
**Advertising
(BAPCP27)
Core Course - (CC) Credit:6**

Course Objective(2-3)

The objective of the course is to familiarize the students with the basic concepts of advertising. They will be able to learn the insights of advertising: preparing an advertising message, selecting an appropriate medium and evaluation of an advertising campaign.

Course Learning Outcomes

Learning Outcome of this paper is that the students would be equipped with concepts and techniques of advertising used in marketing. They would get a chance to understand various appeals and models used by the marketers for promoting their brands in the market.

Unit 1

Unit 1: Introduction to Advertising

Nature and importance; Types of advertising; Setting of advertising objectives: communication and sales objectives, DAGMAR approach; Setting of advertising budget.

Unit 2

Unit 2: Advertising Message

Advertising Message- Advertising appeals; Elements of print and broadcast advertising copy.

Unit 3

Unit 3: Advertising Media

Types of Advertising Media- strengths and limitations; Factors influencing selection of advertising media; Media Scheduling.

Unit 4

Unit 4: Advertising Agency

Concept; Types of an Advertising Agency; Functions of an Advertising Agency; Compensation

Unit 5

Unit 5: Evaluating Advertising Effectiveness

Communication and Sales effects; Methods of measuring advertising effectiveness; Ethical Aspects of Advertising in India; Role of Advertising Standards Council of India (ASCI)

References

Readings:

1. Belch, G. E., M. A. Belch and Purani K. (2009), *Advertising and Promotion: An Integrated Marketing Communications Perspective*, McGraw Hill Education.
2. Sharma, Kavita (2018), *Advertising: Planning and Decision Making*, Taxmann Publication Pvt. Ltd.
3. Gupta, Ruchi (2018), *Advertising*, Scholar Tech Press.

Note: Latest edition of the books should be used.

Additional Resources:

Additional Readings:

1. Kapoor, Neeru (2008), *Advertising and Personal Selling*, Pinnacle.
2. Shah, Kruti and A. D'Souza (2008), *Advertising and Promotions: An IMC Perspective*, McGraw Hill Education.

Note: Latest edition of the books should be used.

Teaching Learning Process

The following components would be used for effective teaching learning process:

Experiential Learning via Simulation Exercises and Role Playing

Research Projects

Internships

Case Study Discussions and Presentations

Field Trips

Assessment Methods

The following methods would be used for assessing the students and providing feedback to them:

Class Test

Assignments

Projects and Presentations

End Semester Examination

Keywords

Advertising

Advertising Objectives

Advertising Budget

Advertising Appeals

Advertising Standards Council of India

Advertising Media

Course Learning Outcomes

- To understand communication process
- To be able to write business reports and make presentations
- To understand the significance of oral communication

Unit 1

Unit I Nature of Communication Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication. Barriers to Communication

Unit 2

Unit II Business Correspondence: Letter Writing, presentation, Placing orders, Sales letters, Memorandum, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

Unit 3

Unit III Report Writing Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing

Unit 4

Unit IV Vocabulary Words often confused, Words often misspelt, Common errors in English.

Unit 5

Unit V Oral Presentation Importance, Characteristics, Presentation Plan, Power point presentation

Company Laws (BAPCP19) Core Course - (CC) Credit:6

Course Objective(2-3)

The objective of the course is to impart basic knowledge of the provisions of the Companies Act 2013. Case studies involving issues in company laws are required to be discussed.

Course Learning Outcomes

CO1: To enable to comprehend the business management in a Company form of business.

CO2: To understand the fundamental difference in different documents used in the company.

CO3: To assist management in conduct of different types of company meeting and executions of decisions taken thereunder.

Unit 1

UNIT I:Introduction

Characteristics of a company; lifting of corporate veil; types of companies including one person company, small company, associate company, dormant company, producer company; association not for profit; illegal association; formation of company, promoters and their legal position, pre incorporation contract and; on-line registration of a company.

Unit 2

UNIT II :Documents

Memorandum of association and its alteration, articles of association and its alteration, doctrine of constructive notice and indoor management, prospectus, shelf and red herring prospectus, misstatement in prospectus; issue, allotment and forfeiture of share, calls on shares; issue of sweat capital; employee stock option; issue of bonus shares; transfer and transmission of shares, buyback; ; D-Mat system.

Unit 3

UNIT III: Management

Classification of directors, director identity number (DIN); appointment, removal of directors; legal positions, powers and duties; key managerial personnel, managing director, manager; committees of board of directors – audit committee, nomination and remuneration committee, stakeholders relationship committee, corporate social responsibility committee; ; whistle blowing.

Unit 4

UNIT IV: Company Meetings

Meetings of shareholders and board; types of meeting, convening and conduct of meetings, requisites of a valid meeting- notice, agenda, chairman, quorum, proxy, resolutions, minutes; postal ballot, meeting through video conferencing, e-voting.

Unit 5

UNIT V: Dividends and Audit

Provisions relating to payment of dividend, provisions relating to books of account, provisions relating to audit, auditors' appointment, rotation of auditors, auditors' report, secretarial standards and secretarial audit; on-line filing of documents.

Unit 6

UNIT VI: Winding Up

Concept and modes of winding up, Liquidator; National Company Law Tribunal (NCLT), Appellate Tribunal (NCLAT), Special Courts.

References

Gowar, LCB, *Principles of Modern company Law*, Stevens & Sons, London.

Hanningan, Brenda, *Company Law*, Oxford University Press, U.K.

Kuchhal M C, *Corporate Laws*, Shri Mahaveer Book Depot, New Delhi.

Sharma, J.P., *An Easy Approach to Corporate Laws*, Ane Books Pvt. Ltd., New Delhi

Additional Resources:

Ramaiya, A Guide to Companies Act, LexisNexis, Wadhwa andButtersworth.

Kannal, S., &Sowrirajan, V.S., Company Law Procedure, Taxman's Allied Services (P) Ltd., NewDelhi.

Singh, Harpal, Indian Company Law, Galgotia Publishing,Delhi.

Companies Act and Corporate Laws, Bharat Law House Pvt Ltd, NewDelhi.

Keywords

Documents

Management

Company Meetings

Dividends and Audit

Computer Applications (BAPCP31) Core Course - (CC) Credit:6

Course Objective(2-3)

To provide Information Technology skills and knowledge about hardware and software. To enhance the capabilities of students through acquiring knowledge about the computer components. Develop the ability to work in word processing, excel and power point.

To develop the ability for designing a presentation

Course Learning Outcomes

Able to understand the fundamentals of computer.

- Students will be able to understand the components of computer system
- Knowledge and use of word processor, spreadsheet and power point
- Develop understanding about the writing of effective business letters in computer
- Acquire the knowledge and hands on experience working in spreadsheet program.
- Hands on practice for presentation of power point report.

Unit 1

1. Computer Fundamentals

History of computer, generations of computers, characteristics of computers, advantages, functions of computers, limitations of computers, classification of computers- Digital computers, classification by size: Mainframe computers, personal computers, super computers.

(15 Lectures)

2. Components of Computer System

Input and Output devices, monitors, printers, scanners, pen drives, keyboard terminals, their functions, Hardware, software, live-ware and firmware. Types of softwares: System software: Operating systems and its functions, Application Software: General purpose packaged software and tailor made software, Layout of keyboard: Touch and sight system of computer.

(15 Lectures)

3. Internet

Meaning, growth, and types, basic internet technologies: Webpage, homepage, world wide web, E-mail, website, client-server relationship. Basics of Networking and Internet Security, Internet Protocols, Net Etiquettes, Usage of internet for society, Search Engines and their types

Unit 2

- Word Processing

Introduction to word processing, word processing concepts, working with word document:

opening an existing document/creating a new document. Saving, difference between save, save as, selecting text, editing text, finding and replacing text, closing a document, formatting

- text, checking and correcting spellings, justification and alignment, bullets and numbering, tabs, paragraph formatting, page formatting, mail merge and use of smart art tool.

e-typography: Practice of speed and accuracy levels at the keyboard with touch method through typing tutor/master software.

Unit 3

Spreadsheet: Spreadsheet concepts, creating a work book, saving a work book, editing a work book, inserting and deleting work sheets, entering data in a cell, formulae coping, moving from data selected cells, handling operators in formulae, inserting bar charts, pie diagrams, line and charts, use of basic formulae used in excel, cell referencing and their types, use of basic functions: Financial, logical, statistical, mathematical

Unit 4

Power Point: Meaning of Power point, uses of power points, slide designs, slide layout, slide setting, slide show, print options, set up row, rehears timings, slide transition and slide animation.

References

- Madaan, Susheela, Computer Applications in Business, Mayur Paperbacks, New Delhi
2. Arora, Sumita, Computer Applications in Business, Dhanpat Rai & Co., New Delhi.
3. ITL Education Solutions Limited, Introduction to Information Technology” Pearson Publishers, New Delhi
4. Rajaram, V., Introduction to Information Technology, PHI.
5. Sinha, Pradeep K., and Sinha, Preeti, Foundation of Computing, BPB Publications.
6. Saxena, Sanjay, A First Course in Computers, Vikas Publishing House.
7. Sikandar, Anita, A Guide for Computer Applications (under print)

8. Additional Notes provided by the teacher concerned.

Note: Latest edition of text book may be used.

Teaching Learning Process

- Teaching Learning Process:
Unit
No.
Course Learning
Outcome
Teaching and Learning Activity Assessment
Methods
1 Understanding the
fundamentals of
computer, computer
system, internet
technologies
Lectures and Practicals in
Computer systems in computer
lab and motivate the students to
observe the key components of
computer kept in the computer
Internal assessment
through assignments,
Activity –practice
sessions through role
play for effective use



- lab.
of communication and
Final Theory Exam
2 Students will be able to
develop the knowledge
about how to enter data in
word processor;
formatting of documents,
printing of documents.
Through Keyboard skills,
students will be able to
type accurately and
rapidly in the computer
environment.
Lectures (through projectors)
about how to format in word

processing.

Internal assessment
through assignments/
and Final Theory
Exam

3 Students will be able to
develop the knowledge of
Spreadsheet and hands on
training in preparing a
spreadsheet document and
to learn spreadsheet
functions.

Lectures and practice of
spreadsheet documents through
hands on training

Internal assessment
through observation
for speed testing and
use of keys.

Practice of speed and
accuracy levels at the
keyboard with touch
method through
typing tutor/master
software.

Final Theory Exam

4 Students will be able to
generate presentation or
official report with the
knowledge of Power
Point.

Lectures through project work
through practice exercises to
develop skills for power point
presentations

Internal assessment
through assignments/
Activity –practice

sessions through role
play for effective use
of computer.

Final Theory Exam

Assessment Methods

As per the University norms, the details of assessment will be as shown below :

Time: 3 Hrs

Maximum Marks: 100

Theory Exam : 75 Marks

Internal Assessment = 25 Marks (Assignment/Activity – 10 Marks, Class Test/Activity – 10

Marks and Attendance – 5 Marks

Keywords

Keywords: Computer System, Word Processor, Spreadsheet, Power Point

Consumer Laws (BAPCP20) Core Course - (CC) Credit:6

Course Objective(2-3)

To familiarize the students with the understanding and provisions of different Consumer Protection Laws. Case studies and problems involving issues in Consumer Protection Laws are required to be discussed.

Course Learning Outcomes

CO1: To understand the basic rights of a consumer.

CO2: To know the bodies responsible for delivery of justice to consumer

CO3: To enable to handle grievance as individual as well as part of Organisation.

CO4: To apprehend the activities against competition and abuse to competition.

CO5: To know the various redressal mechanisms in different business domain.

Unit 1

Unit I

15 Lectures

1.

The Consumers Protection Act, 1986: Objectives and Basic Concepts: Consumer,

goods, service, defect in goods, deficiency in service, spurious goods and services, unfair trade practice, restrictive trade practice. **(4 Lectures)**

2. Organizational set up under Consumer Protection Act.

2.1

Advisory Bodies:

Consumer Protection Councils at the Central, State and

District Levels, Basic Consumer Rights. **(2 Lectures)**

2.2 Adjudicatory Bodies: Their composition, powers and jurisdiction (pecuniary and territorial): District Forum; State Commission; National Commission. **(4 Lectures)**

3.

Role of Supreme Court under the CPA: (Five recent cases on consumer protection decided by Supreme Court). **(5 Lectures)**

Unit 2

Unit-II 15 Lectures

1. Grievance Redressal Mechanism under the CPA: 1.1 Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Temporary Injunction. Reliefs which can be provided; Appeal; Enforcement of order; Bar on frivolous and vexatious complaints; Offences and penalties. (5 Lectures) 1.2 Five Leading Cases

on: (i) Jurisdiction; (ii) Locus standii of Complainant; (iii) Payment of Compensation for loss or Injury; (iv) Consequence of Imprisonment; (v) Relief to Consumer. (3 Lectures)

1.3 Seven Leading Cases decided under Consumer Protection Act: (7 Lectures)

- i. Medical Negligence**
- ii. Banking and Financial Service**
- iii. Housing & Real Estate**
- iv. Electricity, Water, and Telecom Services.**
- v. Education & Training Service**
- vi. Defective Product**
- vii. Unfair Trade Practice**

Unit 3

Unit III Lectures

15

The Competition Act, 2002

5.1

Competition Act 2002: Objective, Purpose, Definitions and Salient Features:

Concept of: - Agreements Having Adverse Impact on Competition; Abuse of Dominant Position; Regulation of Combination; Criteria for Determining

"Appreciable Adverse Effect on Competition" and 'Dominant Position'; 'Relevant Geographic Market' Factors; 'Relevant Product Market' Factors. **(7 Lectures)**

5.2

Competition Commission of India: Establishment of Commission, Composition of Commission, Term of office of Chairperson and other Members, Duties, Powers and Functions of Commission. Removal of members of Commission. **(4 Lectures)**

5.3

Locus Standii, Complaint and Procedures: For Investigation, Hearings and Enquiry;

Remedies after enquiry and Enforcement of orders, including payment of compensation and penalties, Two Leading cases.

Lectures)

(4

Unit 4

Unit IV Lectures

15

Quality, Standards and Redressal Mechanisms Under Sectoral Regulators

6.1

Banking: RBI, Banking Code and Banking Ombudsman

6.2

Telecom: TRAI's Quality and Consumer Protection Regulations.

6.3

Insurance: IRDA and its consumer protection regulations. Insurance Ombudsman.

6.4

Civil Aviation: DGCA and its Consumer Protection Regulations

6.5

Food items: FSSAI and its Quality and Standards Regulations

6.6

Electricity: Electricity Regulatory Commission and its Quality and Consumer Protection Regulations.

6.7

Bureau of Standards and its mandatory Regulations; Gold hallmarking.

References

1. Roy A and Kumar J, Competition Law in India, Eastern Law House Pvt Ltd.
2. Tiwari G, Understanding Laws- Consumer Rights, Lexis Nexis.
3. How to survive as a consumer: CUTS, India www.cuts.org.
4. Ramaswamy I, Consumer Law and Policy, Text and Materials on Regulating Consumer Markets, Hart Publishing
5. Bare Acts Standards of Weights and Measures Act, Consumers Protection Act, 1986 and other relevant laws.

Additional Resources:

Consumer Protection Judgements (CPJ) (Relevant cases reported in various issues). 2. Recent issues of magazines: Insight, published by CERC, Ahmedabad Consumer Voice, Published by VOICE, New Delhi, www.consumer-voice.org 3. Upbhokta Jagran, Ministry of Consumer Affairs, Govt, of India.

Keywords

The Consumer Protection Act, 1986

Grievance Redressal Mechanism under the CPA

The Competition Act, 2002

Corporate Accounting (BAPCP22) Core Course - (CC) Credit:6

Course Objective(2-3)

Objective:

Course Learning Outcomes:

After completing the course, the student will be able to:

- CO1: Develop an understanding of accounting for share capital and debentures
- CO2: Prepare financial statements of a company
- CO3: Understand the accounting for amalgamation of companies
- CO4: Prepare consolidated balance sheet for Holding company
- CO5: Analyze financial statements by using accounting ratios

Unit 1

UNIT 1 Accounting For Share Capital and Debentures 12

- Introduction to issue and forfeiture of shares
- Issue of rights and Bonus shares, ESOPs and buyback of shares
- Issue and Redemption of Preference shares,

Issue of debentures, Redemption of debentures: various methods for redemption of debentures: sinking fund, lump sum, installment method, open market purchase and conversion of debentures

Unit 2

UNIT 2 Financial Statements of a Company 12

- Preparation of Statement of Profit and Loss and Balance Sheet in accordance with the provisions of the existing Companies Act (Excluding Managerial Remuneration)
- Cash Flow Statements: Meaning, Usefulness, Preparation of a cash flow statement in accordance with Accounting Standard 3(Revised) issued by the Institute of Chartered Accountants of India. (Only indirect method), Limitations of cash flow statement.
- Concept of Statement of changes in equity

Unit 3

UNIT 3 Amalgamation of Companies 12

- Concept of Purchase Consideration
- Accounting for Amalgamation of Companies (excluding inter-company transactions and holdings) and external reconstruction
- Accounting for Internal Reconstruction (excluding preparation of scheme for internal reconstruction).

Unit 4

UNIT 4 Accounts of Holding Companies/ Parent Companies 12

- Preparation of consolidated balance sheet with one subsidiary company.

Unit 5

- Meaning and significance of accounting ratios
- Calculation of profitability, solvency, liquidity and turnover ratios: Price-to-Earnings Ratio (P/E), Dividend Payout Ratio, Return on Assets (ROA), Return on Equity (ROE), Current Ratio, Quick Ratio, Debt to Equity Ratio, Interest Coverage Ratio, Asset Turnover Ratio, Debtors Turnover Ratio, Inventory Turnover Ratio, Average collection period, Net Profit Ratio, Operating Profit Ratio, Gross Profit ratio

References

Readings

- J R Monga: Fundamentals of Corporate Accounting. Mayur Paper Backs, New Delhi
- Bhushan Kumar Goyal: Corporate Accounting Taxman
- S N Maheshwari: Corporate Accounting, Vikas Publishing House
- Alok Kumar: Corporate Accounting, Kitab Mahal, New Delhi
- Tulsian P C: Corporate Accounting, S Chand & Co. New Delhi
- Ashok Sehgal, Deepak Sehgal: Corporate Accounting Taxman

Teaching Learning Process

Theory/ numerical with examples

Assessment Methods

Unit No.	Course Learning Outcome	Teaching and Learning Activity	Assessment Tasks
1	Develop an understanding of accounting for share capital and debentures	Theory/ numerical with examples	Class participation, Presentation, Practical's, Viva/ test, End Semester Exam
2	Preparing financial statements of a company	Theory/ numerical with examples	Class participation, Presentation, Practical's, Viva/ test, End Semester Exam

3	Understand the accounting for amalgamation of companies	Theory/ numerical with examples	Class participation, Presentation, Practical's, Viva/ test, End Semester Exam
4	Preparing consolidated balance sheet for Holding company	Theory/ numerical with examples	Class participation, Presentation, Practical's, End Semester Exam
5	Analyze financial statements by using accounting ratios	Theory/ numerical with examples	Class participation, Presentation, Practical's End Semester Exam

Keywords

UNIT 1

Key words: issue of shares, redemption of shares, debentures, underwriting

UNIT 2

Key words: Gross Profit, Net profit, Investing activities, financing activities, cash flow from operations

UNIT 3

Key words: investment valuation, reclassification, cost of investment

UNIT 4

Key words: Purchase consideration, net asset method, statement of affairs, deficiency account

UNIT 5

Key words: balance sheet, holding company, Subsidiary Company

Feasibility Study and Business Plan (BAPCP03) Core Course - (CC) Credit:6

Course Objective(2-3)

The aim of this paper is to acquaint the students with the techniques of environmental screening and how to conduct feasibility studies for any business plan

Course Learning Outcomes

- Understanding how a business idea is generated by analyzing all the interplaying factors.
 - Gaining the knowledge of conducting a feasibility study.
 - Learning the concept and implementation of a business plan.
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Unit 1

Unit-1 Environmental screening and idea generation

(a) Analysis of economic, socio-cultural, technological, and politico-legal environment. Sources of business ideas. Role of personal observation, creativity, and business research. Collection of data- primary and secondary, Situational Analysis.

(b) Entrepreneurial opportunities in contemporary business environment, like opportunities in network- marketing, social media, franchising, business process outsourcing . Small business as the seedbed of entrepreneurship.

(c) Pre-feasibility study

Unit 2

Unit- II Feasibility study

(a) Preliminary screening of the business ideas. Aspects of the technical and economic feasibility:

- Commercial, financial and administrative feasibility.
- Preparation of feasibility report

(b) Technical feasibility, estimation of costs, demand analysis and commercial viability, risk analysis, collaboration arrangements; financial planning; Estimation of fund requirements, sources of funds. Loan syndication for the projects. Tax considerations in project preparation and the legal aspects.

Unit 3

Unit-III Business plan:

- (a) Meaning and uses of a business plan. Elements (major headings and brief discussion) and presentation.
- (b) Implementation- prototype development and test marketing.

Financial Accounting (BAPCP21) Core Course - (CC) Credit:6

Course Objective(2-3)

Course Learning Outcomes:

After completing the course, the student will be able to:

- CO1: Describe an understanding of theoretical and practical framework of financial accounting
- CO2: Explain important concepts relating to income determination
- CO3: Develop understanding of accounting for hire purchase transactions and leases.
- CO4: Understand the accounting of Dependent Inland branches and departmental accounting
- CO5: Preparing accounts for dissolution of a partnership firm
- CO6: Develop the skill of preparation of trading and profit and loss account and balance sheet using computerized accounting.

Unit 1

UNIT 1 Introduction

15

- **Theoretical Framework**

- o Conceptual Framework and Concepts, Conventions and Principles of Accounting

- o Introduction to latest accounting standards in India - IndAS
 - **Practical Framework**
 - o Preparation of Financial Statements of Sole Proprietorship: Manufacturing, Trading, Profit and loss account and Balance Sheet with adjustments
 - o Preparation of Financial Statements of not for profit organization
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Unit 2

UNIT 2 Concepts related to income determination 10

- Depreciation
 - o Concept, Features, factors
 - o Other similar terms: Depletion and Amortisation
 - o Methods of Depreciation:
 - § Straight Line Method (SLM)
 - § Written Down Value Method (WDV)
 - § Change of method as per latest accounting standards only
 - o Difference between SLM and WDV; Advantages of SLM and WDV
 - Inventories: Meaning, Significance of inventory Valuation, Inventory record systems: Periodic and perpetual, Methods: FIFO, LIFO and Weighted Average
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Unit 3

UNIT 3 Accounting for Hire purchase 10

- o Calculation of Interest,
- o Partial and Full Repossession
- o Stock & Debtors System

(Numerical questions for annual, half Healy and monthly installment basis)

Unit 4

UNIT 4 Accounting for Dependent Inland Branches 10

- **Accounting for Dependent Inland Branches**
- o Accounting aspects, Debtors system, stock and debtors system (Excluding branch final accounts and wholesale basis system and Independent Branches)

Unit 5

UNIT 5 Accounting for Dissolution of Partnership Firm**15****Option to UNIT 5 Computerized Accounting System****Practical Lab**

Computerized Accounting System: computerized accounts by using any popular accounting software: Creating a company; Configure and Features settings; Creating Accounting Ledgers and Groups, Creating Stock Items and Groups; Vouchers Entry; Generating Reports – Cash Book, Ledger Accounts, Trail Balance, Profit and Loss Account, Balance Sheet, Funds Flow Statement, Cash Flow Statement, Selecting and Shutting a Company; Backup and Restore of Data of a Company

References

- 1 J R Monga : Basic Financial Accounting Mayur Publication
- 2 Goyal B K : Basic Financial Accounting, Taxmann
- 3 Ashok Sehgal Deepak Sehgal: Fundamentals of Financial Accounting, Taxman
- 4 T S Grewal : Introduction to Accounting, S Chand and Company
- 5 Jawahar Lal and Seema srivastava: Financial Accounting,

Additional Resources:

1. 1 Leonardo, A. Robinson, James R. Qanis, C. Wayne Alderman, *Accounting Information Systems: A cycle Approach.*: Publisher Wiley
- 2 Robert, L. Hurt, *Accounting Information Systems: Basic Concepts and Current Issues*, McGraw Hill.
- 3 jMarshall, B Romney and Paul, John Steinbart, *Accounting Information Systems*, Pearson Education Limited
- 4 Charles T Horngreen, Gart L Sundem, John A Elliot and Donna R Philbrick : *Introduction to Financial Accounting*, Pearson

Teaching Learning Process

Theory/ numerical with examples

Assessment Methods

Class participation, Presentation, Practical's, Viva/ test, End Semester Exam

Keywords

UNIT 1

Key words : Concept, Convention, Accounting Standards, Financial statements

UNIT 2

Key words : Depreciation, Inventory, Depletion, Amortisation

UNIT 3

Key words: Hire Purchaser, Hire Vendor, Goods Repossessed Account, Partial repossession

UNIT 4

Key words: Debtors Account, Branch Account, Branch Adjustment Account

UNIT 5

Key words: Realization account, Partner's Current Account, Partner's Capital Account

Financial Management (BAPCP23) Core Course - (CC) Credit:6

Course Objective(2-3)

To familiarize the students with the principles and practices of financial management

Course Learning Outcomes

CO1 - Describe the financial environment within which organizations must operate

CO2 - Analyze the finances of individual corporations both in terms of their performance and capital requirements

CO3 - Have a greater appreciation and understanding of the importance of cost of capital within the context of financial decision making

CO4 - Access financial information from a wide variety of sources and use this information to research and assess corporations

CO5 - Estimate working capital requirement in a firm along with understanding of cash management, credit management and inventory management.

Unit 1

Unit I: Introduction

Nature, scope and objectives of financial management. Time value of money. Concept of risk and return. Types of financial decisions.

Unit 2

Unit II: Capital Budgeting

Capital Budgeting process. Cash flow estimation. Techniques of capital budgeting- payback period, ARR, NPV, IRR and profitability index.

Unit 3

Unit III: Financing Decision & Cost of Capital.

Sources of long term financing. Specific and weighted average cost of capital. Capital structure theories- Net income, Net operating income, Modigliani-Miller and Traditional theory. Operating and financial leverage. Optimal capital structure.

Unit 4

Unit IV: Dividend decision

Theories of dividend- Walter's model, Gordon's model and Miller-Modigliani Hypothesis. Dividend policies in practice.

Unit 5

Unit V: Working capital management

Concept of working capital. Working capital financing. Cash management, Receivables management, Inventory management (only theory).

