <a href="#">Kirthi Kalyanam</a>	Internet Marketing & E-Commerce	Cengage	Latest Edition
7	Mary Lou Roberts, Debra Zahay	Internet Marketing: Integrating Online & Offline Strategies	Cengage	2012 / 3rd
8	Dr. Ragavendra K. and Shruthi P.	Digital Marketing	Himalaya Publishing House Pvt. Ltd.	Latest Edition



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List of Journals/ Periodicals/ Magazines/ Newspapers:

University Campus, State Highway-41, Siddhpur - 384151, Dist. Patan, Gujarat, INDIA

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Journal of Advertising, Journal of Marketing, Indian Journal of Marketing,





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(Gujarat Private State University Act 4 of 2018)

Indian Management, Journal of Consumer Behaviour

### Suggested Readings:

- 1 Social Media Marketing Workbook 2021 by Jason McDonald PhD
- 2 500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business: Facebook, Twitter, Instagram, Pinterest, LinkedIn, YouTube, Snapchat, and More! by Andrew Macarthy
- 3 Social Media Marketing: A Strategic Approach by Melissa Barker, Donald I. Barker, et al

### Online Resources:

- 1 <https://learndigital.withgoogle.com/digitalunlocked/>
- 2 <https://digitalskills.fb.com/en-in/>
- 3 <https://www.hubspot.com/digital-marketing>
- 4 <http://www.afaqs.com/>
- 5 <https://www.linkedin.com/learning/>
- 6 Journal of Marketing
- 7 ET-Brand Equity

### Practical / Activities:

8. Students should analyze the social media of any ongoing campaigns and present the findings.
9. A group of two students (Maximum) has to work on creating an advertising campaign through any form of digital marketing viz: Mobile Marketing, Twitter Marketing, Face book Marketing, Linked In Marketing, Instagram or Snap chat Marketing. The student/s should work on creating the campaign, running the campaign, presenting the results of the campaign in terms of Lead Generation and / or sales and / or web analytics.

**Program:** Master of Business Administration  
Management

**Subject / Branch:**

**Year:** 2022

**Semester:** IIIrd

**Course Title:** Management Financial Services (MFS)

**Course Code:** FMM 304-07

**Gokul College of commerce & Management**

**Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2+3

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### Rationale:

1. It helps business firm to take financial decisions.
2. It prepares guideline for earning maximum profits with minimum cost.
3. It increases shareholders' wealth.
4. It can control the financial aspects of the business

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

### Course Objectives:

The Financial Services include both the banking and non-banking services either based on fees or assets/funds. The content of this course is designed to provide basic understanding of the working of Indian financial systems and the management of non-banking financial services. The specific objectives of the course include:

- a. To familiarize the students with Indian financial systems.
- b. To equip the students with the theoretical and practical knowledge of different non-banking financial services.
- c. To develop the skills to run and manage different financial services as a manager/ entrepreneur.

### Course Outcome:

1. Developing insights regarding concept and mechanism of various financial services amongst finance students.
2. Imparting knowledge regarding depth and width of Indian financial system and financial services.

### Content

Unit	Description in detail	Credit	Weightage
I	Introduction to Indian Financial system, Reserve bank and financial system, structure of banking and non-banking companies, Introduction to different markets : Capital market, Money market, Primary Market, Secondary Market	1	25 %
II	Asset/Fund based financial services : Leasing, hire purchase	1	25 %
III	Consumer credit, factoring and forfeiting, Bill discounting, Housing finance, Insurance services,	1	25 %



	venture capital financing, Mutual fund services		
IV	Merchant banking services : all services related to issue management Credit rating, Stock broking, depositories, custodial services and short selling and securities lending and borrowing services, Credit cards	1	25 %

**Reference Books:**

Sr. No.	Author/s	Title of the Book	Publisher	Edition and Year of Publication
R1	L Bently & B Sherman	Intellectual Property Law	Oxford	3 <sup>rd</sup> Edition 2009
R2	S S Gulshan	Company law	Excel	2 <sup>nd</sup> Edition
R3	Pollock & Mulla.	Indian Contract act- Vol I & II	Lexis Nexis	Latest Edition
R4	Ramaswamy, B S	Contracts and their management	Lexis Nexis	Latest Edition
R5	Vasant Desai	Financial Market sand financial services	Himalaya	Latest Edition
R6	H R Machiraju,	Indian Financial System	Vikas	Latest Edition
R7	Clifford Gomez,	Financial Markets, Institutions and financial Services	PHI	Latest Edition



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**Lists of Journals/ Periodicals/ Magazines/ Newspapers:**

1. Journal of Economic Times,
2. Financial Report.

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### **Suggested Readings:**

1. <https://www.ddegjust.ac.in/studymaterial/mba/fm-404.pdf>
2. <http://anucde.info/sm20210803/Management%20of%20Financial%20Services%20final/MFS%20Final/Pdf%20manage%20of%20finan%20services/Lesson-4.pdf>

### **Online Resources:**

1. <https://www.rbi.org.in/scripts/paymentsystems.aspx>
2. [www.kickstatrer.com](http://www.kickstatrer.com)
3. <http://www.npci.org.in/home.aspx>
4. <http://www.idrft.ac.in/>
5. <http://www.bis.org/cpss/index.htm>

### **Practical / Activities:**

1. To prepare a report on the penetration digital financial services (online banking, virtual wallets and crowd funding) in different countries of the world.
2. Understanding of various scams in Financial Markets
3. Learning from movies (e.g.: GAFLA, The Wall Street, Fall of Lehman Brothers etc.)
4. Any real life case related to Indian Financial System

**Program:** Master of Business Administration

**Subject / Branch:** Management

**Year:** 2nd

**Semester:** III rd

**Course Title:** Security Analysis and Portfolio Management (SAPM)

**Course Code:** FMM130408

**Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2+3

### **Rationale:**

1. It helps investors in taking proper investment decisions based on their income, ability to take risk etc.
2. Since investors get detailed information about various securities, so they can make a portfolio which reduces risk and maximizes profit.

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### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		
			20	10	70	100

### Course Objective:

1. To familiarize the students with various investment markets and functioning of markets.
2. To equip the students with the theoretical and practical knowledge of capital market.
3. To develop the skills for developing the portfolio constructions, revision, reconstruction and investment advisory.

### Course Outcome:

1. Acquainting students with the Risk return process of investment
2. Familiarizing students with the practical applications of Capital markets
3. Developing the skills for the portfolio constructions, revision, evaluation and investment advisory

### Content

Unit	Description in detail	Credit	Weightage
I	Introduction to the landscape of investment. Define investment. Investment alternative. Discussion of assets- Innovative products- technological changes. Development in Indian capital markets. The process of investment trading- margin trading etc, types of orders. World markets. Various indices and its construction. Risk and return in investment. Real return-nominal return. Historical and expected return. Risk-valuation of risk. Sources of risk. Company stock market interest, inflation, credit risk. Portfolio risk. Power of diversification.	1	25 %
II	Security analysis and valuation. The fundamental analysis. EIC framework economic analysis- variable tracks industry analysis- variables tracked- company analysis- variables analysed. Equity Valuation. High DCF, technology, dividend discounting and free cash flow discounting. Sources of information and trouble shots of financial	1	25 %



	statements. Behaviour finance and efficient market theory and technical analysis. Tools and uses.		
III	Fixed- income securities and derivatives. Investment in bonds. Structuring terms, valuation of bonds. Derivative market. Futures and options (F&O), future swaps.	1	25 %
IV	Portfolio management. Capital market theory. The CAPM and Marko Witz. Portfolio analysis, inputs for construction, portfolio selection. Performance evaluation of portfolio, portfolio revision and portfolio management. Asset management companies: mutual funds. Performance evaluation of mutual funds.	1	25 %

