

**Draft Structure and Syllabi of Four Year under Graduate Programme (FYUGP) In
Commerce of Dibrugarh University and Its Affiliated Colleges as Per UGC DRAFT
RELEASED On 12/12/2022.**

HUMAN RESOURCE MANAGEMENT (MAJOR)

Year	Semester	Course (Lecture+Tutorial+Practical) (L+T+P)	No. of Courses	Course Code	Name of the Course	Credit	Remarks
		Major (Core)	1	Major-1	Business Organization and Management	4	
1	1 st	Minor	1	Minor 1	Human Resource Management-I	4	The course shall be taken by students from disciplines other than Human Resource Management.
		Multi-Disciplinary Generic Elective Course: Natural Sciences-I/ Social Science/Humanities-I/ Commerce-I	4	GEC-1C	Basics of Human Resource Management	3	The Course shall be taken by students from disciplines other than Human Resource Management.
		AEC Language (MIL/Regional Language)	1	AEC 1		4	The students shall have to take one of the language disciplines offered by DU.
		Value Added Course-1 Understanding India	1	VAC 1		2	The students shall have to take the course offered by DU.
		Skill Enhancement Course	SEC-1A	2	MS-Excel and its Application in Business	3	The students shall have to take any of the courses offered by DU and also by the Commerce Stream.
			SEC-1B		Tourism Management		
Total						20	

Year	Semester	Course (Lecture+Tutorial+Practical) (L+T+P)	No. of Courses	Course Code	Name of the Course	Credit	Remarks
		Major (Core)	1	C-2	Financial Accounting	4	
1	2 nd	Minor	1	Minor 2	Labour Welfare	4	The course shall be taken by students from disciplines other than Human Resource Management.
		Multi-Disciplinary Generic Elective Course: Natural Sciences-I/ Social Science/Humanities-I/ Commerce-I	4	GEC-2C	Career Planning and Development	3	The Course shall be taken by students from disciplines other than Human Resource Management.
		Ability Enhancement Course: English Language and Communication Skills	1	AEC 2		4	The students shall have to take one of the language disciplines offered by DU.
		Value Added Course-3 Environmental Science	1	VAC 2		2	The students shall have to take the course offered by DU.
		Skill Enhancement Course	2	SEC-2	Event management	3	The students shall have to take any of the courses offered by DU and also by the Commerce Stream.
		Total					20
Grand Total (Semester I and II)						40	
Students on exit shall be awarded Undergraduate Certificate (in the Field of Study/Discipline) after securing the requisite 40 credits in semesters I and II							

Year	Semester	Course (Lecture+Tutorial+Practical) (L+T+P)	No. of Courses	Course Code	Name of the Course	Credit	Remarks	
		Major (Core)	2	C-3	Business Economics	4		
				C-4	Entrepreneurship	4		
2	3 rd	Minor	1	Minor 3	Managerial Behaviour & Effectiveness	4	The course shall be taken by students from disciplines other than Human Resource Management.	
		Multi-Disciplinary Generic Elective Course: Natural Sciences-I/ Social Science/Humanities-I/ Commerce-I	4	GEC-3C	Labour Welfare and Social Security	3	The Course shall be taken by students from disciplines other than Human Resource Management.	
		Ability Enhancement Course: Communicative English / Mathematical Ability	1	AEC 3		2	The students shall have to take one of the language disciplines offered by DU.	
		Skill Enhancement Course	2	SEC-3A	Introduction to Investing and Trading	3	The students shall have to take any of the courses offered by DU and also by the Commerce Stream.	
				SEC-3B	Hospitality Management			
		Total				20		
		Grand Total (Semester I, II and III)					60	

Year	Semester	Course (Lecture+Tutorial+Practical) (L+T+P)	No. of Courses	Course Code	Name of the Course	Credit	Remarks
2	4 th	Major (Core)	1	C-5	Business Environment	4	
			1	C-6	Advanced Marketing Management	4	
			1	C-7	Advanced Financial Management	4	
			1	C-8	Business Statistics	4	
		Minor 4	1	Minor4	Training and Development	4	The course shall be taken by students from disciplines other than Human Resource Management.
		Total				20	
		Grand Total	Grand Total (Semester I, II, III and IV)			80	

The students on exit shall be awarded Undergraduate Diploma after securing the requisite 80 credits on completion of Semester IV provided they secure additional 4 credit in skill based vocational courses offered during First year or second year summer term.

Year	Semester	Course (Lecture+Tutorial+Practical) (L+T+P)	No. of Courses	Course Code	Name of the Course	Credit	Remarks
3	5 th	Major (Core)	1	C-9	Advanced Human Resource Management	4	
			1	C-10	Business Law	4	
			1	C-11	Industrial Relations	4	
		Minor 5	1	Minor5	Supply Chain Management	4	The course shall be taken by students from disciplines other than Human Resource Management.
			1		2+2 (Internship + Community Engagement) OR 4(Internship) / 4 (Community Engagement)	4	
Total					20		
		Grand Total	Grand Total (Semester I, II, III, IV and V)			100	

Year	Semester	Course (Lecture+Tutorial+Practical) (L+T+P)	No. of Courses	Course Code	Name of the Course	Credit	Remarks
3	6 th	Major (Core)	1	C-12	Indian Financial System	4	
			1	C-13	Compensation Management	4	
			1	C-14	Global Human Resource Management	4	
			1	C-15	Labour Law	4	
		Minor 6	1	Minor6	Customer Relationship Management	4	The course shall be taken by students from disciplines other than Human Resource Management.
		Total					20
Grand Total (Semester I, II, III, IV,V and VI)						120	
The students on exit shall be awarded Bachelor of Commerce) Honours (3 years) after securing the requisite 120 credits on completion of semester 6							

Note: - For Core and GEC Courses, the code:

'A' stands for Finance Major;

'B' stands for Marketing Major;

'C' stands for Human Resource Management (HRM) Major; and

'D' stands for Banking and Insurance Major

Abbreviations Used:

- C = Core/Major
- GEC = Generic Elective Course / Multi Disciplinary Course
- AEC = Ability Enhancement Course
- SEC = Skill Enhancement Course
- VAC = Value Added Course

**FOUR YEAR UNDER GRADUATE PROGRAMME (FYUGP) IN COMMERCE
DETAILED SYLLABUS OF 1ST SEMESTER**

SEMESTER I

Course Title: BUSINESS ORGANISATION AND MANAGEMENT

Course Code: C-1

Nature of the Course: CORE

Course Credit: 04 Credits

Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Course Objective :

- To gain a basic understanding of the structure and forms of business organisations and the primary functions of management that are vital for the smooth operation of business organisations.

Course Outcome:

- CO1: Demonstrate the distinctive features of various business organizations.
 - ✓ LO1.1: Cite examples of different forms of organizations.
 - ✓ LO1.2: Explain the functioning of different forms of business organizations, their formation and ownership.
- CO2: Demonstrate the understating of different functions of management.
 - ✓ LO2.1: Explain planning, organizing, controlling and other functions of management.
 - ✓ LO2.2: Develop strategic approaches in respect of managerial decision making in case-based events.
- CO3: Apply the various concepts of authority, delegation of authority and decentralization.
 - ✓ LO3.1: Explain how authority and its delegation is to be implemented.
 - ✓ LO3.2: Project leadership and team behaviour in classroom role plays that act as prep ups for real organizational contexts.
- CO4: Apply the theories of motivation for managing human resources in organizations.
 - ✓ LO4.1: Explain and differentiate contemporary theories of motivation.
 - ✓ LO4.2: Discuss the role and applicability of each motivation theory in the modern organizational context.
- CO5: Analyze the stand and role of Indian ethos in the context of management in Indian organizations.
 - ✓ LO5.1: Explain Indian ethos in the context of Indian organizations.
 - ✓ LO5.2: Implement suitable strategies to deal with different Indian values and philosophies in managerial decision making
- CO6: Analyze the role and pattern of communication in organizations.
 - ✓ LO6.1: Explain formal and informal communication channels and processes.
 - ✓ LO6.2: Describe the challenges of communication in organizations.
- CO7: Apply the concepts of subaltern management ideas in real work situation
 - ✓ LO7.1: Project the of practice work-life balance, flexi time etc on job situation.
 - ✓ LO7.2: Describe diversity and inclusion in work place.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1,CO2				
Conceptual knowledge		CO1,CO2	CO3,CO4,CO7	CO6		
Procedural knowledge			CO3,CO4,CO7	CO7		
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	M	M	S	S	M	M	M	M
CO2	M	M	M	M	S	S	M	M	M	M
CO3	M	M	M	M	S	S	M	M	S	S
CO4	M	M	M	M	S	S	M	M	S	S
CO5	M	M	M	M	S	S	M	S	S	M
CO6	M	M	M	M	S	S	M	M	S	S

UNIT	Contents	L	T	P
I (12 Marks)	Forms of Business Organisation – Sole Proprietorship; Joint Hindu Family Firm; Partnership Firm; Joint Stock Company; Cooperative Society; Limited Liability Partnership	05	-	-
	Forms of Public Enterprises; International Business – Types	05	02	
II (12 Marks)	Planning, Organising and Decision Making; Policy and Strategy Formulation	06	-	-
	Departmentation – Functional, Project, Matrix and Network	04	-	-
III (12 Marks)	Authority Relationships – Line and Staff; Delegation of Authority; Decentralisation; Groups and Teams; Reporting and Accountability	06	02	-
	Leadership – Nature, Types, Leadership Theories	04	-	-
IV (12 Marks)	Motivation – Theories and Practices: Herzberg's Theory, Vroom's Expectancy Theory, Z-theory, Control – Concept and Process	06	-	-
	Communication and Coordination – Process of Communication; Formal and Informal Channels of Communication; Leakages in Organisational Communication; Interpersonal Communication.	05	02	-

UNIT	Contents	L	T	P
V (12 Marks)	Indian Ethos for Management: Value-Oriented Holistic Management; Business Process Reengineering (BPR), Learning Organisation, Outsourcing	05	-	-
	Subaltern Management Ideas from India; Diversity & inclusion; Work-life Balance; Freelancing; Flexi-time and work from home; Co-sharing/co-working.	06	02	-
	TOTAL	52	08	-

L= Lectures, T= Tutorials, P= Practicals

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- ❖ Two Sessional Examination - **10 x 2= 20 marks**
- ❖ Other (any two) **10 x 2= 20 marks**
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant topics

Recommended Books:

- O.P. Gupta, Business Organisation and Management (According to National Education Policy 2020), SBPD Publications
- P.C. Tulsian, Business Organisation and Management, Pearson India
- Anthony, Lakshmi, Padmavathi and Satyavathi, Business Organisation and Management, Himalaya Publishing House
- Sharma, Gupta and Sharma, Business Organisation and Management, Kalyani Publications

SEMESTER-I
Title of the Course: HUMAN RESOURCE MANAGEMENT-I
Course Code: MINCOM1
Nature of the Course: Minor
Course Credit: 04 credits
Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Course Objective :

- To gain understanding of the various concepts and functions of HRM and their application in organisations.

Course Outcome:

- CO1: Demonstrate knowledge of the concepts and evolution of HRM as a distinct field of study and practice.
 - ✓ LO1.1: Phase out the evolution of HRM from classical times till modern date.
 - ✓ LO1.2: Describe the challenges of managing human resources and the functions of HRM.
 - ✓ LO1.3: Explain elaborately the modern events in HRM like workforce diversity and use of modern techniques and technology like HRIS.
- CO2: Demonstrate understanding about Acquisition of HR.
 - ✓ LO2.1: Explain Human Resource Planning in the light of measure the demand-Supply ratio of human force.
 - ✓ LO2.2: Describe the phases in acquisition of HR.
- CO3: Analyze the need and role of Training and Development in organizations.
 - ✓ LO3.1: Distinguish between Training and Development.
 - ✓ LO3.2: Explain the significance and focus of Management Development Programmes.
 - ✓ LO3.3: Explain the meaning and need for Career Development Planning in organizations.
- CO4: Demonstrate understanding of the concept and methods of Wage Payment.
 - ✓ LO4.1: Explain the components and levels of wage.
 - ✓ LO4.2: Discuss the different methods of wage payment in their situational context.
- CO5: Analyze the various facets of employer-employee relationships in organizations.
 - ✓ LO5.1: Describe the positives and negatives of employer-employee relationships.
 - ✓ LO5.2: Discuss the influence of employer-employee relationships on organizational functioning and well-being.
- CO6: Analyze Grievance Handling Mechanisms and Dispute Settlement Machinery in organizations.
 - ✓ LO6.1: Distinctively explain grievance and disputes in the organizational context.
 - ✓ LO6.2: Demonstrate understanding of specific Grievance Redressal and Dispute Settlement tools and techniques.

✓ **Cognitive Map of Course Outcomes with Bloom's Taxonomy**

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO1					
Conceptual knowledge		CO1,CO2		CO3		
Procedural knowledge		CO4			CO5,CO6	
Metacognitive knowledge					CO5	CO6

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	S	M	M	M	M	M	M	M	M	M	M
CO2	S	S	M	M	M	M	M	M	M	M	M
CO3	S	S	S	S	S	S	S	S	M	M	M
CO4	S	M	M	M	M	M	M	M	M	M	M
CO5	S	S	S	S	S	S	S	S	S	S	M
CO6	S	S	S	S	S	S	S	S	S	S	M

UNITS	CONTENTS	L	T	P
I (15 Marks)	Introduction Human Resource Management: Concept and Functions, Role, Status and competencies of HR Manager, HR Policies, Evolution of HRM, HRM vs HRD. Emerging Challenges of Human Resource Management; Workforce diversity; Empowerment; Downsizing; VRS; Human Resource Information System	12	03	-
II (15 Marks)	Acquisition of Human Resource Human Resource Planning- Quantitative and Qualitative dimensions; job analysis – job description and job specification; Recruitment – Concept and sources; Selection – Concept and process; test and interview; placement and induction.	12	03	-
III (15 Marks)	Training and Development Concept and Importance; Identifying Training and Development Needs; Designing Training Programmes; Role-Specific and Competency-Based Training; Evaluating Training Effectiveness; Training Process Outsourcing; Management Development; Career Development.	12	03	02
IV (15 Marks)	Methods of Wage Payments & Maintenance Methods of wage payments and incentive plans; fringe benefits; performance linked compensation. Employee health and safety; employee welfare; social security; Employer-Employee relations – an overview; grievance-handling and redressal; Industrial Disputes: causes and settlement machinery.	12	03	02
	TOTAL	48	12	04

Where, *L=Lectures, T=Tutorials, P=Practicals*

MODES OF IN-SEMESTER ASSESSMENT:**(40 Marks)**

- Two Sessional Examinations - **10 x 2= 20 marks**
- Other (any two) **10 x 2= 20 marks**
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant topics
 - Hands-on-learning

Suggested Readings:

1. Gary Dessler. *A Framework for Human Resource Management*. Pearson Education.
2. DeCenzo, D.A. and S.P. Robbins, *Personnel/Human Resource Management*, Pearson Education.
3. Bohlander and Snell, *Principles of Human Resource Management*, Cengage Learning
4. Ivancevich, John M. *Human Resource Management*. McGraw Hill.
5. Wreather and Davis. *Human Resource Management*. Pearson Education.
6. Robert L. Mathis and John H. Jackson. *Human Resource Management*. Cengage Learning.
7. TN Chhabra, *Human Resource Management*, Dhanpat Rai & Co., Delhi
8. Biswajeet Pattanayak, *Human Resource Management*, PHI Learning

Note: Latest edition of textbooks may be used.