References

1. Tripathi, Vanita, *Basic Financial Management* Taxmann Publications.
2. Singh, Preeti. *Financial Management*. Ane Books Pvt. Ltd, New Delhi
3. Chandra, P. *Financial Management-Theory and Practice*, Tata McGraw Hill

Additional Resources:

1. Horne, Van., James, C., and John, Wachowicz. *Fundamentals of Financial Management*. Pearson Education.
2. Khan, M.Y. and Jain P.K. *Financial management: Text and Problems*. Tata McGraw Hill

Teaching Learning Process

Unit No.	Course Learning Outcomes	Teaching & Learning Activity
1	Understand the nature and scope of financial management, its objective and importance	Lectures
2	Learn the concept of Time value of money and its utility in finance in risk return framework. Analyze risk and uncertainty in case of capital budgeting decisions	Lectures
3	Explain various capital structure theories and factor affecting capital structure decision in a firm.	Lectures
4	Comprehend the dividend decision in a firm, various theories of dividends, different types of dividend policies and factors affecting dividend policy in practice.	Lectures
5	Estimate working capital requirement in a firm along with understanding of cash management, credit management and inventory management.	Lectures

Assessment Methods

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Unit No.

Course Learning Outcomes

Assessment Tasks

1	Examining the nature and scope of financial management, its objective and importance	Class Participation, Test/Assignment-End Semester Examination
2	Learn the concept of Time value of money and its utility in finance in risk return framework. Analyze risk and uncertainty in case of capital budgeting decisions	Class Participation, Test/Assignment-End Semester Examination
3	Explain various capital structure theories and factor affecting capital structure decision in a firm.	Class Participation, Test/Assignment-End Semester Examination
4	Comprehend the dividend decision in a firm, various theories of dividends, different types of dividend policies and factors affecting dividend policy in practice.	Class Participation, Assignment-End Semester Examination
5	Estimate working capital requirement in a firm along with understanding of cash management, credit management and inventory management.	Class Participation, Assignment-End Semester Examination

Keywords

Financial Environment, Capital Budgeting, ARR, NPV, IRR and Profitability index, Net income, Net operating income, Modigliani-Miller and Traditional theory, Theories of dividend, Working capital

Financial markets, Institutions & Financial Services (BAPCP24) Core Course - (CC) Credit:6

Course Objective(2-3)

Objective: To provide the students an overview of financial markets and institutions in India and to familiarize them with important fee based and fund based financial services in India.

Course Learning Outcomes

CO1 – To understand the meaning and scope of Financial Markets Insinuations in India since 1951, with special understanding of Liberalization.

CO2 – To familiarize the students with the concepts of Money Market and Capital Market regulations and operations.

CO3 - To acquaint the students with the Structure of Banks and the concept of Non-Banking Financial Companies (NBFC's)

CO4 - To get insights in to the financial Services Industry

CO5 - To understand Investment Banking and other focus methods of Banking

Unit 1

Unit I: Introduction

Financial system and economic development. Financial markets. Financial institutions. Financial inter-mediation. An overview of Indian financial system.

Unit 2

Unit II: Financial Markets

Money market- function, organization and instruments. An overview of Indian money market. Capital market- function, organization and instruments. Indian equity market primary and secondary market. Indian debt market. Role of SEBI.

Unit 3

Unit III: Financial institutions

Commercial banking. Assets structure of a bank, process of credit creation. Non-banking financial companies (NBFCs). Life Insurance & General Insurance.

Unit 4

Unit IV: Financial services

Overview of financial services industry in India. Merchant banking. Underwriting. Venture Capital Finance. Factoring.

Unit 5

Unit V: New Financial services II

Investment Banking, Universal banking, Consumer and housing finance. Credit rating. Micro Finance.

References

1. Bhole, L.M., Financial Markets and Institutions. Tata McGraw Hill Publishing Company.
2. Sharma, G.L., & Singh, Y.P., Contemporary Issues in Finance and Taxation, Academic Foundation, Delhi.
3. Khan, M.Y., Indian Financial System –Theory and Practice, Vikas Publishing House.

Additional Resources:

1. Kumar, V., Gupta, K., Kaur, M., Financial Markets, Institutions and Financial Services, Taxmann's Publications.
2. Khan and Jain, Financial Services, Tata McGraw Hill.
3. Annual Reports of Major Financial Institutions in India.

Teaching Learning Process

Unit No.	Course Learning Outcomes	Teaching & Learning Activity
1	Learning the Financial Markets Insinuations in India since 1951,the Liberalization	Lectures
2	Learning the concepts of Money Markets & Capital Markets and their functions and operations	Lectures
3	Learning the Structure of Banks and the concept of Non-Banking Financial Companies (NBFC's)	Lectures
4	Understanding the Financial Services Industry	Lectures
5	Understanding the Investment Banking and other focus methods of Banking	Lectures

Assessment Methods

Unit No.	Course Learning Outcomes	Assessment Tasks
1	Learning about the Financial Markets Insinuations in India since 1951,the Liberalization	Class Participation, Test/Assignment-End Semester Examination

2	Learning the concepts of Money Markets & Capital Markets and their functions and operations	Class Participation, Test/Assignment-End Semester Examination
3	Learning the Structure of Banks and the concept of Non-Banking Financial Companies (NBFC's)	Class Participation, Test/Assignment-End Semester Examination
4	Understanding the Financial Services Industry	Class Participation, Assignment-End Semester Examination
5	Analyzing the Investment Banking and other focus methods of Banking	Class Participation, Assignment-End Semester Examination

Keywords

Financial System, Financial Markets, Money Market, Capital Markets, Financial Institutions, Commercial Banking, Life and Non-Life Insurance, Financial Services Industry, Merchant Banking

Fundamentals of Business Organization (BAPCP01) Core Course - (CC) Credit:6

Course Objective(2-3)

The purpose of this paper is to facilitate awareness about the nature of business activity, ownership types and the environment in which the business operates.

Course Learning Outcomes

Understanding the relationship between business and the environment along with defining the concept of MSME.

.

Discussing the environmental factors affecting business with special focus on SWOT analysis.

.

Learning about the various forms of business organizations.

Unit 1

Unit I Introduction

(a) Definition of business, industry & commerce and their interrelationship in today's environment.

(b) MSME- definitions. Profile of activities. Role of MSMEs in Indian economy (national and state-level).

Unit 2

Unit II The environment of business

(a) The elements of the environment: natural, legal & political, technological, economic, socio-cultural and international

(b) Business- environment interface

(c) SWOT analysis, strategy formulation

Unit 3

Unit III Forms of business organization

(a) Sole proprietorship, partnership, limited liability partnership, private limited company, public limited company, cooperatives & self-help groups, HUF and family business.

(b) Criteria for the choice of a suitable form of business organization. Relative suitability of the various forms for MSMEs.

Fundamentals of Entrepreneurship (BAPCP02) Core Course - (CC) Credit:6

Unit 1

Unit I: Entrepreneur and Enterprise:

Meaning and Types of Entrepreneurs; Characteristics of entrepreneurs, entrepreneur vs manager; Role and functions of entrepreneurs in relation to the enterprise and in relation to the economy.

Unit 2

Unit II: Entrepreneurship and its Process:

Entrepreneurial Process and its dynamics in the environment, Opportunity Identification Process, Business Plan and feasibility analysis of business ideas, Contents of a Business Plan/Project.

Unit 3

Unit III: Entrepreneurial Person:

Entrepreneurial personality, Entrepreneurial Competencies, EDI's Prescribed Competencies; Social Groups and their entrepreneurial Actions; Entrepreneurial Motivation, Motivation Theories and Entrepreneurial Behaviour: Need for Achievement.

Unit 4

Unit IV: Entrepreneurial Environment:

Entrepreneurial support system: social, economic and financial support system; Contemporary Role Models, Family Business in India and their contribution to Entrepreneurship; Role of Educational Institutions in the promotion of entrepreneurship.

Unit 5

Unit V: Entrepreneurial Performance and Rewards:

Measures of Entrepreneurial Performance, Financial and psychological rewards, Entrepreneurial Risks, Risk-rewards compatibility; Entrepreneurial rewards in the context of socio-economic environment of India.

Core Course - (CC) Credit:6

Course Objective(2-3)

To provide students with a basic knowledge of principles and provisions of GST

Course Learning Outcomes

On completion of this course the student should be able to:

- Understand the concept of value added tax
 - connect with the genesis of goods and service tax
 - Decipher the constitutional amendment carried out to install GST in India
 - Comprehend the composition and working of GST council
 - Know the functions of GST network
 - Know the meaning of supply under GST law
 - Differentiate between intra-state and inter-state supply
 - Understand the utilization of input tax credit
-

Unit 1

INTRODUCTION

The constitutional framework of Indirect Taxes before GST (Taxation Powers of Union & State Government), Concept of VAT:-- Meaning, Variants & Methods , Major Defects in the structure of Indirect Taxes prior to GST, Rationale for GST, Structure of GST (SGST, CGST, UTGST & IGST),GST Council, GST Network, State Compensation Mechanism, Registration.

Unit 2

LEYY & COLLECTION OF GST

Taxable event:- "Supply" of Goods & Services , Place of Supply : Within state, Interstate,

Import & Export, Time of supply, Valuation for GST- Valuation rules, taxability of reimbursement of expenses., Exemption from GST: Small supplies & Composition Scheme, Classification of Goods & Services: Composite & Mixed Supplies.

INPUT TAX CREDIT

Basic concept, simple illustrations on calculation of GST and Input Tax Credit, Order of Adjustment of Input tax credit against output CGST, SGST, IGST.

References

Suggested Readings

1. The Central Goods and Services Tax, 2017
2. The Integrated Goods and Services Tax, 2017
3. The Union Territory Goods and Services Tax, 2017
4. The Goods and Services Tax (Compensation to States), 2017
5. The Constitution (One hundred and First Amendment) Act, 2016
6. Gupta, S.S. , GST- How to meet your obligations (April 2017), Taxmann Publications
7. Singhania V. K , GST & Customs Lax, Taxmann Publication.
- 8.** Ahuja Girish, Gupta Ravi, GST & Customs Law .
- 9.** Bansal, K. M., *GST & Customs Law*, Taxmann Publication.
- 10.** Sisodia Pushpendra, *GST Law*, Bharat Law House.
- 11.** Gupta, S.S., Vastu and Sevakar, Taxmann Publications, 2017
- 12.** *Vastu and Sevakar Vidhan*, by Government of India

Note: Latest edition of the books should be used.

Teaching Learning Process

Classroom lectures, Case studies, Presentations

Assessment Methods

End semester examination; Class participation; Assignments; Class tests

Keywords

- Inter-state supply
 - IGST
 - SGST
 - UTGST
 - CGST
 - Supply
 - Composition scheme
 - Input tax credit
-

Goods and Services Tax (GST)-II (BAPCP08) Core Course - (CC) Credit:6

Course Objective(2-3)

:

To provide students with a basic knowledge of principles and provisions of GST

Course Learning Outcomes

On completion of this course the student should be able to:

- Understand the concept of input tax credit
- Comprehend the place of supply rules
- Understand point of taxation rules
- Compute the value of supply
- Understand the reverse charge mechanism of paying GST

- Understand the schedule for payment of GST
 - Know the schedule for filing of GST returns
 - Compute the penalty for various offences under GST law
 - Penalties for offending of GST law
 - Learn specific provisions relating to taxability of E-commerce transactions
-

Unit 1

:- INPUT TAX CREDIT

Eligible & Ineligible Input Tax Credit , Apportionments of Credit & Blocked Credits, Tax Credit in respect of Capital Goods, Recovery of Excess Tax Credit, Availability of Tax Credit in special circumstances, Transfer of Input Credit (Input Service Distribution), Payment of Taxes, Refund, Doctrine of unjust enrichment , TDS, TCS. Reverse Charge Mechanism, Job work

Unit 2

PROCEDURES

Tax Invoice, Credit & Debit Notes, Returns, Audit in GST, Assessment: Self Assessment, Summary & Scrutiny

Unit 3

SPECIAL PROVISIONS

Taxability of E-Commerce, Anti-Profitteering, Avoidance of dual control, E-way bills, Zero rated supply, Offences & Penalties, Appeals

References

Suggested Readings

1. The Central Goods and Services Tax, 2017
2. The Integrated Goods and Services Tax, 2017

3. The Union Territory Goods and Services Tax, 2017
4. The Goods and Services Tax (Compensation to States), 2017
5. The Constitution (One hundred and First Amendment) Act, 2016
6. Gupta, S.S. , GST- How to meet your obligations (April 2017), Taxmann Publications
7. Singhania V. K , GST & Customs Lax, Taxmann Publication.
- 8.** Ahuja Girish, Gupta Ravi, GST & Customs Law .
- 9.** Bansal, K. M., *GST & Customs Law*, Taxmann Publication.
- 10.** Sisodia Pushpendra, *GST Law*, Bharat Law House.
- 11.** Gupta, S.S., Vastu and Sevakar, Taxmann Publications, 2017
- 12.** *Vastu and Sevakar Vidhan*, by Government of India

Note: Latest edition of the books should be used.

Teaching Learning Process

Classroom lectures, Case studies, Presentations

Assessment Methods

End semester examination; Class participation; Assignments; Class tests

Keywords

- Input tax credit
- TDS
- TCS
- Job-work
- E-way bill
- Anti-profiteering
- Dual control

- Offences
 - Penalties
 - Refund
-

Human Resource Management (BAPCP13) Core Course - (CC) Credit:6

Course Objective(2-3)

- 1 To understand the application of human resource importance at the work place for business advantage.
 2. To help in understanding the uses related to manpower selection.
-

Course Learning Outcomes

- Understand the importance of human resources and their effective management in organizations
 - Exhibit the current theory and practice of recruitment and selection. This includes but is not limited to the supply of human resources and the advantages and disadvantages of external and internal recruiting
 - Explain the importance of the performance management system in enhancing employee performance
 - Recommend actions based on results of the compensation analysis and design compensation schemes that are cost effective, that increase productivity of the work force, and comply with the legal framework
 - Understanding modern HRM to meet changing business environment.
-

Unit 1

UNIT-1: INTRODUCTION

Human Resource Management: Relevance and spectrum; Role and competencies of HR Manager; Challenges of HR Manager – Workforce Diversity, Empowerment, Technological Changes, Downsizing, Voluntary Retirement Scheme, Work life Balance.

Unit 2

Unit II. Acquisition of Human Resource

Human Resource Planning and Job Analysis: An Overview; Recruitment – Concept and Sources; Selection – Concept and Process; Placement, Induction, and Socialization.

Unit 3

Unit III. Compensation and Maintenance

Compensation: Concept and Administration; Compensation Methods - Time and Piece Wage System; Fringe Benefits; Employee Stock Option, Pay Band Compensation System. Maintenance: Concept and Rationale of Employee Health, Safety, Welfare and Social Security (excluding legal provisions), Grievance Handling Procedure.

Unit 4

Unit IV. Training and Development

Training and Development: Concept and Importance; Identifying Training and Development Needs; Designing Training Programme; Training Methods–Apprenticeship, Understudy, Job Rotation, Vestibule Training; Development Methods – Case Study, Role Playing, Sensitivity Training, In-Basket, Management Games, Conferences and Seminars.

Unit 5

Unit V. Performance Management

Performance Appraisal System: Nature and Objectives; Methods of Performance Appraisal

- Ranking, Graphic Rating Scale, Checklist, Management by Objectives, 360 Degree

Appraisal; Employee Counselling; Potential Appraisal; Transfer and Promotion. HRIS-concept, functioning, application of computerized HRIS.

Income Tax Law I (BAPCP05) Core Course - (CC) Credit:6

Course Objective(2-3)

To provide basic knowledge of Income Tax law and enable computation of taxable income under different heads of income

Course Learning Outcomes

On completion of this course the students should be able to :

- Understand the basic concepts in the law of income tax
 - Determine the residential status of different persons
 - Define the scope of income
 - Identify the five heads in which income is categories
-

Unit 1

Unit 1:

Basic concepts; Assessee, income, period of assessment (Previous year, Assessment year), Structure to compute tax liability

Unit 2

Unit 2:

Residential status and tax incidence

Unit 3

Unit 3:

Computation of income under the head 'Salaries'

Unit 4

Unit 4:

Computation of income under the head 'Income from House property'

Unit 5

Unit 5:

Computation of income under the head 'Profits and gains of business and profession'

References

Suggested readings:

1. Singhania, Vinod K. and Monica Singhania. *Students' Guide to Income Tax, University Edition*. Taxmann Publications Pvt. Ltd., New Delhi.
2. Ahuja, Girish and Ravi Gupta. *Systematic Approach to Income Tax*. Bharat Law House, Delhi.

Journals:

1. *Income Tax Reports*. Company Law Institute of India Pvt. Ltd., Chennai.
 2. Taxman. Taxman Allied Services Pvt. Ltd., New Delhi.
 3. *Current Tax Reporter*. Current Tax Reporter, Jodhpur.
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Teaching Learning Process

Classroom lectures, Case studies, Presentations

Assessment Methods

End semester examination; Class participation; Assignments; Class tests

Income Tax Law II (BAPCP06) Core Course - (CC) Credit:6

Course Objective(2-3)

To provide an understanding of income tax law and enable computation of taxable income and tax liability

Course Learning Outcomes

On completion of this course the students should be able to :

- Calculate income under all five heads
- Understand clubbing provisions
- Aggregate income after set-off and carry forward of losses
- Understand the deductions allowed and not allowed under income tax act
- Understand the meaning and impact of agricultural income on tax liability
- Compute taxable income and tax liability of individuals
- Compute taxable income and tax liability of firms
- Differentiate between rebates and deductions

Unit 1

- Revision of first three heads of income
- Capital gains; Income from other sources (pertaining to individuals and firms)

Unit 2

- Clubbing of income, aggregation of income and set off and carry forward of losses (pertaining to individuals and firms)

Unit 3

- Deduction from Gross total income under Chapter VI A

Unit 4

- Rebate of income tax under Section 88E, Relief under Section 89, 90 and 91 (pertaining to individuals and firms)

Unit 5

- Assessment of individuals and firms

References

Suggested readings:

1. Singhania, Vinod K. and Monica Singhania. Students' Guide to Income Tax, University Edition. Taxmann Publications Pvt. Ltd., New Delhi.
2. Ahuja, Girish and Ravi Gupta. Systematic Approach to Income Tax. Bharat Law House, Delhi.

Journals:

1. Income Tax Reports. Company Law Institute of India Pvt. Ltd., Chennai.
2. Taxman. Taxman Allied Services Pvt. Ltd., New Delhi.
3. Current Tax Reporter. Current Tax Reporter, Jodhpur.

Teaching Learning Process

Classroom lectures, Case studies, Presentations

Assessment Methods

End semester examination; Class participation; Assignments; Class tests

Keywords

- Assessment year
 - Previous year
 - Assessee
 - Person
 - Finance act
 - Income
 - Income tax
 - Agricultural income
 - Resident
 - Non-resident
 - Standard deduction
 - Allowances
 - Perquisite
 - Deemed ownership
 - Capital gain
 - Relative
 - Annual value
-
-

Industrial and Labour Regulations (BAPCP16) Core Course - (CC) Credit:6

Course Objective(2-3)

To familiarize the students with the understanding and provisions of Industrial & Labour Regulations. Case studies and problems involving issues in Industrial & Labour Regulations are required to be discussed.

Course Learning Outcomes

CO1: To understand the protections available for factory workers under the Indian Legislature.

CO2: To be able to handle the union acts and industrial disputes with legal remedies.

CO3: To acquaint with the basic framework of payment of just and fair wages to employees of factories, industrial establishments or other establishments.

CO4: To design and understand the calculation of bonus and its payment to employees.

Unit 1

Unit I-Factories Act, 1948

Definitions, Authorities under the Factories Act; Provisions Relating to Health; Hazardous Processes; Welfare; Working Hours of Adults; Employment of Young Persons; Annual Leave with Wages; Special Provisions; Penalties and Procedure

Unit 2

Unit II-Trade Union Act, 1926

Historical Background, objectives and applicability of the Act; Definitions; Registration of Trade Unions; Rights and Liabilities of Registered Trade Union; Regulations; Penalties and

Procedure

Unit 3

Unit III-Industrial Disputes Act, 1947

Historical Background, Objectives and Applications of the Act; Definitions; Authorities under the Act; Notice of Change; Reference of Certain Individual Disputes to Grievance Settlement Authorities; Reference of Disputes to Boards, Courts or Tribunals; Procedure, Powers and Duties of Authorities; Strikes and Lock-Outs; Lay-off and Retrenchment; Special Provisions Relating to Lay-off, Retrenchment and Closure in Certain

Establishments; Unfair Labour Practices; Penalties

Unit 4

Unit IV- Payment of Wages Act, 1936

Definitions: Employed Person, Employer, Factory, Industrial or other Establishment, Wages. Responsibility for Payment of Wages, Fixation of Wage Period, Time of Payment of Wages, Mode of Payment, Deductions from Wages and Fines.

Unit 5

Unit V- The Payment of Bonus Act, 1965

Definitions: Accounting Year, Allocable Surplus, Available Surplus, Employee, Employer, Establishments, Establishment in Public Sector, Salary or Wage. Determination of Bonus, Calculation of Bonus, Eligibility for Bonus, Disqualifications for Bonus, Payment of Minimum and Maximum Bonus, Set on and Set off of Allocable Surplus, Adjustment of Customary or Interim Bonus, Deductions of Certain Amounts from Bonus Payable, Time Limit for Payment of Bonus, Recovery of Bonus from an Employer.

References

Sharma, J. P., *Simplified Approach to Labour Laws*, Bharat Law House (P), New Delhi Ltd., New Delhi.

Singh, Avtar, *Introduction to Labour and Industrial Laws*, Wadhwa, Nagpur.

Malik, K. L., *Industrial Laws and Labour Laws*, Eastern Book Company, Lucknow.

Additional Resources:

Srivastava, S. C., *Industrial Relations & Labour Laws*, Vikas Publishing House (P) Ltd.

Institute of Company Secretaries of India, "Executive Programme-Module II, Paper 5-Economic and Labour Laws", New Delhi

Keywords

The Payment of Bonus Act, 1965

Payment of Wages Act, 1936

Industrial Disputes Act, 1947

**Industrial Relations
(BAPCP14)
Core Course - (CC) Credit:6**

Course Objective(2-3)

Course Learning Outcomes

CO1: Help the student to identify the industrial dispute.

CO2: To be able to frame process for settlement and conciliation between employees or employer.

Unit 1

Unit - I Industrial Relations Lectures 35

- Industrial relations: concepts, scope and environment
 - Anatomy of industrial disputes - concept and definition of industrial disputes, causes and effects of industrial disputes.
 - Major indicators of the state of industrial relations –Absenteeism, labour turnover, strikes, lockouts, Industrial indiscipline, Grievances .
-

Unit 2

Unit-II Prevention and settlement of industrial disputes Lectures 25

- Preventive machinery
 - Settlement machinery - conciliation, arbitration and adjudication
-

References

Aggarwal, S. L., Industrial Relations Law in India, Macmillan Comp. India Ltd., New Delhi.

Chadha, N. K., Human Resource Management - Issues, Case Studies & Experiential exercises (2nd editors), Sri Sai Printographers: New Delhi.

Chhabra, T.N. & Suri, Industrial Relations Concept & Issues, Dhanpat Rai & Sons, Delhi.

Monappa, A., Industrial Relations, Tata McGraw Hill Publishing Com. Limited, New Delhi.

Sharma, J. P., Simplified Approach to Labour Laws, Bharat Law House (P), New Delhi Ltd., New Delhi.

Additional Resources:

Ramaswami, E.A. & Ramaswami V. Industry and Labour, Oxford Publications, New Delhi

Sinha & Sinha, Dynamic of Industrial Relations, Pearson Education, New Delhi.

Arora, Monal, Industrial Relations, Excel Publication, New Delhi.

Srivastava, S.C., Industrial Relations and Labour Law, Vikas Publishers, New Delhi.

Memoria, C.B., Dynamics of Industrial Relations in India-Himalaya Publishing House, Mumbai.

Keywords

Industrial Relations

Prevention and settlement of industrial disputes

Industrial indiscipline, Grievances

Introduction to Insurance (BAPCP09) Core Course - (CC) Credit:6

Course Objective(2-3)

Objective: To impart introductory knowledge of Insurance to the students

Course Learning Outcomes

CO1 – Understand the concept of Risk, Relevance of Probability & The Insurance market

CO2 – Understand the Principles of Insurance

CO3 - Understand the Nature of Insurance

CO4 – Learn the Documentation of Insurance Policies

CO5 - Learn the concept of Reinsurance

Unit 1

Unit I Introduction to Insurance

- Risk, Types of Risk, Management of Risk, Insurable and non-insurable risk.
- Relevance of Probability. Theory and Law of Large numbers. (No practical problems).
- History and Development of Insurance, Role of Insurance in Economic Development
- The Insurance market, Legal Environment, the Intermediaries & the Customer.

Unit 2

Unit II Principles of Insurance

- Utmost good faith, Insurable Interest, Indemnity, Contribution & Subrogation, Proximate Cause

Unit 3

Unit III Nature of Insurance

- o A contract. Express & Implied Conditions, Conditions Subsequent & precedent to Liability, Non-payment of premium.
- o Classification of Insurance Business, the different types of Life and General Insurance Policies.

Unit 4

Unit IV. Documentation

- Proposal Forms, the Insurance Policy, Cover Note, Certificates, Renewal Notices, Endorsement and specifications.

Unit 5

Unit V. Reinsurance

- Concept and Terminologies
- Methods of Re-insuring, types of re-insurance covers

References

Mehr, R.I., Fundamentals of Insurance, Homewood, IL: Richard D. Irwin, Inc.,

Black, K. and Skipper, H.D. *Life and Health insurance*. Pearson Education

Rejda, G.E., *Principles of Risk Management and Insurance*. Pearson Education

Additional Resources: Crane, F. Insurance Principles and Practices John Wiley and Sons, New York (1980) Dorfman, M. S., Introduction to Insurance, Prentice Hall, 1982
Holyoake, J. and Weipers, W., .Insurance, Institute of Financial Services, U. K. 2002 Vaughan, E. J. and Vaughan, T., .Fundamentals of Risk and Insurance,Wiley & Sons
Gupta P.K., Insurance and Risk Management, Himalaya Publishing House Gupta P.K., Fundamentals of Insurance, Himalaya Publishing House

Teaching Learning Process

Unit No.	Course Learning Outcomes	Teaching & Learning Activity
1	Understanding the concept of Risk, Relevance of Probability& The Insurance market	Lectures
2	Understanding the Principles of Insurance	Lectures
3	Understanding the Nature of Insurance	Lectures
4	Learning the Documentation of Insurance Policies	Lectures
5	Learning the concept of Reinsurance	Lectures

Assessment Methods

Unit No.	Course Learning Outcomes	Assessment Tasks
1	Examining the concept of Risk, Relevance of Probability& The Insurance market	Class Participation, Test/Assignment-End Semester Examination
2	Analyzing the Principles of Insurance	Class Participation, Test/Assignment-End Semester Examination
3	Analyzing the Nature of Insurance	Class Test/Assignment-End Semester Examination
4	Learning the Documentation of Insurance Policies	Class Participation, Assignment-End Semester Examination
5	Learning the concept of Reinsurance	Class Assignment-End Semester Examination

Keywords

Insurance, Risk, Contracts, Insurance Policy, Reinsurance

**Life Insurance-I
(BAPCP11)
Core Course - (CC) Credit:6**

Course Objective(2-3)

Objective: To give basic knowledge of Insurance of Life Insurance to the students

Course Learning Outcomes

CO1 – Understand the Purpose, need of Life Insurance & Basic Principles of Life Insurance

CO2 – Learn the Basic Plans of Insurance

CO3 – Learn the Concept and Basics of Pension products

CO4 – Understand the Basic elements in computation of premium with focus on Valuation, special reserves and profits.