### Reference Books:

Sr. No.	Author/s	Title of the Book	Publisher	Edition and Year of Publication
R1	Mark Hirschey and John Nofsinger,	Investment Analysis and Behaviour	TMH	Latest Edition
R2	Fischer and Jordon,	Security analysis and Portfolio Management	Pearson	Latest Edition
R3	Edwin Elton, Martin Gruber, Stephen	Modern portfolio: theory and investment analysis	Brown and William Goetsmann	Latest Edition
R4	Ranganatham and Madhumathi,	Investment Analysis and Portfolio Management	Pearson	Latest Edition
R5	Sudhindra Bhatt,	Security analysis and Portfolio Management	Excel	Latest Edition
R6	Gordon Alexander, William Sharpe and Jeffery Bailey,	Fundamental of Investments	Pearson	Latest Edition
R7	Geoffery Hirt and Stanley Block,	Fundamentals of investment Management	TMH	Latest Edition
R8	by Rohini Kulkarni	Security analysis and Portfolio Management	Pearson	Latest Edition
R9	David Luenberger,	Investment science	Oxford	Latest Edition





R10	Thomas Ho SangBin Lee,	Securities valuation, applications of financial modelling	Oxford	Latest Edition
R11	Jack Clark Francis,	Investments; Analysis and Management	Tata McGraw-Hill	Latest Edition
R12	Prasanna Chandra,	Investment Analysis and Portfolio Management	Tata McGraw-Hill	Latest Edition
R13	Russel Fuller and James Farrel,	Modern Investment and security analysis	Tata McGraw-Hill	Latest Edition
R14	V. A. Avadhani	Securities Analysis and Portfolio Management,	Himalaya	Latest Edition
R15	Preeti Singh,	Investment Management	Himalaya	Latest Edition

## Lists of Journals/ Periodicals/ Magazines/ Newspapers:

1. Journal of Economic Times,
2. Financial Report.

## Suggested Readings:

1. Investment Analysis and Portfolio Management by Reilly and Brown, Cengage Learning, India Ed.
2. Investment Analysis and Portfolio Management by Prasanna Chandra
3. Investments by Zvi Bodie, Alex Kane, Alan Marcus and Pitabas Mohanty

## Online Resources:

1 [https://www.iare.ac.in/sites/default/files/lecture\\_notes/IARE\\_SAPM\\_Lecture\\_Notes.pdf](https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_SAPM_Lecture_Notes.pdf)

<https://www.geektonight.com/security-analysis-and-portfolio-management-notes/>

[https://www.acecollege.in/CITS\\_Upload/Downloads/Books/1078\\_File.pdf](https://www.acecollege.in/CITS_Upload/Downloads/Books/1078_File.pdf)

## Practical Activities

1. EIC analysis of any selected Industry/ Company.
2. Application of Valuation on Equity and bonds for its selection
3. Application of CAPM theory.



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4. Creating a portfolio using Sharpe Portfolio Selection.
5. Portfolio evaluation Mutual Fund Schemes. . . .etc

Movie based learning: Wall street & Rogue Trader, Inside Job, Big Short, Wolf of Wall Street etc.

**Program:** Master of Business Administration

**Subject / Branch:** Management

**Year:** 2nd

**Semester:** III rd

**Course Title:** Management of Industrial Relations and Labour Legislations  
(MIRLL)

**Course Code:** FMM130409

**Course Type:** Core Course

**Credit:** 04

**Pre-Requisite:** 10+2+3

#### **Rationale:**

1. To establish communication between workers and management to maintain the sound relationship between the two.
2. To establish support between managers and employees.
3. To ensure the creative contribution of trade unions to avoid industrial conflicts.

#### **Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

**Course Objectives:** The objectives of this course are:

1. To help students understand the legal limitations in Human Resource Management.
2. To help students understand and handle industrial relations.



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#### **Course Outcome:**

1. Understanding the legal implications in Human Resource Management.
2. Understanding and handling Industrial Relations

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## Content

Unit	Description in detail	Credit	Weightage
I	Meaning, Definitions, Characteristics, Factors Affecting IR, Approaches to IR, Participation in IR, Objectives of IR and Human Relations, IR and Productivity, Various Dimensions of IR Case:(HMSI)P.674,IR, CS Venkata Ratnam	1	25 %
II	<b>Industrial Disputes Act, 1947</b> Introduction, Objectives, Definitions, Various Methods and Various Authorities under the act for resolution of industrial disputes eg methods of conciliation, adjudication and voluntary arbitration, Authorities like Works Committee, Conciliation officer, Court of Enquiry, Labour Court, Industrial Tribunal, National Tribunal, Provisions with respect to Strikes and Lockouts, Lay-off and retrenchment, Special provisions relating to lay-off, retrenchment and closure, offences and penalties, unfair labour practices, etc. Important Supreme Court Cases on industry, workman, strikes, retrenchment, etc. <b>Bombay Industrial Relations Act</b> Objectives, Scope, Types of Unions for the purpose of recognition of a trade union, Resolution of industrial disputes, provisions pertaining to standing orders, etc.	1	25 %
III	<b>Trade Unions Act, 1926.</b> Introduction, meaning, definitions, nature of trade unions, trade union movement in India, problems of trade union, appointment of registrar, procedure for registration of a trade union, cancellation of registration, appeal, rights and Privileges of a registered TU, duties and liabilities, amalgamation, dissolution of TUs, offences and penalties, etc. <b>Industrial Employment Standing Order Act, 1946</b> Introduction, Objectives, definitions, Model Standing Orders, Procedure for approval of standing orders, appeal, modification of standing orders, Certifying Officer, subsistence allowance, offences and penalties.	1	25 %
IV	<b>Factories Act, 1948</b> Objectives, definitions, Provisions regarding Health, safety, Welfare of workers, hazardous processes, working hours, restriction on employment of women and children, annual leave with wages, offences and	1	25 %







	<p>penalties, case law, etc.</p> <p><b>Workers' Participation In Management</b> Concept, Objectives, evolution, Statutory and Non Statutory Forms of WPM, level of WPM, assessment of WPM in India, Necessary conditions for effective working of WPM</p> <p><b>Discipline</b> Meaning and definitions, Characteristics, Objectives of discipline, types of discipline, principles, procedure for disciplinary action, punishment, intervention by a tribunal, code of discipline in India</p>		
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**Reference Books:**

Sr. No.	Authors	Name of the Books	Publisher	Edition & Year of Publication
R1	S C Srivastava	Industrial Relations and Labour Laws	Vikas	2007 Edition
R2	B D Singh	Industrial Relations-Emerging Paradigms	Excel	2 <sup>nd</sup> Edition
R3	A M Sarma	Industrial Relations-Conceptual and Legal Framework	Himalaya	9 <sup>th</sup> Edition
R4	A M Sarma	Industrial Jurisprudence and Labour Legislation	Himalaya	6 <sup>th</sup> Edition
R5	Kathy Daniels-	Employee Relations in an organizational context	Jaico	2007 Edition
R6	B D Singh	Labour Laws for Managers	Excel	2007 Edition
R7	Mamoria	Dynamics of Industrial Relations	Himalaya	16 <sup>th</sup> Edition
R8	Taxmann's	Labour Laws		Latest Edition
R9	Harry Katz, Thomas Kochan, and Alexander Colvin	An Introduction to Collective Bargaining & Industrial Relations	Tata McGraw Hill	Latest Edition

**Suggested Readings: Lists of Journals/ Periodicals/ Magazines/ Newspapers:**

1. *Journal of Management of Industrial Relations*, University Campus, State Highway-41, Siddhpur - 384151, Dist. Patan, Gujarat, INDIA
2. *Human Capital Behaviour*

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1. [https://backup.pondiuni.edu.in/storage/dde/downloads/hrmiii\\_irm.pdf](https://backup.pondiuni.edu.in/storage/dde/downloads/hrmiii_irm.pdf)
2. [https://kskvku.ac.in/WebFiles/M.B.A%20Syllabus%20\(2%20years%20AICTE%20Approved%20Course\)\\_2013-14.pdf](https://kskvku.ac.in/WebFiles/M.B.A%20Syllabus%20(2%20years%20AICTE%20Approved%20Course)_2013-14.pdf)

### Online Resources:

1. [https://ebooks.lpude.in/management/mba/term\\_3/DMGT516\\_LABOUR LEGISLATIONS.pdf](https://ebooks.lpude.in/management/mba/term_3/DMGT516_LABOUR_LEGISLATIONS.pdf)
2. [https://www.nishithdesai.com/fileadmin/user\\_upload/pdfs/Research%20Papers/India-Trade-Unions-and-Collective-Bargaining.pdf](https://www.nishithdesai.com/fileadmin/user_upload/pdfs/Research%20Papers/India-Trade-Unions-and-Collective-Bargaining.pdf)

### Practical / Activities:

10. Practical: Student should study at least one of the above mentioned or related Industrial Law / Act as applied in any one Company / SME in above mentioned areas, and make a Public Presentation the class in presence of preferably a HR/ IR Manager / Consultant.

