

SCHEME OF MODULES

SEMESTER III			
Serial No	Course code	Credits	Course Name
I	MAJOR		
1		04	Business Planning and Entrepreneurship Management
2		04	Accounting for Managerial Decisions (Finance)
3		04	Consumer Behaviour (Marketing)
II	MINOR		
4		04	Strategic Management
III	OPEN ELECTIVE (OE)		
5		02	Foundation of Human Skills
6		02	Organisational Behaviour I
III	VOCATIONAL SKILL COURSE (VSC)		
	SKILL ENHANCEMENT COURSES		
7		02	Financial Institutions and Markets (Finance)
8		02	Sales and Negotiation Skills (Marketing)
IV	ABILITY ENHANCEMENT COURSES/VALUE EDUCATION COURSE		
9		02	Hindi Language
V	OJT/FP/RP/CEP		
10		02	Entrepreneurship and Design Thinking
11		02	Yoga Education
TOTAL CREDITS		22	

SEMESTER IV			
Serial No	Course code	Credits	Course Name
I	MAJOR		
1		04	Production and Total Quality Management
2		04	Equity Markets (Finance)
3		04	Advertising (Marketing)
	MINOR		
4		04	Human Resource Management
II	OPEN ELECTIVE (OE)		
5		02	Psychology at work
6		02	Organisational Behaviour II
III	VOCATIONAL SKILL COURSE (VSC)		
	SKILL ENHANCEMENT COURSES		
7		02	Contemporary Capital Markets (Finance)
8		02	Direct Marketing and Sales Promotion (Marketing)
IV	ABILITY ENHANCEMENT COURSES		
9		02	Hindi Language
V	OJT/FP/RP/CEP		
10		02	Financial Literacy
11		02	Yoga Education
TOTAL CREDITS		22	

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test - Objectives based, 20 marks each (best of two)	20
Presentation/Assignment/Viva/NGO Activity/Internship/ Book Review/Project/ Open Book Test/Case study/Certificate Course, etc.	20
Total	40

B) Semester end examination 60 marks – Paper Pattern

Duration : 2 hours	
Total Marks: 60	
Q.1 Case Study	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.5 Short Notes: (Any 3 out of 5) – 5 marks each	15
TOTAL	60
Note: 15 marks question may be divided into sub questions if required.	

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

(A) Internal Assessment : 20 marks

Description	Marks
Objective type test (for 10 marks – online/offline)	10
Any one of the following : Presentation / Assignment (or online course in case of OB I and OB II)	10
Total	20

(B) Semester end examination: 30 marks

PAPER PATTERN

Duration : 1 hour	
Total Marks: 30	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Total	30
Note: The 15 marks full length question may be sub divided into 2 questions of 7 and 8 marks each or 2 questions of 10 and 5 marks each	

Passing criteria: 40% marks for passing.

- Internals: Minimum 8 out of 20.
- Externals: Minimum 12 out of 30

Serial No.	Credits	Course Name
1		MAJOR
1.1	04	BUSINESS PLANNING AND ENTREPRENEURIAL MANGEMENT

Learning Objectives:

1.	To upscale the learner's potential to take up self-employment by starting a new venture.
2.	To develop entrepreneurs & to prepare students to take the responsibility of full line of management function of a company with special reference to SME sector.

Modules	No. of lectures
Unit -1 Foundations of Entrepreneurship Development Foundations of Entrepreneurship Development: Concept and Need of Entrepreneurship Development Definition of Entrepreneur, Entrepreneurship, Importance and significance of growth of entrepreneurial activities. Characteristics and qualities of entrepreneur Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating Theory of High Achievement by McClelland ,X-Efficiency Theory by Leibenstein Theory of Profit by Knight ,Theory of Social change by Everett Hagen External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economic, Personal. Role of Entrepreneurial culture in Entrepreneurship Development.	15
Unit – 2 Types & Classification Of Entrepreneurs Intrapreneur –Concept and Development of Intrapreneurship Women Entrepreneur – concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneurs with reference to Self Help Group Social entrepreneurship–concept, development of Social entrepreneurship in India. Importance and Social responsibility of NGO's. Entrepreneurial development Program (EDP)– concept, factor influencing EDP. Option available to Entrepreneur. (Ancillarisation, BPO, Franchise, M&A).	15

Unit – 3 Entrepreneur Project Development & Business Plan Innovation, Invention, Creativity, Business Idea, Opportunities through change. Idea generation– Sources-Development of product /idea, Environmental scanning and SWOT analysis Creating Entrepreneurial Venture-Entrepreneurship Development Cycle Business Planning Process-The business plan as an Entrepreneurial tool, scope and value of Business plan. Elements of Business Plan, Objectives, Market and Feasibility Analysis, Marketing, Finance, Organization & Management, Ownership, Critical Risk Contingencies of the proposal, Scheduling and milestones.	15
Unit – 4 Venture Development Steps involved in starting of Venture Institutional support to an Entrepreneur. Venture funding, requirements of Capital (Fixed and working) Sources of finance, problem of Venture set-up and prospects Marketing: Methods, Channel of Marketing, Marketing Institutions and Assistance. New trends in entrepreneurship.	15
Total Lectures	60

REFERENCES

1. Dynamics of Entrepreneurial Development Management - Vasant Desai, Himalaya Publishing House.
2. Entrepreneurial Development - S.S. Khanna.
3. Entrepreneurship & Small Business Management - CL Bansal, Haranand Publication.
4. Entrepreneurial Development in India - Sami Uddin, Mittal Publication.
5. Entrepreneur Vs Entrepreneurship- Human Diagno.

Subject: ACCOUNTING FOR MANAGERIAL DECISIONS

Serial No	Credits	Course Name
		MAJOR
2	04	ACCOUNTING FOR MANAGERIAL DECISIONS

LEARNING OBJECTIVES:

1.	To explain and analyze the various tools of financial analysis for Decision making.
2.	To analyze Financial Statements for decision- making using Common-size, Comparative and Trend Statements.
3.	To analyze and interpret the Financial Statements using various financial ratios.
4.	To prepare and interpret cash flow statements as per AS-3 for financial decision-making (Indirect Method).
5.	To appraise learners about the importance of Working Capital Management and estimation of working capital.
6.	To appraise learners about the importance of Receivables Management and determine the feasible credit period allowed using various Credit Evaluation Methods.

SN	MODULES	NO OF LECTURES
1	Analysis and Interpretation of Financial Statements	15
2	Ratio Analysis and Interpretation	15
3	Cash Flow Statement	15
4	Working capital	15
	TOTAL	60

Sr. No.	Syllabus	Number of lectures
1	<p><u>Analysis and Interpretation of Financial statements</u></p> <ul style="list-style-type: none"> • Study of Balance sheet of limited companies, Study of Manufacturing, Trading, Profit and Loss A/c of Limited Companies in vertical form. • Tools of analysis of financial statements (i) Trend statement (ii) Comparative statement (iii) Common size statement 	15
2	<p><u>Ratio analysis and Interpretation</u></p> <ul style="list-style-type: none"> • Different modes of expressing ratios:-Rate, Ratio, Percentage, Number. Advantages and Limitations of the use of Ratios. • Ratio analysis and Interpretation(based on vertical form of financial statements)including conventional and functional classification restricted to: <ul style="list-style-type: none"> • Balance sheet ratios: Current ratio, Liquid Ratio, Stock Working capital ratio, Proprietary ratio, Debt Equity Ratio, Capital Gearing Ratio. • Revenue statement ratios: Gross profit ratio, Expenses ratio, Operating ratio, Net profit ratio, Net Operating Profit Ratio, Stock turnover Ratio. • Combined ratios: Return on capital Employed (including Long term borrowings), Return on Proprietors fund (Shareholder fund and Preference Capital), Return on Equity Capital, Debtors Turnover Ratio, Debt Collection Period Creditors Turnover Ratio, Credit Payment Period. Dividend Payout Ratio, Debt Service Ratio, Interest Coverage Ratio. • Other ratios – Price Earnings Ratio, Price to Book value ratio, Earnings per share, Dividend per share , Dividend Yield Ratio, Enterprise value to EBIT, Enterprise value to EBITDA, Enterprise value to Capital employed, Enterprise value to Sales, Price Earning Growth (PEG) Ratio. 	15

3	<u>Cash Flow Statement(Indirect Method only)</u> Sources of cash, Applications of cash, Importance of Cash Flow Statement, Applicability of AS 3 –Cash Flow Statements, Preparation of cash flow statement (AccountingStandard-3) (revised), Analysis of Cash Flow Statement.	15
4	<u>Working capital</u> <ul style="list-style-type: none"> • Working Capital-Concept, Factors affecting working capital, Operating cycle, Estimation of requirements in case of Trading & Manufacturing Organizations. • Receivables Management-Meaning & Importance, Credit Policy Variables, Methods of Credit Evaluation (Traditional and Numerical- Credit Scoring); Monitoring the Debtors Techniques [Ageing Schedule] 	15
	Total Lectures	60

Reference Books:

- Srivastava R M, Essentials of Business Finance, Himalaya Publications.
- Anthony R N and Reece JS - Accounting Principles ,HoomwoodIllinos , Richard D. Irvin.
- Bhattacharya SK and Dearden J. - Accounting for Management. Text and Cases , New Delhi.
- Hingorani NL and ramanthan AR - Management Accounting , New Delhi.
- Ravi M. Kishore , Advanced management Accounting , Taxmann , NewDelhi.
- Maheshwari SN - Management and Cost Accounting , Sultan Chand , New Delhi.
- Gupta , SP - Management Accounting , Sahitya Bhawan , Agra.