CO5 – Understand the Channels of Distribution

Unit 1

Unit I Introduction

Purpose and need of Life Insurance

Basic Principles of Life Insurance

Terminologies-Premium, Sum assured, Insured, Proposer, Nominee, Survivor, Assignee, Assignment, Riders etc.

Changing scenario in the Indian Life Insurance Sector.

Unit 2

Unit II Plans

Basic Plans of Insurance - Term & Pure Endowment, participating and non-participating.

Whole Life policies. Money back Plans, Annuities

Traditional/Unit linked plans

Individual and group policies

Policies for females, children, physically handicapped

Insurance plans offered in other countries like-flexible premium plans, universal life policy, special type of whole life policies and family protection policies.

Unit 3

Unit III Pension products

Need for retirement planning

Pension Schemes in India. Types of pension plans, New Pension Scheme as per PFRDA

Old Age Social and Income Security Report (OASIS), 2000

Taxation of retirement benefits

Gratuity, commutation of pension, mutual funds and taxation

Unit 4

Unit IV Pricing

Basic elements in computation of premium: Office Premium, net premium, level premium

Computation of premium, extra premium and rider premium

Valuation, special reserves and profits.

Unit 5

Unit V Channels of Distribution

The Distribution system of Life insurance

Intermediaries Agents-Individual, Corporate (including Bank assurance or BANC Assurance) Brokers

Employee Sales Officials

Internet based selling or Direct Selling.

References

1. Black, K. and Skipper, H.D. *Life and Health Insurance*. Pearson Education.
2. Mehr, R. J., *Fundamentals of Insurance*, Irwin, 1986.
3. Rejda, G.E., *Principles of Risk Management and Insurance*. Latest Edition, Pearson Education.

Additional Resources:

1. Dorfman, M. S., *Introduction to Insurance*, Prentice Hall.
 2. Holyoake, J. and Weipers, W., *Insurance*, Institute of Financial Services, U.K. 2002.
 3. Publication of Insurance Institute of India, Mumbai.
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Teaching Learning Process

Unit No.	Course Learning Outcomes	Teaching & Learning Activity
1	Learning the Purpose, need of Life Insurance & Basic Principles of Life Insurance	Lectures
2	Understanding the Basic Plans of Insurance	Lectures
3	Learning the Concept and Basics of Pension products	Lectures
4	Understanding the Basic elements in computation of premium with focus on Valuation, special reserves and profits.	Lectures
5	Learning the Channels of Distribution Life Insurance	Lectures

Assessment Methods

Unit No.	Course Learning Outcomes	Assessment Tasks
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1	Learning the Purpose, need of Life Insurance & Basic Principles of Life Insurance	Class Participation, Test/Assignment-End Semester Examination
2	Analyzing the Basic Plans of Insurance	Class Participation, Test/Assignment-End Semester Examination
3	Learning the Concept and Basics of Pension products	Class Participation, Test/Assignment-End Semester Examination
4	Examining the Basic elements in computation of premium with focus on Valuation, special reserves and profits.	Class Participation, Test/Assignment-End Semester Examination
5	Learning the Channels of Distribution	Class participation, Test/ Assignment-End Semester Examination

Keywords

Life Insurance, Term, Pure Endowment, Unit linked plans, Pension Plans, Premium, Distribution system of Life insurance

Life Insurance-II (BAPCP12) Core Course - (CC) Credit:6

Course Objective(2-3)

Objective: To give basic knowledge of Insurance of Life Insurance to the students

Course Learning Outcomes

CO1 – Learn to Underwrite Life Insurance

CO2 – Learn the Documentation of Life Insurance

CO3 – Learn to Service Policy

CO4 – Learn Claim settlement procedures

CO5 – Understand Contemporary Issues in Life Insurance

Unit 1

Unit I Life Insurance Underwriting

Factors affecting Mortality - family history, personal history, built / present health, occupation and environment, moral hazards, financial underwriting, female lives.

Unit 2

Unit II Life Insurance Documentation

Need and Format

Preamble

Operative clause,

Conditions and privileges

Alteration

Resource of Duplicate policy / or Loss of a Policy

Unit 3

Unit III Policy Servicing

Need of Policy Servicing

Change of address, loans, survival benefits, assignment, revival,

Nomination, surrenders, and addition of riders or additional benefits.

Unit 4

Unit IV Claim settlement procedure

Maturity claims, death claims, early claims, survival benefit payments, accident benefit, disability benefit, claim document, settlement procedures

Unit 5

Unit V Contemporary Issues in Life Insurance

Major Life Insurance companies in India- Public and Private Sector

References

1. Mehr, R. J., *Fundamentals of Insurance*, Irwin,.
2. Rejda, G.E., *Principles of Risk Management and Insurance*. latest Edition, Pearson Education.
3. Black, K. and Skipper, H.D. *Life and Health Insurance*. latest edition, Pearson Education.

Additional Resources:

1. Dorfman, M. S., *Introduction to Insurance*, Prentice Hall,.
2. Holyoake, J. and Weipers, W., *Insurance*, Institute of Financial Services, U.K.
3. Publication of Insurance Institute of India, Mumbai.

Teaching Learning Process

Unit No.	Course Learning Outcomes	Teaching & Learning Activity
1	Learning to Underwrite Life Insurance	Lectures
2	Learning Life Insurance Documentation	Lectures
3	Learning Policy Servicing	Lectures
4	Learning Claim settlement procedures	Lectures
5	Understanding Contemporary Issues in Life Insurance	Lectures

Assessment Methods

Unit No.	Course Learning Outcomes	Assessment Tasks
1	Analyzing to Underwrite Life Insurance	Class Participation, Test/Assignment-End Semester Examination
2	Learning Life Insurance Documentation	Class Participation, Test/Assignment-End Semester Examination
3	Learning Policy Servicing	Class Participation, Test/Assignment-End Semester Examination
4	Learning Claim settlement procedures	Class Participation, Test/Assignment-End Semester Examination
5	Examining Contemporary Issues in Life Insurance	Class Participation, Test/Assignment-End Semester Examination

Keywords

Life Insurance, Underwriting, Documentation, Policy Servicing, Clams Settlement

Managerial Aspects of Small Business: Operations, Office, Accounting and Functional (BAPCP04) Core Course - (CC) Credit:6

Course Objective(2-3)

To enhance the skills of students in managerial operations, office , accounting, and functional areas and to impart the comprehensive learning of the subject.

Course Learning Outcomes

Unit I: Managerial Roles and Functions

Unit II: Operations management: designing and redesigning business processes

Unit III: Basic awareness of manual and computerized office systems and procedures.

Unit IV : Funds Flow Statement, Cash Flow Statement and the integrated ratio analysis. Management of Cash, Receivables and Inventory.

UNIT V: The concept and application of product life cycle

Unit VI: Entrepreneurial self-renewal and succession planning

Unit 1

Unit I: Managerial Roles and Functions

Managerial roles and functions in a small business. Entrepreneur as the manager of his business. The need for and the extent of professionalisation of management of small business in India.

Unit 2

Unit II: Operations Management

Operations management: designing and redesigning business processes, layout, production planning & control, implementing quality management and productivity improvement programmes. Input-analysis, throughput analysis and output analysis. Basic awareness of inventory methods. Basic awareness about the need for and means of environment (eco-) friendliness and energy management.

Unit 3

Unit III: Office

1. Organization of business office. Basic awareness of manual and computerized office systems and procedures. Introductory word processing, spreadsheet preparation and data sorting and analysis, internet browsing.

Unit 4

Unit IV: Accounting Aspect

1.
Principles of double-entry book-keeping: Journal entries, cash-book, pass book, and Bank Reconciliation Statement, ledger accounts, trial balance and preparation of final accounts: Trading and Profit & Loss Account; Balance-sheet.
2.
Financial management in a small business (Theoretical perspective only). Fixed assets and their financing. Debt-equity ratio and the analysis & management of risk-return in business.
3.
Funds Flow Statement, Cash Flow Statement and the integrated ratio analysis. Management of Cash, Receivables and Inventory. Cost Planning and Control. Awareness of leasing, factoring and credit rating services. **(20 Lectures)**

Unit 5

Unit V: Marketing Aspect 1. Issues in small business marketing. The concept and application of product life cycle (plc), advertising & publicity, sales & distribution management. 2. The idea of consortium marketing, competitive bidding/ tender marketing, negotiation with principal customers. 3. Basic understanding of consumer behaviour. (Lecture 10)

Unit 6

Unit VI: Human Resource Aspect

1. Management of human resources in small business. Entrepreneur as the source of human capital.
 2. Issues in attracting and retaining talent in the prevalent human resource environment.
 3. Entrepreneurial self-renewal and succession planning.
- (Lecture 7)

Marketing Communication (BAPCP26) Core Course - (CC) Credit:6

Course Objective(2-3)

The aim of this course is to provide insights into the communication aspects of marketing. Students will be able to develop the basic understanding of marketing and communication process. They will be able to understand the steps involved in development of effective marketing communication, determining the

various tools of promotion, and organizing them successfully in the light of the consumer buying behaviour.

Course Learning Outcomes

To help students understand the fundamental concepts of marketing communication and understand how various tools of promotion and IMC enhance brand equity, influences consumer behavior and accountability.

Unit 1

Unit I (10 Lectures)

Communication: Meaning, Importance, Communication process and its elements, Barriers to effective communication, Ways to overcome barriers, Role of communication in marketing, Effective Communication.

Unit 2

Unit II (15 lectures)

Developing Marketing communication: Concept, Its role; Communication response models AIDA, Hierarchy-of-effects, Steps for developing effective marketing communication.

Unit 3

Unit III (13 lectures)

Promotion-mix: Concept of Promotion Mix, Tools of promotion -mix- advertising, personal selling, public relations, publicity, sales promotion and direct marketing: their meaning, distinctive characteristics and functions; Factors affecting promotion mix.

Unit 4

Unit IV (10 Lectures)

Understanding Consumer Behaviour: Meaning, Importance, Consumer buying process, Factors influencing buying behavior. Types of consumer buying decisions

Unit 5

Unit V

(12 lectures)

Integrated Marketing Communication: Types of Media: advantages and disadvantages; Concept, Reasons for growing importance of IMC, Process of integrated marketing communication. Managing cultural diversity through communication.

References

1. Belch, G. E., M. A. Belch and Purani K., *Advertising and Promotion: An Integrated Marketing Communications Perspective*, (2017) McGraw Hill Education.
2. Shimp A Terence and Andrews J Criag, *Advertising, Promotion, and other aspects of Integrated Marketing Communications*, 9th Ed. (2015), Cengage Learning
3. Aggarwal Kumar Vipin, *Marketing Communication*, (2019) Scholar Tech Press
4. Kotler, P. & Keller, K. L. (2017). *Marketing Management*. Pearson.

Additional Resources:

1. Schiffman, Leon G., Wisenblit, Joseph and S Ramesh Kumar, 11th Ed (2018) *Consumer Behavior*, Pearson.
 2. Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2014). *Marketing Management*. Pearson.
 3. Stanton, M. J., Walker, B. J., Stanton, W. J., & Pandit, A. (2010). *Marketing* (14th ed.). Mc Graw Hill.
-

Marketing Management (BAPCP25) Core Course - (CC) Credit:6

Unit 1

Introduction: Nature, scope and importance of marketing, Marketing Philosophies: production, product, selling, marketing, societal and holistic, Marketing mix, Marketing environment - micro & macro environmental components

Unit 2

Market segmentation: Concept, Importance and Bases of segmentation;

Market Targeting: concept and bases; Positioning: concept and bases

Unit 3

Product: Concept and Types of product; Major product decisions; Product attributes, Branding, Packaging and labelling, Product support service, Product life cycle: Concept and Strategies

Unit 4

Pricing: Concept, Significance, Factors affecting price, major pricing methods.

Unit 5

Distribution: Channels of Distribution-Meaning and importance, Types of distribution channels, Functions of distribution middleman.

Promotion: Communication process, Meaning and Importance of Promotion, Promotion mix tools

References

1. Kotler, Philip, and Armstrong, Gary, *Principles of Marketing*, Prentice Hall of India, New Delhi.
2. Etzel, Michael, Walker, Bruce J., and Stanton, W. J., *Marketing*, McGraw Hill, New York.
3. Sharma, K., & Swati Aggarwal. (2018). *Principles of Marketing*. Taxmann's.
4. Saxena, Rajan, *Marketing Management*, Tata McGraw Hill, Publishing Co., New Delhi.

Note: Latest edition of text book may be used.

Course Objective(2-3)

To familiarize the students with the understanding and provisions of prominent commercial laws. Case studies and problems involving issues in business are required to be discussed.

Course Learning Outcomes

CO1: To understand basic aspects of contracts for making the agreements, contracts and subsequently enter valid business propositions.

CO2: To handle the execution of special contracts used in different types of business.

CO3: To equip the students about the legitimate rights and obligations under The Sale of Goods Act

Unit 1

Unit I: The Indian Contract Act, 1872

30 Lectures

- a) Contract – meaning, characteristics and kinds
 - b) Essentials of valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects.
 - c) Void agreements
 - d) Discharge of contract – modes of discharge including breach and its remedies.
 - e) Contingent contracts
 - f) Quasi – contracts
-

Unit 2

Special Contracts

- a) Contract of Indemnity and Guarantee
- b) Contract of Bailment

c) Contract of Agency

Unit 3

Unit III: The Sale of Goods Act, 1930

- a) Contract of sale, meaning and difference between sale and agreement to sell.
 - b) Conditions and warranties
 - c) Transfer of ownership in goods including sale by non-owners
 - d) Performance of contract of sale
 - e) Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.
 - f) Auction Sale
-

References

Singh, Avtar, *The Principles of Mercantile Law*, Eastern Book Company, Lucknow.

Kuchhal, M. C., *Business Laws*, Vikas Publishing House, New Delhi

Tulsian, P.C., *Business Law*, Tata McGraw Hill, New Delhi.

Sharma, J.P. and Kanojia, *Business Laws*, Bharat Law house Pvt. Ltd., New Delhi.

Additional Resources:

Chadha, P. R., *Business Law*, Galgotia Publishing Company, New Delhi

Maheshwari & Maheshwari, *Business Law*, National Publishing House, New Delhi.

Information Technology Rules 2000 with Information Technology Act 2000, Taxmann Publications Pvt. Ltd., New Delhi

Keywords

The Indian Contract Act, 1872

Special Contracts

The Sale of Goods Act, 1930

Office Management & Secretarial Practice (BAPCP30) Core Course - (CC) Credit:6

Course Objective(2-3)

- To acquaint the students with the tools and techniques of Modern Office Practices in an office environment
- The knowledge acquired by the students would help them to manage the modern office effectively as office manager, executive or personal secretary by using the skills set acquired by them through this course.

Course Learning Outcomes

- Understand the nature of office, office management and its functions
- Knowledge about the office automation, space management, workplace environment
- Develop understanding about the office management processes of mail management records management, filing and indexing system
- Acquire the knowledge about budgetary control, audit and banking functions
- Able to acquire skills for secretarial functions and proceedings of official meetings

Unit 1

1. **Office Management**

Introduction to office management, objectives and principles of Office Management, primary and administrative management functions, importance of modern office, organizational chart, hierarchy, centralization and decentralization, nature and scope of office work, functions of office manager, essential qualification, experience and supervisory skills required for Office Manager.

(5 Lectures)

2. **Office Automation**

Modern Office Equipment: Introduction, meaning and importance of Office automation, objectives and use of office automation tools - printers, scanner, fax machines, personal computers, photocopier, calling bell, telephones, mobile phones, video conferencing, CCTV Camera, bio metric attendance machines. Tools for planning, office layout, concept of open office, back office, front office, Use of modular office furniture, emerging office concepts (green office building, work at home, flexible office hours etc.), factors affecting choice of office location and working environment.

(10 Lectures)

3. Office Forms and Stationery

Office forms: Introduction, meaning, importance of forms, advantages and disadvantages of the use of forms, types of forms, factors affecting forms design, principles of form design, form control. Stationery, management of stationery in stock register.

(5 Lectures)

4. Records and Mail Management

Principles and objectives of records management and record keeping, essentials of record management, Centralization Vs Decentralization of record keeping, meaning and importance of filing, essentials of good filing and indexing, concept of paperless office, methods of filing, classification of files, advantages and disadvantages of filing, Filing system, digitalization and retrieval of records, retention and weeding of old records. Mail Management: meaning and importance of mail, mail procedure – centralization and decentralization mail system, dispatch of official documents using postal and courier services.

(10 Lectures)

Unit 2

5. Role of Computers in Modern Office

Computers: Introduction, Role of computers, components of computers, input and output devices, general software used in offices, computer applications in office management, handling of files in computer system, advantages and disadvantages of computerization, internet.

(10 Lectures)

6. Budget and Audit

Office Budget: Annual anticipated and revised budget, plan and non-plan expenditure/recurring and non-recurring expenditure. Audit: vouching, verification (in brief), consumables/stock register, depreciation and dispose of assets. (5 Lectures)

7. Banking facilities

Introduction: Banking, types of accounts, pass books and cheque books, other forms used in banks, demand drafts, cheques, pre-dated and post dated cheques, dishonored cheques, bank accounts-Saving Account, Recurring Account, Current Account, Demat Account, Debit Card, Credit Card, ATM, Net banking, transfer of payments through RTGS/NEFT, E-Wallets . (5 Lectures)

8. Office Terms used in offices

Importance of Employee Welfare in work place, Grievance handling mechanism, Employee morale and productivity, Factors determining personnel relations. Social Security (PF, Pension/NPS, Insurance, medical benefits). (5 Lectures)

Unit 3

9. Role of Secretary

Role of Secretary: Appointment and qualification for Executive secretary. Functions of Executive secretary/stenographer in office – attending phone calls, maintenance of appointment diary, dictation, drafting of letters, fax messages, emails, notice of the meeting, minimum quorum, proceedings of agenda and minutes of the meeting Use of Modern technology and Office Communication, mail, voice mail, multi-media, video conferencing, web-casting.

(10 Lectures)

Practical

There will be no practical but demonstrations of some equipments /machines available in the Lab/College/Office.

References

Suggested Readings|:

1. Bhatia, R.C. *Office Management* - Galgotia Publishers, New Delhi.
2. Ghosh, P. K. *Office Management*, Sultan Chand & Sons, New Delhi
3. Duggal, B , *Office Management & Commercial Correspondence*, Kitab Mahal, New Delhi
4. Pillai, R.S.N and Bagavathi, *Office Management*, S. Chand & Company Ltd, New Delhi
5. Chopra R. K., *Office Management*, Himalaya Publishing House.
6. Shrama and Gupta, *Office Organisation and Management*, Kalyani Publications.
7. Krishnamurty S., *Office Management*, S.Chand Publications.

Note: Latest edition of text book may be used

Teaching Learning Process

Unit No.	Course Learning Outcome	Teaching and Learning Activity	Assessment Tasks
1	Understanding the nature of office, its functions, principles of office management, role of manager, knowledge of office automation, office management processes – mail management, filing, indexing and records management	Lectures and motivate the students to pay the visit of any office i.e. a college office, bank and observe the office management practices being adopted	Internal assessment through assignments office visit reports and Final Theory Exam
2	Awareness about the office automation –collection, management and store the data digitally, role of computers in office administration, budget and	Lectures and motivate the students to pay the visit of any office i.e. a	Internal assessment through assignments office visit reports and Final Theory Exam

	audit of official transactions, operation of banking transactions	college office, bank and observe the office management practices being adopted	
3	Development of skills required for secretarial functions – constitution of committees, Notice, Agenda, Minutes and organization of the meetings, minimum quorum of the meeting	Lectures and guide the students to search notification about the constitution of committees and the decision of the meetings available online in the official websites.	Internal assessment through assignments office visit reports and Final Theory Exam

Assessment Methods

As per the University norms, the theory Exam will consist of the following components:

1. Assignment : 10 Marks
2. Class Test : 10 Marks
3. Attendance : 5 Marks
4. Final Exam : 75 Marks

Total : 100 Marks

Keywords

Agenda, Audit, Biometric, Budget, Digitalization, Executive, Hierarchy, Minutes, Multi-media, Personal Secretary, Secretarial, Stock Register, Verification, Video-conferencing, Vouching, Web-casting

**Participative Management
(BAPCP15)
Core Course - (CC) Credit:6**

Course Objective(2-3)

OBJECTIVES:

1. To understand industrial environment and settlements.
 2. To understand the grievance mechanism
 3. To understand the trade union union movement in India.
 4. The collective bargaining and workers participation in India
-

Course Learning Outcomes

Learning Outcomes:

Help the student to deal with the industrial dispute and develop skill to handle collective bargaining

Unit 1

Unit I: Worker's Participative Management in Management (20 Lectures)

Concept and role of worker's participation, factors affecting W.P.M. in India, Strategies to make participative Management more successful
Limitations of worker's participation in India

Unit 2

Unit II: Trade Unionism (20 Lectures)

Definition, Approaches and Problems of Trade Union
Trade Union Movement in India.

Unit 3

Unit III: Collective Bargaining (20 Lectures)

- Concept, definition and its role

- Process of Negotiation and collective bargaining
 - Limitations of Collective Bargaining
-

**Partnership Laws
(BAPCP18)
Core Course - (CC) Credit:6**

Course Objective(2-3)

To familiarize the students with the understanding and provisions of laws related to Partnerships. Case studies and problems involving issues in partnerships are required to be discussed.

Course Learning Outcomes

CO1: To enable to comprehend the business management in a partnership firm

CO2: To understand the fundamental difference in new age partnership firms as limited liability partnership and business management under it.

Unit 1

Unit I

The Nature Of Partnership-Definition Of Partnership, Partner, Firm And Firm Name; Partnership Deed; Mode Of Determining Existence Of Partnership; Partnership At Will; Relations Of Partners To One Another- Rights And Duties Of Partners; Mutual Rights And Liabilities; The Property Of The Firm; Relations Of Partners To Third Parties; Partner To Be Agent Of The Firm; Implied Authority Of Partner As Agent Of The Firm; Liability Of A Partner For Acts Of The Firm; Liability Of The Firm For Wrongful Acts Of A Partner; HoldingOut

Unit 2

Unit II

Minor Admitted To The Benefits Of Partnership; Incoming And Outgoing Partners; Introduction Of A Partner; Retirement Of A Partner; Expulsion Of A Partner; Insolvency Of A Partner; Right Of Outgoing Partner To Carry On Competing Business; Right Of Outgoing Partner In Certain Cases To Share Subsequent Profits.

Unit 3

Unit III

Registration Of Firms; Application For Registration; Effect Of Non-Registration; Dissolution Of A Firm; Liability For Acts Of Partners Done After Dissolution; Right Of Partners To Have Business Wound Up After Dissolution; Continuing Authority Of Partners For Purposes Of Winding Up; Mode Of Settlement Of Accounts Between Partners; Sale Of Goodwill After Dissolution

Unit 4

Unit IV The Limited Liability Partnership Act, 2008

Historical Background; Difference between Limited Liability Partnership (LLP), Sole Proprietorship, Joint Hindu Family Business, Partnership, Cooperative Society, Producer Companies, Joint Stock Company, and Corporation.

Unit 5

Unit V

The Limited Liability Partnership Act, 2008-Salient Features Of LLP, LLP Agreement, Nature Of LLP, Partners, Designated Partners, Incorporation Document, Incorporation By Registration, Registered Office Of LLP And Change Therein, Change Of Name, Partners And Their Relations, Extent And Limitation Of Liability Of LLP And Partners. Whistle Blowing, Contributions, Financial Disclosures, Annual Return, Taxation of LLP, Conversion To LLP, Winding Up And Dissolution; LLP Rules And Forms.

References

Singh, Avtar, *The Principles of Mercantile Law*, Eastern Book Company, Lucknow.

Kuchhal, M. C., *Business Laws*, Vikas Publishing House, New Delhi

Tulsian, P.C., *Business Law*, Tata McGraw Hill, New Delhi.

Sharma, J.P. and Kanojia S. *Business Laws*, Bharat Law House Pvt. Ltd., New Delhi.

Additional Resources:

Chadha, P. R., Business Law, Galgotia Publishing Company, NewDelhi

Maheshwari&Maheshwari, Business Law, National Publishing House, NewDelhi.

Information Technology Rules 2000 with Information Technology Act 2000, Taxmann Publications Pvt. Ltd., NewDelhi.

Personal Selling and Salesmanship (BAPCP28) Core Course - (CC) Credit:6

Course Objective(2-3)

The purpose of this course is to familiarize the students with the fundamentals of personal selling and the selling process.

They will be able to understand selling as a career and what it takes to be a good salesperson.

They will be able to learn the various theories of selling and motivation.

Course Learning Outcomes

Learning Outcome

The expected learning outcome of this paper is to familiarise the students with concepts and techniques of personal selling used in marketing. This would help in developing a customer oriented attitude in selling.

Unit 1

Unit 1: Introduction to Personal Selling and Salesmanship

Concept of Personal Selling and Salesmanship; Differences among Personal Selling, Salesmanship and Sales Force Management; Qualities of a good salesperson; Types of salespersons; Role of Personal Selling in CRM

Unit 2

Unit 2: Theories of Selling

Unit 3

Unit 3: Buying Motives

Concept of Motivation; Maslow's Theory of Need Hierarchy; Buying Motives and their uses in Personal Selling.

Unit 4

Unit 4: Personal Selling Process

Prospecting,; Pre Approach; Approach; Presentation and Demonstration; Handling of Objections; Closing the Sale; Follow-Up;

Unit 5

Unit 5: Sales Planning and Control

Sales Reports and Documents ; Various Ethical Issues in Selling.

References

1. Buskirk, R. A. B. D. Buskirk, F. A. Russell (1988), *Selling: Principles and Practices*, McGraw-Hill.
2. Futrell, Charles (2013), *Fundamentals of Selling*, McGraw Hill Education.
3. Kapoor, Neeru (2008), *Advertising and Personal Selling*, Pinnacle.

Note: Latest edition of the books should be used.

Additional Resources:

1. Castleberry, S.B. and Tanner, J. F. (2013), *Selling: Building Relationships*, McGraw Hill Education.
2. Belch, G. E., M. A. Belch and Purani K. (2009), *Advertising and Promotion: An Integrated Marketing Communications Perspective*, McGraw Hill Education.

Note: Latest edition of the books should be used.