**Program:** Master of Business Administration

**Year:** 2<sup>nd</sup>

**Course Title:** Compensation Management (CM)

**Subject / Branch:** Management

**Semester:** III<sup>rd</sup>

**Course Code:** FMM130410

**Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2+3

### Rationale:

1. Compensation management is the discipline for determining employees' appropriate pay and benefits.
2. A critical element in talent management and employee retention, it uses financial and nonmonetary benefits to attract recruits, reduce turnover, spur performance and boost employee engagement.

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

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### Course Objective:

To provide insights into strategic choices in managing compensation. There have been several innovations in the field of Compensation. The courses will emphasize on this compensation model. The course also provides major Compensation issues in the context of current theory, research and practice. The practices illustrate new development and as well as

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established approaches to compensation decision.

### Course Outcome:

1. List the various methods of compensating performance.
2. Ability to design the compensation management practices with respect to business environment and enable it to play a role in promoting a company's competitive advantage.
3. Design a compensation system and policy which is consistent with the employees of the company.
4. Conduct surveys to determine appropriate pay levels and improve the firm's competitiveness.
5. Apply appropriate compensable factors to determine rates of pay.
6. Evaluate the developing role of human resources in the global arena, and deduce the significance of compensation management in the HR domain.
7. Evaluate the developing role of human resources in the global arena, and deduce the significance of compensation management in the HR domain.

### Content

Unit	Description in detail	Credit	Weightage
I	An Overview of Reward Management, The Reward System, Total Reward, Strategic Reward, International Reward Performance Management and Reward, Engagement and Reward, Financial and Non-financial Reward, Contingent Pay Scheme, Bonus Scheme, Team Pay, Rewarding for Business Performance, Recognition scheme	1	25 %
II	Valuing and Grading Jobs Pay levels, Job Evaluation Schemes, Equal Pay, Market Rate Analysis, Grade and Pay Structures Rewarding Special Groups Rewarding Directors, Senior Executives, Sales, Services staff, Knowledge workers, manual workers,	1	25 %
III	(i) Payment of Wages Act, 1936. (ii) Minimum Wages Act, 1948. (iii) Payment of Gratuity Act, 1972. (iv) Payment of Bonus Act, 1965 Equal Remuneration Act, 1976. (vi) Income tax act provisions with respect to Salary & Management	1	25 %
IV	(i) Employees' State Insurance Act, 1948 (ii) Employees' P F & Misc Provisions Act, 1952. (iii) Workmen's Compensation Act, 1923 (iv) Maternity Benefits Act, 1981 (v) Unorganised Sector Workers' Social	1	25 %



	Security Act,2008		
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**Reference Books:**

Sr. No.	Authors	Name of the Books	Publisher	Edition & Year of Publication
R1	Milkovich, Newman, VenkatRatnam	Compensation	Tata McGraw Hill	9 <sup>th</sup> Edition
R2	Tapomoy Deb	Compensation Management- Text and Cases	Excel	2009 Edition
R3	Taxmann's	Labour Laws(Bare Acts)	Taxmann's	Latest Edition
R4	Mousumi Bhattacharya, Nilanjan Sengupta	Compensation Management	Excel	Latest Edition
R5	K. Bhatia	Compensation Management	Himalaya	Latest Edition
R6	Goel	Performance Appraisal and Compensation Management: A Modern Approach	PHI	Latest Edition
R7	Lance Berger and Dorothy Berger	The Compensation Handbook	McGraw Hill	Latest Edition
R8	Sharon Koss	Solving the CompensationPuzzle: Putting Together a Complete Pay and Performance System (Practical Hr Series)	SHRM	Latest Edition
R9	James F. Reda,Stewart Reifler, Laura G. Thatcher, and Philip R. Lochner	The Compensation Committee Handbook	Wiley	3rd Edition
R10	James D. Cotterman	Compensation Plans for Law Firms, Fourth Edition	ALA	3rd Edition
R11	Dr. Sishir	Compensation and Reward Management	Excel	Latest Edition







### Lists of Journals/ Periodicals/ Magazines/ Newspapers:

1. Journal of Economic Times,
2. Financial Report.

### Suggested Readings:

1. Compensation Management in a knowledge- based world, Richard I. Henderson, Pearson Education
2. Richard I. Henderson, Compensation Management in a Knowledge-Based World, Pearson Education, 2009, 10th Edition.
3. [https://www.iare.ac.in/sites/default/files/lecture\\_notes/IARE\\_CRM\\_NOTES.pdf](https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_CRM_NOTES.pdf)
4. B D Singh, Compensation And Reward Management, Excel Books, 2008
5. Arbitrator Lacks Jurisdiction in Pensionable Earnings Dispute.
6. Washington Update: New Employer Tax Credit for Paid Family and Medical Leave.

### Online Resources:

- 1 [https://nscpolteksby.ac.id/ebook/files/Ebook/Business%20Administration/Armstrongs%20Essential%20Human%20Resource%20Management%20Practice%20A%20Guide%20to%20People%20Management\(2010\)/15%20-%20Reward%20Management.pdf](https://nscpolteksby.ac.id/ebook/files/Ebook/Business%20Administration/Armstrongs%20Essential%20Human%20Resource%20Management%20Practice%20A%20Guide%20to%20People%20Management(2010)/15%20-%20Reward%20Management.pdf)
- 2 <https://www.studocu.com/in/document/bangalore-university/bachelor-of-business-administration/compensation-management-lecture-notes-pdf/9327896>
- 3 <https://www.studocu.com/in/document/bangalore-university/bachelor-of-business-administration/compensation-management-lecture-notes-pdf/9327896>

### Practical / Activities:

1. Students need to study the study the pay structure of at least 3 companies from 3 different industries.
2. Students need to review the payroll system of company.
3. Students can study the legal provisions related to compensation with respect to company.
4. Students can interview H.R Manager and find out how the compensation management has evolved from traditional to strategic Compensation







Optional Course	Course Outcome	
<b>SUMMER INTERNSHIP PROJECT (SIP)</b>	<b>CO1</b>	Practical Application of theoretical concepts.
	<b>CO2</b>	Professional Skills
	<b>CO3</b>	Self-Reflection and Learning.
	<b>CO4</b>	Job Readiness.

Optional Course	Course Outcome	
<b>STRATEGIC MANAGEMENT</b>	<b>CO1</b>	To know the various facets of Strategic Management in a real world context.
	<b>CO2</b>	Integrate the aspects of various functional areas of management to develop a strategic perspective.
	<b>CO3</b>	To know the the nature of the problems and challenges confronted by the top management team and the approaches required to function effectively as strategists.
	<b>CO4</b>	To understand the process of strategy implementation and the challenges of managing a change.