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

SCHEME OF EXAMINATION

A. Internal Assessment - 40 marks

Description	Marks
Internal test – Multiple Choice Questions	20
Tutorial /Assignment / Open Book Test / Value Added Course/ Project / Presentation / Case Study / Research etc.	20
Total	40

B. Semester end examination - 60 marks

PAPER PATTERN

Duration: 2 hours	
Total Marks: 60	
Q.1.15 marks OR 15 marks	15
Q.2. 15 marks OR 15 marks	15
Q.3. 15 marks OR 15 marks	15
Q.4. 15 marks OR 15 marks	15
Note: The 15 marks full length question may be sub divided into questions of 7marks and 8 marks, or 3 questions of 5 marks each respectively.	

****Marks assigned in the external question paper may be based on the weightage (number of lectures) of each module in the syllabus.**

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination

Note: The syllabus and Evaluation pattern may change as per the directives by UOM/UGC/Govt. Under unforeseen circumstances or challenging situations, all examinations will be conducted through online mode or as directed by State Govt. and UGC.

Serial No	Credits	Course Name
		MAJOR
3	04	CONSUMER BEHAVIOUR

LEARNING OBJECTIVES

1.	The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms.
2.	This course is meant to equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour.
3	Students are expected to develop the skill of understanding and analyzing consumer information and using it to create consumer-oriented marketing strategies.
4	Students will be able to understand consumer needs and preferences and also Predict consumer buying behaviour and they will get to know about changing consumer trend.

SYLLABUS

Syllabus	No. of lectures
Module –1 Introduction To Consumer Behaviour: <ul style="list-style-type: none"> • Meaning of Consumer Behaviour, Features and Importance • Types of Consumer (Institutional & Retail), Diversity of consumers and their behaviour- Types Of Consumer Behaviour • Profiling the consumer and understanding their needs • Consumer Involvement • Neuro marketing and Loss Aversion Principle • Application of Consumer Behaviour knowledge in Marketing • Consumer Decision Making Process and Determinants of Buyer behaviour, factors affecting each stage, and Need recognition • Evolution of Indian consumer behaviour. 	16
Module -2 Individual- Determinants of Consumer Behaviour <ul style="list-style-type: none"> • Consumer Needs & Motivation (Theories - Maslow, Mc Cleland). • Personality – Concept, Nature of personality, Freudian, non - Freudian and Trait theories, Personality Traits and it's Marketing significance, Product personality and brand personification. • Self Concept – Concept • Consumer Perception • Learning - Theory, Nature of Consumer Attitudes Formation & Change. 	14

Module-3 Environmental Determinants of Consumer Behaviour <ul style="list-style-type: none"> • Family Influences on Buyer Behaviour • Roles of different members, needs perceived and evaluation rules. • Factors affecting the need of the family, family life cycle stage and size. • Social Class and Influences. • Group Dynamics & Consumer Reference Groups, Social Class & Consumer Behaviour - Reference Groups, Opinion Leaders and Social Influences Ingroup versus outgroup influences, role of opinion leaders in diffusion of innovation and in purchase process. • Cultural Influences on Consumer Behaviour Understanding cultural and subcultural influences on individual, norms and their role, customs, traditions and value system. 	15
Module 4 Consumer decision making models and New Trends <ul style="list-style-type: none"> • Consumer Decision making models: Howard Sheth Model, Engel Blackwell, Miniard Model, Nicosia Models of Consumer Decision Making ,VALS Model • Rethinking the 4Ps by Ettenson, Conrado, Knowles • Diffusion of innovations Process of Diffusion and Adoption, Innovation, Decision process, Innovator profiles. • Buying behaviour the E-buyer visa vis the Brick and Mortar buyer, Influences on E-buying. 	15

REFERENCES

- Berger, J- Contagious: Why Things Catch On.
- Schiffman, L.G., Kanuk, L.L., & Kumar, S.R. (2011). Consumer Behaviour. (10th ed.). Pearson.
- Solomon, M.R. (2009). Consumer Behaviour – Buying, Having, and Being. (8th ed.) New Delhi: Pearson.
- Blackwell, R.D., Miniard, P.W., & Engel, J. F. (2009). Consumer Behaviour. New Delhi: Cengage Learning.
- Hawkins, D.I., Best, R. J., Coney, K.A., & Mookerjee, A. (2007). Consumer Behaviour – Building Marketing Strategy. (9th ed.). Tata McGraw Hill.
- Loudan, David L and Bitta, A.J. Della Consumer Behaviour.
- Kotler, P. & Keller, K. L. (2012). Marketing Management (Global Edition) (14th ed.). Pearson
- Nair, Suja R- Consumer Behaviour in Indian Perspective.

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

SCHEME OF EXAMINATION

A. Internal Assessment : 40 marks

Description	Marks
Internal test – Multiple Choice Questions	20
Tutorial /Assignment / Open Book Test / Value Added Course/ Project / Presentation / Case Study / Research etc.	20
Total	40

B. Semester end examination: 60 marks

PAPER PATTERN

Duration: 2 hours	
Total Marks: 60	
Q.1.15 marks OR 15 marks	15
Q.2. 15 marks OR 15 marks	15
Q.3. 15 marks OR 15 marks	15
Q.4. 15 marks OR 15 marks	15
Note: The 15 marks full length question may be sub divided into questions of 7marks and 8 marks, or 3 questions of 5 marks each respectively.	

****Marks assigned in the external question paper may be based on the weightage (number of lectures) of each module in the syllabus.**

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination

STRATEGIC MANAGEMENT

LEARNING OBJECTIVES

- To expose students to various perspectives and concepts in the field of Strategic Management.
- The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations.
- To help students develop skills for applying these concepts to the solution of business problems.
- To help students master the analytical tools of strategic management.

Sr. No.	Modules	Number of lectures
1	Module -1 Introduction <ul style="list-style-type: none"> • Business Policy-Meaning, Nature, Importance • Strategy-Meaning, Definition • Strategic Management-Meaning, Definition, Importance, Strategic management • Process & Levels of Strategy and Concept and importance of Strategic Business Units (SBU's) • Strategic Intent-Mission, Vision, Goals, Objective, Plans Structure- Strategy sequence, Structuralist and Reconstructionist approach. The Three Strategy Propositions- Value, Profit & People, Blue Ocean Strategy and Alignment.	15
2	Module-2 Strategy Formulation Environment Analysis and Scanning(SWOT) Corporate Level Strategy (Stability, Growth, Retrenchment, Integration and Internationalization) Business Level Strategy(Cost Leadership, Differentiation, Focus) Functional Level Strategy(R&D, HR, Finance, Marketing, Production)	15
3	Module-3 Strategic Implementation <ul style="list-style-type: none"> • Models of Strategy making. • Strategic Analysis& Choices &Implementation: BCG Matrix, GE 9Cell, Porter5 Forces, 7S Frame Work • Implementation: Meaning, Steps and implementation at Project, Process, Structural ,Behavioural ,Functional level. 	15
4	Module-4 Strategic Evaluation & Control Strategic Evaluation & Control– Meaning, Steps of Evaluation & Techniques of Control Synergy: Concept, Types, evaluation of Synergy. Synergy as a Component of Strategy & its Relevance. Change Management– Elementary Concept	15
	Total Lectures	60

References:

1. Kazmi Azhar, Business Policy & Strategic Management, Tata McGraw Hill.
2. P.K. Ghosh : Business Policy , Strategy , Planning and Management.
3. Christensen , Andrews Dower: Business Policy- Text and Cases.
4. William F. Gkycj : Business Policy – Strategy Formation and Management Action.
5. Bonge and Colonan : Concept of Corporate Strategy.

Serial No	Credits	Course Name
1		OPEN ELECTIVE
1.1	02	FOUNDATION OF HUMAN SKILLS

LEARNING OBJECTIVES

1.	To understand basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels in the changing global scenario.
2.	To understand how and why people behave in a said manner either as individuals or in groups.
3.	To understand how behaviour affects individual performance and performance of the organization as a whole.
4.	To understand how to effectively modify the behaviour for enhanced performance.