Teaching Learning Process

The following components would be used for effective teaching learning process:

Experiential Learning via Simulation Exercises and Role Playing

Research Projects

Internships

Case Study Discussions and Presentations

Field Trips

Assessment Methods

The following methods would be used for assessing the students and providing feedback to them:

Class Test

Assignments

Projects and Presentations

End Semester Examination

Keywords

Personal Selling

Salesmanship

Theories of Selling

Buying Motives

Selling Process

Course Objective(2-3)

Objective: To impart working knowledge of regulatory framework of Insurance to the students

Course Learning Outcomes

CO1 - To understand various Legislations Governing Insurance Business

CO2 - To familiarize with regard to Statues Requiring Compulsory Insurance

CO3 – To learn the important legislations for Insurance

Unit 1

1. Legislations Governing Insurance Business

- The Insurance Act, 1938
 - LIC Act, 1956
 - General Insurance Business (Nationalization) Act, 1972
 - The IRDA Act, 1999
-

Unit 2

2. Statutes Requiring Compulsory Insurance

- The Motor Vehicles Act, 1988/1998
- The Workmen's Compensation Act, 1923

The Public Liability Act, 1991

Unit 3

3. Other Important Legislations

- Essentials of General Contract The Indian (Contract Act,1872, Sec.-10), Law of Agency
- The Marine Insurance Act, 1963
- The Carriage of Goods by Sea Act, 1923
- The Carriers Act, 1965
- The Indian Stamp Act, 1899
- Exchange Control Regulations / FEMA, 1999 (The Foreign Exchange Management)

References

1. The Insurance Act, 1938, Taxman Publication.
2. LIC Act, 1956
3. General Insurance Business (Nationalization) Act, 1972
4. The IRDA Act, 1999
5. The Motor Vehicles Act, 1998, Taxman Publication.
6. The Employees Compensation Act, 1923, Taxman Publication.
7. The Contract Act, 1872, Taxman Publication.
8. Marine Insurance Act, 1963, Taxman Publication.
9. The Carriage of Goods by Sea Act, 1923, Taxman Publication.
10. The Carriers Act, 1965, Taxman Publication.
11. The Indian Stamp Act, 1899, Taxman Publication.
12. The Public Liability Act, 1991.

Additional Resources:

Insurance Law Manual With IRDA Circulars & Notifications, 8th Edition; 2010, Taxmann Publication

Teaching Learning Process

Unit No.

Course Learning Outcomes

Teaching & Learning Activity

1

Understanding various Legislations Governing Insurance Business

Lectures

2	Familiarizing with regard to Statues Requiring Compulsory Insurance	Lectures
3	Learning the important legislations for Insurance	Lectures

Assessment Methods

Unit No.	Course Learning Outcomes	Assessment Tasks
1	Examining various Legislation Governing Insurance Business	Class Participation, Test/Assignment-End Semester Examination
2	Familiarizing with regard to Statues Requiring Compulsory Insurance	Class Participation, Test/Assignment-End Semester Examination
3	Learning the important legislation for Insurance	Class Participation, Assignment-End Semester Examination

Keywords

Insurance, LIC, GIC, IRDA, Motor Vehicles Act, Workmen's Compensation, Indian Contract Act, Public Liability Act, Carriers Act, Indian Stamp Act, Exchange Control Regulations

Stenography(English) (BAPCP32) Core Course - (CC) Credit:6

Course Objective(2-3)

- The main purpose of this course is to orient the students to understand the need of writing rapidly and accurately in this speed age.
- In order to make them a good writer, it is necessary for them to master the fascinating art of good writing.
- Every work has to be disposed of in the quickest possible time. They will be taught the principles laid down by Sir Isaac Pitman and use their application in the routine work of office.

Course Learning Outcomes

- Soon after the completion of this course, the student will be able to write/scribble accurately and speedily.
- This art of writing, based on sound (phonetics) has been adopted throughout the world in the day to day working in organizations.
- Once the speed and accuracy achieved, the same could be retained provided there is a regular practice.

Unit 1

Stenography – its introduction, brief history of Pittman's Shorthand, types of other writing methods.

Consonants – Definitions, types of consonants, consonant and consonant stroke, form of strokes, number, size and direction of strokes, joining of strokes.

Vowels-its definition, long and short vowels, vowels signs and their places, position of outlines according to vowels, intervening vowel, diphthongs/triphones, punctuation signs, and their application.

Short Forms-Definition, importance and use of logograms, grammalogues and phraseography, the phraseograms, its essential qualities.

Alternative forms of strokes: downward R & L strokes, downward and upward H, tick H and dot H, upward and downward "ish" strokes, semi circle or abbreviated 'w' and their use. (26 Lectures)

Unit 2

Circles & Loops – Circle 'S' & 'Z', use of small circles with straight and curved strokes, exceptions to the use of Circle 'S'/'Z', Large Circles 'SW', 'SS' or 'SZ', use of large circles with straight and curved strokes, Use of large circles in Phraseography, Loops 'ST' and 'STR', use of small and big loops with straight and curved strokes, medial use of loops, exceptions to the use of loops. (7 Lectures)

Unit 3

Hooks Initial and Final Hooks: Initial Hooks 'R' and 'L, use of initial hooks with straight and curved strokes, alternative forms for 'Fr', 'Vr' etc., use of circles and loops preceding initial hooks.

Small Final Hooks 'N', 'F/V', use of final hooks with straight and curved strokes, medial use of small final hooks, use of small final hooks in Phraseography, Exceptions to the use of small final hooks, circles and loops to final hooks.

Large Final Hook 'Shun Hook', use of Shun Hook with straight and curved strokes, medial use of Shun Hook, Use of Shun Hook after Circle 'S' and 'NS', Use of Shun Hook in Phraseography and KW/GW/KY/GY, compound consonants, (8 Lectures)

Unit 4

Halving Principle – vocalizing of half length forms, halving for T or D, circle following half length forms, half length H, situations where halving principle not used. Halving and thickening of the strokes, M, N, L, R. The signs for RT and LT. Joining of strokes of unequal length. Use of halving principle for past-tense, halving principle in phraseography.

Doubling Principle – The general rule for doubling, doubling of straight strokes and the strokes MP and NG, alternative forms of MPR, MBR, NG-KR and NG-GR. Doubling of stroke L, circle S and double length strokes, use of doubling principle in phraseography

(12 Lectures)

Unit 5

Diphones: Use of Diphones, Medial Semi-Circle, Left Semi-Circle, Right **Semi-circle**.

Prefixes – expression of the prefixes, initial common-, medial com, accom-, intro-, etc. Logograms as prefixes.

Suffixes - Suffixes and Terminations – The dot-ing, expressing –ality, -logical-ly, ment, mental-ly-ity, -ship, figures and contractions, etc.

(7 Lectures)

Practical

No Practical Assessment only Theory Assessment

References

1. Pitman, Isaac: *Pitman's Shorthand Instructor*, A.H. Wheeler Publications.
2. Thorpe, E and Kuthiala, O.P.: *You too can write 200 wpm and above*, Pitman SS Publication.
3. Pitman, Isaac: *The New Phonographic : Phrase Book*.
4. Hynes James: *The Practical Phraser*, Wheeler Publications.
5. Aiyar, K.S.: *Reporter's Phrase Book*, A.H. Wheeler Publications.
6. Bhatia, R.C., "*Principles of Short-hand Theory*", G.Lal & Co.

Note: Latest edition of text book may be used.

Teaching Learning Process

Unit No.	Course Learning Outcomes	Teaching and Learning Activity	Assessment Tasks
1.	Introduction to Stenography, Consonants, Vowels and Phraseography	Lectures/demonstrations/Practice Sessions	Class test, Assignment, Final Exam
2.	Explaining the different circles and loops in Stenography	Lectures/demonstrations/Practice Sessions	Class test, Assignment, Final Exam
3.	The use of Initial and Final Hooks	Lectures/demonstrations/Practice Sessions	Class test, Assignment, Final Exam
4.	.The implementation of Halving and doubling principles	Lectures/demonstrations/Practice Sessions	Class test, Assignment, Final Exam
5.	The use of diphones, Prefixes and Suffixes	Lectures/demonstrations/Practice Sessions	Class test, Assignment, Final Exam

Assessment Methods

As per the University Norms, a students will be assessed in the theory paper through the following components:

Assignment : 10 Marks

Class Test : 10 Marks

Attendance : 5 Marks

Final Exam : 75 Marks

Total : 100 Marks

Keywords

Circles, Consonants, Diphones, Diphthongs, Doubling Principle, Figures, Grammalogues, Halving Principle, Hooks, Logograms, Loops, Phraseogram, Phraseography, Pitman, Shorthand, Stenography, Strokes, Suffix, Phonetics, Prefix, Terminations, Triphones, Vowels.

**Advanced Stenography
(BAPDSE30)
Discipline Specific Elective - (DSE) Credit:6**

Course Objective(2-3)

Having learnt the fundamentals of Stenography from the Course in Pitman Shorthand. It is important for the students to practice the advanced course in Stenography to develop a high speed in stenography.

Course Learning Outcomes

Ability to accurately take notes, i.e, rapid writing and facile reading. With the help of the given chapters and exercises the students would be able to not only strengthen their knowledge of rules of Pitman Shorthand but also adopt special methods for the formation of brief and legible outlines and transcribe them with higher speed, accuracy and with precise strokes.

Unit 1

Dictation of revisory exercises and contractions by reading, writing and copying shorthand outlines and reading accurately by the students.

- Chapter XXVIII – Exercise 100, Revisionary Exercise
- Chapter XXIX – Contractions (Exercises 111 to 119)

(6 lectures)

Unit 2

Dictation of exercises (read, copy and transcribe). Transcription of exercises using word processor.

- · Chapter XXX – Figures etc. (Exercise 120)
- · Chapter XXXI – Note Taking Transcription, etc.
- · Chapter XXXII – Essential Vowels (Exercise 121 to 123)

(4 lectures)

Unit 3

Dictation of exercises (read, copy and transcribe). Transcription of exercises using word processor.

- Chapter XXXIII – Special contractions (Exercise 124 to 144)
- Chapter XXXIV – Advanced Phraseography (Exercise 145 to 183)

(24 lectures)

Unit 4

Dictation of exercises (read, copy and transcribe). Transcription of exercises using word processor.

- Chapter XXXV – Intersections (Exercise 186 and 187)
- Chapter XXXVI – Business Phrases (Exercise 188 to 191)
- Chapter XLIII – Special list of words (Exercise 216 to 231)

(18 lectures)

Unit 5

Dictation of exercises (read, copy and transcribe). Transcription of exercises using word processor.

- Chapter XLIV – Shorthand in Practice
- Revision of Grammalogues
- Special List of Contractions
- Business and Medical Transcriptions

(13 lectures)

References

Suggested Readings:

1. Shorthand Magazines by Kailash Chandra, Naresh Gupta and Pitman S.S. Publications.
2. Pitman, Isaac: *Pitman Shorthand Instructor and Key* (old course), Sir Isaac Pitman Ltd., Pearson Education Ltd. and Dorling Kindersley Publishing.

Teaching Learning Process

Unit No.	Course Learning Outcome	Teaching and Learning Activity	Assessment Tasks
1	Advancing the knowledge of shorthand in Stenography skills and rapidly writing of dictation and transcription of shorthand passages. Students will be able to write in high speed shorthand writing, note taking exercises and facile reading	Theory and Practical	Internal assessment and Final theory Exam
2	Strengthen the advanced skills and proficiency of shorthand transcripts Through dictation and transcription of exercises at the rate of 80 w.p.m. and	Theory and Practical	Internal assessment and Final theory Exam
3	Develop the advanced skills and proficiency of shorthand transcripts through dictation and transcription of exercises at the rate of 100 w.p.m. and	Theory and Practical	Internal assessment and Final theory Exam

Advanced Stenography and Computer Applications (BAPDSE31) Discipline Specific Elective - (DSE) Credit:6

Course Objective(2-3)

- To build higher speed in Stenography
- To build higher speed in Typewriting
- To learn the advance skills on computers

Course Learning Outcomes

- The student will learn the advanced stenography skills and will be eligible to compete in the job market for secretarial jobs of personal secretary, office executives and office managers.
- After completing this, student can face the stenography tests of different offices/organizations/courts for the posts of Stenographer/PA/SPA/Parliamentary Reporter etc.
- The student will be able to present the project
- The student will be able to work in IT environment

Unit 1

UNIT-1: ADVANCED STENOGRAPHY:

Daily practice of Seen Dictation exercises from Pitman Shorthand Instructor Book (Exercise 145-191) at the speed of 100 words per minutes. Practice in different settings (e.g. Class Rooms, Interviews for Social/Business Research Surveys).

Suggested readings may also be used for practice.

Practice of Unseen Passages at the speed of 80 words per minute from monthly Shorthand Magazines with their transcription on computer.
(35 Lectures)

Unit 2

UNIT 2: COMPUTER APPLICATIONS:

Word Processing (MS Word) – Inserting Table of Contents, Index and Managing Bibliography/References. Using Voice activated Word Processing in PC and Mobile Applications.

Spreadsheets (MS-Excel)- Preparation of Pay Rolls by applying statistical functions. Preparation of mark sheets, Attendance Sheet, Employee Data Base by applying formulas and IF Function.

PPT: Preparation and Presentation of slides in PowerPoint .

Practice of typewriting speed passages.

Calculation of Typewriting Speed (35 Lectures)

GUIDELINES FOR THE CONDUCT OF PRACTICAL EXAMINATION**Time: 5 Hours****Marks: 100**

Question No.	Description	No. of words	Marks	Time Allowed
1.	Seen Dictation from Unit 1 of the syllabus at the speed of 100 words per minutes	500	20	5 minutes for dictation 5 minutes for reading and 50 minutes for transcription on Computer
2.	Outlines of words consisting of phrases given in the syllabus	40 outlines	20	15 Minutes (the examines will have to write the Shorthand outlines of the words on the printed sheet which would be the Question Paper as well as the Answer Sheet)
3.	Unseen Dictation at the speed of 80 words per minute	400	10	5 minutes for dictation 5 minutes for reading and 40 minutes for transcription on Computer
4.	2 questions from Unit 2 Ms-Excel/Power Point Speed Test @ 30/40 w.p.m. (10 minutes)	1500/ 2000	25 x 2	80 Minutes (70+10 minutes)

- Note:**
1. 10 minutes time be allowed to students for setting and adjustment of computers before the practical starts
 2. The students have to produce the hard copies of the above questions for evaluation
 3. Time should also be allowed for print-outs

Being practical no internal Assessment required

Latest addition of text books as well as softwares maybe used

References

- 1.Computer E-Typewriting Master
- 2.Tiwari H.N.and Thukral, S.Information Technology, International Book House Pvt Ltd., Delhi 2014
- 3.Kailash, C.Chandra, N.and Pitman I., Shorthand Magazines, S.S.Publications 2012
- 4.Pitman. I., Pitman Shorthand Instructor and Key (old Course), Pearson Education Ltd. 2003.
- 5.Madan, S., Computer Applications, Mayur Paperbacks, New Delhi 2013.
6. Sinha, P.K. and Sinha, P., Computer Fundamentals, BPB Publications. 2010
- D.P.Bhatia & S.S.Sangal, Principles of Typewriting, Pitman S.S.Publications
8. O.P.Kuthiala, Shorthand Made Easy, Pitman S.S.Publications
9. Edgar Thoope, 2000 Common words, Pitman S.S.Publication
- 10.700 Hundred Common Words – Reading and Dictation Exercises

Teaching Learning Process

Unit No.	Course Learning Outcome	Teaching and Learning Activity	Assessment Tasks
1	Acquire the proficiency in shorthand skills, dictation and transcription of office notes and Interviews for Social/Business Research Surveys	Lectures and daily practice of dictation in shorthand and transcription on Computer	Practical paper as per the guidelines of the paper
2	Acquire the proficiency in computer typewriting through touch system with a required speed	Practice through online software of "Typing Master" and Through the material provided in the Lab	It can be assessed through both the ways such as through software and hard copy material also
3	.Able to prepare the Pay-roll and Result analysis through Excel using the different functions/formulas and will also be able to prepare the project report	Practical through usage of word processing, spreadsheets, power points	Final assessment through Questions provided in the exam on Excel, Speed and PPT

		through material provided by the teacher in the Lab	
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Assessment Methods

Only Practical paper consisting of 100 marks with external and internal examiner.

Keywords

Bibliography, Dictation, Formulas, Functions, Hard-Copies, Interviews, MS-Excel, MS-Office. Office Executive, Outlines,PA, Parliamentary Reporter, Pay-roll, Personal Secretary, Pitman, Phrases, Power Point, Print-outs, References, Result Analysis, Secretarial, Shorthand, SPA, Spreadsheet, Stenography, Surveys, Transcription, Typewriting, Typing Master, Word Processing

Banking Operations & Regulations (BAPDSE17) Discipline Specific Elective - (DSE) Credit:6

Course Objective(2-3)

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The conceptual and legal parameters including the judicial interpretation of banking law.

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New emerging dimensions in banking system including e-commerce and e-banking.

Course Learning Outcomes

CO1: To enable to perform regular banking activities as bank employee.

CO2: To handle both offline and online money transfer transactions.

CO3: To understand the framework of key negotiable instruments used in banking.

Co4: To recognize the structure of central bank and the working of commercial banks under it.

Unit 1

UNIT-I: BANKING OPERATIONS

Legal character of Banker – Customer relationship. Banking Process, Branch banking, Core Banking System, Branch banking operating, Retail Banking and Business Banking, Clearing houses, Physical to Online Clearing System, Cheque Truncation System, Settlement Period.

Rights and obligations of Banker, Types of Accounts, Principles of good lending.

Unit 2

UNIT-II: ONLINE BANKING SYSTEM

Online Banking, Online Transfers, Online Clearing System, Immediate Payment Service (IMPS), Real time gross settlement (RTGS), National Electronic Funds Transfer (NEFT), E-ledger, E-Cheques, Wallets, and Prepaid Insurance Instrument (PPI); Rules governing PPI's by RBI; NICTL- Role and objectives of NICTL in Online Banking.

Unit 3

UNIT-III: THE NEGOTIABLE INSTRUMENT ACT, 1881

Legal aspects of negotiable instrument in general and special features of the following instruments in particular: Companies, Promissory Note, Bill of Exchange, Cheque, Drawer, Drawee, Payee, Holder, Holder in due course, Inland Instrument, Foreign Instrument, negotiable Instrument, Negotiation, Indorsement, inchoate stamped Instruments. Crossing of Cheques- Criminal liability on dishonour of Cheque (Section 138 – 142), The Negotiable Instrument (Amendment) Act 2018, Sec 134 A; the law relating to payment of customers cheque, rights and duties of paying banker and a collecting banker. Presentment, Dishonour and Discharge of Negotiable instruments. interim relief

Unit 4

UNIT-IV: RESERVE BANK OF INDIA: STRUCTURE AND FUNCTIONS

Central Banking: Organizational Structure of RBI; Functions of the Reserve Bank: Primary functions, Secondary functions; Controlling function of RBI over Banking and Non-Banking Companies; payment system initiatives ; paper based payments; electronic payments.

References

Tannan, M.L., *Banking law (Students Edition)*, India Law House, New Delhi, 2014.
Gupta, S.N., *Banking Law in Theory and Practises*, 5th Ed., Universal, New Delhi, 2010.
Goyle, L.C., *Law of Banking and Bankers*, Eastern Law House, New Delhi, 2012.
Arora, S. and Dikshit, S. *Business Laws*, Taxmann Publications Pvt. Ltd., New Delhi, 2016.

Additional Resources :

Tripathi, Digest of Dishonour of Cheques, Singh and Co. Allahabad.
Gupta, S.N., Supreme Court on Banking Law, 6th Ed., Universal, New Delhi, 2016.
Ellinger, P.E. and Eva Lomnicka, Modern Banking Law, 5th Ed., Oxford University Press, New York, 2012.
Shekhar, K.C. and Shekhar, L., Banking Theory and Practice, 21st Ed., UBS Publisher Distributors Ltd., New Delhi, 2016.
Narasimham Committee report on the Financial System (1991) – Second Report (1999).
Mukherji, T.K. ,Banking Law and Practice (1999), Universal, New Delhi.
Arora, S., Business Laws (2016), School of Open Learning, University of Delhi, Taxman Publications Pvt. Ltd., New Delhi.
Vashney ,P.N., Banking Vidhi Avam Vihar (2016), Sultan Chand and Sons

Keywords

ONLINE BANKING SYSTEM

THE NEGOTIABLE INSTRUMENT ACT, 1881

RESERVE BANK OF INDIA

Brand Management (BAPDSE25) Discipline Specific Elective - (DSE) Credit:6

INTRODUCTION TO BRANDING

Concept and importance of branding; Characteristics of brands (generic, expected, augmented, potential); Importance of brand planning; Functions of branding; Conditions favourable to branding. **(Lecture: 15)**

Unit 2

BRAND CREATION AND DEVELOPMENT

Creating brand names; Identifying and selecting brand names; Brand positioning strategies; Limitations of brand positioning; Repositioning. **(Lecture: 15)**

Unit 3

BUILDING BRAND PERSONALITY AND BRAND LOYALTY

Brand Personality and Brand Image; Importance of brand personality; Role of Advertising in creating brand personality; Use of Brand Imagery, Symbols, Logos, Slogans and Punch lines in creating brand familiarity; Role of Celebrity Endorsements in building brand personality; Building brands through Event Sponsorship. Brand Loyalty- concept and antecedent conditions. **(Lecture: 15)**

Unit 4

BUILDING BRANDS THROUGH INTERNET/DIGITAL PLATFORM

Building brands through Internet; Differences in brand building environment in online and offline;

7Cs framework; Interactive brand building model; Limitations of brand building through internet. **(Lecture: 15)**

References

1. Clifton, R. and Simmons, J., Brands and Branding, Profile Books Ltd., UK, 2009.
2. Aaker, David A., Brand Portfolio Strategy, Free Press, 2004.
3. Anand, H., Darwin's Brands, Adopting for Success, Sage Publications India Pvt. Ltd., New Delhi,

2012.

4. Keller, Kevin L., Strategic Brand Management Building, Measuring, and Managing Brand Equity, 4th Edition, Prentice Hall Financial Times, 2013.
5. Lepla, Joseph F. and Parker, Lynn M., Integrated Branding, Kogan Page, UK, 2002.
6. Moorthi, Y.L.R., Brand Management: The Indian Context, Vikas Publishing House, Delhi, 2009.

Note: Latest edition of text book may be used.

Computer Application & Stenography(Practical) (BAPDSE32) Discipline Specific Elective - (DSE) Credit:6

Course Objective(2-3)

To assess the student's progress and level of mastery/competency acquired in the three year degree program through a practical approach and hands on training in office management and secretarial practice course in the B.A. Program. While preparing secretarial practice/project report, the students will be able to acquire secretarial skills, knowledge, procedure and practices required for performing official jobs of private secretary, office executive or office manager and familiarize them with the working in modern IT environment. This course focuses on the production of reports in word processing and spreadsheet programmes along with translation of manual stenography script.

Course Learning Outcomes

Students will be able to understand and develop the practical/research skills with hands on

training in secretarial practice design and practical approach in understanding of office systems and procedures with industry interface. Students will be proficient in secretarial skills using IT in their jobs. The students will be able to discharge secretarial jobs with industry interface and improve their writing, reading and translation of shorthand scripts through office management and secretarial practices.

Unit 1

Advanced Stenography

Shorthand dictation of seen and unseen passages. Practice of outlines from Advanced phraseography, Intersections, Business Phrases, Political Phrases and Banking Phrases from Pitman's Shorthand Instructor (New Era Edition) by Isaac Pitman, London (old course). Practice of transcription of dictations on seen and unseen passages from shorthand magazines or parliamentary/budget/banking/office administration reports/Business Research Survey.

Unit 2

Office/Project Reports

Introduction, Meaning and objectives of secretarial practice in project reports, importance of reports, essential features, content and format of the good report, samples of office report, industry visit report, references and bibliography, writing of reports on office practices, preparation of stenography transcripts and its translation in office documentation, design of office reports.

(30 Lectures)

Unit 3

Computer Applications

(i) Preparation of Reports using keyboard skills in computer software – word processing, spreadsheet and power point– Practice of transcription/dictation exercises, content report exercises, tables, charts, use of arithmetic functions.

- (ii) Preparation and presentation of report in PowerPoint
- (iii) Daily practice on keyboard typewriting speed passages,
- (iv) Daily practice on writing of business surveys/articles/research papers on the topics related to office management practices and secretarial practices.

(15 Lectures)

Note: Being Practical Paper, there will be no Internal Assessment in this paper.

References

Suggested Readings:

1. Pitman, Isaac: Pitman Shorthand Instructor and Key (old course), Sir Isaac Pitman Ltd., Pearson Education Ltd. and Dorling Kindersley Publishing.
2. Bhatia, R.C. Office Management - Galgotia Publishers, New Delhi.
3. Computer e-Typewriting Tutor Master and Pitman Typing Speed Passage Part- 1 & II.
4. Shorthand Magazines by Kailash Chandra, Naresh Chandra and Pitman S.S. Publications.
5. Pitman, Isaac: Pitman Shorthand Instructor and Key (old course), Sir Isaac Pitman Ltd., Pearson Education Ltd. and Dorling Kindersley Publishing.
4. Madaan Sushila, Computer Applications, Mayur Paperbacks, New Delhi.
6. Bhatia, R.C. Business Communications - Galgotia Publishers, New Delhi.

Latest addition of text books as well as softwares will be used.

Teaching Learning Process

The structure of the Office Management and Secretarial Practice/Project Report and prescribed areas are outlined below :

1. Topic
2. Introduction
3. Nature and Scope of the study
4. Background of the organisation visited by the student

5. Objectives of the study

6. Methodology

7. Summary and Results

Prescribed Area :

1. Organisation Structure and organisational chart

2. Details of the Office establishment

3. Procedure dealing with Receipt and Disposal of letters

4. Stenography dictations and transcriptions

5. Transcription of dictations on agendas and the minutes of the meeting

6. Stenography transcripts of contraction, special contractions and advance phraseography,

7. Functions of Secretary in an office, duties and responsibilities

8. System of filing and record management

9. Internal and External communication system

10. Office environment and working practices

11. Purchase and issue of materials from store/stock register

12. Office automation

13. Procedures for records management

14. Work Experience for taking dictation, transcriptions

15. Multipage Reports, letters, forms, statistical charts, tables

16. Any other special feature.

Unit

No.

Course Learning Outcome Teaching and

Learning Activity

Assessment Tasks

1 Acquire the proficiency in shorthand

skills, dictation and transcription of

office notes

Lectures and hands on

practices of daily

dictations and

shorthand

transcription

Practical Exam (Unit-

1,II & III) secretarial

practices and dictation

exercises and Typing

speed test (as per the

guidelines of the

Practical exam)

2 Development of writing

research/official reports with the

understanding of organizational

structure, processes and practices

adopted.

Lectures and online

learning material from

organization's Web

Portal

Final assessment

through office/project

report with shorthand

transcript and oral

test/viva (as per the

guidelines of the

Practical exam)

3 Hands on training in preparation of

official documents in communication

and IT environment.

Practical through
usage of word
processing,
spreadsheets, power
points.
Final assessment
through power point
presentation (as per
the guidelines of the
Practical exam).

Assessment Methods

Under the guidance of the Instructor (OMSP), each student of this Course shall undertake a visit to an organization assigned to him/her and submit an office/project Report (English language as well as stenography transcript) highlighting his/her own experience and observation in the structure on areas prescribed. The duration of the visit should not be less than 15 days. The report in the neatly typed shaped (along with stenography transcript) with a performance certificate from the office concerned specifying that he/she had visited the organization during the period for the purpose, should be submitted by the student within one month from the date he/she was deputed for the purpose.