Unit	Contents	L	T	P
I (15 Marks)	Introduction of HRM: Nature, scope and functions of HRM, Objective and importance of HRM, Functions of HR Manager, Line and Staff organisations	10	01	-
II (15 Marks)	Human Resource Planning: Human Resource Planning, Objective, importance and process of Human Resource Planning,	10	02	-
III (15 Marks)	Recruitment and Selection: Concept and Sources of Recruitment, Challenges of recruitment, Recruitment Procedures, Selection- Purpose and Process of Selection, Placement, Induction/Orientation.	10	-	-
IV (15 Marks)	Training and Development: Concept and Importance; Identifying Training and Development Needs; Training Programmes, Types, Evaluating Training Effectiveness.	10	02	-
	TOTAL	40	04	-

L= Lectures, T= Tutorials, P= Practicals

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- ❖ Two Sessional Examination - **10 x 2= 20 marks**
- ❖ Other (any two) **10 x 2= 20 marks**
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant topics

Suggested Readings:

1. De Cenzo and Robbins, Fundamentals Human Resource Management, Prentice Hall of India.
2. Gary Dessler, A Framework for Human Resouce Management, Pearson Education.
3. Bohlander and snell, Principles of Human Resource Management, Cengage learning.
4. Ivancevich, John M. Human Resource Management. McGraw Hill.
5. Wreather and davis, Human Resource managment, Pearson Education.
6. Robert L. Mathis and John H. Jackson, human resource Management, Cengage Learning.

Text Book:

1. K.Aswathapa, Human Resource Management and Personnel Management, Tata McGraw Hill Sharma, R.C and Sharma Nipun, Human Resource Management- Theory & Practice, Sage Publication.

Unit	Contents	L	T	P
1 Basics of MS Excel 20 marks	Managing Worksheets and Workbooks: Labelling and Naming Worksheets and Workbooks, Adding, Deleting and Saving Worksheets and Workbooks, Reposition Worksheets, Inserting, Deleting, and Renaming Worksheets, Copy Worksheets, Printing a Workbook, Formatting a Worksheet, Adding Elements to a Workbook, Protecting Worksheet and Workbook. Inserting and deleting rows and columns. Inserting and deleting cells.	12	01	02
2 Data Representation using MS Excel 20 Marks	Entering, Editing and Formatting Data, Uses of mathematical, logical and Financial and Date and Time formulas, Import external data, Creating Table, Sorting Data, Data Validation, Consolidation, Creating Pivot table. Charts: Chart elements: Titles, legend, data labels, creating a New Chart, Formatting Chart, Types of charts, Using Chart Templates, Pivot chart.	06 05	01 01	01 01
3 Preparation of Financial Statements 20 Marks	Preparation of Profit & Loss Account, Balance Sheet, Perform Ratio Analysis and Financial Statement Analysis using MS Excel.	12	01	02
	TOTAL	35	04	06

*L= Lecture, T= Tutorial, P= Practical

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- ❖ One Sessional Examination - **10 x 2= 20 marks**
- ❖ Other (any two) **10 x 2= 20 marks**
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant topics

Suggested Readings:

1. MS Office: Sanjay Saxena, Vikas Publishing House
2. Financial Modeling in Excel for Dummies by Danielle Stein Fairhurst
3. Microsoft Office Excel 2007 step by step: Frye, PHI

Note: Latest edition books shall be used

SEMESTER-I
Course Title: TOURISM MANAGEMENT
Course Code: SEC-1B
Nature of the Course: Skill Enhancement Course (SEC)
Course Credit: 03 Credits
Distribution of Marks: 60(End Sem) + 40 (In-Sem)

Course Objective:

- To understand some important concepts and practices of the tourism sector and shall throw light on the potentialities of tourism as a career and employment opportunity.

Course outcome:

CO1: Demonstrate understanding of tourism concepts and products.

- ✓ LO1.1: Cite examples of different types of tourism and tourism products.
- ✓ LO1.2: Describe their role in the tourism industry and in the region's economy.

CO2: Demonstrate understating of various primary constituents of the tourism industry.

- ✓ LO2.1: Explain the specific functions and role of logistic partners and facilitators of the tourism sector.
- ✓ LO2.2: Describe the functions and workings of various tourism intermediaries with regard to different tourism typologies.

CO3: Apply the various concepts of planning and development and other management functions in the context of the tourism industry.

- ✓ LO3.1: Explain how tourism planning is important for growth and conduct of the sector.
- ✓ LO3.2: Describe the tools and techniques of planning tourism development at different levels of management.

CO4: Analyze the importance and management of human resources in this people-centric industry.

- ✓ LO4.1: Compare different approaches and techniques of human resource management distinct to the tourism sector.
- ✓ LO4.2: Explain the complexities of diversity in human resource management in the context of this sector.

CO5: Analyze the marketing functions of tourism.

- ✓ LO5.1: Demonstrate the implications of the service marketing components in the context of tourism industry.
- ✓ LO5.2: Compare the differences in marketing strategies required for catering to the diversity evidenced in the tourism industry.

CO6: Apply the concepts of tourism management in tourism career choice and planning.

- ✓ LO6.1: Identify career opportunities in tourism.
- ✓ LO6.2: Describe the needs and requirements of various career choices in tourism.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1,CO2				
Conceptual knowledge		CO1,CO2	CO3,CO4,	CO4		
Procedural knowledge			CO3,CO4,	CO4		
Meta-cognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	S	M
CO2	S	S	S	S	S	M	S	S	S	M
CO3	S	S	S	S	S	M	S	M	S	S
CO4	S	S	S	S	S	S	S	M	S	S
CO5	S	M	M	S	S	S	M	S	S	M

UNIT	CONTENTS	L	T	P
I Tourism Management an overview 20 Marks	Concept of tourism, different types of tourism- Domestic, Foreign, Excursionist, Role of tourism in economic development	05	-	-
	Types of tourism product- Eco tourism, Nature tourism, Pilgrimage tourism, Heritage tourism, Cultural Tourism, Adventure tourism, Medical Tourism, Rural tourism	07	-	01
II Constituents of Tourism Industry 20 Marks	Transportation facility, accommodation, catering, food and entertainment, Banking and financial facilities	06	02	01
	Tourism Intermediaries: Travel Agent, Tour Operator, Duties function and responsibilities of tour operator, Host community involvement.	06	02	01
III Management Issues 20 Marks	Tourism planning and development, human resource management in tourism	06	02	01
	Marketing in Tourism, Careers in Tourism	05	-	-
	TOTAL	35	06	04

** L =Lectures, T =Tutorials, P =Practicals

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

❖ Two Sessional Examination -

10 marks each

❖ Other (any two)

10 x 2= 20 marks

▪ Assignment

▪ Seminar Presentation on any of the relevant topics

▪ Field visit

Recommended Books:

1. Roday, Biswal & Joshi: Tourism Operations and Management. Oxford University Press.
2. Swan & Mishra: Tourism Principles and Practices. Oxford University Press.
3. Gupta, Singh, Kirar&Bairwa: Hospitality and Tourism Management. VikasPubilcations.

4. Kadam, Shaifaalee&Chainickaa: A Textbook of Tourism and Hospitality Management. Bookman Publications. New Delhi.

**FOUR YEAR UNDER GRADUATE PROGRAMME (FYUGP) IN COMMERCE
DETAILED SYLLABUS OF 2ND SEMESTER**

SEMESTER-II

Title of the Course: FINANCIAL ACCOUNTING

Course Code: C-2

Nature of the Course: CORE

Course Credit: 04credits

Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

COURSE OBJECTIVES:

- To enable the students to acquire conceptual and practical knowledge of the Financial Accounting and to impart skills for recording various kinds of business transactions.

Course Outcome and Learning Outcome:

CO1: Analyzing Financial Statements to assess the financial health and performance of a company

- LO1.1: Explain the process of preparation of Trial Balance, Income Statement and Balance Sheet.
- LO1.2: Creating Trial Balance, Income Statement and Balance Sheet.

CO2: Application of Accounting Principles and Accounting Standards in the preparation of Financial Statements

- LO2.1: Explain accounting concepts, conventions, Ind-AS, IFRS etc.

CO3: Demonstrating the knowledge of Accounting for Partnership firm and Single-Entry System

- LO3.1: Discuss the admission, retirement, death, and dissolution of Partnership firm.
- LO3.2 Explain the statement of affairs, ascertainment of profit under single entry system and conversion into double entry system.

CO4: Creating Accounts of Non-Profit Organization

- LO4.1: Explain the preparation of Receipts and Payments Account, Income and Expenditure Account and Balance Sheet

CO5: Demonstrating the knowledge of Depreciation Accounting.

- LO5.1 Practice various methods of Depreciation Accounting.

CO6: Application of Hire Purchase and Installment System of Accounting in Business organizations

- LO6.1: Explain Accounting process of Hire Purchase and Instalment System

CO7: Demonstrating knowledge of Corporate Accounting.

- LO7.1: Define the concept of Corporate Accounting and its legal provisions.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO2	CO2, CO3 CO7		CO1		
Conceptual knowledge		CO2,CO3 CO5	CO6	CO1		CO4
Procedural knowledge			CO6			CO4
Meta-cognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	M	M
CO2	S	S	S	S	S	S	S	M	M	M
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	M	S	S	S	S	S
CO5	S	S	S	S	M	S	S	S	S	M
CO6	S	S	S	S	M	S	S	S	S	S
CO7	S	S	S	S	M	S	S	S	S	S

UNIT	Contents	L	T	P
I Recording and Presentation of Accounting Transactions (15 Marks)	Preparation of Financial Statements: Preparation of Trial Balance including adjustments and preparation of Financial Statements.	08	-	-
	Financial Accounting Principles: The nature of financial accounting principles – Basic concepts and conventions: entity, money measurement, going concern, cost, realization, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosures.	02	-	-
	Financial accounting standards: Concept, benefits, procedure for issuing accounting standards in India. Salient features of First-Time Adoption of Indian Accounting Standard (Ind-AS), International Financial Reporting Standards (IFRS): - Need and procedures.	03	-	-
II Accounting Process (15 Marks)	Accounting for Partnership Firm: Admission, Retirement, Death and Dissolution of Firms;	10	02	01
	Single Entry System: Meaning of single entry or incomplete records and distinction between single entry v/s double entry; statement of affairs and ascertainment of profit under single entry system; conversion into double entry system – steps involved – missing figures – comprehensive problems relating to conversion.	05	02	01

III Accounting for Not-for-profit Organisation and Depreciation Accounting (15 Marks)	Preparation of Accounts of Not-for-profit Organisation: Introduction, Preparation of Receipts and Payment Account, Income and Expenditure Account, Balance Sheet, Distinction between Receipts and Payments account and Income and Expenditure Account, Peculiar items used in the Accounts of Non-Trading Concerns.	06	01	01
	Depreciation Accounting: The nature of depreciation. The accounting concept of depreciation. Factors in the measurement of depreciation. Methods of computing depreciation: straight line method and diminishing balance method; Disposal of depreciable assets-change of method.	04	01	01
IV Accounting for Hire Purchase, Instalments, and Introduction to Corporate Accounting (15 Marks)	Hire Purchase and Instalment System: Calculation of interest, partial and full repossession, Hire purchase trading (total cash price basis), stock and debtors' system; Instalment Purchase System.	06	01	01
	Introduction to Corporate Accounting: Meaning and Importance of Corporate accounting. Books of Accounts; legal provisions relating to books of accounts, legal provisions relating to financial statements. Report of Director's or Board's Report, audit of company accounts. (As per Company's Act, 2013). Book-Building process of allotment of shares	07	01	01
	TOTAL	49	08	06

MODES OF IN-SEMESTER ASSESSMENT:

- Two Sessional Examination -
- Other (any two)
- Seminar Presentation on any of the relevant topics
- Assignment

(40 Marks)

10 marks each

10 x 2= 20 marks

Suggested Readings:

1. S.N. Maheshwari, and. S. K. Maheshwari. *Financial Accounting*. Vikas Publishing House, New Delhi.
2. Deepak Sehgal. *Financial Accounting*. Vikas Publishing H House, New Delhi.
3. Bhushan Kumar Goyal and HN Tiwari, *Financial Accounting*, International Book House
4. Goldwin, Alderman and Sanyal, *Financial Accounting*, Cengage Learning
5. Tulsian, P.C. *Financial Accounting*, Pearson Education.
6. *Compendium of Statements and Standards of Accounting*. The Institute of Chartered Accountants of India, New Delhi

Note: Latest edition of the text books should be used.

SEMESTER-II
Title of the Course: LABOUR WELFARE
Course Code: MINCOM2
Nature of the Course: Minor
Course Credit: 04 credits
Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Course Objective :

- To gain a basic understanding and implications of the structure and forms of business organisations and the primary functions of management that are vital for the smooth operation of business organisations.

Course Outcome:

- CO1: Demonstrate the knowledge about basics of labour welfare.
 - ✓ LO1.1: Explain the objectives, scope and need of labour welfare.
 - ✓ LO1.2: Distinguish Voluntary Welfare from Statutory Welfare measures.
- CO2: Demonstrate understanding of welfare funds.
 - ✓ LO2.1: Explain the need for welfare funds.
 - ✓ LO2.2: Describe different types of welfare funds and their usage.
- CO3: Analyze concepts and provisions related to Industrial Safety.
 - ✓ LO3.1: Categorically explain the coverage of industrial safety measures.
 - ✓ LO3.2: Discuss the treatment of accidents, professional hazards, diseases and psychological problems under Industrial Safety measures of organizations.
- CO4: Demonstrate understanding of Social Security.
 - ✓ LO4.1: Differentiate between social assistance and social assurance.
 - ✓ LO4.2: Discuss the available measures of social security to be provided in and by organizations.
- CO5: Analyze the treatment of special categories of workforce under labour welfare measures.
 - ✓ LO5.1: Apply knowledge of labour welfare measures to understand treatment of special labour categories like children, female, contractual labour, etc.
 - ✓ LO5.2: Apply knowledge of labour welfare measures to understand treatment of other special labour categories like contractual, construction, agricultural, BPOs and KPOs.