SYLLABUS	No. of lectures
Module -1 <ul style="list-style-type: none"> • Individual Behaviour: Individual differences, factors affecting individual differences. • Ethics: Importance of ethics, Personal and Professional ethics. • Personality: Determinants of personality, Personality traits theory, Big five model, Myers Briggs type indicator, Personality traits important for organizational behaviour like authoritarianism, locus of control, Machiavellianism, introversion-extroversion achievement orientation , self-esteem, risk taking, self- monitoring and type A and B personalities 	15
Module -2 <ul style="list-style-type: none"> • Concept of understanding self and others through Johari window • Thinking, and perception: Thinking skills, thinking styles and thinking hat, Emotional Intelligence, • Perception: features and factors influencing individual perception, Effects of perceptual error in managerial decision making at work place. (Errors such as Halo effect, stereotyping, prejudice, attributional). 	15

REFERENCES:

- Organisational behaviour, S.Robbins, Prentice Hall.
- Organisational behaviour, John W.Newstrom and Keith Davis, Tata McGrawhill.
- Organisational behaviour, Fred Luthans, McGrawhill,Newyork.
- Organisational behaviour, K.Aswathappa, Himalaya Publishing House.
- Essentials of management, Koontz, Harold, Tata McGrawhill.

ORGANISATIONAL BEHAVIOUR- I

Serial No	Course code	Credits	Course Name
1			OPEN ELECTIVE (OE)
1.1		02	Organizational Behaviour – I

LEARNING OBJECTIVES

1.	To understand basic concepts, theories and techniques in the field of Organizational Behavior and its significance in organizational contexts.
2.	To understand how job related attitudes impact organizations.
3.	To understand the factors influence of attitudes and motivation on individual behavior in organizational context
4.	To understand how to effectively manage emotions in organizational contexts.

Syllabus	No.of lectures
Module -1 <ul style="list-style-type: none">• Introduction to Organizational Behavior• Importance and relevance of OB in modern organizations• Theoretical frameworks in OB: Classical, Human Relations, and Modern Approaches• Challenges and opportunities of Organisational Behaviour• Attitude: Meaning and Components.• Job related attitudes – Job involvement, Organisational Commitment, Perceived Organisational support, Employee Engagement.• Job satisfaction – Measurement, Determinants and Impact.	15
Module -2 <ul style="list-style-type: none">• Motivation: Meaning, Importance, Types, Theories of Motivation (Maslow's hierarchy of needs, Theory X, Theory Y and William Ouchi's Theory Z, Herzberg's Two factor theory, McClelland's theory of needs, Goal setting theory, Expectancy theory) and Impact on organisation.• Workplace Emotions: Meaning of Emotions, Cognitive Dissonance, Emotional Dissonance, Managing Emotions at Work (Emotional Labor) - The Six Universal Emotions, Martin Seligman's PERMA model.	15

REFERENCES

- Organisational behaviour, S.Robbins, Prentice Hall.
- Organisational behaviour, John W.Newstrom and Keith Davis, Tata McGrawhill.
- Organisational behaviour, Fred Luthans, McGrawhill, Newyork.

- Organisational behaviour, K.Asathappa, Himalaya Publishing House.
- Essentials of management, Koontz, Harold, Tata McGrawhill.

Financial Institutions and Markets

COURSE CODE:

COURSE CREDIT: 02

Course Objectives:

- The Course aims at providing the students basic knowledge about the structure, role and functioning of financial institutions and regulators in the financial system in India.
- To inculcate understanding relating to managing of financial system.
- The knowledge acquired will help the learners in framing the financial policies, development of financial instruments and processes and evolving the strategies during crisis.
- To facilitate a brief comparison between financial systems in other countries, with India.

Syllabus	No of Lectures
Module I : Financial System in India and Development Finance Institutions (DFIs) a) Financial System Theoretical Settings: Meaning, Importance, Functions of financial system, Indian financial system from financial neutrality to financial activism and from financial volatility to financial stability. Role of government in Financial development. Banks vs. NBFCs. Classification of NBFCs in India. b) DFIs : Meaning, Features, IFCI, SFC, SIDC, SIDBI, LIC, GIC, EXIM, ECGC, NABARD, NHB, IIFCL, NaBFID	10
Module II : Financial Regulators in India i. Ministry of Finance (Dept of DEA, Expenditure, Revenue, Financial services and Disinvestment) ii. RBI iii. Ministry of Corporate Affairs iv. SEBI v. Pension Fund Regulatory and Development Authority vi. IRDA vii. Insolvency And Bankruptcy Board Of India (IBBI) viii. National Financial Reporting Authority (NFRA) ix. Financial Stability and Development Council (FSDC) x. Self-regulatory body : AMFI	10
Module III : Managing Financial Systems Design and New Financial Services a) Financial System Design: Meaning, Stakeholder Lender Conflict, Manager Stock holder conflict, Conflict Resolution and Financial System Design, Bank oriented systems and Market oriented systems its advantages and drawbacks, Dimensions of well-functioning financial systems b) At global level: International Monetary Fund (IMF), Financial Stability Board (FSB), Financial system designs of Developed countries - Japan, Germany, UK and USA. c) International Financial Services Centre (IFSC) or Offshore Financial Centre (OFC) : Meaning, Features, Types of IFSCs, Products and Services offered, Legal provisions for IFSC in India, GIFT City	10

REFERENCE BOOKS:

- M. Bhole, Financial Institutions and Markets, TATA McGraw Hill.
- V. A. Avadhani, Marketing of Financial Services, Himalaya Publishers, Mumbai.
- Vasant Desai, Indian Financial Systems, Himalaya Publishers.

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal test - Objectives based	10
Presentation/Assignment/Viva/NGO Activity/Internship/ Book Review/Project/ Open Book Test/Case study/Certificate course, etc.	10
Total	20

(B) Semester end examination 30 marks – Paper Pattern

Duration: 1 hour	Total Marks: 30
Particulars	Marks* *
Q1. Question 1 (5 Marks x 2) or (10 Marks)	10
Q2. Question 1 (5 Marks x 2) or (10 Marks)	10
Q3. Question 1 (5 Marks x 2) or (10 Marks)	10

**Marks assigned in the external question paper may be based on the weightage (number of lectures) of each module in the syllabus.

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.

SALES AND NEGOTIATION SKILLS

Serial No	Credits	Course Name
1		Vocational skill course
1.1	02	SALES AND NEGOTIATION SKILLS

LEARNING OBJECTIVES:

- | |
|--|
| <ul style="list-style-type: none">· To Introduce Sales Management and how to set Positive Mental Attitude for sales using multiple skills.· To Explain Marketing concept in detail and how it differs from Selling.· To Illustrate various sales techniques using offline and online platforms, to make the understanding clear for minimizing profits, by minimizing cost.· To understand the art of the negotiations, for generating maximum revenue for the corporates |
|--|

SN	MODULES	NO OF LECTURES
1	Introduction to Sales Management and PMA	15
2	Sales and Negotiation Techniques	15
	TOTAL	30

Sr. No.	Syllabus	Number of lectures
1	<p>MODULE 1: Introduction to Sales Management and PMA</p> <p>Introduction to Sales Management Meaning and Definition of Sales Scope of sales in businesses Concept of Product Differences between Tangible and Intangible products. PMA Meaning of PMA How to maintain positive Mental Attitude in negative environment Characteristics of PMA • Multiple Activities for achieving right attitude for selling</p> <p>Differences Between Marketing and Selling Marketing • Concept of Marketing • Various types of Markets • Marketing Mix • Various phases of Product Life Cycle Introduction, Growth, Maturity, Decline • Customer satisfaction Selling • Concept of selling • History of selling since Barter system • Importance of selling and how it differs from marketing techniques.</p>	15
2	<p>MODULE 2: Different Types of Sales Techniques</p> <p>Selling is an art, and Science • Different types of product and production concepts • Holistic approach towards Sales • Brand Image • Trademarks and Copy rights Advertising and PR Digital Sales • Online selling techniques • Concept of online banners • Effective Advertising using social media • Lead generation techniques • Sales Presentations Sales Funnel Objections Handling What are Objections Types of common objections Various techniques to overcome objections Tele-calling</p>	15

	<p>Do's and Don'ts of Tele-calling Script writing using AIDA process FABing</p> <p>Practical session on Tele-calling</p> <p>Introduction to various types of Negotiation techniques</p> <p>Art of Negotiations</p> <ul style="list-style-type: none"> • Concept of Negotiation • Need analysis • Objectives of Negotiations <p>Profit Maximization Sales maximization.</p> <p>Different Types of Negotiation Techniques</p> <ul style="list-style-type: none"> • Distributive Negotiation • Integrative Negotiation • Barriers to Negotiation • Win-Win Negotiation <p>Sales Closures Techniques</p> <ul style="list-style-type: none"> • Direct Close • Money Talk close • Concession close • Objection Close • Dead- line Close and Free Trial Close 	
	Total Lectures	30

REFERENCES:

- Sales Management. Simplified.
- The Straight Truth About Getting Exceptional Results from Your Sales Team-By Mike Weinberg.
- Sales Management [Jan 01, 2018] Tracy, Brian-By Brian Tracy.
- Negotiation: The Brian Tracy Success – 26 February 2018.