The assessment shall be done on the basis of information gathered by the student and produced in the Report along with translation in stenography transcript. The student achievement shall be assessed by using the following methods of assessment by both the internal and external examiner:

Sl.No. Methods of Assessment Weightage of
marks

Evaluation

1 Practical Test (Unit-1,II & III)

secretarial practices and dictation
exercises based on the project
report and executive summary
prepared by the student.

35 Internal and external
examiner

2 Direct observation of Typing
speed test

25 Internal and External
Examiner

3 Secretarial Practice Project
Report

15 Internal and External
Examiner

4 Power Point presentation 15 Internal and External
Examiner

5 Viva 10 Internal and External
Examiner

Total 100

Instructions:

Secretarial practice report complete in all respect with the cover page and bibliography should carry 10 to 15 pages. The students will visit approved Business/Industrial Units/Govt./Service/Bank/Insurance Companies/educational Institutions/Courts/Tribunals/PSUs/MSIs under the supervision of the teacher concerned and prepare the report. Two copies of the report will be prepared and submitted well in advance (one copy each to the internal as well as external examiner) and they will fix the date for the Practical exam (along with other regular practical exams) as per above mentioned guidelines.

Note:

10 minutes time will be allowed to students for setting and adjustment of computers before the practical starts.

- 10 minutes time will be allowed to students for setting and adjustment of computers for e-typewriting speed test.
 - The students have to produce the hard copies of the above questions for evaluation.
 - Time should also be allowed for print-outs.
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Computer Application in Accounting and Finance (BAPDSE24) Discipline Specific Elective - (DSE) Credit:6

Course Objective(2-3)

Course Objectives:

To enhance computer skills and develop an understanding of usefulness of information technology tools for understanding accounting and finance. A practical approach to impart skills of maintaining and recording various kinds of business transactions and accounting information using computerized accounting software.

Course Learning Outcomes

Course Learning Outcomes:

After completing the course, the student will be able to

UNIT I: Understand and manage the basic functioning of computer system and network system.

UNIT II: Carry out the task of creating and maintaining documents using MS word

UNIT III: Carry out basic mathematical operations using spreadsheets

UNIT IV: Becoming familiar with the Computerized Accounting system

UNIT V: Able to maintain accounts using computer system through hands on training

Unit 1

UNIT 1

History of Computers, types of Computers, Advantages, Functions, Limitations, Applications of Computers, Generations of Computers.

Hardware Firmware Liveware

Types of Software, system software, operating system, Translators, Interpreters, Compilers, Functions of operating system. Application Software: General purpose Packaged software and tailor made software

Introduction to internet: Meaning, features, Growth of internet, Internet, Intranet and extranet, Basic terminologies, : Webpage, Homepage, World Wide Web, Email, Website, Client Server Relationship, Internet Security, Net etiquettes, Protocol, Search Engines and their types, usage of internet for society.

Unit 2

UNIT II: Word Processing

Word Processing, Concepts, working with word, opening and creating a new document, saving, difference between save and save as, selecting text, editing, find and replace, closing a document, formatting, checking and correcting spellings, justification and alignment, bullets, numbering, tabs, Paragraph formatting, page formatting, mail merge, use of smart art tools.

Unit 3

UNIT III: Spreadsheet

Spreadsheet concept, creating a workbook, saving a workbook, inserting and deleting worksheet, entering data in a cell, formulae copying, moving data from selected cells, handling operators in formulae, inserting charts: Line Bar Pie. , use of formulae in excel, cell referencing and their types, use of functions : Financial: FV, PV, NPV, DB, SLN, PMT, IPMT, PPMT, CUMPRINC, CUMIPMT

Logical: AVERAGE, MEDIAN, MODE, MAX, MIN, STDEV, FREQUENCY, INTERCEPT, SLOPE

Mathematical: ROUND, RAND, SUM, SUMIF, COUNT, COUNTIF, COUNTA, COUNTBLANK, RANDBETWEEN, Preparing generalized worksheets.

Unit 4

UNIT IV: Computerised Accounting

Data table design for accounting, fundamentals of computerized accounting, concept of grouping of accountings, codification of accounts, maintaining the hierarchy of ledger

Unit 5

UNIT V: Hands on Training and Maintenance of Accounts

Practical training of computers in financial accounting with use of any one of the latest version of accounting / workbook packages

Applications through computerized accounting: Ledger and Trial Balance, Cash Book, Bank book, Journal book.

References

- **Madan, Sushila, *Computer Applications in Business*, Mayur Paperbacks, New Delhi**
 - **Arora, Sumita, *Computer Applications in Business*, Dhanpat Rai & Co. New Delhi**
 - **Itl Education Solutions Limited “ *Introduction to Information Technology*” Pearson Publishers New Delhi**
 - **Rajaraman, V., *Introduction to Information Technology*, PHI**
 - **Sinha, Pradeep K., and Sinha, Preeti, *Foundation of Computing*, BPB Publication**
 - **Bharihoka, Deepak, *Fundamentals of Information Technology*, Excel Book**
 - **Saxena, Sanjay, *A first Course in Computers*, Vikas Publishing House.**
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Teaching Learning Process

Class participation, Presentation, test, End Semester Exam

Keywords

UNIT I

Key words: software, homepage, internet

UNIT II:

Key words: spellcheck and correct, formatting, font, text

UNIT III:

Key words: functions, spreadsheet, workbook, cells

UNIT IV:

Key words: ledger, accounts, table

UNIT V:

Key words: practical, accounting, books of accounts using system

**Contemporary Policy & Institutional Framework
(BAPDSE04)
Discipline Specific Elective - (DSE) Credit:6**

Course Objective(2-3)

The purpose of this paper is to acquaint the students with various contemporary policies and institutional framework.

Course Learning Outcomes

To be knowledgeable about Govt. support system for entrepreneurial options.

To be well-versed with the changing face of MSME in the light of liberalized economic policy.

Unit 1

Unit I: Micro, Small and Medium Enterprises Development Act (MSMEDA), 2006. Definitions of MSME, Institutional Support for SMEs. Provisions pertaining to the promotion and development of MSME.

Unit 2

Unit II: Changing context of the MSMEs in the era of liberalization, privatization and globalizations; changing perception on competitiveness and Quality issues; Changing face of marketing strategy of products of MSMEs; Govt. schemes for SMEs in India.

Unit 3

Unit III: Provisions of various laws applicable to SMEs, (Objectives, Definition and salient provisions of industrial, commercial and labour laws applied to SMEs), Need for a comprehensive legal framework for SME sector.

Unit 4

Unit IV: Promotional Programmes for SMEs, Evaluation of Institutional support system for SMEs operating in the country. Support for entrepreneurship through Skill Development programmes of Govt.

Unit 5

Unit V: Institutions for promoting entrepreneurial training and Development: objectives, schemes of incentives: financial and non-financial incentives; Training needs of existing entrepreneurs (particularly First generation entrepreneurs); Support for enhancing marketing, production, and export performance.

Corporate Tax Planning (BAPDSE07) Discipline Specific Elective - (DSE) Credit:6

Course Objective(2-3)

To provide basic knowledge of Corporate Tax in India and its effectiveness in tax planning.

Course Learning Outcomes

On completion of this course the students should be able to :

- Differentiate between various Tax Planning concepts
- Understand the procedure of assessment of corporate assesses
- Devise the strategy for Tax planning in respect of a new business
- Understand the specific Tax issues for start-ups
- Comprehend the Income Tax provisions relevant for financial management decisions
- Decipher the tax factors relevant for Managerial decisions
- Develop pay packages for employees
- Recognize the relevant Tax provisions for Non-resident Indians

- Understand how to claim relief for doubly Tax income
- Understand the procedure for obtaining advance rulings
- Devise Tax neutral strategies for Business re-organization

Unit 1

Corporate Tax in India

Types of Companies

Residential status of Companies and Tax incidence

Tax liability and minimum alternate tax

Carry forward and set off of losses in Case of certain Companies

Deductions available to Corporate Assesses

Tax on Distributed Profits of Company, Mutual Fund

Unit 2

Tax Planning with reference to

Setting up a new Business

Location of Business

Nature of Business

Form of ownership: FIRM/LLP vs Company

Tax Planning with reference to capital structures, Dividend decisions and Bonus Shares.

Unit 3

Tax Planning with reference to specific management Decisions make or Buy, own or lease, repair or replace

Tax Planning with reference to receipt of Insurance Compensation.

Tax Planning with reference to distribution of Assets in case of liquidation of a company

Unit 4

Tax Planning with reference to Non-Residents

Double Taxation Relief

Unit 5

Tax with reference to Business Restructuring

Amalgamation

Demerger

Slump Sale

Conversion of Sole Proprietary Concern/Firm/LLP into company

References

1. Singhanian, Vinod K. and Singhanian, K., *Direct Taxes Law & Practice -With special reference to Tax Planning*. Taxmann Publications Pvt. Ltd., New Delhi, 2017.
2. Ahuja, G. and Gupta, R., *Corporate Tax Planning and Management*. Bharat Law House, Delhi, 2017.
3. Mehrotra, H.C. and Goyal, S.P., *Direct Tax including Tax Planning & Management*. Sahitya Bhawan, Agra, 2017.
4. Mittal, D.P., *Law of Transfer Pricing*. Taxmann Publications Pvt. Ltd., New Delhi, 2014.
5. IAS – 12 and AS – 22.
6. Ghosh, T.P., *Indian Accounting Standards and IFRSs*. Taxman Publications Pvt. Ltd. New Delhi, 2011.
7. Mehrotra, H.C. and Goyal, S.P., *Ayakar Vidhan avam Likhankan (Income Tax Law and Accounts)*, Sahitya Bhawan, Agra, 2016.
8. Jain, R.K., *Ayakar Vidhan avam Likhankan*, Rajeev Bansal Publications, 2017.

Note: Latest edition of the book may be used.

Teaching Learning Process

Classroom lectures, Case studies, Presentations

Assessment Methods

End semester examination; Class participation; Assignments; Class tests

Keywords

- Tax avoidance
 - Tax evasion
 - Tax management
 - Minimum alternative tax
 - Dividend distribution Tax
 - Amalgamation
 - Demerger
 - Marginal Relief
 - Deduction
-

Cost Accounting (BAPDSE21) Discipline Specific Elective - (DSE) Credit:6

Course Objective(2-3)

OBJECTIVES: To provide a basic knowledge of the Cost Accounting Principles for identification, analysis and classification of cost components and cost ascertainment by various costing methods for planning, control and managerial decision making.

Course Learning Outcomes

Course outcomes:

CO1: Ability to understand the conceptual framework of Cost Accounting; identification of differences between financial and cost accounting; cost concept and elements of cost; cost classification; preparation of cost sheet.

CO2: Basic understanding of accounting and control of material and labour cost.

CO3: Develop ability to understand classification, allocation, apportionment and absorption of overheads in cost determination; under and over absorption of overheads.

CO4: Develop ability to calculate the cost of products, jobs, contracts, processes and services after understanding the basic concepts and processes involved in them.

CO5: Understanding the concept of marginal cost and marginal costing, learning of cost-volume-profit analysis and break even analysis; identification of key factor and determination of profitability

.

Unit 1

Unit 1: Introduction

(9 Lectures)

Meaning, scope, objectives and advantages of cost accounting; Difference between financial and cost accounting. Cost concepts and classifications, Elements of cost, Preparation of Cost sheet. Cost control and cost reduction

Unit 2

Unit II: Elements of Cost: Material and Labour

(10 + 5 Lectures)

(a) *Accounting and control of materials*: Concept of material cost and control, accounting and control of purchases, storage and issue of materials. Inventory systems, Methods of pricing of materials issues — FIFO, LIFO, and Weighted Average, Physical Verification, Fixation of stock levels, determination of economic order quantity, ABC analysis. Accounting treatment and control of losses — Wastage, scrap, spoilage and defectives

(b) *Labour*: Accounting and Control of labour cost; time keeping and time booking; Concept and treatment of idle time, over time and labour turnover.

Unit 3

Unit III: Elements of Cost: Overheads

(8 Lectures)

Classification, allocation, apportionment and absorption of overheads. Treatment of under- and over-absorption.

Unit 4

Unit IV: Methods of Costing

(16 Lectures)

Unit costing, Job costing, Contract costing, Process costing (excluding treatment of work-in-progress, joint and by-products). Service costing (only transport).

Unit 5

Unit V: Cost-Volume-Profit Analysis**(12 Lectures)**

Concept of cost-volume-profit analysis, marginal cost and marginal cost equation, profit-volume ratio, break even analysis, cost break- even point, composite break-even point, margin of safety, simple break even chart, Identification of key factor and determination of profitability.

References

1. Lal, Jawahar., and Srivastava, Seema. Cost Accounting. McGraw Hill Publishing Co., New Delhi.
2. Nigam, B.M. Lall., and Jain, I.C. Cost Accounting: Principles, Methods and techniques. PHI Pvt. Ltd, New Delhi.
3. Singh, Surender. Elements of Cost Accounting-Kitab Mahal, Allahabad/New Delhi.
4. Jhamb, H. V. Fundamentals of Cost Accounting. Ane Books Pvt Ltd, New Delhi
5. Singh, Surender. Management Accounting-PHI Learning, New Delhi
6. Jhamb, H. V. Management Accounting. Ane Books Pvt Ltd, New Delhi
7. Arora, M.N. Cost and Management Accounting-Principles and Practice. Vikas Publishing House, New Delhi.
8. Maheshwari, S. N., & Mittal, S.N. Cost Accounting. Theory and Problems. ShriMahabir Book Depot, New Delhi
9. Shukla, M.C., Grewal, T.S., and Gupta, M.P. Cost Accounting. Text and Problems. S.Chand& Co. Ltd. New Delhi.
10. Jain, S.P., and Narang, K.L. Cost Accounting, Principles and Methods. Kalyani Publishers, Jalandhar.

Teaching Learning Process

Unit No.	Course Learning Outcomes	Teaching and Learning Activity	Assessment Tasks
1.	Describe the conceptual framework of Cost Accounting, identification of differences between financial and cost accounting; cost concept and elements of cost; preparation of cost sheet.	Theory+Numerical	Class participation, Presentation, test, End Semester Exam
2.	Understanding in detail the accounting and control of material and labour cost	Numerical	Class participation, Presentation, test, End Semester Exam

3.	Develop ability to understand classification, allocation, apportionment and absorption of overheads in cost determination; under and over absorption of overheads; treatment of various item as overheads	Numerical + Analytical and Theoretical cases	Class participation, Presentation, test, End Semester Exam
4.	Develop ability to calculate the cost of products, jobs, contracts, processes and services after understanding the basic concepts and processes involved in them	Theory + Numerical	Class participation, Presentation, End Semester Exam
5.	Basic understanding of cost accounting book keeping systems and reconciliation of cost and financial account profits	Theory + Numerical	Class participation, Presentation, End Semester Exam

Assessment Methods

Class participation, Presentation, test, End Semester Exam

Keywords

Unit 1:

Key words: Prime Cost, Factory Cost, Overheads, Cost of Production

Unit II:

Key words: Minimum Level, Maximum level, Economic Order Quantity, FIFO, LIFO, Labou Turnover Rate, Wages.

Unit III:

Key words: fixed overheads, variable overheads, absorption of overheads

Unit IV:

Key words: Contract Account, work in process, Job order, difference between job and process costing, Process Account.

Unit V:

Key words: Integrated Accounts, Journal entries, Reconciliation of cost and financial accounting profit

**Cyber Laws
(BAPDSE20)
Discipline Specific Elective - (DSE) Credit:6**

Course Objective(2-3)

To familiarize the students with the understanding and provisions of Cyber Laws. Case studies and problems involving issues in Cyber Laws are required to be discussed.

Course Learning Outcomes

CO1: To be able to identify cyber risk associated with online activities

CO2: To prepare them for safe working in the vertical having varied access points, data sources, network and system related issues, especially in online transactions.

CO3: To enable to generate and preserve electronic evidences for personal and professional use.

CO4: To be able to work in virtual space safely and with business process or products not falling under the ambit of cyber crimes

Unit 1

Unit I

Cyber World: An Overview

Concept of Internet; Internet Governance; E-Contract; E-Forms; Encryption; Data Security; Cyber Crime and Cyber Laws, Investigation of CyberCrimes

Unit 2

Unit II

The Information Technology Act, 2000

Definitions: Access, Addressee, Adjudicating Officer, Affixing Digital Signatures, Appropriate Government, Certifying Authority, Certification Practice Statement, Computer, Computer Network, Computer Resource, Computer System, Cyber Appellate Tribunal, Data, Digital Signature, Electronic Form, Electronic Record, Information, Intermediary, Key Pair, Originator, Public Key, Secure System, Verify, Subscriber.

Unit 3

Unit III

Authentication Of Electronic Records, Legal Recognition Of Electronic Records, Legal Recognition Of Digital Signatures, Use Of Electronic Records And Digital Signatures In Government And Its Agencies, Retention Of Electronic Records, Attribution, Acknowledgement And Dispatch Of Electronic Records; Secure Electronic Records And Digital Signatures

Unit 4

Unit IV

Regulation Of Certifying Authorities, Appointment And Functions Of Controller, License To

Issue Digital Signatures Certificate,

Renewal Of License, Controller's Powers, Procedure To

Be Followed By Certifying Authority, Issue, Suspension And Revocation Of Digital

Signatures Certificate, Duties Of Subscribers; Penalties And Adjudication;

Unit 5

Unit V

Appellate Tribunal; Offences The Information Technology (Certifying Authorities) Rules, 2000; Cyber Regulations Appellate Tribunal (Procedure) Rules, 2000.

References

Sharma, J. P., and Kanojia, "Business Laws", Bharat Law House Pvt Ltd, New Delhi.

Taxmann Publications Pvt. Ltd., New Delhi, "Information Technology Rules 2000 & Cyber Regulations Appellate Tribunal Rules 2000 with Information Technology Act 2000".

Additional Resources:

Painttal, D., "

Law of Information Technology

" Taxmann Publications Pvt. Ltd., New Delhi.

Keywords

Cyber World

The Information Technology Act, 2000

Authentication Of Electronic Records

Cyber Regulations Appellate Tribunal (Procedure) Rules, 2000.

E-Marketing (BAPDSE28) Discipline Specific Elective - (DSE) Credit:6

Unit 1

Unit 1: Introduction

Concept, scope, and importance of digital marketing. Traditional marketing versus digital marketing. Challenges and opportunities for digital marketing. Growth of digital marketing in India. **[10 Lecs]**

Unit 2

Unit II: Digital Marketing Management

Digital marketing mix. Digital consumers and their buying decision process. Customer satisfaction and loyalty. Segmentation, Targeting, Differentiation, and Positioning: Concept, levels, and Strategies in a digital environment; CRM and digital technology. **[15 Lecs]**

Unit 3

UNIT III: Digital Marketing Presence

Concept of paid, owned, and earned media. Website design and domain name branding. Search engine optimisation: stages, types of traffic, considerations. Online advertising: types, formats, requisites of a good advertisement, Online public relations; News and Reputation management; E-mail marketing: types and strategies. **[15 Lecs]**

Unit 4

UNIT IV: Interactive Marketing presence

Social media marketing: concept and tools. Online communities and social networks. Blogging: types and role. Video marketing: tools and techniques. Mobile marketing tools; PPC marketing; Online Payment options. **[15 Lecs]**

Unit 5

UNIT V Ethical and Legal Issues

Ethical and legal aspects of digital marketing. Regulatory Framework for digital marketing in India. **[5 Lecs]**

References

1. Chaffey, D., F. E. Chadwick, R. Mayer, and K. Johnston. *Internet Marketing: Strategy, Implementation, and Practice*. Pearson India
 2. Charlesworth, A. *Digital Marketing: A Practical Approach*, Butterworth-Hienemann, UK.
 3. Kotler, P., Kartajaya, H., and Setiawan, I. *Marketing 4.0 Moving from Traditional to Digital*. John Wiley & Sons. New Jersey.
 4. Gupta, Seema. *Digital Marketing*. McGraw Hill Education (India) Private Ltd
 5. Ryan, Damian and Jones Calvin. *Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation*. Kogan page Publishers.
 6. Strauss, Judy., and Raymond Frost. *E-Marketing*. PHI Learning Pvt Ltd.
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Evolution of Policy & Institutional Framework (BAPDSE02)

Discipline Specific Elective - (DSE) Credit:6

Course Objective(2-3)

The purpose of this paper is to make the learners aware of the evolution of the policies and Institutional framework for the promotion of entrepreneurship in the country.

Course Learning Outcomes

- To gain knowledge on the evolution of Govt. Policy towards Small Enterprise Sector.
 - To be able to understand various policies with reference to Small enterprises.
 - To be able to understand available Institutional Support system for promotion of Small Scale Sector.
-

Unit 1

Unit I: Genesis and the evolution of the Government of India's Small-scale sector policy; Gandhian philosophy towards small enterprises and the recommendations of the Ford Foundation team.

Unit 2

Unit II: Industrial Policy Resolutions 1956, 1977, New Economic Policy 1991 and reports of various committees on Industrial and business activities particularly relating to the development of entrepreneurship and small business; Report on Entrepreneurship by Knowledge Commission.

Unit 3

Unit III: National-level financial and non-financial institutions for entrepreneurship and small business development and their roles, functions and schemes: Small Industries Development Bank of India (SIDBI), National Small Industries Corporation (NSIC), National Institute of Small Industries and Entrepreneurship Development (NIESBUD), Entrepreneurship Development Institute of India (EDII), NI-MSME, Export Promotion Council. (Emphasis on their objectives, activities and schemes)

Unit 4

Unit IV: State level policies and Institutions situated in NCR, Delhi-Their roles, functions and promotional measures; Schemes under Directorate of Industries, Institutes of Entrepreneurship Development (IEDs), State Finance Corporations (SFCs), State Industrial Development Corporation (SIDC), Small Industries Service Institutes (SISI), Technical Consultancy Organizations, DICs

Unit 5

Unit V: Non-Governmental initiative in entrepreneurial promotion: Role of FICCI and other nodal Trade Associations on Entrepreneurship initiatives in private sector; Private-Public collaboration on entrepreneurship; Role of industries/entrepreneurs' associations and self-help groups.

Human Resource Information System (BAPDSE15) Discipline Specific Elective - (DSE) Credit:6

Course Objective(2-3)

To enlighten the students with the basic concepts, technology, application, and management of HRIS.

Course Learning Outcomes

- To get acquainted with evolution of HRIS
 - To understand the role of ITES in HRM
 - To explore designing and applications of HRIS
 - To appreciate emerging issues in HRIS
-

Unit 1

UNIT-I: INTRODUCTION

Evolution and History of HRIS; Meaning,Definition, Objectives,Uses and functions of HRIS.

Unit 2

UNIT-II: DATA AND INFORMATION NEEDS FOR HRM

Data and Information need for Human Resource Managers; Sources of Data;Role of ITES in HRM;Concept Structure and Mechanics of HRIS.

Unit 3

UNIT-III: DATA BASE CONCEPTS FOR HRIS

Elements of Data Management;Data Format;Data entry procedures and processes;Data storage and retrieval;Information processing and control functions;Design of HRIS;HRM needs analysis.

Unit 4

UNIT-IV:APPLICATIONS OF HRIS

Components of HRIS; Designing and Implementation of HRIS;Job Description System, Man Power Planning System,Payroll system,and Performance Management System.

Unit 5

UNIT-V: EMERGING ISSUES IN HRIS

HR and Sustainability; Future Trends in HRIS: Manpower Planning;Performance Appraisal;Training and development and Compensation Management.

Income Tax procedures & Practice (BAPDSE06) Discipline Specific Elective - (DSE) Credit:6

Course Objective(2-3)

To provide basic knowledge of income tax procedures and practice

Course Learning Outcomes

On completion of this course the students should be able to

- Know the schedule for the payment of tax in advance
- Understand the provisions for deduction of tax at source
- Compute the tax interest and fee payable to / by government
- Understand the assessment procedure
- Understand the process of recovery of tax
- Compute the penalties payable for offending income tax law
- Understand the concept of GAAR
- Understand the hierarchy of income tax authorities

Unit 1

Assessment procedures: Assessment under Section 143(1), regular assessment under Section 143(3), best judgement assessment, income escaping assessment
time limit for notice, time limit for completion of assessment and reassessment

Unit 2

Tax deduction at source: Obligations of payers of income, TDS rates, rights of recipients to get payment without TDS or with lower TDS, certificates and returns
pertaining to TDS (including e-TDS returns)

Unit 3

Advance tax payment for all types of assesseees

Unit 4

Interest and refund; Appeals (including reduction/ waiver of penalties), rectification, revisions (including documentation)

Unit 5

Penalties and prosecutions: procedure for imposing penalties, waiver of penalty, nature of default and penalties imposable; search and seizures

Unit 6

Advance ruling and Settlement Commission

References

Suggested Readings:

1. Singhania. Vinod K. and Singhania. Monica. *Corporate Tax planning*. Taxmann Publications Pvt. Ltd., New Delhi.
2. Ahuja. Girish. and Gupta. Ravi. *Corporate Tax Planning and Management*. Bharat Law House, Delhi.
3. Bajpai. Om Shanker. *Search. Seizure and Survey*. Taxmann Publications Pvt. Ltd., New Delhi.
4. Ahuja, Girish., and Gupta. Ravi. *Systematic Approach to Income Tax*. Bharat Law House. Delhi.

Journals

1. *Income Tax Reports*. Company Law Institute of India Pvt. Ltd., Chennai.
2. *Taxman*. Taxman Allied Services Pvt. Ltd., New Delhi.
3. *Current Tax Reporter*. Current Tax Reporter. Jodhpur

Note: Latest edition of text books may be used.

Teaching Learning Process

Classroom lectures, Case studies, Presentations

Assessment Methods

End semester examination; Class participation; Assignments; Class tests

Keywords

- Advance tax
- Tax collection at source
- Interest
- Recovery

- STT
 - Assessment
 - Appeals
 - Income escaping tax
 - Re-assessment
 - Settlement commission
-

**Indirect Taxes- Customs Act & Procedures
(BAPDSE08)
Discipline Specific Elective - (DSE) Credit:6**

Course Objective(2-3)

To enable an understanding of various provisions, documents and procedures under Customs law

Course Learning Outcomes

On completion of this course the student should be able to:

- Know basic concepts of Customs Act
 - Compute the assessable value for charging customs duty.
 - Understand the meaning and procedures of import and export
 - Understand different types of customs duties
-

Unit 1

Important terms and definitions under the Customs Act

Unit 2

Types of duties; procedure to compute effective rate of duty

Unit 3

Types of import - import of cargo, personal baggage and stores, courier and post

Unit 4

Clearance procedure including filing of relevant documents; Steps and documents to be prepared; Penalties and prosecution

Unit 5

Export promotion schemes; Duty drawback; EOU; Special Economic Zones

References

1. Singhania, Vinod K. *GST and Customs law*. Taxmann Publications Pvt. Ltd., New Delhi
 2. Ahuja, Girish and Ravi Gupta. *GST and Customs law*. Flair Publications
 3. Datey, V S , *Customs law*. Taxmann Publications Pvt. Ltd., New Delhi
 4. Rafi Mohammad , *Indirect Taxes* , Bharat Law house
-
-

Teaching Learning Process

Classroom lectures, Case studies, Presentations

Assessment Methods

End semester examination; Class participation; Assignments; Class tests

Keywords

- Customs duty
- Import
- Export
- Cargo
- Baggage
- Export promotion scheme
- Duty drawback
- Special Economic Zones

Investment Analysis and Business Valuation (BAPDSE23) Discipline Specific Elective - (DSE) Credit:6

Course Objective(2-3)

OBJECTIVE: This paper will enable the students with an understanding of how to evaluate the financial instruments to be invested in and will equip them to understand what a financial asset is worth and what determines the value.