✓ **Cognitive Map of Course Outcomes with Bloom's Taxonomy**

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1,CO2 CO4				
Conceptual knowledge		CO1,CO2 CO4		CO3, CO5		
Procedural knowledge			CO5			
Metacognitive knowledge						

✓ **Mapping of Course Outcomes to Program Outcomes**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	S	S	M	M	S	S	M	M	M	M	M
CO2	S	S	M	M	S	S	M	M	M	M	M
CO3	S	S	S	S	S	S	S	S	M	M	M
CO4	S	S	M	M	S	S	M	M	M	M	M
CO5	S	S	S	S	S	S	S	S	M	M	M

UNITS	COURSE CONTENTS	L	T	P
I (15 Marks)	Labour welfare Concept – Objectives – Scope – Need – Voluntary Welfare Measures – Statutory Welfare Measures- Labour – Welfare Funds – Education and Training Schemes.	12	02	-
II (15 Marks)	Industrial safety Causes of Accidents – Prevention – Safety Preventions – Industrial Health and Hygiene – Importance – Problems – Occupational Hazards – Diseases – Psychological Problems – Counseling – Statutory Provisions.	14	02	-
III (15 Marks)	Welfare of special categories of labour Child Labour – Female Labour – Contract Labour – Construction Labour – Agricultural Labour – Differently abled Labour – BPO & KPO Labour.	14	02	-
IV ((15 Marks)	Social Assistance & Security Concept and Scope, Social Assistance and Social Assurance, Social Security : Implications	12	02	-
	TOTAL	52	08	-

Where, L=Lectures, T=Tutorials, P=Practicals

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Two Sessional Examinations - **10 x 2= 20 marks**
- Other (any two) **10 x 2= 20 marks**
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant topics
 - Hands-on-learning

Suggested Readings:

- 1) Jayant S. Railkar- Labour welfare & Practice – Vipul Prakashan.
- 2) A.M. Sarma – Aspects of Labour welfare & Social Security – Himalaya Publications. 3) Punekar & Deodhar – Labour welfare Tata MC Graw Hill Publishing.
- 4) Misra & Puri – Indian Economy – Himalaya Publications.
- 5) Dutt & Sundharam - Indian Economy S. Chand Publication.
- 6) Labour Welfare, Trade Unionisms and Industrial Relations – S.D. Panekar, S.B. Deodhar, Mrs. Saraswathi Sankaram, Himalaya Publishing House

Note: Latest edition of textbooks may be used.

SEMESTER-II

Title of the Course	: CAREER PLANNING AND DEVELOPMENT
Course Code	: GEC-2C
Nature of the Course	: Generic Elective Course (GEC)
Course Credit	: 03 credit
Distribution of Marks	: 60 (End Sem) + 40 (In-Sem)

Course Objectives:

- To see themselves as purposefully active in the career/life planning process.
- To identify and evaluate personality factors that affect career decisions.
- To understand the major career development theories and decision-making models.
- To identify the major sources of career, vocational, educational, occupational, and labour market information.

Course Outcome:

- CO1: Demonstrate knowledge of primary concepts and dimensions of Career Development.
 - ✓ LO1.1: Explain career anchors and personality typologies and classify them.
 - ✓ LO1.2: Relate understanding of behavioural models to career planning and development.
- CO2: Analyze different behavioural traits to plan career development.
 - ✓ LO2.1: Identify different personality types based on their exhibition of varying behavioural traits.
 - ✓ LO2.2: Describe identified behavioural traits in respect of their culture fit and suitability in different aspects and walks of life.
- CO3: Analyze corporate competencies under varying organizational roles and contexts.
 - ✓ LO3.1: Identify competencies befitting to varying organizational roles.
 - ✓ LO3.2: Describe the influence and usage of behavioural traits for various roles in organizations.
- CO4: Analyze the choice of career options based on behavioural traits and competencies.
 - ✓ LO4.1: Explain different types of companies and the need to create specific company profiles.
 - ✓ LO4.2: Discuss the significance of networking function and preparation for interview.
- CO5: Demonstrate understanding of career development theories and their corresponding role in the process.
 - ✓ LO5.1: Explain the relatability and applicability of various theories and models of career development in modern organizational context.
 - ✓ LO5.2: Discuss the inter-relationship of different dimensions of career planning with actual decision making.
- CO6: Analyze the role of information systems and strategic approach in career planning.
 - ✓ LO6.1: Explain the interplay of different information sources and systems used for career planning and development.
 - ✓ LO6.2: Describe varying career development strategies used in organizations.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1,CO2				
Conceptual knowledge		CO1,CO2, CO5		CO2, CO3, CO4		
Procedural knowledge			CO5	CO6		
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	S	M	M	M	S	S	M	M	M	M	M
CO2	S	S	S	S	S	S	S	S	M	M	M
CO3	S	S	S	S	S	S	S	S	M	M	M
CO4	S	S	S	S	S	S	S	S	M	M	M
CO5	S	S	S	S	S	S	S	S	M	M	M
CO6	S	M	M	M	S	S	M	M	M	M	M

Unit	CONTENTS	L	T	P
I (15 Marks)	INTRODUCTION TO CAREER PLANNING Define the starting point, Career Anchors, Behavioural Models, Personality Typology	06	02	-
II (15 Marks)	BEHAVIOURAL TRAITS Identify behavioural traits, How behavioural traits can ensure a better culture fit and impact other areas of life, Corporate Competencies	06	02	02
III (15 Marks)	CHOOSING YOUR COMPANY Researching a company: Clarifying the type of company you wish to work for, Importance of creating a company profile, Making contact with a company: Importance of networking functions, Developing your Resume, Preparing your-self for the interview.	11	02	02
IV (15 Marks)	CAREER DEVELOPMENT: Theories and models of career development, Counselling, and Decision making , Approaches for conceptualizing the interrelationships among and between work, mental wellbeing, relationships, and other life roles and factors. Processes for identifying and using career, a vocational, educational, occupational and labour market information resources, technology, and information systems, Strategies for career development program planning, Organization, Implementation, Administration,	12	02	02
	TOTAL	35	08	06

* L= Lecture, T= Tutorial, P= Practical

MODES OF IN-SEMESTER ASSESSMENT:

- Two Sessional Examinations -
- Other (any two)
- Seminar Presentation on any of the relevant topics
- Assignment
- Group Discussion

(40 Marks)

10 x 2= 20 marks

10 x 2= 20 marks

Suggested Readings:

1. Steven D. Brown and Robert W. Lent; Career Development and Counselling: Putting Theory and Research to Work. Published by John Wiley & Sons, Inc., Hoboken, New Jersey.
2. Spencer G. Niles and JoAnn Harris-Bowlsbey; Career Development and Interventions, Pearson publications.
3. Yehuda Baruch; Managing Careers: Theory and Practice; Pearson publications.
4. Harrington B. & Hall, D.; Career Management and work Life Integration: Using Self-assessment to Navigate Contemporary Careers; Sage Publications.

SEMESTER-II

Title of the Course : **EVENT MANAGEMENT**
Course Code : **SEC-2**
Nature of the Course : **Skill Enhancement Course (SEC)**
Course Credit : **03 credit**
Distribution of Marks : **60 (End Sem) + 40 (In-Sem)**

COURSE OBJECTIVES:

- To understand the various concepts and technical nitty-gritties of the event management industry.

Course Outcome: After studying this course, the students should be able to identify the various prospects and operational mechanics of the event management industry.

- CO1: Demonstrate understanding of the basic characteristics of events and principles of event management.
 - ✓ LO1.1: Explain the historical and modern perspectives of event management.
 - ✓ LO1.2: Explain the scope of the events market and the role of the event manager.
- CO2: Demonstrate understating of the logistics and budgetary dimensions of event management.
 - ✓ LO2.1: Enlist and explain the workings of various constituents of the logistics framework of event management.
 - ✓ LO2.2: Draw focus to the budgetary considerations of managing events.
- CO3: Analyze the various aspects of event planning.
 - ✓ LO3.1: Examine and explain the interplay of event protocol, planning tools and staff management in event planning.
 - ✓ LO3.2: Explain the need and importance of work permits of varying types.
 - ✓ LO3.3: Describe different types of leadership abilities and skills required for managing employees as well as customers while managing events.
- CO4: Analyze various components of the event marketing function.
 - ✓ LO4.1: Demonstrate the application of marketing mix elements in event marketing.
 - ✓ LO4.2: Demonstrate the application of promotion mix elements in event marketing.
 - ✓ LO4.3: Explain the need for branding in event management.
- CO5: Analyze the role of communication and public relations in event marketing.
 - ✓ LO5.1: Explain the methods and techniques of employee communication in context to the industry.
 - ✓ LO5.2: Describe the challenges of effective communication in the context of employees and customers.
- CO6: Demonstrate knowledge about the risk elements associated with event management.
 - ✓ LO6.1: Describe the characteristics of different stakeholders and their share in associated risks.
 - ✓ LO6.2: Evaluate possible risks associated with event management and ways to handle the same.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1,CO2 CO3				
Conceptual knowledge		CO2,CO3,		CO4,CO5		
Procedural knowledge						
Meta-cognitive knowledge					CO6	

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	S	S	M	M	M	M
CO2	S	M	M	M	S	S	M	M	M	M
CO3	S	S	S	S	S	S	M	M	M	M
CO4	S	S	S	S	S	S	M	M	M	M
CO5	S	S	S	S	S	S	S	S	S	S
CO6	S	S	S	S	S	S	M	M	M	S

UNIT	CONTENTS	L	T	P
I. Principles of Event Management 20 marks	Historical perspective, Introduction to Event Management, Characteristics of events, Scope of Events Market, Requirements of Events Manager	07		
	Logistics of Event Management, Initial Planning, Visualisation, Monitoring the Budget, Critical Path	05		02
II. Event Planning and Marketing 20 Marks	Preparing event protocol, use of planning tools, dress code, staging, staffing, leadership skill and management, guest demographics, work permits	06	02	02
	Process of event marketing, marketing mix, sponsorship, advertising, event publicity, image and branding, use of other non-conventional mode for event marketing	06	02	
III. Communication, Public Relations and Risk Handling 20 Marks	Public Relations – Overview, Strategy & Planning, Techniques, Journalism, Blogs, Employee communications, Lobbying, Community Relations,	07	02	
	Event Risk Assessment, Various Service Providers / Organizations / Stakeholders, Crisis Communications	04		
	TOTAL	35	06	04

** L =Lectures, T =Tutorials, P =Practical

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Two Sessional Examination -
- Other (any two)
- Seminar Presentation on any of the relevant topics
- Field Visit
- Assignment

10 x 2= 20 marks

10 x 2= 20 marks

References:

Abson, E., Kennell, J., Wilde, N., Bladen, C. (2017). Events Management: An Introduction. United Kingdom: Taylor & Francis.

Genadinik, A. (2015). Event Planning: Management & Marketing for Successful Events. United States: CreateSpace Independent Publishing Platform.

Quinn, B. (2013). Key Concepts in Event Management. United Kingdom: SAGE Publications.

The Business of Events Management. (2014). United Kingdom: Pearson Education.

Shone, A., Parry, B. (2013). Successful Event Management: A Practical Handbook. United Kingdom: Cengage Learning.

**FOUR YEAR UNDER GRADUATE PROGRAMME (FYUGP) IN COMMERCE
DETAILED SYLLABUS OF 3RD SEMESTER**

SEMESTER III

Title of the Course: BUSINESS ECONOMICS

Course Code: C-3

Nature of the Course: CORE

Course Credit: 04 Credits

Distribution of Marks: 60 (End Sem) + 40 (In- Sem)

Course Objectives:

To gain understanding of the various economic concepts and theories that influence business operations and decisions and that determine the market forces and overall business environment.

Course Outcome: The student should be able to consider and interpret the primary economic factors that influence business operations and thereby, be able to take more calculated business decisions.

- CO1: Demonstrate basic understanding of the nature and scope of business economics.
 - ✓ LO1.1: Explain the salient features of business economics.
 - ✓ LO1.2: Discuss the application of economic concepts in taking different types of business decisions.
- CO2: Demonstrate the understating of differences between micro and macro economics.
 - ✓ LO2.1: Describe the features of micro and macro economics.
 - ✓ LO2.2: Describe the features of static and dynamic economy.
- CO3: Apply the knowledge of demand and supply in interpreting economic theories in the context of business decisions.
 - ✓ LO3.1: Explain the theory of demand and its prime variables.
 - ✓ LO3.2: Explain the law of supply and the exceptions to the law.
 - ✓ LO3.3: Explain the factors influencing demand and supply.
 - ✓ LO3.4: Cite examples to relate the laws of demand and supply to actual business decision making.
- CO4: Apply the theories costs in calculation and management of business costs.
 - ✓ LO4.1: Draw the interface between costs, prices and profits.
 - ✓ LO4.2: Explain the treatment of different types of costs in business.
 - ✓ LO4.3: Apply understanding of costs to design different methods of pricing.
 - ✓ LO4.4: Describe the applicability of various profit theories in actual business context.
- CO5: Analyze the consumption theories and relate them to business decisions in respect of demand, supply, procurement, production and others.
 - ✓ LO5.1: Compare and contrast between production function and production possibility.
 - ✓ LO5.2: Explain the application of different consumption theories to draw opinions about production possibility.
- CO6: Demonstrate understanding of different types of market structure.
 - ✓ LO6.1: Explain the characteristics of different types of markets.
 - ✓ LO6.2: Explain price-output determination under each of the market situations.
- CO7: Apply the knowledge about factors of production in interpreting production decisions.
 - ✓ LO7.1: Explain the characteristics of the four primary factors of production.
 - ✓ LO7.2: Describe the salient considerations of factor pricing.
 - ✓ LO7.3: Demonstrate knowledge of factors of production in the context of national and international trade.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO1	CO1,CO2				
Conceptual knowledge		CO1,CO2 CO6	CO3,CO4, CO7	CO5 ,CO6		CO7
Procedural knowledge			CO3,CO4, CO7			CO7
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	M	M	M	S	S	M	S	S	M
CO2	M	M	M	M	S	S	M	S	S	M
CO3	M	M	M	M	S	S	M	S	S	S
CO4	M	M	M	M	S	S	M	S	S	S
CO5	M	M	M	M	S	S	M	S	S	M
CO6	M	M	M	M	S	S	M	S	S	S
CO7	M	M	M	M	S	S	M	S	S	S

Course Contents:

UNIT	Contents	L	T	P
I (15 Marks)	Nature and Scope of Business Economics; Role and Responsibility of a Business Economist	06	-	-
	Micro and Macro Economics – features, scope, merits and demerits; Static and Dynamic Analysis	06	02	-
II (15 Marks)	Demand – Law of Demand, Determinants of Demand, Need and Types of Demand Analysis	06	02	-
	Supply – Law of Supply, Exceptions to the Law, Determinants of Supply; Market Equilibrium – Concept and Determinants	06	-	-
III (15 Marks)	Theory of Consumption; Theory of Production – Production Function, Production Possibility	07	02	-
	Cost Theories, Types of Costs; Price and Pricing – Features, Types and Process; Profit – Features, Theories of Profit	06	02	-
IV (15 Marks)	Market Structure, Types of Market Competition – Monopoly, Duopoly, Oligopoly, Monopolistic	08	02	-
	Factors of Production, Factor Pricing; Trade Cycles; National Income and International Trade – Features and Types	07	-	-

UNIT	Contents	L	T	P
	TOTAL	52	08	-

L= Lectures, T= Tutorials, P= Practicals

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Two Sessional Examination - **10 x 2= 20 marks**
- Other (any two) **10 x 2= 20 marks**
 - Group discussion
 - Seminar Presentation
 - Assignment

Recommended Books:

- C. Snyder and W. Nicholson, Fundamentals of Microeconomics, Cengage Learning (India)
- Aryasri and Murthy, Business Economics, Tata McGraw Hill
- Mithani, Fundamentals of Business Economics, Himalaya Publishing House
- V.C. Sinha, Business Economics (According to Minimum Uniform Syllabus prescribed by National Education Policy 2020), Sahitya Bhawan

SEMESTER-III
Title of the Course: Entrepreneurship
Course Code : C-4
Nature of the Course: CORE
Course Credit: 04 Credits
Distribution of Marks: 60 (End Sem) + 40 (In- Sem)

Course Objective: This paper shall help students to understand some important concepts and practices of entrepreneurship and induce them to undertake entrepreneurship as a career.