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

SCHEME OF EXAMINATION

A. Internal Assessment - 20 marks

Description	Marks
Internal test – Multiple Choice Questions	10
Tutorial /Assignment / Open Book Test / Value Added Course/ Project / Presentation / Outreach / Internship / Case Study / Research etc.	10
Total	20

B. Semester end examination- 30 marks

Duration : 1 hour	
Total Marks: 30	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Total	30
Note: The 15 marks full length question may be sub divided into 2 questions of 7 and 8 marks each or 2 questions of 10 and 5 marks each	

Passing criteria: 40% marks for passing.

Internals: 8 out of 20

Externals: 12 out of 30

विषय: हिंदी भाषा एवं प्रयोजन मूलक हिंदी (AECC)

पाठ्यक्रम के उद्देश्य:

1. छात्रों को हिंदी भाषा की सामान्य प्रकृति और उपयोग से अवगत कराना।
2. हिंदी में सामाजिक, व्यावसायिक और तकनीकी संचार को बढ़ाना।
3. हिंदी में प्रभावी ढंग से पढ़ने, लिखने, बोलने और सुनने के कौशल का विकास करना।

पाठ्यक्रम परिणाम:

1. छात्र संचार माध्यम के रूप में हिंदी के प्रयोग से परिचित होंगे।
2. छात्रों को हिंदी में मौखिक और लिखित संचार का व्यावहारिक अनुभव मिलेगा।
3. छात्र औपचारिक और अनौपचारिक दोनों स्थितियों में प्रभावी पारस्परिक संचार के माध्यम के रूप में हिंदी का उपयोग करने में आत्मविश्वास हासिल करेंगे।

सत्र-तृतीय

क्रम संख्या	पाठ्यक्रम कोड	क्रेडिट	कोर्स का नाम
			योग्यता संवर्धन अनिवार्य पाठ्यक्रम (एईसीसी)
		02	हिंदी भाषा एवं प्रयोजनमूलक हिंदी

हिंदी भाषा एवं प्रयोजनमूलक हिंदी (AECC)

क्रमांक	मॉड्यूल (मापांक)	व्याख्या नों की संख्या
१	इकाई १: पठन कौशल अ) भाषागत कौशल को विकसित करने के लिए <ul style="list-style-type: none"> • भारतीय संस्कृति और शिष्टाचार पर आधारित हिंदी के अनुच्छेदों का वाचन, आकलन और सारांश। • विज्ञान और तकनीकी पर आधारित हिंदी के अनुच्छेदों का वाचन, आकलन और सारांश। आ) संस्कृति शिष्टाचार, चिकित्सा, विज्ञान, तकनीकी इत्यादि क्षेत्रों में दैनिक जीवन में उपयोग में आने वाले हिंदी शब्दों व उनके अंग्रेजी रूप से परिचित कराना।	१०
२	इकाई २: लेखन कौशल <ul style="list-style-type: none"> • अनुच्छेद लेखन: पहले ड्राफ्ट की तैयारी, पुनरीक्षण और स्व-संपादन, वर्तनी के नियम। • पत्र लेखन : सामाजिक पत्र (बधाई, संवेदना, निमंत्रण एवं धन्यवाद पत्र) 	१०
३	इकाई ३ : श्रवण और संभाषण दैनिक जीवन से जुड़े अलग-अलग विषयों पर- <ul style="list-style-type: none"> • वक्तृत्व कौशल का विकास • वाद-विवाद कौशल का विकास। 	०५
४	इकाई ४ : व्याकरण और शब्दावली <ul style="list-style-type: none"> • वचन • कहावतें और मुहावरे • वाक्यों का रूपान्तरण (सरल, संयुक्त एवं जटिल) 	०५
	कुल	30

परीक्षा की प्रस्तावित योजना:

हिंदी भाषा एवं प्रयोजन मूलक हिंदी

परीक्षा की योजना को दो भागों में विभाजित किया जाएगा:

- आंतरिक मूल्यांकन 40% (अर्थात् 20 अंक)
- सत्रांत परीक्षा 60% (अर्थात् 30 अंक)

सत्र - तृतीय

(अ) आंतरिक मूल्यांकन (20 अंक)

विवरण	अंक
अनुच्छेद आधारित बहु-वैकल्पिक प्रश्नावली मूल्यांकन	10
कक्षा कार्य / प्रस्तुतियाँ / समूह चर्चा / अभ्यास साक्षात्कार / बहु-वैकल्पिक प्रश्न	10
कुल	20

(ब) सत्रांत परीक्षा (30 अंक)

प्रस्तावित प्रश्न पत्र प्रारूप

अवधि: 1 घंटा	
कुल अंक: 30	
प्रश्न १: अ- पठित / अपठित अनुच्छेदों पर आधारित वस्तुनिष्ठ प्रश्न आ- शब्दावली आधारित प्रश्न।	५ ५
प्रश्न २: दिए गए विषय पर अनुच्छेद / टिप्पणी लेखन। (विकल्प सहित)	४
प्रश्न ३: पत्र लेखन। (विकल्प सहित)	६
प्रश्न ४: व्याकरण • सूचनानुसार निम्नलिखित प्रश्नों के उत्तर लिखिए:- अ: वचन परिवर्तन। (कोई तीन) आ: वाक्यों के रचना के आधार पर भेद पहचान कर लिखिए। (कोई तीन) इ: मुहावरों / कहावतों का अर्थ सहित वाक्यों में प्रयोग कीजिए। (कोई दो)	३ ३ ४
कुल	30

उत्तीर्ण मानदंड: आंतरिक में न्यूनतम 40% (20 में से 8) और सत्रांत परीक्षा में 40% (30 में से 12)

संदर्भ पुस्तकें:-

- प्रयोजनमूलक हिंदी - विनोद गोदरे, वाणी प्रकाशन, दरियागंज, नई दिल्ली। पहला संस्करण 2001
- व्यवहारिक हिंदी - माधवराव सोनटक्, के जय भारती प्रकाशन, इलाहाबाद, उत्तर प्रदेश। संस्करण 2014
- प्रशासनिक शब्दावली- वैज्ञानिक तथा तकनीकी शब्दावली आयोग, राधा कृष्ण पुरम, नई दिल्ली।
- प्रशासनिक हिंदी एवं पत्र लेखन - हरि मोहन, तक्षशिला प्रकाशन, नई दिल्ली। संस्करण 2002
- हिंदी व्याकरण - कामता प्रसाद गुरु, नगरी प्रचारिणी सभा, काशी। संस्करण संवत् 1977
- प्रयोजनमूलक हिंदी सिद्धांत और प्रयोग- दंगट झाल्टे, वाणी प्रकाशन, नई दिल्ली। संस्करण मार्च 2016
- प्रयोजनमूलक हिंदी और पत्रकारिता- डॉ. दिनेश प्रसाद सिंह, वाणी प्रकाशन, नई दिल्ली। संस्करण 2007
- सामान्य भाषा विज्ञान- बाबूराम सक्सेना, प्रयाग हिंदी साहित्य सम्मेलन, प्रयाग। संस्करण 1971
- अभिनव व्यावहारिक पत्र लेखन- डॉ. अनिल सिंह, ज्योति प्रकाशन, उल्हासनगर-४ महाराष्ट्र। पहला संस्करण 1999

- हिंदी व्याकरण के नवीन क्षितिज- डॉ रविंद्र कुमार पाठक ,भारतीय ज्ञानपीठ प्रकाशन ,दिल्ली -3। दूसरा संस्करण 2012
- विविध प्रकार की हिंदी समाचार पत्र एवं पत्रिकाएं।

ENTREPRENEURSHIP AND DESIGN THINKING

Serial No	Credits	Course Name
		Field project
	02	Entrepreneurship and Design thinking

LEARNING OBJECTIVES

1.	To understand the difference between jobs and self-employment and hence should develop these qualities for becoming an entrepreneur and create self-employment
2.	To understand the need to innovate and the importance of understanding customer pain areas, will help learners to build an innovative mindset
3.	To plan assemble and collate ideas for brainstorming about the new trends and innovations in the market emphasizing customer mindset
4.	To comprehend the problems faced by the clients
5	To identify the exact problem and tools to ideate
6	To identify different ways to learn prototyping and also they will learn about the importance of every stakeholder