Course Learning Outcomes

CO1 – Understand the Basics, Concepts & Calculation of Risk & Return, Types of Risks & Market Participants

CO2 – Learn to perform Fundamental Analysis

CO3 - Learn to perform Technical Analysis and Understand the Efficient Market Hypothesis

CO4 – Learn the Basics of Equity & Bond Valuation & Portfolio

CO5 - Learn Approaches to valuation, Discounted Cash Flow, Relative Valuation, Role of valuation & Discounted Cash flow Valuation

Unit 1

UNIT-I: INTRODUCTION TO INVESTMENTS

Objectives of Investments; Basics of Risk and Return: Concept and calculation of risk and returns, Application of standard deviation, coefficient of variation, the concept of beta; Systematic Vs Unsystematic risk (Inflation Risk, Interest Rate Risk, Credit Risk, Maturity Risk, Liquidity Risk, reinvestment risk); impact of taxes and inflation on returns; financial assets vs real assets;

Market participants - Investors, Speculators, hedgers and arbitragers

Unit 2

UNIT-II: FUNDAMENTAL ANALYSIS

Economy analysis: Different Economic Indicators and their impacts on expected direction of movement of stock prices in the Indian context. **Industry Analysis:** life cycle of an industry, SWOT analysis, **Michael Porter's five forces'** model. **Company Analysis:** Financial and Non-financial aspects, Analysis of financial statements – Horizontal and Vertical financial statement analysis and trend analysis; Book Value per Share; Earnings per share; dividend per share; Price Earnings Ratio (P/E).

Unit 3

UNIT-III: TECHNICAL ANALYSIS AND EFFICIENT MARKET HYPOTHESIS

Introduction to Technical Analysis; Strengths and weakness of Technical Analysis; Dow Theory; Elliott Wave theory; Charting the historical prices (Bar Chart, Line Chart, Point and figure chart, candle stick charts, triangles); Price patterns; Support and resistance level; Weakness and shortcomings of Technical Analysis.

Introduction to Efficient Market Hypothesis (EMH); Forms of efficient Markets (only theoretical introduction)

Unit 4

UNIT IV: BASICS OF EQUITY & BOND VALUATION AND PORTFOLIO MANAGEMENT

Bond fundamentals; bond valuation; estimation of bond yield; Investment in shares; Intrinsic value of shares; Valuation of shares – dividend discounting models, Price earning approach of equity valuation. Introduction to portfolio, Portfolio diversification, calculation of portfolio risk and return (2 securities only)

Unit 5

UNIT V: BUSINESS VALUATION

Introduction to Valuation: Approaches to valuation, Discounted Cash Flow, Relative Valuation, Role of valuation; Discounted Cash flow Valuation: Estimating discount rates cost of equity, cost of equity to cost of capital; Valuation of an asset with guaranteed cash flows, introducing uncertainty into valuation.

References

1. Tripathi, Vanita, Fundamentals of Investment
2. Chandra, P., *Investment Analysis and Portfolio Management*. McGraw Hill Education, 2012.
3. Bodie, Z., Kane, A., Marcus, A. J. and Mohanty, P., *Investment*, Tata McGraw Hill, New Delhi, 2013

Additional Resources:

1. Foster, G., *Financial Statement Analysis*, 2nd Ed., Pearson Education Pvt Ltd., 1986.
2. Damodaran, A., *Damodaran on Valuation, Security Analysis for investment and Corporate Finance*, 2nd Ed., Wiley India Pvt. Ltd., 2008.
3. Chandra, P., *Corporate Valuation A Guide for Analysts, Managers and Investors*, McGraw Hill Education, 2014.
4. Gibson, Charles H., *Financial Reporting and Analysis*, 13th Ed., CENGAGE Learning, New Delhi, 2013.
5. Sharpe, William F., Alexander, G. J. and Bailey, J.V., *Fundamentals of Investments*. Prentice Hall, 2007.

Teaching Learning Process

Unit No.	Course Learning Outcomes	Teaching & Learning Activity
1	Understanding the Basics, Concepts & Calculation of Risk & Return, Types of Risks & Market Participants	Lectures
2	Performing Fundamental Analysis	Lectures
3	Performing Technical Analysis and Understand the Efficient Market Hypothesis	Lectures

4	Learning Basics of Equity & Bond Valuation & Portfolio	Lectures
5	Learning Approaches to valuation, Discounted Cash Flow, Relative Valuation, Role of valuation & Discounted Cash flow Valuation	Lectures

Assessment Methods

Unit No.	Course Learning Outcomes	Assessment Tasks
1	Analyzing the Basics, Concepts & Calculation of Risk & Return, Types of Risks & Market Participants	Class Participation, Test/Assignment-End Semester Examination
2	Performing Fundamental Analysis	Class Participation, Test/Assignment-End Semester Examination
3	Performing Technical Analysis and Understand the Efficient Market Hypothesis	Class Participation, Test/Assignment-End Semester Examination
4	Learning Basics of Equity & Bond Valuation & Portfolio	Class Participation, Assignment-End Semester Examination
5	Learning Approaches to valuation, Discounted Cash Flow, Relative Valuation, Role of valuation & Discounted Cash flow Valuation	Class Participation, Assignment-End Semester Examination

Keywords

Investments, Systematic, Unsystematic Risk, Fundamental Analysis, Technical Analysis And Efficient Market Hypothesis, Basics of Equity & Bond Valuation And Portfolio Management

Labour Laws (BAPDSE19) Discipline Specific Elective - (DSE) Credit:6

UNIT-I: MINIMUM WAGES ACT, 1948

Objective; Applicability of the Act; Definitions: Adolescent, Adult, Appropriate Government, Child, Competent Authority, Cost of living index number, Employer, Prescribed, Scheduled employment, Wages, Employee, Wage Structure; Categories of wages: Minimum wages, Fair wages and Living wages; Determination of minimum wage; Taxation of minimum wage; Advisory Board; remedy to worker for non-payment of minimum wage.

Unit 2

UNIT-II: MATERNITY BENEFIT ACT, 1961

Objective; Applicability of the Act; Definitions: Appropriate Government, Child, Delivery, Employer, Establishment, Factory, Inspector, Maternity Benefit, Medical Termination of Pregnancy, Mine, Miscarriage, Plantation, Prescribed, State Government, Wages, Woman; Eligibility for Maternity Benefit; Maternity Benefit: Cash and Non-cash; Forfeiture of Maternity Benefit; Payment of Maternity Benefit in case of death of a woman; Powers and Duties of inspectors; Penalty for contravention of Act by employer.

Unit 3

UNIT-III: PAYMENT OF GRATUITY ACT, 1972

Applicability and Non-Applicability of the Act; Definitions: Appropriate Government, Complete year of service, Employee, Employer, Continuous Service, Factory, Family, Major port, Mine, Oilfield, Plantation, Port, Prescribed, Railway Company, Retirement, Superannuation, Wages; Payment of Gratuity; Forfeiture of Gratuity; Employer's Duty to Determine and Pay Gratuity; Nomination; Recovery of Gratuity; Penalties.

References

Malik, P. L., *Handbook of Labour and Industrial Law*, 17th Ed., Eastern Book Company, Lucknow, 2017.

Sharma, J. P., *Simplified Approach to Labour Laws*, 4th Ed., Bharat Law House Pvt. Ltd, New Delhi, 2011.

Kumar, H. L., *Digest of Important Labour Cases*, 11th Ed., Universal Law Publishing Co Pvt Ltd, Delhi, 2017.

Arora, S. and Arora, R., *Industrial Laws*, Taxmann Publications Pvt Ltd, New Delhi, 2015.

Additional Resources:

Singh, A., *Introduction to Labour & Industrial Law*, 4th Ed., Wadhwa and Company, Nagpur, 2017.

Balaji, D., *Industrial Labour and General Laws*, Taxmann New Delhi, 2015.

Srivastava, S.C., *Industrial Relations and Labour Laws*, Vikas Publishing House Ltd, 2012.

Aggarwal, R.C., *Bharat Me Sham Adhinium*, Sahitya Bhawan, 2015.

Keywords

MINIMUM WAGES ACT, 1948

MATERNITY BENEFIT ACT, 1961

PAYMENT OF GRATUITY ACT, 1972

Leadership & Motivation (BAPDSE16) Discipline Specific Elective - (DSE) Credit:6

Course Objective(2-3)

The underlying objective of this course is to create basic understanding of the concept of Leadership and Motivation. This course is designed to help undergraduate students to study leadership in organisational context and learn the concepts, importance and models of Motivation for effective work performance. The course attempts to build understanding of fundamental concepts of group dynamics, Communication and organisational conflicts. It enlightens the outlook and vision of students by bridging the gap between academic concepts and reality through identification of real practices in contemporary organisations and thereby preparing them as future leader.

Course Learning Outcomes

After studying this course student would be able gain theoretical and practical knowledge along with the skills desirable to become a successful leader and effective employees in organisation. They would develop the acumen to utilize the leadership and motivation concepts, tools and techniques to handle the complex organisational problems at different levels.

Unit 1

Unit I: Group Dynamics

Group Dynamics- Concepts, Types- group norms, group roles, and group cohesiveness, group decision making.

Unit 2

Unit II: Motivation

Motivation- Concept, importance, factors of motivation, Maslow, Herzberg, McGregor's Theory X and Y, Equity and Z Theory, Vroom's Valence - Expectancy Theory, Intrinsic and extrinsic motivation. Application- Job redesign, Job enrichment and job enlargement.

Unit 3

Unit III: Leadership

Leadership- Meaning, importance, qualities of a good leader, leadership styles, role of leader, Theories- Trait theory, Fiedler's contingency theory, managerial grid, Leadership Continuum, Transactional, Charismatic and Transformational Leadership.

Unit 4

Unit IV: Communication

Communication- Concept, process of communication, type of communication, Barriers to communication, Transactional Analysis, Johari Window.

Unit 5

Unit V: Conflict

Conflict- Concept, Types of Conflict, Managing Conflict, Functional and Dysfunctional Conflict.

Practical

Note: Case studies may be used in teaching various units.

Management of Small Business Enterprises (BAPDSE01) Discipline Specific Elective - (DSE) Credit:6

Course Objective(2-3)

Objective: The purpose of this paper is to acquaint the students with the basic knowledge of managing a small enterprise.

Course Learning Outcomes

Learning Outcomes:

Help the student to deal with the

: Entrepreneurial style of management; Sole Proprietorship and Partnership, Limited Liability Partnership; Venture Capital, Angel funds; Capital mix-Short term and long term Capital sources; Factors determining efficient Capital Structure. Building a Guerrilla marketing plan; pin pointing the target market, to build a competitive edge, E-Commerce and the Entrepreneur. \Planning the management/leadership succession in the enterprise. (Case studies of management style of efficient Institutions)

Unit 1

UNIT-1: MANAGERIAL ISSUES CONCERNING SMALL ENTERPRISES

Entrepreneurial style of management; Sole Proprietorship and Partnership, Limited Liability Partnership; Registration process; Govt. Tax Pattern (brief overview); Strategic Management & the Entrepreneur: Enterprise age and managerial strategies; Building Competitive Advantage

Unit 2

UNIT-2: MANAGING THE CAPITAL STRUCTURE

Funding: Own savings, family/friends & relatives, Banks/lending Institutions; Banking habits: Crossing of cheques, utility of overdraft facility etc.; Equity vs Debt-financing: Venture Capital, Angel funds; Capital mix-Short term and long term Capital sources; Factors determining efficient Capital Structure.

Unit 3

UNIT-3: BUILDING A POWERFUL MARKETING PLAN

Building a Guerrilla marketing plan; pin pointing the target market, plotting a guerrilla marketing strategy; How to build a competitive edge, E-Commerce and the Entrepreneur.

Unit 4

UNIT-4: LEADING THE GROWING ENTERPRISE & PLANNING FOR MANAGEMENT SUCCESSION

Leadership in the New Economy; Hiring the right employees; Building the Right organizational culture and structure; the challenge of motivating workers; Planning the management/leadership succession in the enterprise. (Case studies of management style of efficient Institutions)

Non-Life Insurance (Fire and Marine) (BAPDSE10) Discipline Specific Elective - (DSE) Credit:6

Course Objective(2-3)

Objective: To give broad knowledge of Non-Life Insurance to the students.

Course Learning Outcomes

CO1 – To Understand Non-Life Insurance and its Market

CO2 – To Understand the basics of Fire Insurance & its settlement of claims

CO3 – To Understand Marine Insurance & Various Aspects

CO4 – To Understand the Marine Insurance Documentation & Settlement

CO5 – To Learn the Major Non-Life Insurance Companies in India (Public & Private Sector)

Unit 1

1. Introduction

- Purpose and need Basic principles
- Growth and Development
- o Global Scenario
- o Indian Market

Unit 2

2. Fire Insurance

- General Principles of Fire Insurance
- Standard Fire and Special Perils Policy
- Declaration and Floating Policy
- Add on covers and exclusion of Covers
- Reinstatement Value Policy and Consequential Loss Policy
- Provisions of All India Fire Tariff
- Good & Adverse Features of Risks and importance of pre-inspection
- Settlement of Claims and Surveyor's Role

Unit 3

3. Marine Insurance: Various Aspects

- Marine cargo Insurance with a study of Institute Cargo Clauses.
- Types of Marine Policies & Contracts.
- Underwriting considerations & Rating of Marine Risks.
- Duty & Increased value Insurance / Annual Policy.
- Introduction to Hull Insurance.

Unit 4

4. Marine Insurance: Documentation and Settlement

- Marine Documents.
- Types of Losses, Marine Claims & Recovery.
- Condition and warranties.
- General Average - Basic concept.

Unit 5

5. Major Non-Life Insurance Companies in India - Public & Private Sector

References

1. Mehr, R.I., Fundamentals of Insurance, Irwin
2. Rejda, G.E., Principles of Risk Management and Insurance latest Edition, Pearson Education.
3. Black, K. and Skipper, H.D., Life and Health insurance, latest edition, Pearson Education

Additional Resources:

1. Crane. F. 6, Insurance Principles and Practices, John Wiley and Sons. New York.
 2. Dorfman, M.S., Introduction to Insurance, Prentice Hall,
 3. Holyoake, J. and Weipers, W., Insurance, Institute of Financial Services, U.K.
 4. Vaughan, E.J. and Vaughan, T., Fundamentals of Risk and Insurance", latest Edition, Wiley & Sons
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Teaching Learning Process

Unit No.	Course Learning Outcomes	Teaching & Learning Activity
1	Understanding Non-Life Insurance and its Market	Lectures
2	Understanding the basics of Fire Insurance & its settlement of claims	Lectures
3	Understanding Marine Insurance & Various Aspects	Lectures
4	Understanding the Marine Insurance Documentation & Settlement	Lectures
5	Learn the Major Non-Life Insurance Companies in India (Public & Private Sector)	Lectures

Assessment Methods

Unit No.	Course Learning Outcomes	Assessment Tasks
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1	Examining Non-Life Insurance and its Market	Class Participation, Test/Assignment-End Semeste Examination
2	Examining the basics of Fire Insurance & its settlement of claims	Class Participation, Test/Assignment-End Semeste Examination
3	Analyzing Marine Insurance & Various Aspects	Class Participation, Test/Assignment-End Semeste Examination
4	Examining the Marine Insurance Documentation & Settlement	Class Participation, Test/Assignment-End Semeste Examination
5	Learning the Major Non-Life Insurance Companies in India (Public & Private Sector)	Class Participation, Test/Assignment-End Semeste Examination

Keywords

Non-Life Insurance, Fire Insurance, Marine Insurance, Documentation, Settlement

Non-Life Insurance (Motor, Health, Accidents & Rural) (BAPDSE12) Discipline Specific Elective - (DSE) Credit:6

Course Objective(2-3)

Objective: To give broad knowledge of Non-Life Insurance to the students, including Motorinsurance, health insurance and miscellaneous insurance in detail.

Course Learning Outcomes

CO1 – Understand aspects of Motor Insurance

CO2 – Understand aspects of Health Insurance

CO3 – Understand aspects of Miscellaneous Accidents, Engineering Equipment & Machinery Insurance

CO4 – Understand aspects of Rural Insurance

Unit 1

Unit I. Motor Insurance

Motor Proposal Form, Types of Policies, certificate of Insurance

Provisions of the All India Motor Tariff.

Underwriting considerations and Rating.

Motor Portfolio in the Indian Market and the importance of Loss Control.

Third Party Liability Claims, Motor Accident Claims Tribunals,

Lok Adalats and other Conciliatory Forum

Settlement of Claims.

Unit 2

Unit II. Health Insurance

Standard Mediclaim Policy / Critical Illness / Health Plus / Tailor-made policies. Universal Health Insurance Scheme.

Claim settlement. Cashless Facility, Role of TPA's

Unit 3

Unit III. Miscellaneous Accidents Insurance & Engineering

Traditional and Non-traditional covers.

Burglary, Fidelity Guarantee, Public Liability, Householder & Shopkeepers Package Covers.

Personal Accident, Group Personal Accident Covers.

Project Insurance, Machinery Breakdown, Electronic Equipment, Cold Storage,

Boiler Insurance, Industrial All Risk Policy.

Unit 4

Unit IV. Rural Insurance

IRDA (obligations of Insurers to Rural or Social Sectors) Regulations, 2002.

Cattle Insurance and Insurance of other Livestock.

Properties of Farmers and Agricultural equipment including Pump sets, etc.

Social Security and other schemes.

References

1. Rejda, G.E., *Principles of Risk Management and Insurance* .latest Edition, Pearson Education.
2. Mehr, R.I., *Fundamentals of Insurance*, Irwin,3. Black, K. and Skipper, H.D., *Life and Health insurance*, latest edition, Pearson Education

Additional Resources:

1. Vaughan, E.J. and Vaughan, T., *Fundamentals of Risk and Insurance"*, latest Edition, Wiley & Sons
2. Publications of Insurance Institute of India, Mumbai
3. Insurance Law Manual With IRDA Circulars & Notifications, Taxmann Publication

Teaching Learning Process

Unit No.	Course Learning Outcomes	Teaching & Learning Activity
1	Learning aspects of Motor Insurance	Lectures
2	Learning aspects of Health Insurance	Lectures
3	Learning aspects of Miscellaneous Accidents, Engineering Equipment & Machinery Insurance	Lectures
4	Learning aspects of Rural Insurance	Lectures

Assessment Methods

Unit No.	Course Learning Outcomes	Assessment Tasks
1	Learning aspects of Motor Insurance	Class Participation, Test/Assignment-End Semester Examination
2	Learning aspects of Health Insurance	Class participation, Test/Assignment-End Semester Examination
3	Learning aspects of Miscellaneous Accidents, Engineering Equipment & Machinery Insurance	Class Participation, Test/Assignment-End Semester Examination
4	Learning aspects of Rural Insurance	Class Participation,Test/Assignment-End Semeste Examination

Keywords

Insurance, Motor Insurance,Health Insurance, Accident Insurance, Engineering Machinery & Equipment Insurance, Rural Insurance

Operational Aspects of Insurance (BAPDSE11) Discipline Specific Elective - (DSE) Credit:6

Course Objective(2-3)

OBJECTIVE: To create broad understanding about the operations involved in Insurance Industry. This paper would provide comprehensive knowledge of Insurance documentation and operations

Course Learning Outcomes

CO1 – Understand the difference between Insurance & Annuities

CO2 – Learn Premium calculation & fixation

CO3 - Learn the Process of Underwriting

CO4 – Learn to Settle Claims

CO5 - Learn to Market Insurance Services

Unit 1

UNIT-I: ANNUITIES AND SURRENDER VALUES

Insurance vs. Annuity; Features of Annuity contract; Types of Annuities; Surrender value: Methods of Calculation of Surrender Value, Payment of Surrender value.

Unit 2

UNIT-II: PREMIUM CALCULATION AND FIXATION

Principles of Actuarial Science; Mortality tables, types and its constructions; Life Insurance Premium; Basic elements in computation of premium; Premium valuation methods; Factors affecting Premium.

Unit 3

UNIT-III: UNDERWRITING PROCESS

Meaning of Underwriting, Need and Significance of Underwriting, Underwriting Process; Implementing **and Reviewing Client's Insurance; Life Insurance** Policies Selection; Insurance Ombudsman Scheme.

Unit 4

UNIT-IV: CLAIMS SETTLEMENTS

Legal aspects; Various categories of Insurance Claims; Contents of the claim form. Fire Insurance claims, Motor Insurance Claims, Marine Insurance Claims, Crop Insurance, Claim Documents, Documents for Recovery, Claims for duty and profits, Claims for non delivery, Assignments and Nomination, its distinction and types.

Unit 5

UNIT-V: MARKETING OF INSURANCE SERVICES

Growth of Insurance Industry in India; A.C. Mukherji Committee Report; Bankassurance; Insurance Salesmanship; Intermediaries and Distribution channel; Marketing Mix of Insurance; Pricing; Distribution channel of Insurance Product; Marketing Strategies of Insurance Players in India; CRM in Insurance

References

1. Sethi, J. and Bhatia, N., *Elements of Banking and Insurance*, PHI Learning Pvt. Ltd., New Delhi, 2016.
2. Singh, I. and Katyal, R., *Insurance Principles and Practice*, Kalyani Publishers, New Delhi, 2001.

Additional Resources:

1. Mittal, A. and Gupta, S.L., *Principles of Insurance and Risk Management*, Sultan Chand & Sons, New Delhi, 2016.
 2. Agarwal, O.P., *Banking and Insurance*, Himalaya Publishing House, New Delhi, 2014
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Teaching Learning Process

Unit No.	Course Learning Outcomes	Teaching & Learning Activity
1	Understanding the difference between Insurance & Annuities	Lectures
2	Learning Premium calculation & fixation	Lectures
3	Learning the Process of Underwriting	Lectures
4	Learning Claim Settlement	Lectures
5	Marketing Insurance Services	Lectures

Assessment Methods

Unit No.	Course Learning Outcomes	Assessment Tasks
1	Learning the difference between Insurance & Annuities	Class Participation, Test/Assignment-End Semeste Examination
2	Learning Premium calculation & fixation	Class Participation, Test/Assignment-End Semeste Examination
3	Learning the Process of Underwriting	Class Participation, Test/Assignment-End Semeste Examination
4	Learning Claim Settlement	Class Participation, Test/Assignment-End Semeste Examination
5	Marketing Insurance Services	Class Participation, Test/Assignment-End Semeste Examination

Keywords

Insurance, Annuities, Surrender Values, Underwriting, Claims Settlement, Marketing of Insurance Services

Organizational Behaviour (BAPDSE14) Discipline Specific Elective - (DSE) Credit:6

Course Objective(2-3)

The underlying objective of this course is to create basic understanding of the concept of organisational behavior. It also encourages understanding complexities of human behavior in an organization. It enlightens the outlook and vision of students by bridging the gap between academic concepts and reality through identification of real practices in contemporary organisations and thereby preparing them as future managers.

Course Learning Outcomes

After studying this course student would be able gain theoretical and practical knowledge along with the basic skills desirable to become successful managers and effective employees in organisation. They would develop the acumen to utilize the OB concepts, tools and techniques to handle the complex behavioural situations in the organisations at different levels.

Unit 1

Unit I: Introduction

Concept and relevance of OB, Limitation of OB, Introduction to Organisational Theory – Classical, Neo Classical and Modern Approach.

Unit 2

Unit II: Individual Behaviour

Personality- Type A and B, Big Five personality types, Factors influencing personality.

Values and Attitudes- Concept and types of values: Terminal value and Instrumental Value. Component of attitude, job related attitudes.

Learning- Concept and Learning theories and reinforcement.

Perception- Concept, Perceptual process, Importance, Factors influencing perception, perceptual errors and distortions.

Unit 3

Unit III: OB Models and Organisational Culture

Contributing disciplines of OB. Organisational Behaviour Models. Concept and Determinants of Organisational Culture, Developing Organisational Culture.

Unit 4

Unit IV: Organisational Stress

Organisational Stress –Individual and organisational factors to stress, Work Stressors,Consequences of stress; Prevention and Management of stress, Work life balance.

Unit 5

Unit V: Organisational Change

Organisational change- Importance, Proactive vs Reaction Change, Resistance to change, Change Process, Managing change.

.

Practical

Note: Case studies may be used in teaching various units

**Personal Finance & Basics of Investment
(BAPDSE22)
Discipline Specific Elective - (DSE) Credit:6**

Course Objective(2-3)

Objective: To make students financially literate so that they have knowledge, skills and confidence to take charge of their financial future. This course will increase their understanding of personal finance concepts, develop critical thinking skills for personal financial planning and introduce them to different investment alternatives

Course Learning Outcomes

CO1 – Analyze Personal Financial planning process & Set Personal financial goals

CO2 – Learn Investment Planning, Risk Aversion, Risk Profiling & Concepts of Compounding and Discounting

CO3 – Learn to invest in bonds & equity shares

CO4 – Perform Portfolio Analysis & Learn Portfolio Risk, Return & Diversification

CO5 - Learn about Investor protection

Unit 1

Unit I Introduction

Personal financial planning process. Setting personal financial goals. Financial planning environment. Personal financial planning at different stages of life. Planning for life insurance and health insurance. Consumer and housing finance planning. Retirement planning. Impact of taxes and inflation

Unit 2

Unit II Investment planning

Objectives and rewards of investing. Risk aversion and risk profiling. Concept of compounding and discounting, Various investment alternatives such as – bonds, equity shares, mutual funds, SIP, deposits, PPF, financial derivatives, real estate, commodities, ETFs, Gold, Risk-free investments.

Unit 3

Unit III Investing in bonds and equity shares

Types of bonds. Bond yields. Bond risks. Investing in equity shares- fundamental and technical analysis. Online investing. Dematerialisation. Concept of brokerage, entry or exit load.

Unit 4

Unit IV Portfolio analysis

Portfolio and diversification. Portfolio risk and return. Designing suitable portfolio as per personal financial plans.

Unit 5

Unit V Investor protection

Role of SEBI. Investor grievances and their redressal system in India. Ombudsman committee.

References

1. Tripathi, Vanita, *Fundamentals of Investments*. Taxman publications..
2. Rustogi, R.P., *Fundamentals of Investment*. Sultan Chand & Sons, New Delhi.
3. Mayo, *An Introduction to Investment*. Cengage Learning.
4. Kapoor, Jack, *Personal Finance*, Tata McGraw hill
5. Maheshwari, Investment Management, Prentice Hall of India.
6. Bhalla, V.K., "Investment Management", S. Chand & Co.