COURSE OUTCOME:

- **CO 1:** Explore the fundamental concepts of entrepreneurship:
 - ✓ LO 1.1: Identify important concepts and terms related to entrepreneurship.
 - ✓ LO 1.2: Explain the behavioural patterns of entrepreneurs and how they differ from managers.
- **CO 2:** Analyze competing theories of entrepreneurship:
 - ✓ LO 2.1: Identify key theories of entrepreneurship, such as those advanced by Schumpeter, Walker, and Drucker.
 - ✓ LO 2.2: Apply the theory of transaction cost to analyze entrepreneurial decisions.
- **CO 3:** Evaluate the relationship between entrepreneurship and economic development:
 - ✓ LO 3.1: Explore the opportunities, challenges, and solutions for entrepreneurial development, particularly in the Northeast region.
 - ✓ LO 3.2: Assess the impact of entrepreneurial development on economic growth and recommend solutions to regional entrepreneurial issues.
- **CO 4:** Study the Behavioural Patterns of Entrepreneurs
 - ✓ LO 4.1: Explore how psychological and social factors influence entrepreneurial activity.
 - ✓ LO 4.2: Consider their personal behavioral tendencies and how they connect or differ from successful entrepreneurial traits.
- **CO 5:** Analyze Industrial Policies and Their Impact on Entrepreneurship.
 - ✓ LO 5.1: Develop recommendations for policy changes to more effectively encourage entrepreneurship.
 - ✓ LO 5.2: Consider the effectiveness of governmental policies in promoting entrepreneurial growth and development.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1,CO2		CO2		
Conceptual knowledge				CO4	CO3	
Procedural knowledge			CO5	CO4,CO5	CO5	CO5
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	M	M	M	S	S	M	S	S	M
CO2	M	M	M	M	S	S	M	S	S	M
CO3	M	M	M	M	S	S	M	S	S	S
CO4	M	M	M	M	S	S	M	S	S	S
CO5	M	M	M	M	S	S	M	S	S	M

UNIT	CONTENTS	L	T	P
1 (15 Marks)	Introduction – The Entrepreneur – Definition; Evolution of the term entrepreneur, who is an entrepreneur, entrepreneur and enterprise, entrepreneurs and managers, behavioural pattern of entrepreneurs.	09	-	-
2 (15 Marks)	Competing Theories of Entrepreneurship – Definitions of entrepreneurship, characteristics of entrepreneurship, A conceptional model, views of Schumpeter, Walker and Drucker. Theories of entrepreneurship, The theory of invisible cost or the theory of transaction cost.	13	02	02
3 (15 Marks)	Entrepreneurship and Economic Development: Factors impeding the growth of entrepreneurship, how to encourage entrepreneurship; Prospects, problems and solutions for entrepreneurial development (with special reference to North East). Industrial Policies of the state of Assam	16	02	-
4 (15 Marks)	Entrepreneurial Development Programmes in India: entrepreneurial development programmes – their relevance and achievements, role of government in organising such programmes.	12	03	04
	TOTAL	50	07	06

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Two Sessional Examination - **10 x 2= 20 marks**
- Other (any two) **10 x 2= 20 marks**
 - Group discussion
 - Seminar Presentation
 - Assignment

Suggested readings:

1. Khanka S S: "Entrepreneurial Development" S Chand; Reprint Edn. 2006 edition (December 1, 2007)
2. Dr P T Vijayashree& M Alagamma: "Entrepreneurial Development and Small Business Management" Margham Publications; 2016th edition (1 January 2010)
3. Vasant Desai: "Entrepreneurial Development" Himalaya Publishing House (1 September 2014)

SEMESTER-III

Title of the Course: MANAGERIAL BEHAVIOUR & EFFECTIVENESS

Course Code: MINCOM3

Nature of the Course: Minor

Course Credit: 04 credits

Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Course Objective :

- To gain a basic understanding and implications of the structure and forms of business organisations and the primary functions of management that are vital for the smooth operation of business organisations.

Course Outcome:

- CO1: Demonstrate a firm grasp of the managerial job.
 - ✓ LO1.1: Explain the descriptive and time dimensions of managerial jobs.
 - ✓ LO1.2: Explain the functional differences in dimensions of managerial jobs.
- CO2: Apply knowledge of job dimensions to design the managerial job.
 - ✓ LO2.1: Identify managerial job competencies and traits.
 - ✓ LO2.2: Describe the role of carefully designed recruitment and selection process on better design of managerial jobs.
- CO3: Analyze different factors that may contribute towards greater effectiveness of managerial job designs.
 - ✓ LO3.1: Explain the need and significance of managerial skill development.
 - ✓ LO3.2: Describe the influence of performance appraisal techniques and results on career management and effectiveness.
- CO4: Demonstrate a strong grasp of Managerial Effectiveness.
 - ✓ LO4.1: Explain ways to measure managerial effectiveness in organizations.
 - ✓ LO4.2: Discuss the current industry and government practices with regard to management of managerial effectiveness.
- CO5: Analyze the environmental issues related to managerial jobs and their effectiveness.
 - ✓ LO5.1: Explain the role of organizational processes and organizational climate in shaping managerial environment.
 - ✓ LO5.2: Explain the influence of leader-group interactions and managerial styles on managerial environment and effectiveness.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge	remember	Understand	apply	analyze	evaluate	create
decision						
Factual knowledge		CO1,CO2				
Conceptual knowledge		CO1,CO2, CO4, CO5	CO2	CO3, CO5		
Procedural knowledge		CO3				
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	S	M	S	M	S	S	M	M	M	M	M
CO2	S	S	S	S	M	M	S	M	S	S	M
CO3	S	S	S	S	M	M	S	M	M	M	M
CO4	S	S	S	S	M	M	S	S	M	M	M
CO5	S	S	S	S	M	M	S	S	S	S	S

UNITS	COURSE CONTENTS	L	T	P
I (15 Marks)	DEFINING THE MANEGRIAL JOB Descriptive Dimensions of Managerial Jobs – Methods – Model – Time Dimensions in Managerial Jobs – Effective and Ineffective Job Behaviour – Functional and Level differences in Managerial Job behaviour.	12	02	-
II (15 Marks)	DESIGNING THE MANAGERIAL JOB Identifying Managerial Talent – Selection and Recruitment – Managerial Skills Development – Pay and Rewards – Managerial Motivation – Effective Management Criteria – Performance Appraisal Measures – Balanced Scorecard – Feedback – Career Management – Current Practices.	14	02	-
III (15 Marks)	CONCEPTS OF MANAGERIAL EFFECTIVENESS Definition – The person, process, product approaches – Bridging the Gap – Measuring Managerial Effectiveness – Current Industrial and Government practices in the Management of Managerial Effectiveness – the Effective Manager as an Optimizer.	14	02	-
IV (15 Marks)	ENVIRONMENTAL ISSUES IN MANAGERIAL EFFECTIVENESS Organisational Processes – Organisational Climate – Leader – Group Influences – Job Challenge – Competition – Managerial Styles.	12	02	-
	TOTAL	52	08	-

Where, L=Lectures, T=Tutorials, P=Practicals

MODES OF IN-SEMESTER ASSESSMENT: (40 Marks)

- Two Sessional Examinations - **10 x 2= 20 marks**
- Other (any two) **10 x 2= 20 marks**
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant topics
 - Hands-on-learning

Suggested Readings:

1. Peter Drucker, Management, Harper Row, 2005.
2. Milkovich and Newman, Compensation, McGraw-Hill International, 2005.
3. Blanchard and Thacker, Effective Training Systems, Strategies and Practices Pearson 2006.
4. Dubrin, Leadership, Research Findings, Practices & Skills, Biztantra, 2008.
5. Joe Tidd, John Bessant, Keith Pavitt, Managing Innovation, Wiley 3rd edition, 2006.
6. T.V.Rao, Appraising and Developing Managerial Performance, Excel Books, 2000.
7. R.M.Omkar, Personality Development and Career Management, S.Chand 1st edition, 2008.
8. Richard L.Daft, Leadership, Cengage, 1st Indian Reprint 2008.

Note: Latest edition of textbooks may be used.

SEMESTER-III

Title of the Course	:	Labour Welfare and Social Security
Course Code	:	GEC-3C
Nature of the Course	:	Generic Elective Course (GEC)
Course Credit	:	03 Credits
Distribution of Marks	:	60 (End Sem) + 40 (In- Sem)

Course Objectives:

This course shall help students understand the concept and significance of Labour welfare and Social Security in organisations. Also, students shall be made aware about certain important legal provisions in this regard.

Course Description :

Pre-requisites :

Course Objective :

- To gain a basic understanding and implications of the structure and forms of business organisations and the primary functions of management that are vital for the smooth operation of business organisations.

Course Outcome:

- CO1: Demonstrate understanding of the concept and dimensions of labour welfare.
 - ✓ LO1.1: Describe the scope and coverage of labour welfare measures.
 - ✓ LO1.2: Explain the types and approaches of labour welfare measures.
- CO2: Demonstrate understanding of labour security and safety.
 - ✓ LO2.1: Discuss industrial health and hygiene as stated in various industrial and labour laws.
 - ✓ LO2.2: Explain the meaning and treatment of industrial accidents, occupational diseases and hazards.
- CO3: Analyze the functioning and significance of different labour welfare agencies.
 - ✓ LO3.1: Distinguish between statutory and non-statutory labour welfare.
 - ✓ LO3.2: Differentiate between intra mural and extra mural labour welfare.
 - ✓ LO3.3: Discuss the role of various government and voluntary agencies in dealing with labour welfare issues.
- CO4: Analyze the various legal provisions and schemes in respect of social security and labour welfare.
 - ✓ LO4.1: Discuss the highlights of various government welfare and social security schemes available in the country.
 - ✓ LO4.2: Discuss the provisions social security as stated in some important labour legislation.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1,CO2				
Conceptual knowledge		CO1,CO2		CO3,CO4,		
Procedural knowledge				CO3,CO4,		
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	S	S	M	M	S	S	M	M	M	M	M
CO2	S	S	M	M	S	S	M	M	M	M	M
CO3	S	S	S	S	S	S	S	S	M	M	M
CO4	S	S	M	M	S	S	M	M	M	M	M

Block	Contents	L	T	P
I Labour Welfare (15 Marks)	Concept, Scope, Importance, Types, Approaches	06		-
	Industrial Health and Hygiene, Industrial Accidents and Safety, Occupational Diseases and Hazards	04		01
II Labour Welfare: Agencies and Introduction to Social Security (15 Marks)	Statutory and Non-Statutory Labour Welfare: Intra-mural and Extra-mural Welfare; Agencies of Employee Welfare: State, Employer, Unions, Voluntary Agencies	06	01	01
	Highlights of Government Welfare and Social Security Schemes	04	01	01
III Social Security (Provisions I) (15 Marks)	Employee's Compensation Act, 1923 (Amendment Act, 2017); Maternity Benefit Act 1961 (Amendment Act, 2017)	04	01	01
	Employees Provident Fund and Miscellaneous Provisions Act, 1952 (Amendment Act, 2017)	04	01	01
IV Social Security (Provisions II) (15 Marks)	Employees' State Insurance Act, 1948 (Amended, 2019)	04	01	01
	Minimum Wages Act, 1948 (Amended, 2021)	04	01	
TOTAL		36	06	06

L= Lecture, T= Tutorial, P= Practical

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Two Sessional Examinations - **10 x 2= 20 marks**
- Other (any two) **10 x 2= 20 marks**
 - Group discussion
 - Seminar Presentation
 - Assignment

Recommended Books:

1. Sharma: Aspects of Labour Welfare and Social Security. Himalaya Publishing House.
2. Kumar: Labour Welfare and Social Security. Deep & Deep Publications (P) Ltd. New Delhi.
3. The Employee's Compensation Act, 1923 - Bare Act with Amendments, 2017.
4. Employees Provident Fund and Miscellaneous Act, 1952 - Bare Act with Amendments, 2017.
5. Employees' State Insurance Act, 1948 - Bare Act with Amendments, 2019.
6. Minimum Wages Act, 1948 - Bare Act with Amendments, 2021.

SEMESTER-III

Title of the Course: Introduction to Investing and Trading

Course Code: SEC-3A

Nature of the Course: Skill Enhancement Course

Course Credit: 03 Credits

Distribution of Marks:60 (End Sem) + 40 (In- Sem)

COURSEOBJECTIVES:

- The students will be able to understand the basics of Investing and Trading
- They will understand the avenues of investment and also analyse the Risk and return associated with it.
- They will learn the process of trading and Investment which can be carried out through demat account.

Course Outcomes

CO1: Demonstrating understanding of investing and trading.

LO1.1: Explain the avenues of investment in stock market.

LO1.2: Discuss the concept of time value of money to beat the inflationary effect

CO2: Analyze the structure of capital market of India

LO2.1: Define the concept of primary and secondary market

LO2.2: Discuss regulations of Indian FINANCIAL MARKET

CO3: Demonstrate Understanding of major stock exchange of India

LO3.1: Explain different types of market indices

LO3.2: Discuss depositaries and their role.

CO4: Investing and trading in stock market by opening DEMAT account

LO4.1: Explain process and documentation to open a DEMAT account and its application.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO3	CO1,CO2				
Conceptual knowledge		CO1,CO2	CO4	CO2		
Procedural knowledge			CO4			
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	S	M
CO2	S	S	S	S	S	M	S	S	S	M
CO3	S	S	S	S	S	M	S	M	S	S
CO4	S	S	S	S	S	S	S	M	S	S
CO5	S	M	M	S	S	S	M	S	S	M

Units	Contents	L	T	P
I (15Marks)	Introduction: Meaning of Investing and Trading, Difference between Savings and Investment, Risk and Return, Time value of Money .Investment Opportunities: Savings Bank Deposits, Fixed Deposits, Post office Deposits-its Schemes, Recurring Deposits ,RealEstate, Gold ,Mutual Funds, Stocks ,ETF,Crypto Currencies	9	1	1
II(15 Marks)	Capital Market: Structure of capital market of India, Meaning of Primary and Secondary Markets, Instruments of Primary and Secondary Markets, Regulators regulating Indian Financial Markets.	9	1	1
III(15 Marks)	Share Market: Introduction to BSE and NSE, Introduction to Market Indices, Depositories and their Role, Methods of Analyzing the Share Market, Credit Rating, and its Role.	9	1	2
IV(15 Marks)	Role of Demat Account Trading and Investing in Share Market, Process, and documentation to open a demat account, Introduction to Mobile Application based trading and investing.	9	1	4
	TOTAL	36	4	8

Here,L=Lecture,T=Tutorial,P=Practical.