MODULES

SN	MODULES	NO OF LECTURES
1	Entrepreneurship Mindset and market trends shift	15
2	Design Thinking	15
	Total	30

Syllabus	No. of lectures
<p>MODULE 1</p> <p>Leveraging the Entrepreneurship Mindset</p> <ul style="list-style-type: none"> • Be human –centered • Be creative confident • Be empathetic • Embrace Ambiguity • Believe in -Make it <p>Observing Market Trend shifts</p> <ul style="list-style-type: none"> • User-centric design • Inclusive design • Sustainability • Digital Transformation • Data-driven design • Agile & Iterative design • Cross-disciplinary collaboration <p>Introduction to mind mapping techniques</p> <ul style="list-style-type: none"> • Empathy Mapping • Storyboarding • Online Platforms Miro and Mural <p>Any one of these will be taken as base to leveraging mindmapping tools to explore , ideate and seek solutions.</p>	<p>15</p>
<p>MODULE 2</p> <p>Economic Value Addition & Introduction to Design Thinking – Understanding Customers and Identifying the real life problems Defining problems with Ideation.</p> <p>Ideation –Divergence</p> <ul style="list-style-type: none"> • Brainstorm • Challenge Assumptions • Scamper • Mind mapping • Sketch • Storyboard • Analogies • 6 Thinking Hats <p>Convergence- Bringing down the ideas to make sense</p> <p>Prototyping Stake holder Interactive.</p>	<p>15</p>
<p>TOTAL</p>	<p>30</p>

REFERENCES

- Change by design-Tim brown.
- Design thinking process and methods -Book by Robert Curedale.
- Innovation and entrepreneurship (1985) by Peter drucker.

Serial No	Course code	Credits	Course Name
1			CC
1.1		02	Yoga Education

<u>Learning Objectives: Co-curricular Course in Yoga Education</u>	
1	To make students aware of historical and cultural background of Yoga
2	To create awareness about different aspects of Yoga
3	To acquaint students with the tenets of Patanjali Yoga

Course: Yoga Education

COURSE CODE:

COURSE CREDIT: 02

Module No.	Modules	Number of lectures
1	History and Relevance of Yoga a) Brief History of Yoga. b) Definition, Importance, Need and Uses of Yoga.	10
2	Types of Yoga a) Jnana Yoga, Karma Yoga, Bhakti Yoga, Mantra Yoga. b) Seven Chakras.	10
3	Patanjali Yoga a) Hatha Yoga, Kundalini Yoga, Patanjali's Yoga Sutras: A Summary. b) Patanjali's Yoga as a solution to the problems of modern society.	10
	Total Lectures	30

References:

- Yoga sutra simplified- Vasudev Murthy- Jaico.
- Patanjali Yoga Sutras- Swami Vivekananda- Srishti Publishers.
- The complete book of Yoga: Karma Yoga, Bhakti Yoga, Raja Yoga, Jnana Yoga Swami Vivekanand Fingerprint publishing.

- Light on Yoga- B.K.S. Iyengar.
- Yoga Sutra of Patanjali- Dr. Jayadeva Yogendra- Zen Publications.
- Yoga Darshan: Vision of the Yoga Upanishads- Swami Niranjananda Saraswati, Yoga publication trust, Munger, Bihar, India.
- Four chapters on Freedom: Commentary on the yoga sutra.

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 20 marks
- Semester end examination 30 marks

SCHEME OF EXAMINATION

A) Internal Assessment: 20 marks

Description	Marks
One internal test of 10 marks- Objective Test	10
Assignment / Project and Viva voce/Case studies/ Outreach programs /Certificate courses.	10
Total	20

B) Semester end examination: 30 marks

PAPER PATTERN

Duration: 1 hour	
Total Marks: 30	
Based on unit 1	
Q.1. Answer any TWO out of four.	10
Based on Unit 2	
Q 2. Answer any TWO out of four.	10
Based on unit 3	
Q.3 Answer any TWO out of four.	10

Passing criteria: Minimum 40% marks (08 out of 20) in internal and 40% marks (12 out of 30) in semester end examination.

SEMESTER IV

Serial No	Credits	Course Name
		MAJOR
	04	Production and Total Quality Management

LEARNING OBJECTIVES

1.	To acquaint learners with the basic management decisions with respect to production and quality management.
2.	To make the learners understand the designing aspect of production systems.
3.	To enable the learners, apply what they have learnt theoretically.

Syllabus	No. of lectures
Unit – 1 Production Management Production Management <ul style="list-style-type: none"> Objectives, Components–Manufacturing systems: Intermittent and Continuous Production Systems. Product Development, Classification and Product Design. Plant location & Plant layout– Objectives, Principles of good product layout, types of layout. Importance of purchase management. 	15
Unit – 2 Materials Management: <ul style="list-style-type: none"> Materials Management: Concept, Objectives and importance of materials management. Various types of Material Handling Systems. Inventory Management: Importance–Inventory Control Techniques ABC, VED, FSN, GOLF, XYZ, SOS, HML. EOQ: Assumptions limitations & advantages of Economic Order Quantity Simple numerical on EOQ , Lead Time, Reorder Level, Safety Stock. 	15

<p>Unit – 3 Basics Of Productivity &TQM:</p> <ul style="list-style-type: none"> • Basics Of Productivity &TQM: Concepts of Productivity, modes of calculating productivity. Importance of Quality Management, factors affecting quality; TQM– concept and importance, Cost of Quality, Philosophies and Approaches To Quality: Edward Deming, J. Juran , Kaizen , P. Crosby’s philosophy. • Product & Service Quality Dimensions, SERVQUAL: Characteristics of Quality, Quality Assurance, Quality Circle : Objectives of Quality Circles, Ishikawa Fish Bone, Applications in Organizations. Simple numerical on productivity. <p>Unit – 4 Quality Improvement Strategies &Certifications:</p> <ul style="list-style-type: none"> • Quality Improvement Strategies &Certifications: Lean Thinking, Kepner Tregor Methodology of problem solving, Sigma features, Enablers, Goals, DMAIC/DMADV, ISO 9000,ISO 1400, QS9000. Malcolm Baldrige National Quality Award(MBNQA), Deming’s Application Prize. 	<p>15</p> <p>15</p>
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REFERENCES

1. Production and Operations Management: R. Paneerselvam.
2. Production (Operations) Management: L.C. Jhamb.
3. K. Ashwathappa and K .Shridhar Bhatt ; Production and Operations management.
4. Productivity Management: Concepts and Techniques, Sawhney S.C., Tata McGraw Hill.
5. Srinivas Gondhalekar and Uday Salunkhe, “Productivity Techniques”, Himalaya Publishing House.

Equity Markets

Credits: 04

Course Objectives:

- This paper will enable the students to understand the evolution of equity markets
- To provide understanding of participants, trading process, stock indices, pricing in the equity market
- To impart knowledge on types of prospectus and issue mechanisms in primary market

Syllabus	No of Lectures
Module I : Secondary Market i. Stock exchanges – Definition, functions, evolution & growth, Stock exchanges in India, OTCEI, International stock exchanges ii. Parties involved: Depository, Custodian, Registrar & Transfer Agent, Clearing Members, Clearing Corporation, Stock brokers - Full-fledged and Discount brokers, etc. iii. Trade cycle, Process involved in transfer of shares, Screen Based Trading Systems : NEAT and BOLT, Dematerialization and Rematerialization iv. Types of Investors – QIB, HNIs Retail investors, FDI & FPI etc, Stock Classification v. Terminologies: Stock Quote, Market Phases, Circuit Breakers and Price bands, Corporate Actions, Types of Orders and Order matching, Rolling settlement, Block deals and bulk deals. vi. Stock Market Indices, Calculation of Index, Eligibility criteria for stocks to be a part of the Index (Nifty 50 and/or SENSEX)	15
Module II : Primary Market i. Meaning of IPO, IPO (Mainline and SME), Role of merchant bankers in fixing the price, Other parties involved in IPO ii. Types of prospectus - Red herring prospectus, Abridged prospectus and Final Prospectus iii. Types of shares - Sweat equity, ESOP, Rights issue of shares, Bonus shares iv. Types of issue mechanisms - Follow on Public Issue (FPO), Offer for Sale (OFS), Private Placement, Preferential Issue, Qualified Institutional Placement v. Procedure to apply for IPO, ASBA vi. IPO – pricing methods followed - Book building and Fixed Price method.	15
Module III : Fundamental Analysis : i. Meaning, Advantages, Disadvantages ii. Factors affecting Share Prices - Macro Economic factors, Industry related factors and Company related factors iii. Important Ratios for analysis – Price Earnings Ratio, EV/EBITDA,	15

EV/Revenue.	
Module IV : Technical Analysis : i. Meaning, Basic assumptions, Strengths and Weakness ii. Types of Charts iii. Pattern Study - Support and Resistance, Head and Shoulders, Double top, Double bottom iv. Overlays – Moving Averages, Bollinger Bands v. Oscillators – MACD, RSI vi. Dow Theory and Elliott Wave Theory	15
Total Lectures	60

REFERENCE BOOKS:

- Equity Markets in India- Shveta singh & P K Jain.
- Equity and Debt Markets- Hardeep Kaur.
- An Introduction to Equity Markets- David Dasey.