Optional Course	Course Outcome	
<b>LEGAL ASPECTS OF BUSINESS</b>	<b>CO1</b>	Understanding the use of the Acts in common business situations.
	<b>CO2</b>	To go through the various facets of basic case laws of each Act from a legal and managerial perspective.
	<b>CO3</b>	Develop critical thinking by making judgments related to use of various provisions of the Acts in business situations

Optional Course	Course Outcome	
<b>INTERNATIONAL BUSINESS</b>	<b>CO1</b>	Critically analyse current conditions in developing and emerging markets and evaluate present and future opportunities and risks for international business activities.
	<b>CO2</b>	Creative thinking and innovative strategies to see new global opportunities.
	<b>CO3</b>	Ability to analyse the relationships between international businesses with all external factors to develop a framework for successful decision-making.

Optional Course	Course Outcome	
<b>E: dean.fac.com</b>	<b>CO1</b>	Understanding social and psychological factors and their influence his/her behavior as a consumer.





<b>CONSUMER BEHAVIOUR</b>	<b>CO2</b>	To go through fundamental concepts associated with consumer and organizational buying behavior.
	<b>CO3</b>	To apply consumer behavior concepts to real world strategic marketing management decision making.

Optional Course	Course Outcome	
<b>DIGITAL AND SOCIAL MEDIA MARKETING</b>	<b>CO1</b>	Make use of facebook, google ad words, youtube and email for carrying out digital marketing of real life products.
	<b>CO2</b>	Illustrate the use of facebook, google ad words, youtube and email in various contexts of digital marketing.
	<b>CO3</b>	Design digital media campaign using appropriate mix of facebook, google ad words, youtube and email.

Optional Course	Course Outcome	
<b>MANAGEMENT OF FINANCIAL SERVICE</b>	<b>CO1</b>	Developing insights regarding concept and mechanism of various financial services amongst finance students. Imparting knowledge regarding depth and width of Indian financial system and financial services.
	<b>CO2</b>	Comprehend the regulatory framework governing financial services.
	<b>CO3</b>	Enhance analytical and decision-making skills in the context of financial services.

Optional Course	Course Outcome	
<b>SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT</b>	<b>CO1</b>	Develop investment strategies that align with investor objectives and risk tolerance.
	<b>CO2</b>	Apply ethical and professional standards in securities analysis and portfolio management.
	<b>CO3</b>	Utilize financial tools and software for portfolio analysis and performance measurement.

Optional Course	Course Outcome	
<b>MANAGEMENT OF INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS (MIRLL)</b>	<b>CO1</b>	Understand the dynamics and complexities of industrial relations and management organizations.
	<b>CO2</b>	Develop strategies for effective communication and negotiation between management and labour unions.
	<b>CO3</b>	Implement conflict resolution techniques to address labour disputes and maintain harmonious workplace relations.



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Optional Course	Course Outcome	
<b>COMPENSATION MANAGEMENT</b>	<b>CO1</b>	Understand the importance of compensation in attracting, motivating, and retaining employees.
	<b>CO2</b>	Design compensation structures that align with organizational goals and objectives.
	<b>CO3</b>	Understand the impact of compensation on employee engagement, satisfaction, and productivity.



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**❖ Mapping of COs and PSOs for MBA  
Semester – III**

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>SUMMER INTERNSHIP PROJECT</b>	CO1	*		*			
	CO2		*	*	*		
	CO3						*
	CO4						

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>STRATEGIC MANAGEMENT</b>	CO1	*	*	*			
	CO2			*		*	*
	CO3						

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>LEGAL ASPECTS OF BUSINESS</b>	CO1	*	*	*			
	CO2			*			
	CO3						

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>INTERNATIONAL BUSINESS</b>	CO1	*	*	*			
	CO2			*			
	CO3					*	

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>CONSUMER BEHAVIOUR</b>	CO1	*	*	*			
	CO2			*	*		
	CO3					*	

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>DIGITAL AND SOCIAL MEDIA MARKETING</b>	CO1	*	*	*			
	CO2			*			
	CO3					*	*





Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>MANAGEMENT OF FINANCIAL SERVICE</b>	CO1	*	*	*			
	CO2			*			
	CO3	*				*	

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT</b>	CO1	*	*	*			
	CO2			*			
	CO3				*	*	*

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>MANAGEMENT OF INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS</b>	CO1	*	*	*			
	CO2			*			
	CO3					*	*

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>COMPENSATION MANAGEMENT</b>	CO1	*	*	*			
	CO2			*		*	
	CO3						







## M.B.A Sem -IV

**Program:** Master of Business Administration

**Year:** 2<sup>ND</sup>

**Course Title:** Comprehensive Project (CP)

**Subject / Branch:** Management

**Semester:** IV th

**Course Code:** FMM140401

**Course Type:** Core

**Course Credit:** 08

**Pre-Requisite:** 10+2+3 (Commerce & Management Graduation from Any Recognition University)

**Rationale:** Comprehensive Project is the study of to understand Project in order to implement the best practices of marketing in real world.

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
0	0	8	Mid	CE	100	100
			0	0		

**Course Objective:** The objectives of the course are:

The objective of this course is to prepare the students to conduct a study of an Industry/organization or project utilizing the tools and techniques learned in the first three semesters of the programme.

The focus of the study could be an in depth analysis of an industry and within the industry study of an organization as a case study. The emphasis is on macro and micro level study of issues/problems. Alternatively, if an organization has a problem, its diagnosis and solution in the form of an analytical analysis or model building could be considered which can be implemented. The comprehensive project study could also be carried out as a comparative analysis of the same industry in different countries, if feasible.

The project should have substantial primary/secondary data. The student is expected to conduct a detailed survey of literature and/or analysis of the secondary/ primary data. In case of a status report of an industry, it is expected that the student collects data regarding all aspects related to a particular industry, analyze the data and report the findings.

Prior to conduct of the study, a student is required to prepare a short research proposal of the study and this also, expected that the study would lead to recommendations and implementable plans of action.



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## Course Outcome:

### Types of Projects:

1. Comprehensive case study of Industry or segment
2. Organizational study aimed at inter-organizational comparison/validation of theory/survey of management practices with reference to particular industry.
3. Field study (empirical study) with respect to any research issue.
4. Feasibility Study as Comprehensive Project.

### Expected format for preparation of the proposal:

- Introduction and Statement of the Problem
- Short Literature Survey
- Research Design and Hypothesis, if any
- Research Methodology
- Data Sources
- Time Budget
- Tentative Chapter Plan
- Expected Contribution of the study
- Beneficiaries
- A short write up on the researcher
- Bibliography/Appendices, if any

### Report Framework

- Initial pages
- Executive summary
- Introduction/statement of problem
- Detailed survey of literature
- Need – objective of the study
- Methodology/Focus/Scope/Limitations
- Text of the study including analysis
- Conclusions and Recommendations including plan of action
- Bibliography
- Appendices

### Format of Presentation

The student is expected to follow the required style for presentation of the report including Tables, References, Bibliography and Appendices





- Literature Survey should be related to the problem of study. Review of the studies in the area and critical examination of them including conclusions of the student should form part of the literature survey.
- Acknowledgement of all sources of information through footnoting and biography is an essential requirement of the study.

#### Conduct of the project

- The comprehensive study should be done by a team of two students. Undertaking comprehensive project by a single student should be discouraged.
- A faculty member should be assigned to each group. The faculty member should ensure that there is proper analysis of data with some amount of originality. Cut and paste of data/analysis/material should not be allowed.
- Ideally the comprehensive study should start from the third semester and the deadlines for different activities such as identification of topics, presentation of proposal, data collection, etc., can be specified by the respective institution so as to discourage last minute compilation and collation of data/materials.
- Two copies of the report (one print + one digital) should be submitted by the student(s) to the institute. The institute has to submit combined CD of all the projects to the GTU Library.

**Program:** M.B.A

**Subject / Branch:** Management

**Year:** 2<sup>nd</sup>

**Semester:** IV<sup>th</sup>

**Course Title:** Business Ethics & Soft skill **Course Code:** FMM140402

**Course Type:** Core: Compulsory

**Course Credit:** 04

**Pre-Requisite:** 10+2+3 (Commerce & Management or Any Graduation from Any Recognition University)

**Rationale:** Business Ethics & Soft skill is the study of to understand Ethics and Skill in order to implement the best practices of marketing in real world.