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Two Sessional Examination -
- Other (any two)
 - Group discussion
 - Seminar Presentation
 - Assignment

10 x 2= 20 marks

10 x 2= 20 marks

Suggested Readings

- Pathak.B, 'IndianFinancialSystem', PearsonIndia Pvt.Ltd,5thEdition, 2018.
- KhanM. Y., IndianFinancialSystem, TataMcGrawHillCompany, 10thEdition 2017.
- Bhole: IndianFinancialSystem: HimalayaPublishers, Mumbai.
- Madura: InternationalCorporateFinance: Thomsons, USA

SEMESTER-III

Title of the Course	:	Hospitality Management
Course Code	:	SEC-3B
Nature of the Course	:	Skill Enhancement Course (SEC)
Course Credit	:	03 Credits
Distribution of Marks	:	60 (End Sem) + 40 (In- Sem)

Course objective:

This paper shall introduce students to some of the basic but significant aspects of the Hospitality Industry.

Course Outcome

CO1: Demonstrate understanding of the concept and dimensions of hospitality.

LO1.1: Cite examples of different types of hospitality products.

LO1.2: Explain the various components of the hospitality industry.

CO2: Demonstrate understating of hospitality management in the context of economic development.

LO2.1: Explain the influence of internal and external factors in the operation of hospitality establishments.

LO2.2: Explain the influence oof controllable and uncontrollable factors in the operation of hospitality establishments.

CO3: Apply the understanding of basic types of hospitality sector to differentiate their functioning and management.

LO3.1: Differentiate between commercial and non-commercial establishments.

LO3.2: Distinctively explain the operations and management treatment of commercial and non-commercial establishments.

CO4: Analyze the marketing and legal aspects of hospitality management.

LO4.1: Discuss the various specifications and laws relating to hotel grading, amenities and management.

LO4.2: Explain the distinctive challenges and practices in respect of communication in the hospitality sector.

CO5: Analyze the functioning of key departments and services in hospitality establishments.

LO5.1: Explain the operations of various key departments of hospitality establishments.

LO5.2: Explain the significance and role of services in the hospitality sector.

CO6: Analyze the management of finance and tracking mechanisms in hospitality.

LO6.1: Discuss the critical considerations in managing finance in hospitality establishments.

LO6.2: Cite examples to explain the significance and role of proper tracking mechanism in hospitality

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1,CO2				
Conceptual knowledge		CO1,CO2	CO3,CO4,	CO5,CO6		
Procedural knowledge			CO3,CO4,			
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	S	M
CO2	S	S	S	S	S	M	S	S	S	M
CO3	S	S	S	S	S	M	S	M	S	S
CO4	S	S	S	S	S	S	S	M	S	S
CO5	S	M	M	S	S	S	M	S	S	M

UNIT	CONTENTS	L	T	P
I. Concept and Types of Hospitality Industry	Definition of Hospitality management, meaning & significance of hospitality management, basic components of hospitality, history of hospitality industry, hospitality products, importance of hospitality management for the economic development of the country	06		-
	Hospitality Industry Services: Accommodation, Food & Beverages, Entertainment, Event Management, Recreation, Functions & Banquets, Business Centre Services, Security, Gaming-seminars, conferences, exhibitions & sales meet, Tourism, Aviation, Railway Catering, Cruise Line Services	07	02	02
II. Factors Influencing Operation of Establishment	Internal and external factors, controllable and uncontrollable factors; market needs and expectations, economics, climate, seasonal conditions, industry regulations	08	02	-

UNIT	CONTENTS	L	T	P
	Commercial and Non-commercial Establishment; Marketing Communications, Hotel Grading and Laws governing the Hotel Industry	06	02	02
III. Key Department and Service	Front Office, Housekeeping, Food & Beverages, Sales & Marketing, Human Resources, Front Office Accounting, Finance: Maintenance of accounts, Tracking Transactions	06		02
	TOTAL	33	06	06

** L =Lectures, T =Tutorials, P =Practicals

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- Two Sessional Examination - **10 x 2= 20 marks**
- Other (any two) **10 x 2= 20 marks**
 - Group discussion
 - Seminar Presentation
 - Assignment

Suggested Readings:

1. Wood, R. C. (2015). Hospitality Management: A Brief Introduction. United Kingdom: SAGE Publications.
2. Reynolds, D. R., Rahman, I., Barrows, C. W. (2021). Introduction to Hospitality Management. United Kingdom: Wiley.
3. Pont, L. (2014). Hospitality Management: People Skills and Manners on and Off the Job. United States: Universe.
4. Key Concepts in Hospitality Management. (2013). India: SAGE Publications.
5. Manohar, G. (2009). Hospitality Management. India: Laxmi Publications Pvt Limited.
6. Tesone, D. (2017). Principles of Management for the Hospitality Industry. United Kingdom: Taylor & Francis Group.

**FOUR YEAR UNDER GRADUATE PROGRAMME (FYUGP) IN COMMERCE
DETAILED SYLLABUS OF 4th SEMESTER**

4th Semester

Title of the course: Business Environment

Course Code: C-5

Nature of the Course: CORE

Course Credit: 4

Distribution of Marks: 60 (End Sem) +40 (In Sem)

COURSE OBJECTIVE:

1. To impart knowledge about business and the external forces that influence business.

Course Outcome:

- ✚ CO1: Understand the concept of Business environment.
- ✚ LO1.1: Cite examples of different factors that affect a business establishment.
- ✚ CO2: Demonstrate the factors of Business environment and their impact on business.
- ✚ LO2.1: Identify the various factors and how they affect in business policy decisions and its implementation.
- ✚ CO3: Analyse the ethical issues in business, Environmental Scanning.
- ✚ LO3.1: Explain the ethical business issues and scanning of the same to judge the impact
- ✚ CO4: Identify various internal and external factors that affect a business. Apply the theories of motivation
- ✚ LO4.1: Explain and differentiate contemporary theories of motivation.
- ✚ CO5: Analyze the impact of various such factors and how it play role in business performance.
- ✚ LO5.1: Explain various environmental factors and can identify the positive and negative factors that contribute to business environment.
- ✚ LO5.2: Implement suitable strategies to deal with different factors of business environment.
- ✚ CO6: Apply the concepts of Business process outsourcing (BPO), KPO in the business on experimental basis.
- ✚ LO6.1: Explain the ways how to take advantage of BPO, KPO, digital economy, E-Commerce platform.
- ✚ CO7: Identify the legal provision relating to protection under the cyber law, analyse the impact of information technology and its impact on business environment.
- ✚ LO7: Use the advantage of cyber laws for protecting from financial scam under the provisions of IT Laws.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO4,CO7	CO1		CO5		
Conceptual knowledge		CO1	CO4	CO2,CO3, CO5,CO7	CO2	
Procedural knowledge		CO7		CO3,CO5		
Metacognitive knowledge			CO6			

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	M	M	M	M	M	M
CO2	S	S	M	S	M	M	M	M	M	M
CO3	S	S	M	S	M	S	S	S	M	M
CO4	S	S	M	S	M	S	S	S	M	S
CO5	S	S	S	S	S	S	S	S	S	S
CO6	S	S	S	S	S	S	S	S	S	S
CO7	S	S	S	M	M	M	S	S	M	M

Unit	Contents	L	T	P
Unit 1 Marks 15	Meaning- Scope and Characteristics of Business Environment—Factors affecting micro and macro environment, Significance for economic policies and decisions in organizations; ethical issues in business. Environmental Scanning. Economic Environment. Characteristics of the Indian Economy, factors affecting the economy, economic resources (natural, industrial and technological) impact of liberalization, privatization, globalization and digitisation on Indian business.	12	1	1
Unit 2 Marks 15	Environment- Internal to the Enterprise-- <u>(Micro)</u> -Value System, Management Structure and Nature, Human Resource, Company Image and Brand Value, Physical Assets, Facilities, Research & Development, Value creation of Intangibles, Competitive Advantage. External to the Enterprise (Micro-- <u>(Macro)</u> Suppliers, Customers, Market Intermediaries; Macro Demography, Natural, Legal & Political, Technological, Economy, Competition, Socio-cultural and International;	14	1	1
Unit 3 Marks 15	Business Environment with reference to Global Integration; Comparative Analysis of Business Environment: India and Other Countries. Emerging Trends in Business Concepts, Advantages and Limitations-Franchising, Aggregators, Business Process Outsourcing (BPO) & Knowledge Process Outsourcing (KPO); E-Commerce, Digital Economy.	12	2	2
Unit 4 Marks 15	Elements of Information Technology Act Cyberspace; Cyber laws; Scope of Cyber Laws; Classification of Cyber Crime; Information Technology Act 2000 (with latest amendments); Regulation of Certifying Authorities; Adjudication. Financial scam and its impact on business environment.	12	2	2
Total		50	6	6

L= Lectures, T= Tutorials and P= Practical

Modes of Semester Assessment

40 Marks

- Two sessional examination 10 marks each
- Others (any one of the following) 10 marks each
 - Seminar presentation on any of the relevant topics
 - Study (by visiting) one select organisation.
 - Assignment from a real life situation of an organisation.

REFERENCES:

1. K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House Pvt. Ltd, Ninth Edition 2007.
2. Rosy Joshi, Sangam Kapoor, Business Environment, Kalyani Publishers, Third Revised edition 2011.
3. Francis Cherunilam, Business Environment, Himalaya Publishing House, Himalaya Publishing House Pvt. Ltd., 22nd Edition 2013.
4. M.Adhikari- Business Environment. [Sultan Chand & Sons. Delhi](#)
5. Misra and Pun- Business Environment
6. Dutta R. and Sundaram, K.P.S - Business Environment

4th Semester

Course Title: Advanced Marketing Management

Course Code: C-6

Nature of the Course: CORE

Course Credit: 4

Distribution of Marks: 60 (End Sem) +40 (In Sem)

Course Objectives:

The objective of the course is to help the students understand:

- The concepts of marketing.
- The knowledge of consumer behavior.
- The process of market segmentation.
- The concept of marketing mix.
- The significance of marketing research.

COURSE OUTCOME:

CO 1: Grasp the Components of the Marketing Mix:

LO 1.1: Discuss how the various aspects of the marketing mix interact to achieve marketing objectives.

LO 1.2: Develop a detailed marketing strategy for different product or service.

CO 2: Analyze Consumer Behavior and Product Strategies

LO 2.1: Explain product characteristics, classifications, planning and development, product mix, and product life cycle.

LO 2.2: Assess the influence of customer behavior understanding on product strategy design.

CO 3: Explore Promotion Strategies and Service Marketing

LO 3.1: Discuss the unique challenges and strategies of service marketing.

LO 3.2: Develop a promotion strategy incorporating various elements of the promotion mix.

CO 4: Have a firm Grasp the concepts and importance of branding and packaging.

LO 4.1: Outline different types of brands and packaging features and types.

LO 4.2: Assess the value of excellent branding and packaging in establishing a strong market presence.

CO 5: Develop and Apply Marketing Research:

LO 5.1: Identify the objectives, importance, and methods of marketing research.

LO 5.2: Analyze marketing research data to gain meaningful insights and guide marketing initiatives.

CO 6: Get acquainted with emerging marketing concepts and trends.

LO 6.1: Identify key emerging marketing concepts such as service marketing, social marketing, and online marketing.

LO 6.2: Apply emerging marketing concepts to develop innovative marketing strategies.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO4				
Conceptual knowledge		CO1,CO4	CO5	CO2,CO3	CO2,CO3, CO4,CO6	CO3
Procedural knowledge			CO1	CO5,CO6		
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	M	S	M	M	M	M
CO2	S	S	S	M	S	S	M	M	M	S
CO3	S	S	S	S	S	S	S	S	M	M
CO4	S	S	S	S	M	S	S	M	M	S
CO5	S	S	S	S	S	S	S	M	M	M
CO6	S	S	S	S	S	S	M	M	M	M

UNIT	CONTENTS	L	T	P
Unit 1 Marks 15	*Meaning, Definition and Classification of Market. *Marketing: Concepts, Features, Objectives, Importance. *Marketing Functions, Marketing Environment. *Market Segmentation: Bases and Criteria *Marketing Mix: The 4 + 3 Ps of Marketing	12	2	2
Unit 2 Marks 15	*Consumer Behavior: Need and Importance, Buying Motives, Consumer Decision Making Process, Types of Consumer Behaviour. *Product: Features, Classification, Product Planning and Development, Product Mix, Product Life Cycle	12	2	2
Unit 3 Marks 15	*Place: Virtual and Physical Markets. Channels of Distribution: Types, Functions, Choice of Distribution Channels. *Price: Importance of Price. Pricing: Objectives, Determinants, Methods.	12	2	2
Unit 4 Marks 15	*Promotion: Need, Importance and Objectives, Promotion Mix.Ps of Service Marketing. * Brand: Brand vs Branding, Types of Brands, Need for Branding, Process of Branding. *Packaging: Features and Types *Marketing Research: Objectives, Importance and Methods. *Some Important Marketing Concepts: Service Marketing, Social Marketing, Online Marketing.	12	2	2

	TOTAL	48	8	8
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L= Lectures, T=Tutorials, P=Practical

Modes of In-Semester Assessment:

(40 Marks)

- Two Sessional Examination **10x2=20 marks.**
- Other (Any Two) **10x2=20 marks.**
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant topics

Suggested Readings:

Reference Books:

- Principles of Marketing: A Global Perspective by Philip Kotler et al, Pearson Publication
- Text Books:
- Marketing Management by RSN Pillai and V Bhagavathi, S. Chand, 1st Edition, 2010
- Marketing Management: Concepts, Cases, Challenges and Trends by Govindarajan Madabusi, PHI Publication
- Marketing Management by Amit Kumar and Jagdish Rao, Sahitya Bhawan Publications, 3rd Revised Edition, 2017

4th Semester

Course Title: Advanced Financial Management

Course Code: C-7

Nature of the Course: CORE

Course Credit: 04 Credits

Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Course Objective: To familiarize with the concepts of advanced financial management and the role of financial Accountant in Financing decision making.

Course Outcome:

CO1: Demonstrate the overview of Financial Management

LO1.1: Explain the concept and objective of Financial Management

CO2: Application of Theories of Capital Structure.

LO2.1: Explain the concept, determinants, and theories of capital structure by showing examples.

LO2.2: Discuss the Operating and Financial Leverage

CO3: Analyse the concept of Cost of Capital and its practical application

LO3.1: Discuss the methods of Cost of Capital

LO3.2: Examine the use of cost of capital in investment decision making

CO4: Demonstrate understanding of different theories of Dividend

LO4.1: Explain the concept and determinants of Dividend decisions.