Serial No	Course code	Credits	Course Name
1			MAJOR (Marketing)
1.1		04	Advertising

LEARNING OBJECTIVES

1.	To identify the role of advertising in the contemporary business scenario
2.	To illustrate the important models that explain the effects of advertising
3.	To understand the important components in an advertising plan and strategy
4.	To study the essential elements of creating an effective advertisement

Syllabus	Number of lectures
Module 1: Introduction to advertising <ul style="list-style-type: none"> Definition, Evolution of Advertising, Importance, Scope, Features, Benefits of advertising. Five M's of Advertising Types of Advertising Theories of Advertising Stimulus Theory, AIDA, Hierarchy Effects Model, Means – End Theory, Visual Verbal Imaging, , Innovation Adoption theory, Ad exposure model, The DAGMAR Model, The DRIP Model Maslow's Hierarchy of Needs Laws in Advertising : Regulatory Bodies, Laws and Regulation Social, cultural and Economic Impact of Advertising 	15
Module 2: Advertising planning and strategy <ul style="list-style-type: none"> Introduction to Marketing Plan, Advertising Plan- Background, situational analysis related to Advertising issues, Marketing Objectives, Advertising Objectives, Target Audience, Brand Positioning (equity, image personality), creative Strategy, message strategy, media strategy, Integration of advertising with other communication tools Role of Advertising in PLC Advertising Agencies: Functions – structure – types - Selection criteria for Advertising agency – Maintaining Agency–client relationship, Agency Compensation. Some popular advertising agencies and their work. 	15
Module 3: Creativity in Advertising <ul style="list-style-type: none"> Creative strategy development – Advertising Campaign – determining the message theme/major selling ideas – introduction to USP – positioning strategies – persuasion and types of advertising appeals – role of source in 	

<p>ads and celebrities as source in Indian ads – execution styles of presenting ads.</p> <ul style="list-style-type: none"> • Role of different elements of ads – logo, company signature, slogan, tagline, jingle, illustrations, etc – • Creating the TV commercial – Visual Techniques, Writing script, developing storyboard, other elements (Optical, Soundtrack, Music) • Creating Radio Commercial – words, sound, music – scriptwriting the commercial – clarity, coherence, pleasantness, believability, interest, distinctiveness • Copywriting: Elements of Advertisement copy – Headline, sub-headline, Layout, Body copy, slogans. Signature, closing idea, Principles of Copywriting for print, OOH, essentials of good copy, Types of Copy. 	15
<p>Module 4: Budget, Evaluation and Current trends in Advertising</p> <ul style="list-style-type: none"> • Advertising Budget – Definition of Advertising Budget, Features, Methods of Budgeting • Evaluation of Advertising Effectiveness – Pre-testing and Post testing Objectives, Testing process for Advertising effectiveness, Methods of Pre-testing and Post-testing, Concept testing v/s Copy testing • Current Trends in Advertising : Rural and Urban Advertising, Digital Advertising, Content Marketing (Advertorials), Influencer marketing, Co-Marketing, Ambush Advertising, Use of AR and VR in advertising. • Global Advertising – scope and challenges – current global trends 	15
Total Lectures	60

REFERENCES

1. Belch, Michael, “Advertising and Promotion: An integrated marketing communications perspective” Tata Mcgraw Hill 2010.
2. Mohan, Manendra “Advertising Management Concept and Cases”, Tata Mcgraw Hill 2008.
3. Kleppner, Russell J; Thomac, Lane W , “Advertising Procedure”, Prentice Hall 1999.
4. Shimp, Terence, “Advertising and promotion :An IMC Approach”, Cengage Learning 2007.
5. Sharma, Sangeeta and Singh, Raghuvir “Advertising planning and Implementation”, Prentice Hall of India 2006.

HUMAN RESOURCE MANAGEMENT

Serial No	Credits	Course Name
1		MINOR
1.1	04	HUMAN RESOURCE MANAGEMENT

COURSE OBJECTIVES :

1. To Integrated perspective on role of HRM in modern business.
2. To implement techniques of job design
3. To improve Competency to recruit, train, and appraise the performance of employees
4. To learn the design of compensation and salary administration
5. To improve the ability to handle employee issues and evaluate the new trends in HRM

MODULES

SN	MODULES	NO OF LECTURES
1.	Unit 1: Introduction to Human Resource Management	15
2.	Unit 2: Manpower Planning and Selection	15
3.	Unit 3: Training and Compensation Management	15
4.	Unit 4: Industrial Relations	15
	TOTAL	60

Sr.No.	Modules	Number of lectures
1.	Unit – 1 Introduction to Human Resource Management Human Resource Management - Definition - Objectives - Functions - Scope - Importance - HRM in India - Evolution of HRM - Computer Application in Human Resource Management - Quality of a good Human Resource Managers - Human Resource Planning - Job Analysis, Job description and Job Specification.	15
2.	Unit – 2 Manpower Planning and Selection Recruitment and Selection - Sources of Recruitment - Selection Process - Test Types - Interview Types - Career Planning - VS Manpower Planning and succession Planning - Career Planning - Process - Career Development - Placement and Induction.	15

3.	Unit – 3 Training and Compensation Management. Training - Methods of Training - Executive Development - Performance Appraisal - Methods of Performance Appraisal - Transfers - Promotion - Wage & Salary Administration - Wage Boards and Pay Commission - Wage Incentive - Fringe Benefits - Employees Welfare - Safety and Health Measures - Grievance Procedures - Redressal of Grievances.	15
4.	Unit – 4 Employee Maintenance, Engagement and Emerging Horizons Retention, Retention Strategies, Employer-employee relations, Stress-free environment, Rejuvenation breaks and leisure activities. Emerging Horizons; Redundant manpower, e-HRM; Human Resource Information System (HRIS); HR Audit, Emerging job opportunities, Talent management, Employee burnout, Work life balance, Work from Home.	15
	Total Lectures	60

Reference Materials :

1. Human Resource Management - Dr. C.B. Gupta - Sultan and Sons.
2. Personnel & Human Resource Management - P. Subba Rao - Himalaya Publishing House.
3. Human Resource and Personnel Management - K. Aswathappa - Tata Mc Graw Hill Publishing Co. Ltd.
4. Personnel Management & Human Resources - C.S. Venkata Rathnam & B.K. Srivastava. TMPL.
5. Dynamics of Industrial Relations - Dr. C.B. Memoria, Dr. Satish Memoria & S.V. Gankar - Himalaya Publishing House.
6. Performance Appraisal, Theory and Practice - AIMA - Vikas management Series, New Delhi - 1986.
7. Human Resource Management: Pattanayak pH 1.2002.

Serial	Course	Credits	Course Name
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No	code		
			CORE COURSE (CC)
		02	PSYCHOLOGY AT WORK

LEARNING OBJECTIVES

1.	To understand basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels in the changing global scenario
2.	To understand how and why people behave in a said manner either as individuals or in groups
3.	To understand how behaviour affects individual performance and performance of the organization as a whole
4.	To understand how to effectively modify the behaviour for enhanced performance

SYLLABUS

Syllabus	No. of lectures
Module -1 <ul style="list-style-type: none"> • Learning: Meaning and Definition of Learning-The Learning Process, Principles of Learning, Theories of Learning-Classical conditioning, Operant Conditioning, Social Learning Theory, Learning through Reinforcement, Learning by Observing, Learning through Experience. • Persuasion: Concept and Factors affecting persuasion, Cialdini's Principles of Influence • Impression management • Group Dynamics: Nature, types, group behaviour model (roles, norms, status, process, structures) 	15
Module -2 <p>Organizational processes and systems:</p> <ul style="list-style-type: none"> • Power and politics: nature, bases of power, politics nature, types, causes of organizational politics, political games. <p>Organizational Culture:</p> <ul style="list-style-type: none"> • Characteristics of organizational culture. • Types, functions and barriers of organizational culture • Ways of creating and maintaining effective organization culture 	15
Organisational Development	

<ul style="list-style-type: none"> • Foundations • Characteristics • Process • Intervention strategies 	
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REFERENCES:

- Organisational behaviour, S.Robbins, Prentice Hall.
- Organisational behaviour, John W.Newstrom and Keith Davis, Tata McGrawhill.
- Organisational behaviour, Fred Luthans, McGrawhill,Newyork.
- Organisational behaviour, K.Aswathappa, Himalaya Publishing House.
- Essentials of management, Koontz, Harold, Tata McGrawhill.