**Teaching Examination Scheme:**

Teaching Scheme				Examination Scheme		
Lecture	Tutorial	Practical	Internal	Mid	CE	External
4	0	0	20	20	10	70
Total				100		

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### Course Objective:

The course aims to familiarize the students with the basics of Business Ethics and Soft Skills and its applications.

### Course Outcome:

The course aims to familiarize the students with Business Ethics and Soft Skills.

1. Launch a new, or evolve an existing, career path in Business Ethics and Soft Skills.
2. Develop a Business Ethics and Soft Skills plan that will address common marketing challenges.
3. Improve Return on Investment for any Business Ethics and Soft Skills program.

### Content

Unit	Description in detail	Credit	Weightage
I	<b>Business Ethics - Introduction</b> Business Ethics – Nature, Concept, Definition & Scope, 3Cs of Business Ethics, Benefits of managing ethics in the organization, Ground rules of Ethics, Ethical Dilemmas, Faculty of Commerce & Management, Gokul College of commerce & Management, resolving ethical dilemmas, Approaches to resolving ethical dilemmas.	1	25 %



II	<b>Corporate Social Responsibility</b> Arguments for social responsibility, Business as responsible person, Social responsibilities of business towards different groups, Business Ethic's core responsibilities of Entrepreneurial performance, Promoting value based governance in organizations.	1	25 %
III	<b>Elements of Soft Skills</b> Introduction , Importance of soft skills, improving soft skills and practicing soft skills, , attributes regarded as soft skills: Time and Stress Management - Time Management matrix, Steps of successful time management, Difference between time savers and time wasters. Sources of stress, effects of stress and stress management tips.	1	25 %
IV	<b>All about Attitude</b> Introduction , meaning, factors which form attitude, ways of changing attitude in person, obstacles in developing positive attitude, developing Positive Attitude , workplace attitude and Power of Positive Attitude. Team building and team work skills, characteristics of effective team, role of team leader and team members.	1	25 %

**Reference Books:**

S. K. Bhatia, Business Ethics & Corporate Governance, Deep & Deep Publication Pvt. Ltd., New Delhi. S.A. Sherlekar, Ethics in Management, Himalaya Publication, New Delhi.

Alex K., Soft Skills Know Yourself and Know the World, Sultan Chand & Sons New Delhi

Managing Soft Skills for Personality Development by B. N. Ghosh, Tata McGraw Hill education

Personality Development and Soft Skills by Barun K. Mitra, Oxford University Press

**Suggested Readings:**

1. Soft Skills, by S. Hariharan, N. Sunderrajan and S.P. Shanmugpriya, Neha Publication and Distributors

2. Communication Skills and Soft Skills : An Integrated Approach (With CD) by E. Sureshkumar and Shreehari Pearson India

**Online Resources:**

1. <https://www.pdffdrive.com>

2. [www.slideshare.net](http://www.slideshare.net)



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**Practical / Activities:**

11. Quiz using Google Forms or Quizzes





## 12. Breakout room activity

**Program:** M.B.A

**Subject / Branch:** Management

**Year:** 2<sup>nd</sup>

**Semester:** IV<sup>th</sup>

**Course Title:** Supply Chain Management (SCM) **Course Code:** FMM140403

**Course Type: Core:** Compulsory

**Course Credit:** 04

**Pre-Requisite:** 10+2+3 (Commerce & Management or Any Graduation from Any Recognition University)

**Rationale:** Supply Chain Management is the study of to understand Supply chain management order to implement the best practices of marketing in real world

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

### Course Objective:

The supply chain management industry is a growing industry seeking high-skilled workers. The Workforce Access *Introduction to Supply Chain Management* online course is aimed at helping learners develop an understanding of the industry-specific competencies needed for careers in supply chain management, and to build the academic and workplace skills needed for success in postsecondary or career training. Students are introduced to different jobs in the various sectors of the supply chain management industry:

- Logistics, Planning, and Supply Chain Management Services
- Manufacturing and Production
- Procurement Planning and Order Management
- Inventory Control
- Warehousing and Distribution Center Operations
- Transportation Operations

### Course Outcome:

While taking this course, students will learn to:

- Identify the components of a supply chain, and the resources and planning involved in managing a supply chain
- Describe the importance of forecasting, planning, and scheduling



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- Describe how software systems are used to make supply chain decisions and improve processes
- Explain the role of integrated service providers and identify types of supply chain integration agreements
- Discuss the role of customer service in supply chain management
- Explain procurement planning, inventory control and planning, and safe and efficient storage methods
- Describe the role of manufacturing and the types of production systems
- Describe how logistics supports manufacturing processes and how to plan for efficient manufacturing

### Content

Unit	Description in detail	Credit	Weightage
I	<b>Introduction to Supply Chain Management</b> <b>An Overview of Supply Chain Management</b> The Concept of Supply Chain Management, The Role of Logistics in Supply Chain Management Supply Chain Technology Systems	1	25 %
II	<b>Integrated Supply Chain Management</b> Integrative Logistics Management, Quality Customer Service, Procurement Management	1	25 %
III	<b>Supply Chain Logistics Operations</b> Inventory Management , Manufacturing, Distribution and Warehouse Management ,Packaging and Handling ,Transportation	1	25 %
IV	<b>Supply Chain Logistics Planning &amp; Design</b> Logistics Planning , Global Supply Chains , Network Design ,Measuring Performance , Risk and Security Management	1	25 %

### Reference Books:

Learning Management System, including the core lessons, academic skill support lessons, teacher planning guide, lesson plans, and other useful resources. For more information on this or other *Workforce Access* courses

### Suggested Readings:



Essentials of Supply Chain Management by Michael P. Hugos

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3. Third Edition Operations Management Theory & Practices by

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### Online Resources:



1. [www.workforceaccess.com](http://www.workforceaccess.com).
2. <https://www.pdfdrive.com>
3. [www.slideshare.net](http://www.slideshare.net)

**Practical / Activities:**

13. Quiz using Google Forms or Quizzes
14. Breakout room activity

**Program:** Master of Business Administration

**Subject / Branch:** Management

**Year:** 2<sup>nd</sup>

**Semester:** IV<sup>th</sup>

**Course Title:** Product and Brand Management (PBM)

**Course Code:** FMM140404

**Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2+3 (Commerce & Management or Any Graduation from Any Recognition University)

**Rationale:** Product and Brand Management (PBM) is the study of to understand Product and Brand Management (PBM) order to implement the best practices of marketing in real world

**Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

**2. Course Objective:** The objectives of the course are:

The objectives of the course are:

- To develop an understanding of the basic branding principles and their exposure to classic and contemporary branding applications.
- To make the students aware about the role of brands, the concept of brand equity and the advantages of creating strong brands.
- To increase the understanding of the important issues in planning, implementing, and evaluating brand strategies.