LO4.2: Discuss MM Model and Walters Model of Dividend decisions

CO5: Apply the techniques of working capital management in Investment Decision making.

LO5.1: Explain each component of working capital.

LO5.2: Examine methods of Inventory, cash, and receivables management.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1				
Conceptual knowledge		CO2,CO4	CO5	CO3		
Procedural knowledge			CO2,CO3, CO5		CO5	
Metacognitive						

knowledge										
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Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	S	S	M	M	M
CO2	S	M	M	S	S	S	S	M	M	M
CO3	S	M	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	M	S	S	S
CO5	S	M	S	S	S	S	S	S	S	M

Unit	Contents	L	T	P
I (15 Marks)	Financial Management: Concept and Objective of Financial Management Capital Structure Decisions: Concept & importance, Determinants of capital structure, theories of capital structure, optimum capital structure, financial indifference point; Leverage: Operating, financial & combined leverage, .	12	2	2
II (15 Marks)	Cost of Capital- Meaning, Definition and Sources of long-term financing; Estimation of components of cost of capital; Methods for Calculating cost of equity capital, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average cost of capital (WACC) (Theory and Numerical). Capital Investment Decisions with Risk Analysis	12	2	2
III (15 Marks)	Dividend Decisions: Types & determinants of dividend decisions, Dividend models- relevance theory-Walters Model; Irrelevance theory-MM Model, corporate dividend practices in India.	12	2	2
IV (15 Marks)	Working Capital Management: Concept, Objective, Need. Sources of Working Capital, Estimation of working capital; Management of Cash, Management of Inventories, techniques of inventory management- EOQ, Stock levels, ABC analysis, maintaining stock levels, Management of Receivables, policies for managing receivables.	12	2	2
		48	8	8

** L =Lectures, T =Tutorials, P =Practical

MODES OF IN-SEMESTER ASSESMENT: (40 Marks)

- Two sessional Examination - 10 Marks each
- Others (Any two) - 10 Marks each
 - Seminar Presentation on any of the relevant topics
 - Assignment
 - Field Survey

Suggested Readings:

1. Khan, Y. M., & Jain, K. P. (2018) Financial Management (text, problems and cases). Chennai: Tata McGraw Hill Publication.
2. Sharma, R. K., & Gupta, K. S. (2011). Financial Management. New Delhi: Kalyani Publication.
3. Pandey, I.M. (2011).Financial Management. New Delhi: Vikas Publication.
4. Gupta, P., & Arora, A. K. (2013). Financial Management. New Delhi: Vayu

Note: Advised to refer latest edition of text books.

4th Semester

Course Title: Business Statistics

Course Code: C-8

Nature of the Course: CORE

Course Credit: 04

Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Course Objective: To familiarise students with the basic concepts of statistical tools used for managerial decision-making in the face of uncertainty.

Course Outcome:

CO1: Understand the meaning of central tendency and various methods of measures of central tendency.

LO1.1: Explain the process of measuring various central values for different kinds of data.

LO1.2: Explain the importance of skewness and kurtosis in statistics and elaborate how they are measured.

LO1.3: Explain the concept of population and sample in statistics.

CO2: Understand various methods of data analysis and their working mechanism.

LO2.1: Explain various how correlation and regression is performed and elaborate how their results can be analysed and applied in real life situations.

CO3: Understand the concept of probability and various theories under probability.

LO3.1: Explain how probability differently theories are performed numerically and how they can be applied in real life situations.

CO4: Understand the concept of index numbers and its types.

LO4.1: Explain how index numbers can be generated and justify their significance in economic transactions.

LO4.1: Explain what are time series data and its relevance in statistics

LO4.2: Explain what is forecasting and different methods of forecasting.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1				
Conceptual knowledge		CO1,CO2, CO3,CO4				

Procedural knowledge		CO1		CO4		
Metacognitive knowledge		CO2				

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	S	S	M	M	S	M	S
CO2	S	M	S	S	S	M	M	S	M	S
CO3	S	M	S	S	S	M	M	S	M	S
CO4	S	M	S	S	S	M	M	S	M	S

UNIT	CONTENTS	L	T	P
I (15 Marks)	Descriptive Statistics: Measures of Central Tendency; Measures of Dispersion; Concept of Skewness and Kurtosis. Concept of Sampling: Population and Sample, Parameter and Statistic; Sampling methods (including Simple Random sampling, Stratified sampling, Systematic sampling, Judgement sampling, and Convenience sampling).	12	2	2
II (15 Marks)	Simple Correlation and Regression Analysis: Meaning of Correlation and its different types, Scatter diagram, Pearson's co-efficient of correlation; Rank Correlation. Concept of Regression, Regression equations and estimation; Properties of regression coefficients.	12	2	2
III (15 Marks)	Fundamentals of Probability and Probability Distributions: Definitions of Probability, Addition and multiplication laws of probability, Conditional probability and Bayes' Theorem. Mathematical Expectation and variance of a random variable. Standard probability distributions: Binomial, Poisson and Normal.	12	2	2
IV (15 Marks)	Index Number: Meaning, types and uses, Methods of constructing price and quantity indices (simple and aggregate); Tests of adequacy; Chain base index numbers; Base shifting, Splicing and deflating, Problems in constructing index numbers, Consumer price index and Important share price indices. Time Series Analysis: Components of time series; Additive and multiplicative models; Moving averages; Determination of Trend: Fitting of trend line (only linear trend). Seasonal variations: Measurement of Seasonal effects using Simple averages and Ratio-to-trend method.	12	2	2
Total		48	8	8

L = Lectures, T = Tutorials, P = Practicals

MODES OF IN-SEMESTER ASSESSMENT: (40 Marks)

Two Sessional Examinations - 10 marks each

Other (any two) 10 marks each

- Group Discussion
- Assignment
- Seminar Presentation on any topic from the syllabus contents.

Suggested Readings:

1. Sharma, J.K., Business Statistics, Pearson India.
2. Gupta, S.C. and Kapoor, V.K., Fundamentals of Mathematical Statistics, Sultan Chand and Sons, New Delhi.
3. Gupta, S.C. and Kapoor, V.K., Fundamentals of Applied Statistics, Sultan Chand and Sons, New Delhi.

4. Hazarika, P., A Textbook of Business Statistics, S Chand & Company.
5. Vohra N. D., Business Statistics, McGraw Hill Education.
6. Siegel Andrew F. Practical Business Statistics. McGraw Hill Education.

4th Semester

Course Title: Training and Development

Course Code: Minor 4

Nature of the Course: Minor

Total Credit: 4

Total Marks: 60 (End Sem) +40 (In-sem)

Course Objective:

The objective of course is to make the learners understand the process of training and Management development programs and apply them effectively indifferent organizational set-up.

Course Description :

Pre-requisites :

Course Outcome:

CO1: Demonstrate firm grasp of the Principles of Training and Learning process.

- ✓ LO1.1: Explain the objectives, need and significance of training.
- ✓ LO1.2: Describe the different training policies and principles adopted in organizations.
- CO2: Demonstrate understating of different types of training methods applied by the organization.
 - ✓ LO2.1: Discuss about the various on-the-job methods of training.
 - ✓ LO2.2: Discuss about the various off-the-job methods of training.
- CO3: Describe the application of Technology in Training.
 - ✓ LO3.1: Explain the use of technology tools in training.
 - ✓ LO3.2: Describe the types and methods of using technology for training.
- CO4: . Analyze the management and Executive development factors and processes.
 - ✓ LO4.1: Distinguish training from development programmes.
 - ✓ LO4.2: Discuss the focus of Management Development Programmes and methods used.
- CO5: Analyze the measures of training evaluation.
 - ✓ LO5.1: Explain the need for and methods of training evaluation.
 - ✓ LO5.2: Explain the need for retraining based on results of training evaluation.

- CO6: Analyze the training environment and develop strategies to maximizing program effectiveness.
 - ✓ LO6.1: Conduct effective training programs.
 - ✓ LO6.2: Explain the government's policies on training in India.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1,CO6				
Conceptual knowledge		CO1,CO2, CO3,CO5	CO3	CO4	CO6	
Procedural knowledge		CO3,CO4, CO5		CO6		
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	S	M	S	S	S	M	M	S	M	S	S
CO2	S	M	S	S	S	M	M	S	M	S	S
CO3	S	M	S	S	S	M	M	S	M	S	S
CO4	S	M	S	S	S	M	M	S	M	S	S
CO5	S	M	S	S	S	M	M	S	M	S	S
CO6	S	M	S	S	S	M	M	S	M	S	S

UNIT		L	T	P
UNIT 1 15 MARKS	Training Concept, - Need for Training- Objective and Importance of Training- Training Policy- Training methods for different types of employees- Principles of Learning and Training	12	2	2
UNIT 2 15 MARKS	Training Methods – On the Job Training- Vestibule training- Training by experienced workman- Training by supervisor-Demonstration-Apprentice, Off the Job Training- lecturers-Conference methods- Seminar or Team Discussion-case Studies- Role Playing- Programmed Instructions- T –Group training- Audio Visual aids	12	2	2
UNIT 3 15 MARKS	Technology in Training-Instructor lead On-line courses- Self Paced Courses-Blended learning- corporate Training- On-line training Platforms- Social and Micro Learning- gamification in learning – Training Evaluation - Retraining	12	2	2
UNIT 4 15 MARKS	Training and development in India- Govt. policy on training- Budget estimate- allocation- CSR- Conducting the program- ice breaking & games- relevance of culture of participants	12	2	2
	TOTAL	48	8	8

Where: L= Lectures, T= Tutorials, P= Practical

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- One sessional Examination - 10 x 2= 20 Marks
- Others (Any One) - 10 x 2= 20 Marks
 - Seminar Presentation on any of the relevant topics
 - Assignment

Reference Books:

1. B.Taylor& G.Lippitt: Management Development And Training Handbook.
2. William E.Blank, Handbook For Developing Competency Based Training Programmes, Prentice-Hall, New Jersey.
3. David A.DeCenzo& Stephen P.Robbins: Fundamentals Of Human Resource Management.
- 4.Subash and SC Jain- Managing Human Resource, Arihanta Publication

**FOUR YEAR UNDER GRADUATE PROGRAMME (FYUGP) IN COMMERCE
DETAILED SYLLABUS OF 5th SEMESTER**

5thSemester

Course Title: Advanced Human Resource Management

Course Code: C 9

Nature of Course: Core

Total Credit:4

Total Marks: 60 (End Sem) + 40 (In Sem)

Course Objective:

The objective of the course is to understand the various functions of Human Resource Management. It helps students develop the knowledge, skills and concepts needed to resolve actual HR issues.

Course Outcome:

- CO1: Demonstrate knowledge of basic HR concepts.
 - ✓ LO1.1: Explain basic HR concepts and functions.
 - ✓ LO1.2: Apply the knowledge of basic Hr concepts and practices to arrive at the need and significance of HRM.
- CO2: Analyze various aspects of HRP.
 - ✓ LO2.1: Explain and compare the processes of job evaluation, job analysis and job specification.
 - ✓ LO2.2: Describe the phases of the recruitment and selection process and the sources of recruitment.
- CO3: Demonstrate understanding of the training and development process adopted by organizations.
 - ✓ LO3.1: Differentiate between training and development.
 - ✓ LO3.2: Describe the various methods of training and development.
- CO4: Analyze various modern concepts and practices in HRM.
 - ✓ LO4.1: Elaborately outline the process and application of HR Mapping.
 - ✓ LO4.2: Discuss the concepts and application of Emotional Intelligence Management and Intellectual Asset Management.

- CO5: Demonstrate understanding of compensation management.
 - ✓ LO5.1: Enlist and explain the various components of compensation.
 - ✓ LO5.2: Explain different schemes in respect of compensation.
- CO6: Analyze different contemporary dimensions of HRM.
 - ✓ LO6.1: Explain the process and application of personnel audit and Human Resource Research functions.
 - ✓ LO6.2: Describe the stand of workforce diversity in modern organizations and their influence thereof.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO5	CO5			CO5	
Conceptual knowledge		CO1,CO3, CO4	CO1	CO2,CO4	CO6	
Procedural knowledge		CO2,CO3, CO6		CO4		
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	M	M	M	M	M	M
CO2	S	S	M	M	M	M	M	M	M	M
CO3	S	S	S	S	S	S	S	S	M	M
CO4	S	M	M	M	M	M	M	M	M	M
CO5	S	S	S	S	S	S	S	S	S	S
CO6	S	S	S	S	S	S	S	S	S	S

UNIT	CONTENT	L	T	P
Unit 1 Marks 15	Introduction to Human Resource Management Concept and nature of HRM, Objectives, Evolution of Human Resource Management, Function and scope of HRM, Environmental factors of HRM, Challenges to HRM, Business Strategy and Human Resource Strategy.	13	2	-
Unit 2 Marks 15	Human Resource Planning-Process and levels. Job analysis and Job Design: Job analysis techniques, job evaluation techniques, job description, job specification, job design approaches, job characteristics, approach to job design. Factors affecting recruitment, sources of recruitment (internal and external), basic selection model, psychological tests for selection. Emerging Trends in HRM: Outsourcing and its HR dimensions; Downsizing	12	2	2
Unit 3 Marks 15	Training and development-Concept and need, designing a training programme- methods of training, evaluating training effectiveness. Potential Appraisal, HR Mapping and career Development, Emotional intelligence management and Intellectual Asset Management.	12	2	2
Unit 4 Marks 15	Compensation-meaning and objective. Components of compensation system. incentives schemes, fringe benefits. Personnel audit and research. Diversity at work: Managing diversity, the paradox of diversity, diversity with special reference to differently abled, women and aging. Empowerment and gender issues.	13	2	-
	TOTAL	50	8	4

L= Lectures, T= Tutorials, P= Practical

MODES OF IN-SEMESTER ASSESSMENT:

(40 Marks)

- ❖ Two Sessional Examinations - **10 x 2= 20 marks**
- ❖ Other (any two) **10 x 2= 20 marks**
 - Assignment
 - Seminar Presentation on any of the relevant topics
 - Field visit
 - Group Discussions

Suggested Readings:

De Cenzo and Robins, Fundamentals Human Resource Management, Prentice Hall of India, Decenzo, David A. and Robbins, S.P. Fundamentals of Human Resource Management Wiley and Sons Ltd., John.

Raymond, N. and Kodwani, A.D., Employee training and development, McGrawHill Education India

Rao, T.V., HRD score card 2500: Based on HRD audit, Response Books, SAGE Publications.

Flippo, EdwinB., Personnel Management, McGraw Hill, Tokyo, 1984-2000.

5th Semester

Course Title – Business law

Course Code – C 10

Nature of Course –Core

Course Credit –4

Distribution of marks – 60 (End Sem) + 40 (In-Sem)

Course Objectives

To impart basic knowledge and understand some important concept and practices of Business Law. To be acquainted with the essential provisions relating to Business Law.