Additional Resources:

Chandra, Prasanna, "Investment Analysis and Portfolio Management", Tata McGraw Hill.

Vohra, N.D., and Bagri, B.R., "Futures and Options", Tata McGraw Hill Publishing Company Ltd.

Singh, Y.P., *Investment Management*, Galgotia Publishers

Teaching Learning Process

Unit No.	Course Learning Outcomes	Teaching & Learning Activity
1	Analyzing Personal Financial planning process & Setting Personal financial goals	Lectures
2	Performing Investment planning, risk aversion, risk profiling & Concepts of Compounding and Discounting	Lectures
3	Investing in equity shares- Fundamental and Technical Analysis	Lectures
4	Performing Portfolio Analysis & Calculating Portfolio Risk, Return & Diversification	Lectures
5	Learning Investor protection	Lectures

Assessment Methods

Unit No.	Course Learning Outcomes	Assessment Tasks
1	Analyzing Personal Financial planning process & Setting Personal financial goals	Class Participation, Test/Assignment-End Semester Examination

2	Performing Investment planning, risk aversion, risk profiling & Concepts of Compounding and Discounting	Class Participation, Test/Assignment-End Semester Examination
3	Investing in equity shares- Fundamental and Technical Analysis	Class Participation, Test/Assignment-End Semester Examination
4	Performing Portfolio Analysis & Calculating Portfolio Risk, Return & Diversification	Class Participation, Assignment-End Semester Examination
5	Learning Investor protection	Class Participation, Assignment-End Semester Examination

Keywords

Financial Planning, Investment planning, Personal Tax Planning Insurance Planning, Retirement planning, Time Value of Money ,Bonds, Equity shares, Mutual funds, SIP, Deposits, PPF, Financial Derivatives, Real estate, Commodities, ETFs, Gold, Risk-free investments

Personal Tax Planning (BAPDSE05) Discipline Specific Elective - (DSE) Credit:6

Course Objective(2-3)

To provide basic knowledge of Income tax laws in easily comprehensible manner with a view to equip them to use the legitimate tool of tax planning in their economic life.

Course Learning Outcomes

On completion of this course the students should be able to :

- Understand the concept of Tax Planning
- Use the residential status to plan the scope of income
- Apply critical thinking and problem solving skills related to minimization of tax liability of individuals

- Devise the Tax planning strategy in relation to agricultural income
- Develop efficient pay packages
- Understand tax planning strategies in relation to house property
- Understand the presumptive scheme of taxation of computing business income
- Use Indexation technique to reduce capital gains tax
- Understand the implication of gifts received from relatives and non relatives

Unit 1

Tax Evasion; Tax Avoidance and its limitations; Tax Planning-Concepts and Objectives; Tax Management – Nature, Basic Concepts: Residential Status and Scope of Income, Special Provisions for Non-resident Indians [COI,PIO],Form of Ownership of Business- Tax characteristics of Sole proprietor, HUF, Partnership firm

Unit 2

Tax Planning with Special Reference to Individuals, HUFs; TDS Obligations-under section 192,194IA,194IB; Advance Payment of Tax; Return of Income; Self-Assessment; Interest Payable under section 234A, 234B, 234C; Fee for late filing of return

Unit 3

Tax Planning for Salary Income: Relative tax Efficiency of Allowances, Perquisites, Retirement Benefits. Tax Planning for House Property Income: Deductions available under section 24(a), 24(b); Set off and carry forward of HP losses. Deduction under section 80 C, 80EE with reference to House Property Income

Unit 4

Tax Planning for small size Business Professions: Simplified Scheme of Computing Business Income under section 44AD,44 ADA, 44AE. Tax Planning for Gifts, Interest Income on Deposits, Dividend Income on Shares and Units of Mutual funds Under the Head other sources.

Unit 5

Tax Planning for Capital gains: Short term versus long term Capital gains on Immovable Property, Shares, Bonds/Debentures, Units of Mutual funds, Gold Deposits, Gold Bonds; Exemption under section 54, 54B, 54EC, 54F; Carry Forward and set off of Capital losses. Deductions from Gross Total Income: 80C, 80CCD(1), 80CCD(1B),80CCD(2),80D,80E,80G Specific Anti Avoidance Rules: 94(7), 94(8)

References

Suggested Readings:

1. Singhania, Vinod K. and Singhania, K., Direct Taxes Law & Practice -With special reference to Tax Planning. Taxmann Publications Pvt. Ltd., New Delhi, 2017.
2. Ahuja, G. and Gupta, R., Corporate Tax Planning and Management. Bharat Law House, Delhi, 2017.
3. Mehrotra, H.C. and Goyal, S.P., Direct Tax including Tax Planning & Management. Sahitya Bhawan, Agra, 2017.
4. Mehrotra, H.C. and Goyal, S.P., Ayakar Vidhan avam Likhankan (Income Tax Law and Accounts), Sahitya Bhawan, Agra, 2016.

5. Jain, R.K., Ayakar Vidhan avam Likhankan, Rajeev Bansal Publications, 2017.

Note: Latest edition of book may be used

Teaching Learning Process

Classroom lectures, Case studies, Presentations

Assessment Methods

End semester examination; Class participation; Assignments; Class tests

Keywords

- Tax Planning
 - Residential status
 - Double Taxation relief
 - Agricultural Income
 - Perquisites
 - Allowances
 - Rebate
 - Deductions
 - Presumptive taxation
 - Indexation
 - Tax Audit
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**Practical Stenography and e-typewriting
(BAPDSE29)
Discipline Specific Elective - (DSE) Credit:6**

Course Objective(2-3)

After learning the basic principles of Stenography by the students, it is essential that the students build up speed writing by practicing exercises and learning stenography transcriptions from Pitman Shorthand Instructor. The students will also get the proficiency in word processing

Course Learning Outcomes

- The students will learn the advance stenography skills and transcription of shorthand exercises. They will be eligible to compete in the job market for secretarial jobs of personal secretary, Stenographers, office executives and office managers.
 - The students will be able to work in the IT Environment.
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Unit 1

Homonyms(words which have the same spelling and pronunciation, but have different meanings); homophones(words which have the same pronunciation , but different spelling and meanings); homographs (words that are spelt the same, but have different pronunciations and meanings)

Special contractions (Section 1 to 5 with exercises) , Advanced Phraseography (Section 1 to 7) with exercises , Intersections, List of Grammalogues (alphabetically and phonetically).

Daily practice of Seen Passages from above exercises at the speed of 60 w.p.m and transcribe on the computer.

(30 lectures)

Unit 2

Practice on key board skills for the speed of e-typewriting

E-typewriting : Introduction, functions, importance, advantages and disadvantages. Practice of on and off of computer system.

Keyboard practice : Setting of fingers on home keys, guide keys, dead keys, and their functions

Touch and sight typewriting- Meaning, advantages and disadvantages.

Typewriting speed and accuracy- (use of spacing and punctuation marks, errors and penalty. Calculation of running and accurate speed (gross and net speed)

Word processing: Objectives to learn word processing, working with documents, use of different views, navigation through document, text manipulation, formatting of document.

Document preparation : Styles of business letters, preparation of letters in word processor, generate notices, office orders, circulars, memorandums, resumes.

(20 lectures)

Unit 3

Spreadsheet (MS Excel): Need of Spreadsheet, creating, opening and saving workbook, working with worksheet, editing worksheet, using links, applying different views, formulas and functions.

Internet: Meaning, origin of Internet, advantages and disadvantages of Internet, world wide web and its differences with Internet

(05 lectures)

Unit 4

Speed and accuracy passages, letters, styles, notice, agenda and minutes of meeting, practices of MS-excel and touch e-typewriting

(10 lectures)

Practical

Guidelines for the conduct of Practical Examination

Time: 3 Hours

Maximum Marks: 50

Question No.	Description	No. of words	Marks	Time Allowed
1.	Seen Dictation from Unit 1 of the syllabus at the speed of 80/60 words per minutes	180	10	5 minutes for dictation 5 minutes for reading and 30 minutes for transcription on Computer
2	Shorthand outlines from Unit 1	20	10	20 Minutes
3	Speed Test @ 30 w.p.m. (10 minutes) from Unit 2	3000	10	10 Minutes

4	Project work - Practical Assessment from Unit 3 & 4 of Word processing, Ms-Excel		20	40 Minutes
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Note:

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10 minutes time will be allowed to students for setting and adjustment of computers before the practical starts.

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10 minutes time will be allowed to students for setting and adjustment of computers for e-typewriting speed test.

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The students have to produce the hard copies of the above questions for evaluation.

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Time should also be allowed for print-outs.

References

- 1.Computer E-Typewriting Master
- 2.Tiwari H.N.and Thukral, S.Information Technology, International Book House Pvt. Ltd., Delhi 2014
- 3.Kailash, C.Chandra, N.and Pitman I., Shorthand Magazines, S.S.Publications 2012
- 4.Pitman. I., Pitman Shorthand Instructor and Key (old Course), Pearson Education Ltd. 2003.
- 5.Madan, S., Computer Applications, Mayur Paperbacks, New Delhi 2013.
6. Sinha, P.K. and Sinha, P., Computer Fundamentals, BPB Publications. 2010
7. D.P.Bhatia & S.S.Sangal, Principles of Typewriting, Pitman S.S.Publications,
8. O.P.Kuthiala, Shorthand Made Easy, Pitman S.S.Publications,
9. Edgar Thoope, 2000 Common words, Pitman S.S.Publication
- 10.700 Hundred Common Words – Reading and Dictation Exercises

Unit No.	Course Learning Outcome	Teaching and Learning Activity	Assessment Tasks
1	Acquire the proficiency in shorthand skills, dictation and transcription of office notes.	Lectures and hands on practices of daily dictations and shorthand transcription on Computer	Practical paper as per the guidelines of the paper
2	Acquire the proficiency in computer typewriting through touch system with a required speed	Practice through online software of "Typing Master" and Through the material provided in the Lab	It can be assessed through both the ways such as through software and hard copy material also
3	Able to prepare the office letters, notices, circulars, Pay-roll and result analysis through Excel using the different functions/formulas.	Practicals through usage of word processing and spreadsheets.	Practical assessment

Assessment Methods

As per the University norms, the student will be assessed through the following components:

1. Internal Practical : 25 Marks
2. Final Practical : 50 Marks
3. Theory Exam : 25 Marks

Total : 100 Marks

Risk Management (BAPDSE09) Discipline Specific Elective - (DSE) Credit:6

Course Objective(2-3)

OBJECTIVE: To impart the knowledge of Management of Risk and process of Risk management. This paper would provide deep insights on risk management in Insurance products and organizations.

Course Learning Outcomes

CO1 – Understand the concept of Risk, Relevance of Probability, Process & Methods of Risk Management

CO2 – Understand Risk Management in Disasters

CO3 – Analyze various Risk Insurance Products

CO4 – Learn Insurance Organization

CO5 - Learn the Prospects of Insurance Companies

Unit 1

UNIT- I: INTRODUCTION TO RISK

Meaning and Definition of Risk; Types of Risk: Static, Dynamic risk, Financial and Non-financial risks, Pure and Speculative risk, Fundamental and Particular risks, Business and Personal risk; Need for risk management; Process of risk management; Methods of risk management.

Unit 2

UNIT-II:RISK MANAGEMENT IN DISASTERS

Basic definition and concepts; Levels of Disaster; Importance to analyze Disaster risk management systems; Objectives of Disaster Management Act, 2005; National Disaster Management Authority of India.

Unit 3

UNIT-III:RISK OF INSURANCE PRODUCT

Criteria for assessment of Risk; Factors impacting Risk; Insurance of Business Risk, Crop Insurance, Burgury Insurance, Goods in transit Insurance, Artisian Insurance, Fidelity Guarantee Insurance, Rural Insurance, Micro Insurance, Urban Non Traditional Insurance, Employer Employee Insurance Scheme, Keyman Insurance;

Unit 4

UNIT-IV: INSURANCE ORGANIZATION

Self Insurance, Individual Insurer, Partnership, Joint Stock Companies, Mutual Companies, Co-operative Organization, State Insurance Intermediaries.

Unit 5

UNIT-V: PROSPECTS OF INSURANCE COMPANIES

Prospects of Insurance; Privatization of Insurance Industry; Insurance Innovation; Health Insurance, Catastrophe Insurance, Liability Insurance, Credit Insurance and Surety. Corporate Governance and Corporate Social Responsibilities; Bancassurance; International Insurance Scene.

References

- 1 Kumar, S., *Insurance and Risk Management*, Galgotia, Publishing Company, New Delhi, 2016.
- 2 Mishra, M.N. and Mishra, S.B., *Insurance Principles and Practice*, S. Chand & Company Pvt. Ltd., New Delhi, 2016

Additional Resources:

1. Loomba, J., *Risk Management and Insurance Planning*, PHI Learning Pvt. Ltd., New Delhi, 2013.
 2. Mittal, A. and Gupta, S.L., *Principles of Insurance and Risk Management*, Sultan Chand & Sons, New Delhi, 2016.
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Teaching Learning Process

Unit No.	Course Learning Outcomes	Teaching & Learning Activity
1	Understanding the concept of Risk, Relevance of Probability, Process & Methods of Risk Management	Lectures
2	Understanding Risk Management in Disasters	Lectures
3	Analyzing various Risk Insurance Products	Lectures
4	Learning Insurance Organization	Lectures

Assessment Methods

Unit No.	Course Learning Outcomes	Assessment Tasks
1	Analyzing the concept of Risk, Relevance of Probability, Process & Methods of Risk Management	Class Participation, Test/Assignment-End Semeste Examination
2	Examining Risk Management in Disasters	Class Participation, Test/Assignment-End Semeste Examination
3	Analyzing various Risk Insurance Products	Class Participation, Test/Assignment-End Semeste Examination
4	Learning Insurance Organization	Class Participation, Test/Assignment-End Semeste Examination
5	Learning the Prospects of Insurance Companies	Class Participation, Test/ Assignment-End Semester Examination

Keywords

Risk Management, Risk Management in Disaster, Insurance Product, Insurance Organization, Prospects of Insurance Companies

Sales Force Management (BAPDSE27) Discipline Specific Elective - (DSE) Credit:6

Unit 1

Introduction to Sales Force Management: Nature and importance of sales force management, Designing the Sales Force objectives , strategy and structure, sales force size, Functions of Sales Manager.

Unit 2

Organization of the Sales Department: Geographic, Product wise and market based.

Unit 3

Managing the Sales Force: Recruitment and selection of sales force; Training and direction; Motivating sales personnel, Sales force compensation; Performance appraisal.

Unit 4

Sales Planning and Control: Market Analysis, and sales forecasting, Methods of forecasting sales, Sales territory planning, Sales Budgeting: Importance, Process and uses of sales budget; Sales quota; Sales and cost Analysis.

Unit 5

Emerging Trends in Sales Force Management: Use of innovative technology in Sales force management, CRM, Sales force diversity, Team based selling approach, Ethical and social issues in sales force management

References

1. Kapoor Neeru, *Advertising and personal Selling*, Pinnacle, New Delhi
2. Still, Richard R., Cundiff, Edward W., and Govon i, Norman A. P. *Sales Management: Decision Strategies and Cases*, Prentice Hall of India Ltd., New Delhi.
3. Rusell, F. A. Beach and Buskirk, Richard H., *Selling: Principles and Practices*, McGraw Hill Inc.,
4. Stanton, William J., Buskirk, Richard H., and Spiro, Rosann, *Management of the Sales force*, Richard D. Irwin/McGraw - Hill.
5. Futrell, Charles, *Sales Management: Behaviour, Practices and Cases*, The Dryden Press.
6. Pedesson, Charles A. Wright, Milburn d. And Weitz, Barton A., *Selling: Principles and Methods*, 8th edition, Richard, Irvin, pp.290-291.
7. Johnson, Kurtz and Schueing, *Sales Management* (McGraw-Hill)

Note: Latest edition of text book may be used.

**Sales Promotion & Public Relations
(BAPDSE26)
Discipline Specific Elective - (DSE) Credit:6**

Course Objective(2-3)

The aim of the course is to familiarize the students with the basics and techniques of sales promotion and public relations. Students will be able to learn the various forms of sales promotion tools, develop a sales promotion programme, learn the importance of public relations especially during crisis. To teach students deal about ethical and legal aspects of sales promotion and public relations.

Course Learning Outcomes

To help students understand the fundamental concepts of sales promotion and public relations.

To understand how various tools of sales promotion and PR can enhance a companies brand equity, influence consumer behavior and accountability.

This paper also seeks to prepare students for jobs in Marketing, Advertising, PR, Ad-agencies, selling and digital marketing.

Unit 1

SalesPromotion

Nature and importance of sales promotions; Forms of sales promotions, consumer-oriented sales promotion, trade-oriented sales promotion and sales force-oriented sales promotions. (15 Lectures)

Unit 2

Major Sales Promotions Tools

Their features, strengths and limitations; Consumer Promotion Tools: Premiums, Price off, Coupons, Sampling, Refunds and Rebates, Contests, Games and Lotteries, Point of Purchase, Displays and demonstrations, Use of logo, gifts, Patronage Awards, Price packs, Tie-In Promotions, Product Warranties. Trade Promotion Tools: Convention, conferences, trade fairs, exhibitions and fashion shows, specialties and novelties. (15 Lectures)

Unit 3

Developing Sales Promotions Programmes

Establishing Objectives, selecting the tools, develop the program, Pre-testing implementing, evaluating the result and making necessary modifications. (10Lectures)

Unit 4

Public Relations

Meaning, features and growing importance; concept of public, publicity and public relations; Major tools of public relations: news, speeches, special event, handouts, leaflets, publications, audio visual, community relations, lobbying, identity media. Marketing Public Relations: Major Decisions. (12Lectures)

Unit 5

Unit V: Ethical and legal aspects of sales promotion and public relations.

(8 Lectures)

References

1. Blattberg, Robert C and Neslin, Scott A., *Sales Promotions: Concepts, Methods and Strategies*. New Jersey: Prentice Hall.
2. Cummins, J., and R. Mullins, *Sales Promotions*, London: Kogan Page.
3. Ulanoff, S.M. *Handbook of Sales Promotions*. New York: McGraw Hill.
4. Quelch, J.A. *Sales Promotions Management, (2011)* New Jersey: Prentice Hall.

Additional Resources:

Kotler, P. & Keller, K. L. (2017) *Marketing Management*. Pearson.

Stanton, M. J., Walker, B. J., Stanton, W. J., & Pandit, A. (2010). *Marketing (14th ed.)*. Mc Graw Hill.

Note: Latest edition of the books should be used

**Social Entrepreneurship
(BAPDSE03)
Discipline Specific Elective - (DSE) Credit:6**

Unit 1

Unit-I: The ENTREPRENEURIAL SOCIETY: The Symbiotic relationship between Entrepreneurship and Economic Development. Social entrepreneurship in the global context vis-à-vis India. Growth of Social entrepreneurship: impetus for Entrepreneurship-push and pull factors.

Unit 2

Unit-II: FUNDAMENTALS OF SOCIAL ENTREPRENEURSHIP: Meaning, forms, Need for Social Entrepreneurship in the contemporary Societies; Corporate Social Responsibility (CSR) and Social Entrepreneurship-linkages; Cases of Corporate promotion of Social Entrepreneurship in India; Governmental and non-governmental efforts in the promotion of Social Entrepreneurship; Future prospects of Social Entrepreneurship.

Unit 3

Unit-III: DEVELOPING A FRAMEWORK FOR OPPORTUNITY IDENTIFICATION IN SOCIAL SECTOR: Factors that create opportunity; Hobbies, Work experience, Internet, Service Sector. Market gap analysis of emerging social arena; Opportunity Identification Process: project feasibility study of social enterprises, sequence of analysis of project feasibility.

Unit 4

Unit-IV: SOCIAL DIMENSION TO ENTREPRENEURSHIP: Role of Mentors, Role Models, Tolerance for failure; Family support for initiating formation of social sector enterprises; Start ups in the social concept; Role of Government contributing to growth of 1st generation social entrepreneurs.

Unit 5

Unit-V: Indian Experiences: Success stories on social entrepreneurship: case studies of Indian Social Entrepreneurs; Entrepreneurial failures and coping with it; Case studies of entrepreneurial failures in social sector; Cultural support for failures. (Some cases of entrepreneurial success and failures and lesson learnt-with recent examples, Recent Start ups in social sector.)

**Social Security Laws
(BAPDSE18)
Discipline Specific Elective - (DSE) Credit:6**

Course Objective(2-3)

To familiarize the students with the understanding and provisions of social security laws. Case studies and problems involving issues in Employees' Provident Funds and Miscellaneous Provisions Act, 1952; Employees' State Insurance Act, 1948; And Workmen's Compensation Act, 1923, are required to be discussed.

Course Learning Outcomes

CO1: To be able to utilize the schemes available for social welfare and justice of labour

CO2: To recognize and execute different schemes available for protection of employees under insurance.

CO3: To cognize the instances and cases where compensation by employer is due for social justice in cases of employment injuries.

Unit 1

Social Security

Concept, Origin and development of the concept of social security

Unit 2

Unit II

Employees' Provident Funds And Miscellaneous Provisions Act, 1952

Historical Background, objectives and application of the Act; Definitions; Schemes under the Act: The Employees Provident Funds Scheme, 1952 (Section 5); The Employees Pension Scheme, 1995 (Section 6A); The Employees Deposit-Linked Insurance Scheme, 1976 (Section 6C); Miscellaneous Provisions.

Unit 3

Unit III

Employees' State Insurance Act, 1948

Historical Background, objectives and application of the Act; Definitions; ESI Corporation, Standing Committee and Medical Benefit Council; Finance and Audit; Contributions; Benefits; Adjudication of Dispute and Claims; Penalties.

Unit 4

Unit IV

Employee's Compensation Act, 1923

Historical Background, objectives, scope, features of the Act; Definitions; Workmen's compensation: Employer's liability to pay compensation, amount of compensation, Methods of calculating wages, Compensation not to be assigned attached or charged; Contracting; Commissioners

References

Sharma, J. P. "*Simplified Approach to Labour Laws 4th edn*", Bharat Law House Pvt. Ltd, T-1/95, Mangolpuri Industrial Area, Phase-1, New Delhi

Sharma, J. P., "*Employees' Provident Funds and Miscellaneous Provisions Act, 1952 with frequently Raised Queries including Schemes & Rules, 3rd edn*", Bharat Law House Pvt. Ltd, T-1/95, Mangolpuri Industrial Area, Phase-1, New Delhi

Sharma, J. P., "*Employees' State Insurance Act, 1948 with Frequently Raised Queries, 3rd edn*", Bharat Law House Pvt. Ltd, T-1/95, Mangolpuri Industrial Area, Phase-1, New Delhi

Singh, Avtar, *Introduction to Labour and Industrial Laws*, Wadhwa, Nagpur.

Additional Resources:

Malik, K. L., *Industrial Laws and Labour Laws*, Eastern Book Company, Lucknow.

Srivastava, S. C., *Industrial Relations & Labour Laws*, Vikas Publishing House (P) Ltd.

Institute of Company Secretaries of India, "*Executive Programme-Module II, Paper 5-Economic and Labour Laws*", New Delhi

Keywords

Social Security

Employees' Provident Funds And Miscellaneous Provisions Act, 1952

Employees' State Insurance Act, 1948

Employee's Compensation Act, 1923

**Work Environment for Human Resource Management
(BAPDSE13)
Discipline Specific Elective - (DSE) Credit:6**

Course Objective(2-3)

Having learnt the basic concept and fundamentals of Human Resource Management it is pertinent that the students should

- Understand the work culture and climate.
 - Role of HRM for developing ethical behavior and maintaining quality of work life.
-

Course Learning Outcomes

- To understand the evolution of HRD
 - To explore the work environment w.r.t. conflict and stress
 - To appreciate the role of TQM practices in organizations
 - To explore ethical concerns facing organizations
-

Unit 1

UNIT-I: HUMAN RESOURCE DEVELOPMENT (HRD)

Concept and Evolution; Difference between Human Resource Management and Human Resource Development; Need and Significance; HRD Culture and Climate; HRD components and role of HR manager.

Unit 2

UNIT-II: WORKPLACE ENVIRONMENT

Overview; Conflict at work; Sources of Conflict and Coping Strategies; Managing Workforce Diversity; Effective Meetings; Flexible work arrangements; Interpersonal Communication; Productive work teams; workplace wellness and managing stress.

Unit 3

UNIT-III: TOTAL QUALITY MANAGEMENT (TQM)

Concept, Components, Implementation and TQM practices in India. Learning Organizations and Knowledge management.

Unit 4

UNIT-IV: QUALITY OF WORKING LIFE (QWL) AND QUALITY CIRCLES (QC)

Concept, Approaches and conditions for success of QWL. General and Organizational Approach. Concept of QC and QC schemes in India.

Unit 5

UNIT-V: ETHICAL ISSUES

Ethics and Human Resource Management; Types of ethics; Need for ethical policies and code of conduct at workplace; Factors influencing ethical behavior at work; Role of HRM in the development of ethical behavior.

Course Objective(2-3)

Having learnt the basic concept and fundamentals of Human Resource Management it is pertinent that the students should

- Understand the work culture and climate.
 - Role of HRM for developing ethical behavior and maintaining quality of work life.
-

Course Learning Outcomes

- To understand the evolution of HRD
- To explore the work environment w.r.t. conflict and stress
- To appreciate the role of TQM practices in organizations
- To explore ethical concerns facing organizations

Unit 1

UNIT-I: HUMAN RESOURCE DEVELOPMENT (HRD)

Concept and Evolution; Difference between Human Resource Management and Human Resource Development; Need and Significance; HRD Culture and Climate; HRD components and role of HR manager.

Unit 2

UNIT-II: WORKPLACE ENVIRONMENT

Overview; Conflict at work; Sources of Conflict and Coping Strategies; Managing Workforce Diversity; Effective Meetings; Flexible work arrangements; Interpersonal Communication; Productive work teams; workplace wellness and managing stress.

Unit 3

UNIT-III: TOTAL QUALITY MANAGEMENT (TQM)

Concept, Components, Implementation and TQM practices in India. Learning Organizations and Knowledge management.

Unit 4

UNIT-IV: QUALITY OF WORKING LIFE (QWL) AND QUALITY CIRCLES (QC)

Concept, Approaches and conditions for success of QWL. General and Organizational Approach. Concept of QC and QC schemes in India.

Unit 5

UNIT-V: ETHICAL ISSUES

Ethics and Human Resource Management; Types of ethics; Need for ethical policies and code of conduct at workplace; Factors influencing ethical behavior at work; Role of HRM in the development of ethical behavior.

Advertising(SEC) (BAPSEC06) Skill-Enhancement Elective Course - (SEC) Credit:4

Course Objective(2-3)

The objective of the course is to familiarize the students with the basic concepts of advertising.

To develop a customer oriented attitude for framing advertising policies.