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- To acquaint the students with the appropriate concepts, theories, models and other tools to make better brand decisions.
- To understand the latest developments and cultivate an understanding of the adjustments to be made in branding strategies over time and geographic boundaries to maximise brand equity

### Course Outcome:

### Content

Unit	Description in detail	Credit	Weightage
I	Introduction to Product Management, Category Attractiveness, Market Competition and Competitor Analysis, Product Strategy and New Product Development	1	25 %
II	Customer and Market Potential Analysis, , Managing a Product during various stages of PLC. Product Market Analysis for different products, Emerging panorama of the Indian market, New challenges for marketers in India (Practical Studies)	1	25 %
III	Branding & Brand Management, The concepts of Brand Equity, Creating brands in a competitive market. Brand Positioning and Brand Associations. Using Brand Elements to create brand equity.	1	25 %
IV	Designing Marketing Programmes to Build Brand Equity. Leveraging Secondary Brand Associations. Developing a Brand Equity Management System. Measuring Sources of Brand Equity and Brand Equity measurement approaches.	1	25 %

### Reference Books:

Sr. No.	Author/s	Title of the Book	Publisher	Edition and Year of Publication
R1	Ramanuj Majumdar	Product Management in India	PHI	Latest Edition
R2	Elliott Richard and Percy Barry	Strategic Brand Management	Oxford University Press (Indian Edition)	Latest Edition
R3	Tybout and Calkins (Editors)	Kellogg on Branding	Wiley	Latest Edition



R4	VanAuken Brad	Branding	Jaico	Latest Edition
R5	Jean Noel Kapferer	Strategic Brand Management	Kogan Page	Latest Edition
R6	Dholkia, Anwar and Hasan	Marketing Practices in Developing Economy : Cases from South Asia	PHI	Latest Edition
R7	YLR Moorthi	Brand Management, The Indian Context	Vikas	Latest Edition
R8	S. Ramesh Kumar	Consumer Behaviour and Branding	Pearson	Latest Edition
R9	Harsh Verma	Brand Management	Excel	Latest Edition
R11	Ramanuj Majmudar	Product Management in India	PHI	Latest Edition

**List of Journals / Periodicals/Magazines/Newspapers, etc.:**

4. Harvard Business Review
5. Vikalpa – A Journal for Decision Makers
6. Management Review

**Suggested Readings :**

- 1 Product Strategy and Management by Baker Michael and Hart Susan
2. Product Management in India by Ramanuj Majmudar

**Online Resources:**

14. <https://www.pdfdrive.com>
15. [www.slideshare.net](http://www.slideshare.net)

**Practical / Activities:**

15. Quiz using Google Forms or Quizzes
16. Breakout room activity







**Program:** M.B.A

**Subject / Branch:** Management

**Year:** 2<sup>nd</sup>

**Semester:** IV<sup>th</sup>

**Course Title:** Rural Marketing (RM)

**Course Code:** FMM140405

**Course Type: Core:** Compulsory

**Course Credit:** 04

**Pre-Requisite:** 10+2+3 (Commerce & Management or Any Graduation from Any Recognition University)

**Rationale:** Rural Marketing is the study of to understand Rural Marketing order to implement the best practices of marketing in real world

**Teaching Examination Scheme:**

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

**Course Objective:**

- To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context
- To familiarize with the special problems related to sales in rural markets, and
- To help understand the working of rural marketing institutions.

**Course Outcome:**

*After completing this lesson, you should be in a position to:*

- Define the meaning and scope of rural markets
- Explain the features of rural markets
- Highlight the roadblocks of Indian rural markets

Suggest the solutions for the problems of rural markets

**Content**

Unit	Description in detail	Credit	Weightage
I	Rural Economy - Rural - Urban disparities policy interventions required - Rural face to Reforms - Development exercises in the last few decades	1	5 %

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II	Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets. Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets.	1	25 %
III	Selection of Markets - Product Strategy - Product mix Decisions - Competitive product strategies for rural market	1	25 %
IV	Pricing strategy - pricing policies - innovative pricing methods for rural markets - promotion strategy - appropriate media - Designing right promotion mix - promotional campaigns.	1	25 %

**Reference Books:**

1. Balaram Dogra & Karminder Ghuman, RURAL MARKETING: CONCEPT & CASES,
2. Tata McGraw-Hill Publishing Company, New Delhi, 2008
3. A.K. Singh & S. Pandey, RURAL MARKETING: INDIAN PERSPECTIVE, New Age International Publishers, 2007
4. CSG Krishnamacharylu & Laitha Ramakrishna, - RURAL MARKETING, Pearson Education Asia. 2009
5. Philip Kotler, MARKETING MANAGEMENT, Prentice - Hall India Ltd. New Delhi





### Suggested Readings:

1. Agarwal A.N, INDIAN ECONOMY, *Vikas Publication*, New Delhi.
2. Ruddar Dutt Sundaram, INDIAN ECONOMY, *Tata McGraw Hill Publishers*, New Delhi

### Online Resources:

1. <https://www.pdfdrive.com>
2. [www.slideshare.net](http://www.slideshare.net)

### Practical / Activities:

1. Quiz using Google Forms or Quizzes
2. Breakout room activity

**Program:** Master of Business Administration

**Subject / Branch:** Management

**Year:** 2<sup>ND</sup>

**Semester:** IV

**Course Title:** Mergers & Acquisition (MA)

**Course Code:** FMM140406

**Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2+3 Commerce & Management or Any Graduation from Any Recognition University

**Rationale:** Mergers & Acquisition is the study of to understand Mergers & Acquisition order to implement the best practices of marketing in real world

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	4	Mid	CE		
			20	10	70	100

**Course Objective:** The objectives of the course are:

To develop the perspective of financial policy as a subset of corporate strategy and to have an insight into financial decisions In addition, the course aims to familiarise students with various techniques of corporate restructuring and valuation methods and their application used by corporate in real life To develop an understanding of Mergers and Acquisition as a significant economic activity taking place in today's economy.

**Course Outcome:** Developed understanding of the economic activity of M & A taking place in the Indian economy.

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Ability to examine the merger and acquisition process in the capital market.  
Ability to illustrate the leading methods used in the valuation of a firm for merger analysis.

Familiarity with the techniques of corporate restructuring.

## Content

Unit	Description in detail	Credit	Weightage
I	<b>Corporate Restructuring:</b> Concept, Reasons for Restructuring , Barriers to Restructuring, Types of Corporate Restructuring <b>Mergers and Acquisitions:</b> Concept, Classification of Mergers, Motives behind M & A, Process of M & A , Reasons for failure, Reverse Merger, Recent Examples of M & A in India, Concept of Acquisition and types of Acquisitions <b>Due Diligence:</b> Concept, Types of Due Diligence <b>Cross Border Acquisition:</b> Concept, Benefits of Cross Border Acquisitions, Difficulties in Cross Border Acquisition	1	25 %
II	<b>Legal issues in M &amp; A</b> Provision for M & A under Companies Act, 2013, SEBI Buyback of Securities Regulations ,SEBI (Substantia Acquisition of shares and Takeover Regulations) , SEBI (Delisting of Securities) Guidelines Provisions of Income Tax Act , Competition Act for M & A	1	25 %
III	<b>Takeover:</b> Concept ,Takeover Defense tactics Benefits and disadvantages of Takeover <b>Divesture:</b> ,Concept, benefits , Types of Divesture Reasons for Divesture <b>Going Private and Leverage Buyout:</b> Concept, Types of Leverage Buyouts <b>Concept of Employee Stock Ownership (Only Theory)</b> <b>Funding options for M &amp; A.</b>	1	25 %
IV	<b>Accounting for Mergers:</b> AS14 ,Methods of Accounting Balance Sheet Treatments after M & A <b>Exchange Ratio and Synergy:</b> .Concept EP based on EPS, MPS, PE , Combined EPS, Combined MPS, Combined PE, Minimum and Maximum Exchange Ratio based on MPS and EPS <b>Faculty of Commerce &amp; Management</b> <b>Gokul College of commerce &amp; Management</b> <b>Different Approaches of Valuation of M &amp; A (Theory and Sums):</b> Asset Based Valuation: Net Asset Method Book Value basis, Market Value basis, Liquidation Value	1	25 %



basis		
<b>Income Based Valuation:</b> Discounted Cash flow Method ,Equity Valuation and Firm Valuation covering Stable growth and two stage growth model ,Dividend Yield Method , Capitalization Method		

### List of Journals / Periodicals/Magazines/Newspapers, etc.:

The students will have to refer to past issues of the following journals in order to get relevant topic/information pertaining to the subject.