COURSE OUTCOMES:

CO1:Analysingvarious concepts of contracts and understand the requisites of valid contract and sale:

LO1.1: Explain the different types of contracts and essentials of a valid contract

LO1.2: Understanding the process of discharge of a contract and its breach.

CO2: Understanding the rules as to a contract of sale:

LO2.1: Analysing the essentials of a contract of sale

LO2.2: Explain the rights exercised by an unpaid seller and the concepts of Conditions and Warranties

CO3: Demonstrating the knowledge of Negotiable Instruments Act, 1881:

LO3.1: Discuss the features and types of negotiable instruments

LO3.2: Analysing the rules as to cheque, bill of exchange and promissory note

CO4: Demonstrating the knowledge of Consumer Protection Act. 1986:

LO4.1: Learning the rules regarding the Consumer Protection Act, 1986

LO4.2: Explain the various machineries for grievance redressal

CO5: Demonstrating the provisions of Partnership Act, 1932 and LLP Act, 2008:

LO5.1: Analysing the provisions of the Partnership Act and understanding the rights and duties of partners

LO5.2: Explain the need of LLP and differences between Partnership and LLP

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO5	CO1,CO2, CO3,CO4		CO1.CO5		
Conceptual knowledge		CO3,CO4	CO4	CO2,CO3	CO3,CO5	
Procedural knowledge		CO1,CO4				
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	S	M	M	M	M
CO2	S	S	M	S	S	S	M	M	M	M
CO3	S	S	M	S	S	S	M	M	S	S
CO4	S	S	M	S	S	S	M	M	S	S
CO5	S	S	M	S	S	S	M	M	S	S

UNIT	CONTENTS	L	T	P
I (Marks 15)	Indian contract Act, 1872 <ul style="list-style-type: none"> Definition of contract, Nature and essentials elements of contract, Classifications of contracts, Consideration, Essentials of valid Consideration. Modes of Discharge and remedies for Breach 	12	2	2
II (Marks 15)	Sales of Goods Act, 1930 <ul style="list-style-type: none"> Definition of sale as per contract, Essentials elements of contract of sale Caveat Emptor, Exemptions of Caveat Emptor Unpaid Seller, Rights of an Unpaid seller against the goods and the buyer Conditions and Warranties Negotiable Instruments Act, 1881 <ul style="list-style-type: none"> Definition, Features and Types of Negotiable Instruments Bills of Exchange, Promissory Note and Cheque Endorsement – Meaning, Types of Endorsement, Discharge of Parties Holder and Holder in Due Course 	12	2	2

III (Marks 15)	Consumer Protection Act,1986 Concept of Consumer, Types of Consumers, need for consumer protection, methods of consumer protection Measures of Consumer Protection in India, Basic Provision of Consumer protection Act,1986,Oraganisational set up: National and State Consumer Protection Council, District Forum, State Commission and National Commission, Their Functions, Powers and jurisdiction.	12	2	2
IV (Marks 15)	Partnership Laws <ul style="list-style-type: none"> The Partnership Act, 1932 – Definition, Characteristics, Partnership Deed, Types, Rights and Duties of Partners. LLP Act, 2008 – Definitions, Salient features of LLP, Advantages and Disadvantages of LLP, Incorporation of LLP, Conversion of LLP, Difference between LLP/Partnership/Company 	12	2	2
TOTAL		48	8	8

L =Lecturers, T= Tutorials, P=Practical

Modes of In-Semester Assessment

- Two Sessional Examination
- Other (Any One)
 - Assignment
 - Seminar Presentation on any of the relevant topics
 - Case Studies

40 Marks

10 Marks each
10 marks each

Suggested Readings:

1. N. D. Kapoor – elements of business Law – S. Chand & Sons
2. P. R. Chadha – Business Law – Galgotia Publishing Company
3. Dr. P. K. Pnadey – Business Law – Mahaveer Publications

5th Semester

Course Title: INDUSTRIAL RELATIONS

Course Code: C-11

Nature of Course: Core

Total Credit: 4

Total Marks: 60 (End Sem) +40 (In-Sem)

Course Objective: The objective of the course is to acquaint students with the different aspects of Industrial Relations and Government Labour policies. Industrial relations including trade unions, workers participation in management, collective bargaining, industrial disputes, grievance handling and various labour enactments.

Course Outcome:

- CO1: Demonstrate knowledge about parties to industrial relations.
 - ✓ LO1.1: Describe the Trade Union Movement.
 - ✓ LO1.2: Explain the functions of trade unions and employers' associations.
- CO2: Demonstrate knowledge of the legal framework of trade unions.

- ✓ LO2.1: Explain the various provisions of the Trade Union Act.
- ✓ LO2.2: Describe measures to evaluate the effectiveness of trade unions.
- CO3: Analyze the dimensions of industrial disputes and conflicts.
 - ✓ LO3.1: Explain the causes of industrial disputes.
 - ✓ LO3.2: Discuss the mechanisms for settlement of industrial disputes.
- CO4: Analyze the role of workers' participation in management and collective bargaining.
 - ✓ LO4.1: Explain the process of collective bargaining in organizations.
 - ✓ LO4.2: Discuss the need and process of workers' participation in management.
- CO5: Analyze gender issues in organizations and their treatment.
 - ✓ LO5.1: Discuss the gender sensitized issues often reported in organizations and their treatment.
 - ✓ LO5.2: Relate professional ethics and workers' responsibility to sensitization and industrial relations in organizations.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO2	CO1,CO2		CO3,CO5	CO5	
Conceptual knowledge		CO1,CO4		CO2,CO3,CO4		
Procedural knowledge				CO4	CO3	
Metacognitive knowledge				CO5		

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	S	S	M	M	S	S	M	M	M	M	M
CO2	S	S	M	M	S	S	M	M	M	M	M
CO3	S	S	S	S	S	S	S	S	M	M	M
CO4	S	S	M	M	S	S	M	M	M	M	M
CO5	S	S	S	S	S	S	S	S	M	M	M

UNITS	COURSE CONTENT	L	T	P
I (15Marks)	Industrial Relation: Concept, Objective, factors influencing IR; Trade Union: Meaning-Function-Trade Union Movement in India-Problems of Trade Union, Impact of Globalisation on Trade Unions-Employers Association-Objective of Employers Organization-National Level Associations	13	2	-
II (15 Marks)	Industrial dispute : Concept, Management of strikes and lockouts: meaning of Strikes and lockouts under the Industrial Disputes Act. Forms of Strikes and their legal status, Justified and unjustified Strikes And Lockouts. Causes and consequences of Industrial Conflicts (with reference to India)	12	2	2
III (15 Marks)	Definition, Importance, Functions of Collective Bargaining, Forms of Collective Bargaining, Collective Bargaining Process, conditions For Success of Collective Bargaining; Workers Participation in Management (WPM), Forms of WPM	12	2	2
IV (15 Marks)	Workplace-Gender Sensitization, Rights of Worker, Mechanism to address Gender-Based Grievances and Issues, Code of Conduct for workers relating to Professional Ethics, Workers Responsibility	13	2	-
	TOTAL	50	8	4

Where: L=Lectures, T= Tutorials, P= Practical

Modes of In- Semester Assessment:	(40 Marks)
• Two Sessional Examinations	10 x 2= 20 Marks
• Other (Any two)	10 x 2= 20 Marks
• Group Discussion	
• Assignment	
• Seminar Presentation on any of the relevant Topic	

Reference:

- 1.Katz, H. C., Kochan, T. A., & Colvin, A. J. S. (2007). An introduction to collective bargaining and industrial relations. (4th ed.). McGraw-Hill Higher Education.
2. Padhi, P. K. (2019). Industrial relations. (4th ed.). Prentice Hall India.
3. Ratnam, C. S. V. (2006). Industrial relations: text and cases. Delhi, India: Oxford University Press.
4. Sinha, P.R.N., Sinha, I. & Priyadarshini, S. (2019). Industrial relations, trade unions and labour legislations (3rd ed.). Pearson Education.
- 5.. Mamoria C.B., Dynamics of Industrial relations in India, Himalaya Publishing House, New Delhi.
6. Bangoo K.S., Dynamics of Industrial relations, Deep & Deep Publications, New Delhi.

5th Semester

Course Title: Supply Chain Management

Course Code: Minor 5

Nature of the Course: Minor

Course Credit: 4 credits

Marks: 60 (End Sem)+40(In Sem)= 100

Course Objectives:

The objective of the course is to help the students understand:

- Concepts, processes and functions of Supply Chain Management.
- The challenges faced in designing and coordinating the elements of Supply Chain Network.

- The various parties associated with the entire process of delivering a product from the manufacturer to the final consumer.
- The need for proper planning and forecasting in this respect.

Course Outcome:

This course will enable the students to:

- CO1: Demonstrate understanding of the concepts of Supply Chain Management in practice.
 - ✓ LO1.1: Describe drivers of supply chain management.
 - ✓ LO1.2: Describe the elements of distribution networks in supply chain.
- CO2: Analyse the challenges and obstacles of the process and be able to identify ways to overcome the same.
 - ✓ LO2.2: Discuss the challenges in planning and management of of supply chain networks.
 - ✓ LO2.2: Describe the functioning of Inventory Management System and Reverse Logistics.
- CO3: Design strategies with a clear knowledge of the governing policies and determining factors.
 - ✓ LO3.1: Discuss different policy interventions with regard to transportation, logistics and supply infrastructure in the Indian context.
 - ✓ LO3.2: Analyze design options in respect of transportation and infrastructure for supply management.
- CO4: Create distinctive strategies in respect of e-businesses and conventional physical businesses.
 - ✓ LO4.1: Describe various developments in respect of logistic partners, replenishment and vendor-managed inventories in reference to conventional and modern electronic modes.
 - ✓ LO4.2: Discuss the obstacles to coordination and implementation in SCM.

Cognitive Map of Course Outcomes with Bloom’s Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1				
Conceptual knowledge		CO1,CO2, CO3		CO2,CO3		CO3
Procedural knowledge		CO4		CO2		CO4
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	S	M	M	M	M	S	M	M	M	M	M
CO2	S	S	S	M	S	S	M	M	M	S	M
CO3	S	S	S	S	S	S	S	S	M	M	S
CO4	S	S	S	S	M	S	S	M	M	S	S

UNIT	CONTENTS	L	T	P
I (15 Marks)	*Introductory Concepts: Objectives, Importance, Process, Supply Chain Drivers, Obstacles; Inventory, Types oof Cargoes, Transportation, Information, Sourcing, Pricing *Distribution Network: Design Options, Role, Determinants/Factors influencing Distribution, Network Design in the Supply Chain, Impact of e-business on Distribution	13	2	

II (15 Marks)	*Planning and Management: Demand and Supply Forecasting, Approaches to Forecasting, Role of IT *Inventory Management: IMS, Emerging development & issues in SCM, Reverse Logistics	13	2	
III (15Marks)	*Transportation: Role and Modes of Transportation, Transportation Infrastructure and Policies (with reference to India), Design Options, Sourcing: In-house or Outsource: 3 rd and 4 th PLs	13	2	
IV (15 Marks)	*Coordination and Implementation: Obstacles to Coordination, Challenges in SCM, logistic Partners, Building Partnerships, Collaborative Planning: forecasting and Replenishment, Vendor-managed inventories.	13	2	
	TOTAL	52	8	

L= Lecture, T= Tutorial, P= Practical

Modes of In-Semester Assessment:

(40 Marks)

- Two Sessional Examinations 10 x 2= 20 Marks
- Other (Any Two) 10 x 2= 20 Marks
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant topics

Suggested Readings:

Reference Books:

- Supply Chain Management: Creating Linkages for Faster Business Turnaround, Sarika Kulkarni and Ashok Sharma, Tata McGraw Hill Publication Company Ltd
- Supply Chain Project Management: A structured, Collaborative and Measurable Approach, James B. Ayers, CRC Press

Text Books:

- Supply Chain Management: Strategy, Planning and Operation, 4th Edition, Sunil Chopra and Peter Meindl, Prentice Hall of India, 2010
- Principles of Supply Chain Management: A Balanced Approach, Wisner, Keong Leong and Keah-Choon Tan, Thompson Press, 2005
- Supply Chain Management, K. Shridhara Bhat, Himalaya Publishing House, India

**FOUR YEAR UNDER GRADUATE PROGRAMME (FYUGP) IN COMMERCE
DETAILED SYLLABUS OF 6th SEMESTER**

6th Semester

Course Title: Indian Financial System

Course Code: C - 12

Course Credit: 4

Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Course objectives:

On successful completion of the course, the Students will be able to

- Understand the financial system, Institutions, financial markets and services.
- Analyse the concepts relevant to Indian financial market and relevance.
- Understand concept of financial services, types and functions.
- Understand the types of financial Instruments.
- Demonstrate an understanding the functioning of stock markets

COURSE OUTCOMES:

CO1: Demonstrate an understanding on the structure of Financial System in India:

LO1.1: Explain the constituents of Financial System.

LO1.2: Discuss overview of Financial System in India.

CO2: Understanding the functioning of Financial Institutions:

LO2.1: Discuss the working mechanism of various types of financial institutions in India

CO3: Demonstrating the knowledge of Financial Services and Mechanism of Stock Exchange in India:

LO3.1: Discuss the various types of financial services provided in India.

LO3.2: Explain the functioning of the stock market and gaining knowledge on trading of securities in the stock exchange

CO4: Demonstrating the constituents of Financial Market:

LO4.1: Explain the constituents of financial markets and their working mechanism.

LO4.2: Discuss the various instruments traded in financial markets.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO1	CO4				
Conceptual knowledge	CO1	CO2,CO4		CO3		
Procedural knowledge			CO3, CO4			
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	S	M
CO2	S	S	S	S	S	M	S	S	S	M
CO3	S	S	S	S	S	M	S	M	S	S
CO4	S	S	S	S	S	S	S	M	S	S

Units	Course Contents	L	T	P
Unit I (15 Marks)	Overview of financial system:-Introduction to Financial System – Features, Constituents of Financial System; Financial Institutions; Financial Services; Financial Markets and Financial Instruments.	12	2	2
Unit II (15 Marks)	Financial Institutions:-Characteristics of Financial Institutions, Broad Categories – Money Market Institutions and Capital Market Institutions. Objectives and Functions of Industrial Finance Corporation of India, Industrial Development Bank of India, National Small Industrial Development Corporation, National Industrial Development Corporation, RBI Measures for NBFCs.	12	2	2
Unit III (15 Marks)	Financial Services :- Meaning, Objectives, Functions, Characteristics; Types of Financial Services - Merchant Banking – Functions and Operations, Leasing, Mutual Funds, Venture Capital & Credit Rating; Functions of Stock Exchange; Stock Market Operations - Trading, Settlement and Custody (Brief discussion on NSDL & CSDL); Brief discussion of BSE, NSE	12	2	2
Unit IV (15 Marks)	Financial markets and instruments:- Meaning and Definition, Role and Functions of Financial Markets, Constituents of Financial Markets; Money Market Instruments, Capital Market and Instruments; SEBI guidelines for Listing of Shares and Issue of Commercial Papers.	12	2	2
	TOTAL	48	8	8

L= Lectures, T= Tutorials and P= Practical

Modes of Semester Assessment

40 marks

Two sessional examination

10 marks each

- Others (any one of the following) 10 marks each
- Visit any financial institution and prepare a report regarding its structure, functions and performance.
- Presenting the report in a class room seminar.