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

(A) Internal Assessment : 20 marks

Description	Marks
Objective type test (for 10 marks – online/offline)	10
Any one of the following : Presentation / Assignment	10
Total	20

(B) Semester end examination: 30 marks

PAPER PATTERN

Duration : 1 hour	
Total Marks: 30	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Total	30
Note: The 15 marks full length question may be sub divided into 2 questions of 7 and 8 marks each or 2 questions of 10 and 5 marks each	

Passing criteria: 40% marks for passing.

Internals: Minimum 8 out of 20

Externals: Minimum 12 out of 30

ORGANISATIONAL BEHAVIOUR II

SYLLABUS	No. of lectures
Module -1 <ul style="list-style-type: none"> • Leadership: Concept, Theories of leadership (Trait theory, Behavioural theories, Fred Fiedler's contingency theory), Charismatic leadership and Transformational leadership. • Understanding Work teams: Concept, Types, Team building, creating effective teams. 	15
Module -2 <ul style="list-style-type: none"> • Organizational conflicts and negotiation: • Conflict definition, perspectives, features, types, causes leading to organizational conflicts, levels of conflicts, ways to resolve conflicts through five conflicts resolution strategies with outcomes • Negotiation: Process and bargaining strategies. • Organisational change and stress management • Concept, Forces of change, Cost and benefits, Resistance to change, Implementing change • Organisational Stress: Stress, Causes of Stress, Effects of stress and Managing stress. 	15
Total Lectures	30

REFERENCES:

- Organisational behaviour, S.Robbins, Prentice Hall.
- Organisational behaviour, John W.Newstrom and Keith Davis, Tata McGrawhill.
- Organisational behaviour, Fred Luthans, McGrawhill,Newyork.
- Organisational behaviour, K.Aswathappa, Himalaya Publishing House.
- Essentials of management, Koontz, Harold, Tata McGrawhill.

CONTEMPORARY CAPITAL MARKETS

COURSE CODE:

COURSE CREDIT: 02

Course Objectives:

- This paper will enable the students to understand the evolution, processes and instruments in the Debt market and Money market
- To provide understanding of features and types of derivative contracts
- To impart knowledge regarding types of cryptocurrencies and related issues

Syllabus	No of Lectures
Module I : Debt Market i. Players in debt markets, Relation between Interest rates/Inflation, Debt market and Equity market, Regulatory framework in the Indian Debt market. ii. Govt. securities – types, auctions and bidding process, primary dealers iii. Public sector bonds & corporate bonds – features and types iv. Determinants of the value of bonds v. Calculation of Yield-to-Maturity vi. Bond ratings- importance & relevance of rating agencies	10
Module II : Money Market i. Meaning, Features ii. Participants (Organized and Unorganized) (in detail) iii. Money Market Instruments (in detail) iv. Defects	10
Module III : Derivatives Market and Cryptocurrency market a) Derivatives Market i. Derivatives – Meaning, Participants ii. Features of Futures, Forwards, Options and Swaps iii. Contract specifications iv. Commodity exchanges, Types of Commodities traded b) Cryptocurrency Market i. Introduction to Blockchain and Smart Contract ii. Meaning of Cryptocurrency, Features, Advantages iii. Popular cryptocurrencies and Crypto Exchanges iv. Problems and Prospects	10

REFERENCE BOOKS:

1. Bhardwaj, Gautam, The Future of India's Debt Market, Tata McGraw Hill.
2. Suryanarayan, Debt Market, ICFAI Publication Press.

3. Fabozzi, Frank, Fixed Income Analysis Workbook, John Wiley & Sons FIMMDA-NSE Debt Market (Basic) Module, Workbook from NSE.
4. Money Market Operations in India- A K Sengupta
5. The Indian Money Market- Krishna Kumar Sharma
6. Stiguam's Money Market- Marcia Stigum
7. Sundaram Janakiramanan, Derivatives and Risk Management, Pearson Education
8. John C. Hull, Fundamentals of Futures and Options Market, Pearson
9. Imran Bashir, Mastering Block chain - Distributed ledgers, decentralization and smart contracts explained, Packt Publishing Ltd.
10. Arvind Narayanan et. Al, Bitcoin and Cryptocurrency Technologies, Princeton University.

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal test - Objectives based	10
Presentation/Assignment/Viva/NGO Activity/Internship/ Book Review/Project/ Open Book Test/Case study/Certificate course, etc.	10
Total	20

(B) Semester end examination 30 marks – Paper Pattern

Duration: 1 hour	Total Marks: 30
Particulars	Marks* *
Q1. Question 1 (5 Marks x 2) or (10 Marks)	10
Q2. Question 1 (5 Marks x 2) or (10 Marks)	10
Q3. Question 1 (5 Marks x 2) or (10 Marks)	10

**Marks assigned in the external question paper may be based on the weightage (number of lectures) of each module in the syllabus.

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.

Serial No	Course code	Credits	Course Name
1			Vocational Skill Course (VSC)
1.1		02	Direct marketing and sales promotion

Syllabus	No. of lectures
Module -1 Direct marketing <ul style="list-style-type: none"> • Introduction to direct marketing- Definition, scope, objectives, reasons for growth of direct marketing. • Types of direct marketing Telemarketing, email marketing, text marketing, direct mail, kiosk marketing, direct selling , social media marketing ,brochures, direct response marketing , catalogues, SEM, SEO. • Strategies for direct marketing Strategic marketing plan, segmentation, personalization, relationship marketing, call-to-action marketing ,360 degree approach. • Database marketing • Ethical issues in direct marketing 	15
Module -2 Sales promotion <ul style="list-style-type: none"> • Nature and importance of sales promotion, its role in marketing • Forms of sales promotion: Consumer oriented sales promotion, trade oriented sales promotion and sales force oriented sales promotion • Major tools of sales promotion: Samples, point of purchase, displays and demonstration. Exhibition and Fashion shows, sales contest and game of chance and skills, lotteries, gifts, offers, premium and free goods, Prince packs, rebates, patronage, rewards etc. Conventions, conference and trade shows, specialities and novelties. • Developing sales promotion programmes. • Integration of Sales Promotion with advertising • Ethical aspects of sales promotion 	15

REFERENCES

- Sales Promotion Essentials: The 10 Basic Sales Promotion Techniques-- And How to Use Them by Don E Schultz.
- Advertising and Promotion: An Integrated Marketing Communications Perspective by George E Belch.
- Fundamentals of Selling: Customers for Life Through Service by Charles M Futrell.
- Kotler “Marketing Management”, 8th Edition .
- Kotler,Keller,Koshy And Jha “ Marketing Management” 13th edition Pearson Education .
- Advertising & Sales Promotion by Kazmi&Batra.
- Fundamentals of Marketing by Stanton, Etzel, Walker .

- Sales Promotion by Julian Cummins (Universal Book Stall).

क्रम संख्या	पाठ्यक्रम कोड	क्रेडिट	कोर्स का नाम
1			योग्यता संवर्धन अनिवार्य पाठ्यक्रम (AECC)
1.1		02	हिंदी भाषा एवं प्रयोजनमूलक हिंदी

क्रमांक	मॉड्यूल (मापांक)	व्याख्यान की संख्या
१	इकाई १: पठन कौशल अ) भाषागत कौशल को विकसित करने के लिए . पर्यावरण संबंधी मुद्दे (जैसे बाढ़, सूखा, आपदाएं, प्रदूषण, प्रसिद्ध पर्यावरण आंदोलन, सरकारी पहल, पारंपरिक ज्ञान) से जुड़े अनुच्छेदों का वाचन एवं आकलन। . व्यापार (जैसे उद्योग, पारंपरिक भारतीय व्यापार प्रथाएं, कृषि का महत्व, भारतीय बाजार और उपभोक्ता व्यवहार, डिजिटलीकरण और ई-कॉमर्स) से जुड़े अनुच्छेदों का वचन और आकलन। आ) पर्यावरण, व्यापार, बैंकिंग, वाणिज्य, कंप्यूटर, व्यवसाय आदि से जुड़े हिंदी शब्दों व उनके अंग्रेजी रूप से परिचय।	१०
२	इकाई २: लेखन कौशल पत्र लेखन: नौकरी आवेदन पत्र, बायो डाटा (आत्मवृत्त) ई-मेल लेखन: अनुवाद अंग्रेजी से हिंदी तथा हिंदी से अंग्रेजी में	१०
३	इकाई ३ : श्रवण और संभाषण इकाई ३ : दैनंदिन जीवन से जुड़े अलग-अलग विषयों पर - साक्षात्कार और समूह चर्चा	०५
४	इकाई ४ : व्याकरण और शब्दावली <ul style="list-style-type: none"> क्रिया की परिभाषा और उदाहरण पर्यायवाची शब्द विलोम शब्द 	०५
	कुल	30