1. Business Standard
2. The Economic Times
3. Financial Express
4. Chartered Financial Analyst
5. Journal of Applied Finance
6. CFA Reader

### Reference Books:

Sr. No.	Author/s	Title of the Book	Publisher
R1	James J. Fred Weston, Mark L. Mitchell, Harold Mulherin	Takeovers, Restructuring, and Corporate Governance	Pearson Education
R2	Patrick Gaughan	Mergers, Acquisitions & Corporate restructuring (4 <sup>th</sup> Edition)	Wiley Publication
R3	Arzak	Value Creation From Mergers And Acquisitions	Wiley India (P) Ltd.
R4	Ramanujam et al	Megers	TMH, 2003
R5	John Michelson	C. Restructuring for Growth	TMH
R6	Bhagvandas	Corporate restructuring	Himalaya

### Suggested Readings :

1. Mergers And Acquisitions by M. S. Chandra
2. Mergers And Acquisitions & Corporate Restructuring by Chandrasekar

Krishna Murthy & Vishwanath. S.R







### Online Resources:

- 1 <https://www.pdfdrive.com>
- 2 [www.slideshare.net](http://www.slideshare.net)

### Practical / Activities:

1. Quiz using Google Forms or Quizzes
2. Breakout room activity

**Program:** Master of Business Administration

**Subject / Branch:** Management

**Year:** 2<sup>nd</sup>

**Semester:** IV th

**Course Title:** Risk Management (RM)

**Course Code:** FMM140407

**Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2+3 Commerce & Management or Any Graduation from Any Recognition University

**Rationale:** Risk Management is the study of to understand Risk Management order to implement the best practices of marketing in real world

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

**Course Objective:** The objectives of the course are:

The course intends to equip students with the ability to apply stock market basics to Indian Derivative market. Financial Derivatives are discussed in terms of their valuation, analysis and application for hedging, speculation and arbitrage. Students are apprised of the recent innovations in derivatives in India unlike other countries.

### Course Outcome:

At the end of the course, they are expected to have learnt the mechanics, valuation and trading strategies of derivative market. They are also required to frame their own trading strategies in this volatile market.



— Faculty of Commerce & Management —  
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## Content

Unit	Description in detail	Credit	Weightage
I	<b>Introduction to Cash &amp; Derivative Market- An Overview</b> Basic Market Concepts & Mechanics of Cash Market, Various Indexes of the world & its computation, Meaning & types of Derivative Instruments, Forward, future, Option & swaps, Spot v/s Future Market, Growth of Derivative Markets in India-History & Background, ETM & OTC Markets, Types of Traders- Hedger, Arbitrageur & Speculation, Standardization of Derivative Contracts & other basic concepts. Regulatory Framework.	1	25 %
II	<b>Forward &amp; Future Markets</b> Introduction, Mechanics of Forward & Future Market, Stock Futures & Stock Index Futures in India, Pricing of Forward & Future Markets-how to read quotes, Margins, Open interest positions etc. Cost of Carry Models & Basis-Cash Price v/s Future price, Trading Strategies-Index Arbitrage, hedging using futures, options and combination of both, Speculation, spreads etc & other advanced trading strategies.	1	25 %
III	<b>Option Markets</b> Types of option markets, ITM, ATM & OTM, Intrinsic Value & Time Value, Factors affecting option pricing, European & American, Arbitrage restriction on option prices, Put-call parity relationship, Put call ratio & Open Interest in relation to the price and volume, liquidating options, Option Trading Strategies-Arbitrage, hedging & Speculation, Option Pricing Models-Black schools & Binomial Model, Option Calculator, VAR & Greek Letters.	1	25 %
IV	<b>Innovations in Indian Derivative Market</b> Introduction to Commodity and Currency Derivatives v/s OTC Derivatives-Foreign currency market & currency contracts in India, Purchasing power parity & covered interest Arbitrage, Currency Futures-Arbitrage, hedging & Speculation. <b>Introduction to Cash &amp; Derivative Market- An Overview</b> Basic Market Concepts & Mechanics of Cash Market, Various Indexes of the world & its computation, Meaning & types of Derivative Instruments, Forward, future, Option & swaps, Spot v/s Future Market, Growth of Derivative Markets in India-History & Background, ETM & OTC Markets, Types of Traders- Hedger, Arbitrageur & Speculation, Standardization of Derivative Contracts & other basic concepts. Regulatory Framework	1	25 %



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Sr. No.	Author/s	Title of the Book	Publisher	Edition and Year of Publication
R1	Varma	Derivatives & Risk Management	Tata McGraw hill	Latest Edition
R2	Vivek & P.N. Asthana	Financial Risk Management	Himalaya	Latest Edition
R3	David A. Dubofsky and Thomas W. Miler	Derivatives Valuation and Risk Management	Oxford University Press	Latest Edition
R4	Patwari & Bhargava	Options and Futures : An Indian Perspective	Jaico Publishing House	Latest Edition

**The following pedagogical tools will be used to teach this course:**

- Lectures & Discussions
- Assignments & Presentations
- Case Analysis
- Numerical Problems Solving

**Suggested Readings :**

- Risk Management & Derivative by Rene M. Stulz
- Options and Futures : An Indian Perspective by Rene M. Stulz

**Online Resources:**

- <https://www.pdfdrive.com>
- [www.slideshare.net](http://www.slideshare.net)

**Practical / Activities:**

- Quiz using Google Forms or Quizzes
- Breakout room activity





**GOKUL  
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(Recognized by UGC under Section 22 & 2(f) of 1956)  
(Gujarat Private State University Act 4 of 2018)

Master of Business Administration **Subject / Branch:** Management

**Year:** 2<sup>nd</sup>

**Semester:** IV<sup>th</sup>

**Course Title:** Human Resource Development (HRD)

**Course Code:** FMM140408

**Course Type:** Core

**Course Credit:** 04

**Pre-Requisite:** 10+2+3 Commerce & Management or Any Graduation from Any Recognition University

**Rationale:** Human Resource Development is the study of to understand Human Resource Development order to implement the best practices of marketing in real world

### Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE		
			20	10	70	100

**Course Objective:** The objectives of the course are:

HRD is inevitable to maintain workforce competitive in the everchanging business environment. HRD therefore not only adds value to the human resource of an organisation but also compensate for the changing environmental requirements.

### Course Outcome:

Therefore this course is designed to help students to understand various concepts of HRD, to help students to develop understanding of HRD systems and processes, to help students to develop HRD facilitators skills; to develop and design HRD programmes, to implement and control them in various organizational setups in various sectors.

### Content

Unit	Description in detail	Credit	Weightage
I	Introduction, Definitions of HRD, Evolution of HRD, HRD and HRM, HRD Functions, Role of HRD Professionals, Challenges to HRD Professionals, Framework for HRD Process	1	25 %
II	Definitions, Purpose of Needs, Levels of Need analysis, Strategic/Organizational Analysis, Task analysis, Person analysis, Prioritizing HRD Needs, Competency Mapping and Career		25 %



	Management		
III	Designing Effective HRD programs, Defining the objectives of the HRD interventions, Selecting the Trainer, Preparing a lesson Plan, Selecting training methods, Preparing training materials, Scheduling HRD Programs	1	25 %
IV	Implementing and Evaluating HRD Programs: Training Delivery methods, On-Job Training methods, Class-room Training approaches, Implementing the Training Programs, Purpose of HRD Evaluation, Models and frameworks of evaluation, Accessing impact of HRD Programs, Ethical issues concerning Evaluation	1	25 %

### Reference Books:

Sr. No.	Author/s	Title of the Book	Publisher	Edition and Year of Publication
R1	Pareekh Udai & TVRao	Understanding HRD System	Tata McGraw-Hill	Latest Edition
R3	Biswanath Ghosh	Human Resource Development & Management	Vikas	Latest Edition
R4	Mankin	Human Resource Development	Oxford	Latest Edition
R5	Rothwell	Beyond training and development	Jaico	Latest Edition
R6	P. L. Rao	Training and Development	Excel	Latest Edition
R7	Blanchard, Thacker	Effective Training	Pearson	Latest Edition
<p style="text-align: center;"><b>Faculty of Commerce &amp; Management</b></p> <p style="text-align: center;"><b>Gokul College of Commerce &amp; Management</b></p> <p style="text-align: center;">University Campus, State Highway-41, Siddhpur - 384151, Dist. Patan, Gujarat, INDIA</p> <p style="text-align: center;">E: dean.fac.com@gokuluniversity.ac.in W: www.gokuluniversity.ac.in M: +91 95109 73861</p>				
	Donaldson, Edward Scannel, and Edward	Human Resource Development: The New Trainer's Guide		Latest Edition