Reference Books

- L.M. Bhole, Financial Institutions & Markets, McGraw Hill
- Khan, M.Y, Indian Financial System, McGraw Hill
- Sharma, Meera, Management of Financial Institutions, Eastern Economy Edition
- Bhole and Mahakud, Financial Institutions and Markets – Structure, Growth and Innovations, McGraw Hill • Guruswamy, S., Financial Services and System, McGraw Hill
- Edminister. R.O, Financial Institutions, Markets & Management, McGraw Hill
- Khan. M.Y, Indian Financial System, Vikas Pub. House
- H.R Machiraju, Indian Financial System, Vikas Pub. House
- E. Gorden & K. Nataraj, Financial Markets and Services, HPH

Note: Latest edition of text books may be used.

6th Semester

Course Title: Compensation Management

UNITS	COURSE CONTENT	L	T	P
I (15 Marks)	Introduction to Compensation Management: Nature and Objectives of Compensation, Factors affecting Compensation Policy, Concept of Wages and Salary, Minimum Wages, Fair Wages and Living Wages; Understanding Elements of Compensation Structure- Fixed Pay, Variable Pay, Cash Benefits, Incentives, Executive Compensation, Stock Options; Understanding Salary Slip	12	2	-
II (15 Marks)	Concept of Social Security: Evolution of Social Security of workers in India; Introduction to Provident Fund; Employees State Insurance; Gratuity; Superannuation; Bonus; Reward Systems; Retirement; VRS / Golden Handshake	12	2	2
III (15 Marks)	Laws relating to Social Security: The Workmen 's Insurance Act; The Worker's State Insurance Act; The Maternity Benefits Act, 1961; The Workers Provident Fund Act, 1952; The Gratuity Compensation Act, 1972	12	2	2
IV (15 Marks)	Relationship between Compensation and Employee Performance; Performance Management System: Introduction and Objectives of PMS; Determinants of Performance; Diagnosing the Causes of Poor Performance Performance Appraisal: Uses of Performance Appraisal; Methods of Appraisal – Traditional Methods and Modern Methods	12	2	-
	TOTAL	50	8	4

Where: **L= Lectures, T= Tutorials, P= Practical**

Modes of In-Semester Assessment:

(40 Marks)

- Two Sessional Examinations 10 x 2= 20 Marks
- Other (Any Two) 10 x 2= 20 Marks
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant topics

Reference Books:

1. S.K. BHATIA, New Compensation Management in Changing Environment: Managerial Remuneration and Wage & Salary Administration: a Professional Manual, Deep & Deep Publications PVT. LTD
2. Dev Tapomoy: Compensation Management, Text and Cases, EXCEL BOOKS, A-45, Naraina, Phase-I, New Delhi-110 028
3. Singh B.D.: Compensation & reward Management, EXCEL BOOKS, A-45, Naraina, Phase-I, New Delhi-110 028
4. Richard Henderson: Compensation Management: Rewarding Performance.
5. Milkovich, G., Newman, J. & Ratnam, C.S.V. (2009). Compensation. Tata Mc Graw Hill, Special Indian Edition.

6th Semester
Course Title: Global Human Resource Management
Course Code: C-14
Nature of the Course: Core
Total Credit: 4
Total Marks: 60 (End Sem) +40(In-sem)

Course Objective: The objective of the course is to prepare the students aware about the recruitment opportunities and challenges in global perspective. Moreover, the course is to provide students with a robust understanding of international HR practices and issues.

Course Outcome:

- CO1: Demonstrate knowledge about various facets of managing people under global context.
 - ✓ LO1.1: Differentiate between HRM and Global HRM.
 - ✓ LO1.2: Explain concepts, functions and practices that are specific to global organizations and global workforce.
- CO2: Demonstrate understanding of current global human resource practices.
 - ✓ LO2.1: Describe contemporary issues and challenges faced by global HR.
 - ✓ LO2.2: Suggest mechanisms to resolve such issues.
- CO3: Analyze environmental variables and their influence on HRM from a global perspective.
 - ✓ LO3.1: Explain the significant role of human and cultural variables in Global HRM.
 - ✓ LO3.2: Discuss the influence of technical variables in Global HRM.
- CO4: Analyze Quality management dimensions of HRM in the international context.
 - ✓ LO4.1: Outline the process of practicing TQM for ensuring quality performance of HRM in global organizations.
 - ✓ LO4.2: Discuss the significance and relativity of quality management in different global locations.
- CO5: Apply the knowledge of global HRM challenges to interpret control mechanisms.
 - ✓ LO5.1: Explain different control mechanisms like Human Resource Audit and Accounting for putting a check on HR performance in global organizations.
 - ✓ LO5.2: Describe the use of software solutions for checking issues related to HR in the global context.
- CO6: Demonstrate understanding of international workforce planning and staffing.
 - ✓ LO6.1: Explain special variables that effect international HR selection and recruitment.
 - ✓ LO6.2: Describe the various issues and mechanisms in respect of Expatriate Management.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	Create
Factual knowledge	CO1	CO1		CO2		
Conceptual knowledge		CO1,CO2, CO3,CO5, CO6	CO5	CO3,CO4, CO6	CO5	
Procedural knowledge				CO4		
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	S	M	M	M	M	M	M	M	M	M	M
CO2	S	S	M	M	M	M	M	M	M	M	M
CO3	S	S	S	S	S	S	S	S	M	M	M
CO4	S	M	M	M	M	M	M	M	M	M	M
CO5	S	S	S	S	S	S	S	S	S	S	M
CO6	S	S	S	S	S	S	S	S	S	S	M

UNITS	COURSE CONTENT	L	T	P
I (15 Marks)	HRM VS Global HRM, Contemporary issues in Global Human Resource management, necessity, significance, scope, and challenges of GHRM, Practices of GHRM in India	13	2	-
II (15 Marks)	HRM in dynamic environment: Human and cultural variables in Global Organization, Technical Changes, Total Quality Management (TQM), Workforce Diversity, Employee related problems: Discipline, Turnover, Absenteeism, Morale, Health, and safety.	12	2	2
III (15 Marks)	International Workforce Planning and staffing, Global Recruitment, Hiring, Outsourcing, Poaching, Global Selection Criteria- Expatriate management and cross culture.	12	2	2
IV (15 Marks)	HR Control, Utilization of Software Solution for manpower control & management, HR Accounting & Audit.	13	2	-
	TOTAL	50	8	4

Where: L= Lectures, T= Tutorials, P= Practical

Modes of In- Semester Assessment:

(40 Marks)

- Two Sessional Examinations 10 x 2= 20 Marks
- Other (Any Two) 10 x 2= 20 Marks
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant Topic

Reference:

1. Khanka S. S: Human resource Management(text and Cases); S. Chand and Company Ltd, Ram Nagar, New Delhi-110 055.
2. Rao V S P: Human Resource Management, Text and Cases, EXCEL BOOKS, A-45, Naraina, Phase-I, New Delhi-110 028.
3. Mangaraj Sujata: Globalization and Human Resource Management; EXCEL BOOKS, A-45, Naraina, Phase-I, New Delhi-110 028.
4. Aswathappa, K. and Dash, S. (2008). International human resource management. India: Mc Graw Hill Education.
5. Tayeb, M.H. (2005). International human resource management. India: Oxford University Press.

6th Semester
Course Title: Labour Law
Course Code : C-15
Nature of the Course: Core
Total Credit: 4
Total Marks: 60 (End Sem) +40 (In-sem)

Course Objective: The objective of the course is to apprise the students about the various labour related issues of India and International perspective.

Course Outcome:

- CO1: Demonstrate the evolution of labour legislation and its significance in the managerial world.
 - ✓ LO1.1: Trace out the history of labour legislation with special reference to India.
 - ✓ LO1.2: Explain the significance of different labour laws for different sectors of the economy.
- CO2: Demonstrate the understating of different matters related to workers in factories.
 - ✓ LO2.1: Explain the role of trade unions in respect of safeguarding and representing the labour front in industries.
 - ✓ LO2.2: Discuss the different types of issues that need to be addressed by trade unions.
- CO3: Design and understand the disciplinary measures and grievance mechanisms of Minimum Wages, bonus and gratuity payment.
 - ✓ LO3.1: Explain the disciplinary measures that can be taken in case of any unjust practice with regard to compensating workers in an industry.
 - ✓ LO3.2: Describe the legal provisions restricting and prohibiting malpractices towards labour compensation and other labour issues.
- CO4: Analyze the legal structure provided for handling the industrial disputes.
 - ✓ LO4.1: Explain the causes and parties to an industrial dispute.
 - ✓ LO4.2: Discuss the functioning of different dispute settlement bodies.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO1,CO3	CO4				
Conceptual knowledge		CO1,CO2, CO4				
Procedural knowledge				CO4		CO3
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	S	S	M	M	S	S	M	M	M	M	M
CO2	S	S	M	M	S	S	M	M	M	M	M

CO3	S	S	S	S	S	S	S	S	M	M	M
CO4	S	S	M	M	S	S	M	M	M	M	M

UNITS	COURSE CONTENT	L	T	P
I (15 Marks)	Constitution of India VIS- a VIS Labour Law, Emergence and objective of Labour Laws Basics of Labour Legislation in India, Principles of Labour Legislation, Usefulness and Importance of Labour Legislations.	13	2	-
II (15 Marks)	Factories Act, 1948: Objective, Provision, Penalties and Procedure Plantation Labour Act 1951	12	2	2
III (15 Marks)	The Minimum Wages Act 1948, The Payment of Bonus Act 1965, The Payment of Gratuity Act, 1972	12	2	2
IV (15 Marks)	The Trade Union Act 1926 and current amendment.	13	2	-
	TOTAL	50	8	4

Where: L= Lectures, T= Tutorials, P= Practical

Modes of In- Semester Assessment:

(40 Marks)

- Two Sessional Examinations 10 x 2= 20 Marks
- Other (Any two) 10 x 2= 20 Marks
- Group Discussion
- Assignment
- Seminar Presentation on any of the relevant Topic

Reference:

1. Mamoria, C. B., Mamoria, S., &Gankar. (2010). Dynamics of Industrial Relations. Delhi, India: Himalaya Publishing House.
2. Monappa, A. (2012). Industrial Relations and Labor laws. Delhi, India: Tata McGraw Hill Edition.
3. Monappa, A., Nambudiri, R., & Selvaraj P. (2012). Industrial Relations and Labour Laws. Delhi, India: Tata McGraw Hill Education.
4. Padhi, P. K. (2019). Industrial Relations and Labour Law. Delhi, India: PHI Learning.
5. Sharma, J. P. (2018). Simplified Approach to Labour Laws. Delhi, India: Bharat Law House.
- 6 Sinha, P. R. N., Sinha, I. B., & Shekhar, S. P. (2017). Industrial Relations, Trade Unions and Labour Legislation. Delhi, India: Pearson Education.
7. Srivastava, S. C. (2009). Industrial Relations and Labour Laws. Delhi, India: Vikas Publishing House.

6th Semester
Course Title: Customer Relationship Management
Course Code: Minor 6
Nature of the Course: Minor
Course Credit: 4 credits
Marks: 60 (End Sem)+40(In Sem)= 100

Course Objectives:

The objective of the course is to help the students understand:

- The need and significance of CRM in marketing.
- The dynamics of behavioral and psychological aspects of customer in relationship management.
- The many concepts associated with CRM along with the workings of CRM with the advent of technology.
- The finer details of CRM data and CRM Planning.

Course Outcome:

This course will enable the students to understand and apply:

- CO1: Demonstrate understanding of CRM concepts in dealing with customers more effectively.
 - ✓ LO1.1: Explain the evolution of CRM practices and as a field of study.
 - ✓ LO1.2: Describe the interface of human psychology and CRM.
- CO2: Demonstrate understanding of CRM practices in different types of markets.
 - ✓ LO2.1: Discuss the CRM practices in respect of managing customer expectations and satisfaction.
 - ✓ LO2.2: Describe the CRM practices intended at customer acquisition, retention, loyalty and lifetime value.
- CO3: Analyze the application of Basic technology-driven CRM elements.
 - ✓ LO3.1: Explain the key elements of e-CRM.
 - ✓ LO3.2: Explain Customer Strategy Grid and Customer Metrics.
- CO4: Analyze the dimensions of planning and implementation in CRM.
 - ✓ LO4.1: Explain the focal elements of planning and implementation in case of CRM practices.
 - ✓ LO4.2: Identify data requirements for CRM planning and for setting desired outputs

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO1	CO1		CO4		
Conceptual knowledge		CO1,CO2, CO3,CO4			CO3	
Procedural knowledge				CO3		

Metacognitive knowledge											
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Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	S	M	M	M	M	S	M	M	M	M	M
CO2	S	S	S	M	S	S	M	M	M	S	M
CO3	S	S	S	S	S	S	S	S	M	M	S
CO4	S	S	S	S	M	S	S	M	M	S	S

UNIT	CONTENTS	L	T	P
I (15 Marks)	*Customer vs Consumer *Overview of CRM: Evolution of CRM practice, Concepts, Need, Features, Importance, Trends in CRM, Scope *CRM and Relationship Marketing, Human Psychology towards Relationship	13	2	
II (15 Marks)	*CRM Concepts: Customer Value, Customer Expectation and Customer Expectation Management, Customer Satisfaction and Measurement of Customer Satisfaction, Customer Centricity, Customer Acquisition, Customer retention, Customer Loyalty, Customer Lifetime Value	13	2	
III (15 Marks)	*Web-based Customer Support *Types of CRM Systems: Operational, Analytical, Collaborative, Strategic *Key Components of CRM: Contact Management, Sales Force Automation, Marketing Automation, Customer Service and Support, Analytics and reporting Campaign Management, Geographic CRM	13	2	
IV (15 Marks)	*CRM Planning and Implementation: Steps in CRM Planning: Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs *CRM Strategy: Strategy Development Process, Customer Strategy Grid, Challenges of CRM Implementation, CRM Metrics *CRM in Consumer Markets, CRM in Service Sector, CRM in Manufacturing Sector	13	2	
	TOTAL	52	8	

L= Lecture, T= Tutorial, P= Practical

Modes of In- Semester Assessment:

(40 Marks)

- Two Sessional Examinations 10 x 2= 20 Marks
- Other (Any two) 10 x 2= 20 Marks
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant Topic

Suggested Readings:

Reference Books:

- Customer Relationship Management: Concepts and Cases, Alok Kumar Rai, Prentice Hall, India
- Customer Relationship Management: A strategic Approach to Marketing, Kaushik Mukherjee, Prentice Hall, India
- Customer Relationship Management, N Mullick, Oxford University Press

Text Books:

- Customer Relationship Management, Francis Buttle and Stan Maklan, Routledge Publication
- Customer Relationship Management, Ed Peelen Prentice Hall..