हिंदी भाषा एवं प्रयोजनमूलक हिंदी

परीक्षा की योजना को दो भागों में विभाजित किया जाएगा:

- आंतरिक मूल्यांकन 40% (अर्थात् 20 अंक)
- सत्रांत परीक्षा 60% (अर्थात् 30 अंक)

सत्र - चतुर्थ

(अ) आंतरिक मूल्यांकन (20 अंक)

विवरण	अंक
अनुच्छेद आधारित बहु-वैकल्पिक प्रश्नावली मूल्यांकन	10
कक्षा कार्य / प्रस्तुतियाँ / समूह चर्चा / अभ्यास साक्षात्कार / बहु-वैकल्पिक प्रश्न	10
कुल	20

(ब) सत्रांत परीक्षा (30 अंक)

प्रस्तावित प्रश्न पत्र प्रारूप

अवधि: 1 घंटा	
कुल अंक: 30	
प्रश्न १. अ) ई-मेल लेखन ब) शब्दावली आधारित प्रश्न	५ ५
प्रश्न २. अनुवाद अ) अंग्रेजी से हिंदी अथवा ब) हिंदी से अंग्रेजी	४
प्रश्न ३. पत्र लेखन नौकरी आवेदन पत्र और जीवन वृत्त(CV)(विकल्प सहित)	६
प्रश्न ४ व्याकरण सूचना अनुसार निम्नलिखित प्रश्नों के उत्तर लिखिए:- क्रिया की परिभाषा लिखिए । दिए गए वाक्यों में से क्रिया शब्द पहचानिए (कोई तीन) पर्यायवाची शब्द लिखिए (कोई दो) विलोम शब्द लिखिए. (कोई दो)	३ ३ २ २
कुल	30

उत्तीर्ण मानदंड: आंतरिक में न्यूनतम 40% (20 में से 8) और सत्रांत परीक्षा में 40% (30 में से 12)

संदर्भ पुस्तकें:-

- प्रयोजनमूलक हिंदी -विनोद गोदरे ,वाणी प्रकाशन, दरियागंज, नई दिल्ली ।पहला संस्करण 2001
- व्यवहारिक हिंदी -माधवराव सोनटक्,के जय भारती प्रकाशन, इलाहाबाद ,उत्तर प्रदेश ।संस्करण 2014
- प्रशासनिक शब्दावली- वैज्ञानिक तथा तकनीकी शब्दावली आयोग ,राधा कृष्ण पुरम, नई दिल्ली।
- प्रशासनिक हिंदी एवं पत्र लेखन -हरि मोहन, तक्षशिला प्रकाशन ,नई दिल्ली ।संस्करण 2002
- हिंदी व्याकरण -कामता प्रसाद गुरु ,नगरी प्रचारिणी सभा, काशी ।संस्करण संवत् 1977
- प्रयोजनमूलक हिंदी सिद्धांत और प्रयोग- दंगट झाल्टे , वाणी प्रकाशन ,नई दिल्ली ।संस्करण मार्च 2016
- प्रयोजनमूलक हिंदी और पत्रकारिता- डॉ.दिनेश प्रसाद सिंह ,वाणी प्रकाशन ,नई दिल्ली। संस्करण 2007
- सामान्य भाषा विज्ञान- बाबूराम सक्सेना, प्रयाग हिंदी साहित्य सम्मेलन ,प्रयाग ।संस्करण 1971
- अभिनव व्यावहारिक पत्र लेखन- डॉ अनिल सिंह ,ज्योति प्रकाशन, उल्हासनगर-४ महाराष्ट्र। पहला संस्करण 1999

- हिंदी व्याकरण के नवीन क्षितिज- डॉ रविंद्र कुमार पाठक ,भारतीय ज्ञानपीठ प्रकाशन ,दिल्ली -3। दूसरा संस्करण 2012
- विविध प्रकार की हिंदी समाचार पत्र एवं पत्रिकाएं।

Financial Literacy

COURSE CODE:

COURSE CREDIT: 02

Course Objectives:

- This paper will enable the students to understand the importance and components of financial literacy.
- To provide understanding of concept, history and challenges of financial inclusion.
- To impart knowledge regarding investment avenues in mutual funds and post office

Syllabus	No of Lectures
Module I : Financial literacy & basics of savings and investment <ul style="list-style-type: none"> • Financial Literacy- Meaning and Importance - Components of Financial Literacy • Investment: Meaning, Difference between Investment Vs Gambling, Risk and Return, Principles of Investment, Investment Avenues • Financial Planning and Budgets – 50:30:20 rule, Goal setting, Family Budget • Financial Inclusion – Meaning, Importance 	10
Module II : Mutual Funds <ul style="list-style-type: none"> • Meaning, Features • Advantages and Disadvantages, • Classification of mutual fund schemes as per SEBI • Organisation structure of mutual funds • Systematic Investment Plan (SIP), Systematic Transfer Plan (STP), Systematic Withdrawal Plan (SWP) • Account opening process, KYC, FATCA and CRS • Determination of Net Asset Value (NAV) • SEBI Complaints Redress System (SCORES) 	10
Module III : Post Office Investment Schemes <ul style="list-style-type: none"> • Post Office Savings Account • 5 year Recurring Deposit Account • Time Deposit Account • Monthly Income Account • Senior Citizens Savings Schemes (SCSS) • Public Provident Fund (PPF) • Sukanya Samriddhi Yojana • National Savings Certificate (NSC) • Kisan Vikas Patra (KVP) • Mahila Samman Savings Certificate • India Post Payments Bank 	10

REFERENCE BOOKS:

- Investment Planning by SEBI

- Khan, M.Y., Indian Financial System, Tata McGraw Hill Publishing Company Ltd., New Delhi
- Vasantha Desai, Indian Banking-Nature and Problems, Himalaya Publishing House, Mumbai

Serial No	Course code	Credits	Course Name
1			CC
1.1		02	Yoga Education

<u>Learning Objectives: Cocurricular Course in Yoga Education</u>
1. To create awareness of Yoga philosophy and to understand the importance of Asana, Pranayama and Dhyana
2. To explore various applications of yoga for healthy mind and body
3. To acquaint students with leading Indian practitioners/ schools of yoga.

Module No.	Topics	Number of lectures
1	Yoga Education a) Significance of Asanas b) Significance of Pranayama c) Importance of Dhyana	10
2	Applications of Yoga a) Sattvik Ahara: Rules for food and diet b) Yamas and Niyamas c) Pratipaksha Bhavana- 4 Bhavanas: Maitri, Karuna, Mudita, Upeksha	10
3	Different Schools/Masters of Yoga a) B.K.S. Iyengar: Iyengar Yoga b) Pattabhi Jois: Ashtanga Vinyasa Yoga c) Swami Satyananda Saraswati: Bihar School of Yoga	10
	Total Lectures	30

REFERENCES:

- Suren A (1992) Encyclopaedia of Yoga Vol I&II, Meerut: Saru Publishing House.
- Kale B (2007) Yogasana for Tejswi Life, Kohlapur: Siddhigiri Gurukul Foundation.
- Rajarshi, S (1995) Yog, The ultimate attainment, Jaico Publishing House.
- Saraswati S (1984) Patanjali Raja Yoga, S. S. Saraswati; N Delhi; S Chand & Co.
- Introduction to Indian Philosophy, Dutta& Chatterji, Rupa & Co, 2015.

- Outlines of Indian Philosophy by Hiriyanna; Motilal Banarasidass Publisher, 2014.
- Prana & Pranayama, Niranjananda Saraswati, Paperback, Yoga Publications Trust.
- Ashtanga Yoga of Patanjali- B.K.S. Iyengar.
- Yoga Course for All, Yogacharya Dr. Hansraj Yadav, Bharatiya Vidya Bhavan.
- Hata Yoga Pradeepika- Yogi Swatmarama.

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 20 marks
- Semester end examination 30 marks

SCHEME OF EXAMINATION

A) Internal Assessment: 20 marks

Description	Marks
One internal test of 10 marks- Objective Test	10
Assignment / Project and Viva voce/Case studies/ Outreach programs /Certificate courses.	10
Total	20

B) Semester end examination: 30 marks

PAPER PATTERN

Duration: 1 hour	
Total Marks: 30	
Based on unit 1 Q.1. Answer any TWO out of four.	10
Based on Unit 2 Q 2. Answer any TWO out of four.	10
Based on unit 3 Q.3 Answer any TWO out of four.	10

Passing criteria: Minimum 40% marks (08 out of 20) in internal and 40% marks (12 out of 30) in semester end examination.