	S. Scannell			
R9	Juani Swart, Clare Mann, Steve Brown, and Alan Price	Human Resource Development: Strategy and tactics	Elsevier	Latest Edition

**List of Journals / Periodicals/Magazines/Newspapers, etc.:**

- Journal of Human Resource Development.
- Management Review- IIM Bangalore,
- Vikalpa- IIM Ahmedabad,
- Human Capital

**Suggested Readings:**

1. Global Human Resource Development by Michael J. Marquardt
2. Foundations of Human Resource Development by Richard A Swanson  
PhD and Elwood F. Holton

**Online Resources:**

- 3 <https://www.pdfdrive.com>
- 4 [www.slideshare.net](http://www.slideshare.net)

**Practical / Activities:**

1. Quiz using Google Forms or Quizzes
2. Breakout room activity






❖ **COURSE OUTCOME MBA SEM - IV**

Optional Course	Course Outcome	
<b>COMPREHENSIVE PROJECT</b>	<b>CO1</b>	Identify and define a complex business problem or opportunity.
	<b>CO2</b>	Demonstrate critical thinking, problem-solving, and decision-making skills in a professional business context.
	<b>CO3</b>	Apply relevant theoretical frameworks and concepts to propose innovative solutions.
	<b>CO4</b>	Develop a detailed project plan and execute it efficiently.
	<b>CO5</b>	Reflect on the project experience and evaluate their personal and professional growth.

Optional Course	Course Outcome	
<b>BUSINESS ETHICS &amp; SOFT SKILL COURSE</b>	<b>CO1</b>	Understand and apply ethical theories and frameworks to analyse and address ethical dilemmas in business.
	<b>CO2</b>	Develop skills in ethical decision-making and demonstrate ethical behaviour in professional settings.
	<b>CO3</b>	Demonstrate teamwork and collaboration skills to work effectively in diverse teams.
	<b>CO4</b>	Develop leadership skills and understand the importance of ethical leadership in organizations.

Optional Course	Course Outcome	
 <b>SUPPLY CHAIN</b> University Campus E: dean.fac.com@ Gokul Global University Faculty of Commerce & Management Siddhpur Highway-41, Siddhpur - 384151, Dist. Patan, Gujarat, INDIA www.gokuluniversity.ac.in M: +91 95109 73861	<b>CO1</b>	Students will acquire a comprehensive understanding of the key principles and practices governing the effective flow of goods, information, and services across a supply chain network.
	<b>CO2</b>	They will be able to analyse and optimize supply chain processes, develop strategies to enhance efficiency,



<b>MANAGEMENT</b>		mitigate risks, and improve customer satisfaction.
	<b>CO3</b>	Students will also gain proficiency in employing various tools and techniques for supply chain planning, inventory management, demand forecasting, and supplier relationship management.
	<b>CO4</b>	They will be equipped with the knowledge and skills to apply sustainable and ethical practices in supply chain operations.

Optional Course	Course Outcome	
<b>PRODUCT AND BRAND MANAGEMENT</b>	<b>CO1</b>	Students will possess a solid understanding of the fundamental principles and strategies involved in effectively managing products and building strong brands.
	<b>CO2</b>	Students will also learn how to create and nurture brand identities, differentiate products in competitive markets, and leverage marketing communication tools to enhance brand awareness and equity.
	<b>CO3</b>	Overall, students will be equipped to make informed decisions to successfully manage products and build powerful brands in dynamic business environments.

Optional Course	Course Outcome	
<b>RURAL MARKETING</b>	<b>CO1</b>	Students will possess a thorough understanding of the unique dynamics and challenges involved in marketing products and services in rural areas.
	<b>CO2</b>	Students will learn how to navigate the complexities of rural markets and effectively managing the role of intermediaries and efficient supply chain management.
	<b>CO3</b>	Ultimately, students will be equipped to make



	informed decisions and implement successful marketing initiatives to reach and engage rural consumers effectively.
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Optional Course	Course Outcome	
<b>CORPORATE RESTRUCTURING</b>	<b>CO1</b>	Students will acquire a comprehensive understanding of the strategies and techniques involved in reshaping and revitalizing organizations.
	<b>CO2</b>	Students will gain proficiency in identifying restructuring opportunities, assessing risks, and executing successful restructuring plans.
	<b>CO3</b>	Additionally, students will learn about legal and regulatory considerations, ethical implications, and stakeholder management in corporate restructuring.
	<b>CO4</b>	They will also develop skills in financial modeling, valuation, and negotiation to effectively manage the restructuring process.

Optional Course	Course Outcome	
<b>RISK MANAGEMENT</b>	<b>CO1</b>	Students will gain a comprehensive understanding of the principles, theories, and practices related to managing financial risks using derivatives.
	<b>CO2</b>	Students will learn to utilize derivative instruments such as futures, options, swaps, and forwards to hedge against risks and optimize portfolio performance.
	<b>CO3</b>	They will gain proficiency in evaluating derivative strategies, analyzing their impact on risk and return, and implementing them effectively.
	<b>CO4</b>	They will be equipped to navigate complex financial markets, make informed risk management decisions, and effectively utilize derivatives to mitigate financial risks.



Optional Course	Course Outcome	
E: dean.fac.com	<b>CO1</b>	University.ac.in W: www.gokuluniversity.ac.in M: +91 95109 73861 <del>Understand the importance of human resource</del>



<b>HUMAN RESOURCE DEVELOPMENT</b>		development in achieving organizational goals and maintaining a competitive advantage.
	<b>CO2</b>	Design and implement effective training programs and initiatives to enhance employee skills, knowledge, and performance.
	<b>CO3</b>	Foster employee engagement, motivation, and job satisfaction through effective HR practices.
	<b>CO4</b>	Promote career development and growth opportunities for employees within the organization.

Optional Course	Course Outcome	
<b>STRATEGIC HUMAN RESOURCE MANAGEMENT</b>	<b>CO1</b>	Understand the role of strategic human resource management (SHRM) in aligning HR practices with organizational goals and objectives.
	<b>CO2</b>	Develop HR strategies that support the organization's competitive advantage and long-term success.
	<b>CO3</b>	Understand the legal and ethical considerations in SHRM and ensure compliance with applicable laws and regulations.
	<b>CO4</b>	Understand the emerging trends and challenges in SHRM and adapt HR practices accordingly.







**❖ Mapping of COs and PSOs for MBA  
Semester – IV**

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>COMPREHENSIVE PROJECT</b>	CO1	*	*	*			
	CO2			*			
	CO3					*	
	CO4						*

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>BUSINESS ETHICS &amp; SOFT SKILL COURSE</b>	CO1	*	*	*		*	
	CO2			*			
	CO3						
	CO4						*

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>SUPPLY CHAIN MANAGEMENT</b>	CO1	*	*	*			
	CO2			*			
	CO3						
	CO4					*	*

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>PRODUCT AND BRAND MANAGEMENT</b>	CO1	*	*	*			
	CO2			*			
	CO3					*	

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>RURAL MARKETING</b>	CO1	*	*	*			
	CO2			*		*	
	CO3				*		

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>CORPORATE RESTRUCTURING</b>	CO1	*	*	*			
	CO2			*			
	CO3				*	*	*
	CO4						



Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>RISK MANAGEMENT</b>	CO1	*	*	*			
	CO2			*			
	CO3					*	
	CO4						*

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>HUMAN RESOURCE DEVELOPMENT</b>	CO1	*	*	*			
	CO2			*			
	CO3				*		
	CO4					*	

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>STRATEGIC HUMAN RESOURCE MANAGEMENT</b>	CO1	*		*			
	CO2			*			
	CO3		*		*		
	CO4						*