They will be able to learn the insights of advertising: preparing an advertising message, selecting an appropriate medium and evaluation of an advertising campaign.

Course Learning Outcomes

Learning Outcome

of this paper is that the students would be equipped with concepts and techniques of advertising used in marketing. They would get a chance to understand various appeals and models used by the marketers for promoting their brands in the market.

Unit 1

Unit 1: Introduction

Advertising: Meaning, Nature and Importance, types and objectives; Target audience selection- basis; Setting of Advertising Budget : determinants and major methods.

Unit 2

Unit 2 : Media Decisions

Major Media Types - their merits and limitations; Factors Influencing Media Choice; Media Scheduling.

Unit 3

Unit 3: Message Development

Advertising Appeals; Elements of Print and Broadcast Copy.

Unit 4

Unit 4 : Measuring Advertising Effectiveness

Arguments for and against measuring effectiveness; Evaluating Communication and Sales Effects; Pre and Post- testing Techniques.

Unit 5

Unit 5 : Organisational Arrangements

- a) Advertising Agency: Role, Types and Selection of Advertising Agency
 - b) Ethical and Legal Aspects of Advertising in India
-

References

Readings:

1. Belch, G. E., M. A. Belch and Purani K. (2009), *Advertising and Promotion: An Integrated Marketing Communications Perspective*, McGraw Hill Education.
2. Sharma, Kavita (2018), *Advertising: Planning and Decision Making*, Taxmann Publication Pvt. Ltd.
3. Gupta, Ruchi (2017), *Advertising*, Scholar Tech Press.

Note: Latest edition of the books should be used.

Additional Resources:

1. Kapoor, Neeru (2008), *Advertising and Personal Selling*, Pinnacle.
2. Shah, Kruti and A. D'Souza (2008), *Advertising and Promotions: An IMC Perspective*, McGraw Hill Education.
3. IBS Case Study Centre, [www. ibscdc.org](http://www.ibscdc.org)

Note: Latest edition of the books should be used.

Teaching Learning Process

The following components would be used for effective teaching learning process:

Experiential Learning via Simulation Exercises and Role Playing

Research Projects

Internships

Case Study Discussions and Presentations

Field Trips

Assessment Methods

The following methods would be used for assessing the students and providing feedback to them:

Class Test

Assignments

Projects and Presentations

End Semester Examination

Keywords

Advertising

Advertising Media

Communication and Sales Effects

Advertising Agency

Ethical Advertising

**Collective Bargaining and Negotiation Skills (SEC)
(BAPSEC08)
Skill-Enhancement Elective Course - (SEC) Credit:4**

Course Objective(2-3)

To promote understanding of the concept and theories of collective bargaining, and also to provide exposure to the required skills in negotiating a contract.

Course Learning Outcomes

- CO1: To identify issues in collective bargaining, its significance.
- CO2: To understand the levels, coverage and agreements of collective bargaining.
- CO3: To enable to liaison in negotiations
- CO4: To be able to administer the negotiation agreement and handle grievance management

Unit 1

Unit I: Issues in Collective Bargaining

Meaning, Definitions and Characteristics of Collective Bargaining ; Critical Issues in Collective Bargaining; Theories of Collective Bargaining: Hick's Analysis of Wages Setting under Collective Bargaining, Conflict-choice Model of Negotiation, A Behavioural Theory of Labour Negotiation.

Unit 2

Unit II: Collective Bargaining in India

Pre-requisites for successful Collective Bargaining in any Country; Collective Bargaining in Practice; Levels of Bargaining, Coverage and Duration of Agreements; Difficulties in the Bargaining Process and Administration of Agreements.

Unit 3

Unit III: Negotiating a Contract

Meaning of Negotiations, Pre-negotiation-Preparing the Charter of Demand(s), Creating the Bargaining Team, Submission of COD, Costing of Labour Contracts.

Unit 4

Unit IV: Negotiation Skills

Negotiation Process; Effective Negotiation; Preparing for Negotiation; Negotiating Integrative Agreements; Negotiation and Collective Bargaining; Approaches and Phases in Collective Bargaining; Coalition Bargaining and; Fractional Bargaining; Impasse Resolution; Contract Ratification; Post Negotiation-Administration of the Agreement, Grievance Management, Binding up the Wounds; Collective Bargaining & the emerging scenario.

References

Venkataratnam, C. S. *Industrial Relations: Text and Cases*. Delhi: Oxford University Press.

Salamon, Michael. *Industrial Relations--Theory & Practice*. London: Prentice Hall.

Additional Resources:

Dwivedi, R.S. *Managing Human Resources: Industrial Relations in Indian Enterprises*.

New Delhi: Galgotia Publishing Company.

Edwards, P. (n.d.). *Industrial Relations: Theory and Practice in Britain*. U.K: Blackwell Publishing.

Keywords

Negotiation Skills

Collective Bargaining in India

Issues in Collective Bargaining

**Computer Applications in Business(SEC)
(BAPSEC01)
Skill-Enhancement Elective Course - (SEC) Credit:4**

Course Objective(2-3)

To provide Information Technology skills and knowledge about hardware and software through practice on computer systems to the students of B.A.Programme and to enhance the capabilities of students through acquiring knowledge about the processing of data and information in software packages - word processing, excel and power point.

Course Learning Outcomes

- Able to Understand the fundamentals of computer.
 - Students will be able to understand the components of computer system
 - Knowledge and use of word processor, spreadsheet and power point
 - Develop understanding about the writing of effective business letters in computer
 - Acquire the knowledge and hands on experience working in spreadsheet program.
 - Hands on practice for presentation of power point report.
-

Unit 1

1. Basics of Computer System

Introduction to Computer-Characteristics of Computers, The Computer System, Parts of Computers);Computer H/W Setup, Configuration, Networking, Mobile H/W Device and types, wireless Networking; Operating System- Introduction to Operating Systems, An overview of

various Computer & Mobile OS & Application (UN IX / Linux, DOS, Windows, Android, windows mobile, iOS Like), Features of latest Windows Operating Systems & its Management & Networking (Installation, backup, security, User control), Usage of payment gateway s.

(15 Lectures)

Unit 2

Usage of Essential Tools

Introduction to facilities & commonly used features of:

Word Processing : Working with word document, Inserting, filling and formatting a table, Mail Merge including linking with Access Database, Creating Macros -Sending E-mail from Word Import / Export of files Converting Word Document to Web Document, PDF files Hyperlinks; OLE Security features in MS-Word - Protection of Documents - Password for Documents - Checking for viruses in macros, referencing, creating bibliography, manage sources and citations, review documents.

PowerPoint: Preparing Presentations, Slides, Handouts, Speaker's Notes - Outlines -Media Clips - Charts – Graphs, Adding the Transitions to the Slide Show - Special effects in detail, - Setting Slide timings.

Spreadsheet: Creating a work book, Rearranging Worksheet, Organizing Charts and graphs, Ranges and Functions & Formulae: Mathematical, Statistical Functions.

(30 Lectures)

Unit 3

Unit 4

Practical

Practical:

- Daily practice on Computer Systems in software packages Word processor, spreadsheet and power point.
- Based on the practical exercises from Unit 1 and Unit 2, the IT skills of the students shall be assessed.

References

1. Rajaraman, V. Introduction to Information Technology. PHI.
2. Eliason, A.L. On-line Business Computer-Applications. Chicago: Science Research Associates.
3. Frye, Curtis D. Step by Step Microsoft Excel 2010. PHI.
4. Leon, A. and Leon, M. Fundamentals of Information Technology. Leon, Vikas (4) Software manuals.
5. Sinha, Pradeep K. and Sinha, Preeti. Foundation of Computing. BPB Publication.
6. Basandra, Suresh K. Management Information System. New Delhi-Allahabad: Wheeler Publication.
7. Kumar, Muneesh. Business Information System. Vikas Publishing House
8. Saxena, Sanjay, A First Course in Computers, Vikas Publishing House.
9. Sikandar, Anita, A Guide for Computer Applications (under print)

Note: Latest edition of text book may be used.

Teaching Learning Process

Teaching Learning Process:

Students will be able to work in IT environment though practice on computer systems while learning practically.

- Through assignments/ practical based skill enhancement through practical exercises from Unit 1 and Unit 2.
- Final Practical Exam in Computer Lab.

Assessment Methods

Assessment Method:

As per the University norms, the details of assessment will be as shown below :

Time: 3 Hrs, Maximum Marks: 50

(Practical-35 Marks, Viva-5 Marks and Work Book-10 Marks)

Teaching arrangements need to be made in the computer lab only.

There shall be 2 Lectures per class and 4 Practical periods per batch to be taught in Computer Lab.

Keywords

Computer fundamental, softwares, word process, spreadsheet, power point, practicals in computer lab.

Cyber Crimes and Laws(SEC) (BAPSEC02) Skill-Enhancement Elective Course - (SEC) Credit:4

Course Objective(2-3)

This paper intends to create an understanding towards the cyber crimes and to familiarize the students with the application of cyber laws in business and in day today for secure operations in cyber space.

Course Learning Outcomes

CO1: To be able to identify cyber crimes associated in online activities

CO2: To be able to work in the vertical having varied access points, data sources, network and system related issues, especially in online transactions.

CO3: To enable to generate and preserve electronic evidences for personal and professional use.

CO4: To be able to work in virtual space safely and with business process or products not falling under the ambit of cyber crimes

Unit 1

Unit I: Cyber Crimes

Introduction- Computer crime and cyber crimes; Distinction between cyber crime and conventional crimes; cyber forensic; Kinds of cyber crimes- cyber stalking, cyber terrorism, forgery and fraud, crimes related to IPRs, computer vandalism; Privacy of online data; Cyber Jurisdiction; Copyright issues; and Domain name dispute etc.

Unit 2

Unit II: Definition and Terminology (Information Technology Act, 2000)

Concept of Internet, Internet Governance, E-Contract, E-Forms, Encryption, Data Security. Access, Addressee, Adjudicating Officer, Affixing Digital Signatures, Appropriate Government, Certifying

Authority, Certification Practice Statement, Computer, Computer Network, Computer Resource, Computer System, Cyber Appellate Tribunal, Data, Digital Signature, Electronic Form, Electronic Record, Information, Intermediary, Key Pair, Originator, Public Key, Secure System, Verify, Subscriber as defined in the Information Technology Act, 2000.

Unit 3

Unit III: Electronic Records

Authentication of Electronic Records; Legal Recognition of Electronic Records; Legal Recognition of Digital Signatures; Use of Electronic Records and Digital Signatures in Government and its Agencies; Retention of Electronic Records; Attribution, Acknowledgement and Dispatch of Electronic Records; Secure Electronic Records and Digital Signatures.

Unit 4

Unit IV: Regulatory Framework

Regulation of Certifying Authorities; Appointment and Functions of Controller; License to issue Digital Signatures Certificate; Renewal of License; Controller's Powers; Procedure to be Followed by Certifying Authority; Issue, Suspension and Revocation of Digital Signatures Certificate, Duties of Subscribers; Penalties and Adjudication; Appellate Tribunal; Offences

References

Efrain Turban, Jae Lee, King, David, and Chung, HM. *Electronic Commerce-A managerial Perspective*. Pearson Education

Joseph, P.T. *E-Commerce-An Indian Perspective*. PHI

Chaffey, Dave. *E-business and E-commerce Management*. Pearson Education.

Brian, Craig. *Cyber Law: The Law of the Internet and Information Technology*. Pearson Education

Sharma J. P and Kanojia, Sunaina. *Cyber Laws*, New Delhi: Ane Books Pvt Ltd.

Additional Resources:

Taxmann Publications Pvt. Ltd., New Delhi, Information Technology Rules 2000 & Cyber Regulations Appellate Tribunal Rules 2000 with Information Technology Act 2000.

Painttal, D. *Law of Information Technology*, New Delhi: Taxmann Publications Pvt. Ltd.

Dietel, Harvey M., Dietel, Paul J., and Steinbuhler, Kate. *E-business and E-commerce for managers*. Pearson Education.

Keywords

Cyber Crimes

Information Technology Act, 2000

Electronic Records

**E-Commerce
(BAPSEC03)
Skill-Enhancement Elective Course - (SEC) Credit:4**

Course Objective(2-3)

To enhance skills for effective and contemporary applications of E- commerce

Course Learning Outcomes

The student will be able to

.

Understand the Foundations of e-commerce, current and emerging business models.

.

Understand the importance of security, privacy, ethical and legal issues of e-commerce.

.

Have global/local employment opportunities in various sectors

.

Understand how to meet the needs of the website visitors.

.

Familiarise themselves with basic business operations such as sales, marketing , HR etc on the web.

Unit 1

Unit I Introduction to E-commerce

Scope of E- commerce, E -commerce Based Activities, Technical Components of E- commerce, E -commerce Applications, Frame Work of E -commerce, Supply Chain Management, E- commerce and E- Business, **M-commerce**, Pure Online V/S Brick and Click business. **10** Hours

Unit 2

Unit II Planning online business

Nature and dynamics of Internet ,electronic business models, B2B, B2C, C2C, C2B, **B2G**, website designing, assessing requirement for an online business, designing, developing and deploying the system. **15 Hours**

Unit 3

Unit III Technology for online business

Internet and its evolution, intranet and extranet, IT infrastructure, middleware, domain names, contents: text and integrating e -business application, components of internet information technology structure. **12 Hours**

Unit 4

Unit IV Operations of E- commerce

Online payment mechanism, electronic payment system, payment gateways, visitors to websites, tools for promoting websites, risk management options for e-payment systems. **12 Hours**

Unit 5

Unit V Security and legal aspects of E-commerce

Threats in E-commerce, security of clients and service provider, cyber laws-relevant provisions of Information Technology Act 2000: offences, secure electronic records and digital signatures, penalties, adjudication. **11 Hours**

References

1.
Kenneth C Laudon , Carol G Traver (2019) " E-Commerce: Business Technology and Society Pearson
2.
Elias M. Awad (2006)"Electronic Commerce from vision to fulfillment,' Third Edition PHI publications.
3.
Agarwala, Kamlesh N., Lal, Amit and Agarwala, Deeksha(2000) "Business on the Net: An Introduction to the whats and hows of E-commerce." Macmillan India Ltd.
4.
Bajaj KK, Debjani Nag (2005)"E-Commerce. Tata McGraw Hill Company" New Delhi

5.

Turban, E., et.al.(2006) "Electronic commerce: A Managerial perspective" Pearson Education Asia.

6.

Diwan, Parag and Sharma, Sunil(2000) " Electronic commerce- A manager's Guide to E-Business", Vanity Books International ,Delhi

7.

Dietel, Harvey M., Dietel, Paul J., and Steinbuhler Kate(2001) "E- Business and E- commerce for Managers" Prentice Hall

8.

Whiteley, David(2000) "E-Commerce: Strategy Technologies and Applications" McGraw Hill, New York.

Additional Resources:

1.

IT Act 2000

2.

Kumar A.(2017) " Cyber Laws" Book Age Publications, New Delhi

Teaching Learning Process

A combination of various learning methods like audio-visual materials, class presentations, expert lectures(Webinar), case studies and group discussion using ICT (such as: WhatsApp group, Google Group, Etc.).

Assessment Methods

Following assessment methods will be used:

- Presentations
- Online/Offline Quiz
- Micro Research Projects
- Group Discussion

- Class Tests
-

Keywords

- Ecommerce
 - E-business
 - Mobile Commerce
 - Electronic Data
 - Digital Signature
 - Electronic Payment System
 - Supply Chain Management
 - Internet, Intranet and Extranet
 - Cyber Laws
 - Payment Gateways
-

Entrepreneurship(SEC) (BAPSEC05) Skill-Enhancement Elective Course - (SEC) Credit:4

Course Objective(2-3)

OBJECTIVE: This paper aims at imparting of basic knowledge on entrepreneurship and new enterprise creation so that it provides an opportunity for the students to opt entrepreneurship as an alternative career option.

Course Learning Outcomes

CO 1: Understanding entrepreneurship as a volution in the context of India

CO 2: Gathering knowledge and ideas on the existing support system for entrepreneurial orientation.

CO 3: Understanding Enterprise Formation Process for gaining ideas as to creation of an enterprise for pursuing a career.

CO 4: Understanding of requirement of post-enterprise creation for effective operation of the business.

CO 5: Gaining knowledge on available growth strategies for implementing effective suitable strategy for expansion and growth.

Unit 1

UNIT I: INTRODUCTION:

Entrepreneurship: meaning and importance, determinants of entrepreneurship; Entrepreneurship in Indian Scenario as a career option, Understanding intrapreneurship, technoentrepreneurship, netentrepreneurship, ecoentrepreneurship, and social entrepreneurship.

Unit 2

UNIT II: ENTREPRENEURIAL ECO-SYSTEM:

Socio-economic support system for entrepreneurship, Public and private system of stimulation; Role of Development Institutes, Availability of Finance, marketing, technology and project related assistance; Role of Trade Associations and self-help groups for promotion of entrepreneurship; Types of Business Entities: Micro, Small and Medium Enterprises, Role of MSME sector in Indian Economy, Nature of Family Business in India.

Unit 3

Unit III: ENTERPRISE FORMATION PROCESS:

Understanding and analyzing business opportunities, Market Demand Analysis, preparation of business plan, project feasibility study; Start ups and basic start ups problems. Cases of Indian Start ups, Sources of Financing Business Start ups, (Practical knowledge on preparation of business plan/project report shall be taught in the class)

Unit 4

Unit IV: MANAGERIAL ASPECTS OF BUSINESS:

Managing Finance: preparation of operating/cost budget, cash budget; Understanding management of short term and long term capital, Human Resource planning; Contract management; Understanding marketing methods. Understanding of GST and other Tax compliances

Unit 5

Unit V: MANAGING GROWTH:

Business growth strategies specific to small enterprises, Enterprise Life Cycle and various growth strategies, Business Collaboration and outsourcing of resources, Network management, Business Succession planning for sustenance, Managing Family Business and its Conflicts

Investing in Stock Markets (SEC) (BAPSEC04) Skill-Enhancement Elective Course - (SEC) Credit:4

Course Objective(2-3)

Objective: This paper intends to provide basic skills to operate in stock markets and the ways of investing in it. It will enable the student to take up investment in stock markets independently

Course Learning Outcomes

- CO1 – Understand the Investment Fundamentals of Equity shares, IPO/FPO & Bonds**
 - CO2 – Understand Online trading of stocks, Analysis of the company the Principles of Insurance, Comparative analysis of companies, Stock valuations**
 - CO3 – Learn to Invest in Mutual Funds**
 - CO4 – Understand Derivatives: Instruments & Markets**
-

Unit 1

Unit I: Investing Fundamentals

Types of Investment – Equity Shares, IPO/ FPO, Bonds. Indian Securities Market: the market participants, trading of securities, security market indices. Sources of financial information. Stock exchanges in India: BSE, NSE, MCX. Buying and selling of stocks: using brokerage and analysts' recommendations. Use of limit order and market order.

Unit 2

Unit II: Stock Analysis and Valuation

Online trading of stocks. Understanding stock quotations, types and placing of order. Risk: its valuation and mitigation, Analysis of the company: financial characteristics (as explained by ratio analysis, future prospects of the company, assessing quality of management using financial and non-financial data, balance sheet and quarterly results, cash flows and capital structure). Comparative analysis of companies, Stock valuations: using ratios like PE ratio, PEG ratio, and Price Revenue ratio. Use of Historic prices, simple moving average, basic and advanced interactive charts. Examining the shareholding pattern of the company.

Pitfalls to avoid while investing: high P/E stocks, low price stocks, stop loss, excess averaging.

Unit 3

Unit III: Investing in Mutual Funds

Background of Mutual Funds: Needs and advantages of investing in Mutual Funds. Net Asset Value, Types of Mutual funds: Open ended, closed ended, equity, debt, hybrid, money market, Load vs. no load funds, Factors affecting choice of mutual funds. CRISIL Mutual Fund Ranking and its Usage.

Unit 4

Unit IV: Understanding Derivatives

Futures, Options, trading in futures and options. Understanding stock market quotes on futures and options. Types of orders, Put and Call options: How Put and Call options work.

Commodities, Derivatives of commodities, trading of commodity derivatives on MCX, Currency derivatives and its trading.

References

1. Vanita Tripathi & Neeti Pawar, Investing in Stock Markets, Taxmann's Publication
2. Madura, Jeff, Personal Finance, Pearson
3. Vinod Kumar and Raj Sethi Nangia, Investing in Stock Markets, Ane books

Additional Resources:

1. Chandra, Prasanna. Investment Analysis and Portfolio Management, Tata McGraw Hill
2. Gurman and Jochnk, Fundamentals of Investing, Pearworth
3. Damodar Asvanath, Investment Validation Tools and Technique for Determining Mutual Funds

Teaching Learning Process

Unit No.	Course Learning Outcomes	Teaching & Learning Activity
1	Understanding of Investments – Equity Shares, IPO/ FPO, Bonds & Indian Securities Market	Lectures
2	Understanding Online trading of stocks, Analysis of the company the Principles of Insurance, Comparative analysis of companies, Stock valuations	Lectures
3	Learning to Invest in Mutual Funds	Lectures
4	Investing in Derivatives: Instruments & Markets	Lectures

Assessment Methods

Unit No.	Course Learning Outcomes	Assessment Tasks
1	Analyzing Investments – Equity Shares, IPO/ FPO, Bonds & Indian Securities Market	Class Participation, Test/Assignment-End Semester Examination
2	Analyzing Online trading of stocks, Analysis of the company the Principles of Insurance, Comparative analysis of companies, Stock valuations	Class Participation, Test/Assignment-End Semester Examination
3	Learning to Invest in Mutual Funds	Class Participation, Test/Assignment-End Semester Examination
4	Examining the Investments in Derivatives: Instruments & Markets	Class Participation, Test/ Assignment-End Semester Examination

Keywords

Indian Securities Market, Stock Analysis, Stock Valuation, Mutual Funds, Futures, Options, trading in futures and options

Personal Selling and Salesmanship (SEC) (BAPSEC07) Skill-Enhancement Elective Course - (SEC) Credit:4

Course Objective(2-3)

The purpose of this course is to familiarize the students with the fundamentals of personal selling and the selling process.

They will be able to understand selling as a career and what it takes to be a good salesperson.

They will be able to learn the various theories of selling and motivation.

Course Learning Outcomes

Learning Outcome

The expected learning outcome of this paper is to familiarise the students with concepts and techniques of personal selling used in marketing. This would help in developing a customer oriented attitude in selling.

Unit 1

Unit 1:

Introduction to Personal Selling

Nature and Importance of Personal Selling ; Differences among Personal Selling, Salesmanship and Sales Force Management; Role of Personal Selling in CRM; Qualities of a good salesperson; Types of Selling Situations; Types of Salespersons; Career Opportunities in Selling; Measures for making selling an attractive career.

Unit 2

Unit 2: Theories of Selling

AIDAS Model of Selling; Problem Solving Approach; Right Set of Circumstances Theory and Modern Sales Approaches.

Unit 3

Unit 3: Buying Motives

Concept of Motivation; Maslow's Theory of Need Hierarchy; Buying Motives and their uses in Personal Selling.

Unit 4

Unit 4: Personal Selling Process

Prospecting,; Pre Approach; Approach; Presentation and Demonstration; Handling of Objections; Closing the Sale; Follow-Up.

Unit 5

Unit 5: Sales Planning and Control

Sales Reports and Documents ; Various Ethical Issues in Selling.

References

1. Buskirk, R. A. B. D. Buskirk, F. A. Russell (1988), *Selling: Principles and Practices*, McGraw-Hill.
2. Futrell, Charles (2013), *Fundamentals of Selling*, McGraw Hill Education.
3. Kapoor, Neeru (2008), *Advertising and Personal Selling*, Pinnacle.

Note: Latest edition of the books should be used.

Additional Resources:

Additional Resources:

1. Castleberry, S.B. and Tanner, J. F. (2013), *Selling: Building Relationships*, McGraw Hill Education.
2. Belch, G. E., M. A. Belch and Purani K. (2009), *Advertising and Promotion: An Integrated Marketing Communications Perspective*, McGraw Hill Education.

Note: Latest edition of the books should be used.

Teaching Learning Process

The following components would be used for effective teaching learning process:

Research Projects

Internships

Case Study Discussions and Presentations

Field Trips

Experiential Learning via Simulation Exercises and Role Playing

Assessment Methods

The following methods would be used for assessing the students and providing feedback to them:

Class Test

Assignments

Projects and Presentations

End Semester Examination

Keywords

Personal Selling

Salesmanship

Theories of Selling

Buying Motives

Selling Process

**Business Management
(BAPGE02)
Generic Elective - (GE) Credit:6**

Course Objective(2-3)

The course aims to develop reflective thinking among the learners about the world of management

Course Learning Outcomes

- Understanding the evolution of management and its significance
 - Practicing the process of management's four functions: planning, organizing, directing, and controlling.
 - Understanding role of motivation in business
-

Unit 1

Unit I Introduction to Management

Evolution of Management, Principles of Management - concept, nature and significance, Role of Management in our lives

Unit 2

Unit II: Functional Areas of Management

Management functions - planning, organizing, staffing, directing and controlling; Coordination - concept, characteristics and importance

Unit 3

Unit III: Planning, Controlling& Organizing

Planning: Meaning, strategic and Operations Planning; Decision-making; Organizing: Orderly division of labour & specialization; organizational structures Relationship between Planning & Control.

Unit 4

Unit IV: Directing and Staffing

Directing: Concept and importance, Motivation: Needs, Incentives & Rewards ; Leadership: Meaning and Importance; Communication: Meaning and Importance, Staffing: Concept and importance of staffing, Staffing process: Recruitment - sources; Selection - process

Modern Business Organisation (BAPGE01) Generic Elective - (GE) Credit:6

Course Objective(2-3)

Objective: The course aims to develop reflective thinking among the learners about the world of organizations.

Course Learning Outcomes

Course Outcomes:

- Learning business activities to compete in competitive world.
 - Understanding business environment
 - Evaluating the modern working environment.
-

Unit 1

Unit I : Nature and Purpose of Business

- Concept and characteristics of business, Business, profession and employment - Meaning and their distinctive features, Objectives of business - Economic and social, role of profit in business.
 - Classification of business activities: Industry and Commerce.
-

Unit 2

Unit II: Forms of Business organizations

- Sole Proprietorship - meaning, features, merits and limitations.
 - Partnership - Features, types, merits and limitations of partnership and partners, registration of a partnership firm, partnership deed. Type of partners.
 - Company: private and public company -features, merits and limitations.
- .
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Unit 3

Unit III: Business Services

Banking: Types of bank accounts- savings, current, recurring, fixed deposit and multiple option deposit account, Insurance: principles, concept of life, health, fire and marine insurance; Postal and telecom services: mail (UPC, registered post, parcel, speed post and courier) and other services.

Unit 4

Unit IV: Emerging Modes of Business

- E-business - scope and benefits, resources required for successful e-business implementation, online transactions, payment mechanism, security and safety of business transactions.
 - Outsourcing-concept, need and scope of BPO (business process outsourcing) and KPO (knowledge process outsourcing).
 - Smart cards and ATM's meaning and utility.
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