



GOVERNMENT COLLEGE SEEMA (ROHRU)

District Shimla, Himachal Pradesh – 171207

A NAAC accredited B++ Co – educational Institution

Affiliated to Himachal Pradesh University, Shimla

www.gpgcseema.edu.in Email: gcseema-hp@nic.in, gcseemahp@gmail.com Telefax: 01781-240167

SUPPORTING DOCUMENTS

1.3.2 (a)

1.3.2 PARTICULAR PAGE FROM SYLLABUS MENTIONING PROJECT WORK/FIELD WORK/ INTERNSHIP

Sr. No.	Subject	Type of Work
1	GEOGRAPHY	Field Work
2	Tourism and Travel Management	Leadership Development Program cum Adventure Camp
3	BCA	Project Work
4	PGDCA	Project Work
5	M.Com.	Project Work
6	BBA	Project Work
7	B.Voc. (Hospitality & Tourism)	Project Work & OJT
8	B.Voc. (Retail Management)	Project Work & OJT

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. Part 1 will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and remaining parts i.e. II, III, IV & V will contain two long answer questions (Each question contains two parts) of 13 marks each, from which the candidates will be required to attempt only one question per part.*

TTMC -204 / TTMCGE 204– Tourism Organizations & Associations

Unit -1: Tourism Organization: UNWTO (United Nations World Tourism Organization), PATA (Pacific Asia Travel Association), UFTAA (Universal Federation of Travel Agents Association), IATA (International Air Transport Association), WATA (World Association of Travel Agencies), ICAO (International Civil Aviation Organization), WTTC (World Travel & Tourism Council), TAAI (Travel Agents Association of India), TAFI (Travel Agents Federation of India), FHRAI (Federation of Hotel and restaurant Associations of India) and IH & RA (International Hotel and Restaurant Association).

Unit -2: Ministry of Tourism, Government of India, Role of ministry of tourism in developing tourism business and infrastructure in India, ITDC (Indian Tourism Development Corporation): Formation, Structure and Functions, Role of ITDC in developing tourism business and infrastructure in India, Incredible India Campaign, Tourism Policies of India. HPTDC (Himachal Pradesh Tourism Development Corporation): Role of HPTDC in tourism development and promotion in Himachal, Marketing campaigns by department of Tourism-Himachal Pradesh and civil aviation.

Unit -3: Important city and Airport codes of Asian region. Scope of MICE tourism in UAE. Role of PATA, SAARC in the Promotion of Tourism in Asian region.

Unit-4: Mountaineering Institutes i.e. ABVIMAS (Atal Bihari Vajpayee Institute of Mountaineering and Allied Sports), NIM (Nehru Institute of Mountaineering), HMI (Himalayan Mountaineering Institute), IMF (Indian Mountaineering Foundation); Role of mountaineering institutes in development of adventure tourism business in India.

References:

- ❖ Tourism Development: Principles and Practices- A K Bhatia.
- ❖ Websites of HMI/NIM/ABVIMAS.

Note: *There will be a field tour report of 100 marks i.e. a combination of report submission and presentation evaluated by tourism teacher of the concerned college.*

TTMC 205 Practical- Field Tour

Field tour in-charged by tourism faculty of the concerned college for giving practical exposure of tourism destinations of the country to students. The duration of the tour must not be less than 10 days; however, it may exceed designated days depending upon the tour itinerary. The field tour must be followed by report and presentation of the tour.

References:

- ❖ Report Writing-Bogg, Daisy.

YEAR III

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. **Part 1** will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and **remaining parts** i.e. II, III, IV & V will contain two long answer questions(Each question*

TTMC 308 Hotel & Resort Management

Unit 1- History of Accommodation: Hotels, Motels and Resorts, Inns, Camps, Home Stay, Types of primary and secondary accommodation, Difference between hotel, resort and motel.

Unit 2- Procedural Aspects in Hotel Industry, Categorization of Hotels in India, Classified and Non Classified hotels, Star category hotels and Requirements for each star category.

Unit 3- Different departments in a hotel and their Functions, Housekeeping, Front office, Food & Beverage department, Marketing and Sales of Hotels.

Unit 4- Case study of Oberoi, Welcome Heritage and Taj Group of Hotels, Essential and Allied services of an International hotel.

References:

- ❖ An introduction of F&B services- Magres and Mc Creery
- ❖ Introduction of hospitality- John R. Warker
- ❖ Hotel front office operations- Sudhir Andrews
- ❖ Managing HK operations- MM Kappa

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. Part 1 will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and remaining parts i.e. II, III, IV & V will contain two long answer questions (Each question contains two parts) of 13 marks each, from which the candidates will be required to attempt only one question per part.*

TTMC 309 Writing Skills for Tourism

Unit-1: Writing skills: Targeting audience, formal or informal style of writing and structure; Writing concerns: Grammar (sentence construction, tense, singular or plural words, indefinite or definite articles etc.) Spelling and Punctuation (Comma, full stop, exclamation mark, question mark, semi colon, colon etc.) in writing.

Unit-2: Writing of travel & tourism blogs, travel dairies, tour itineraries, article for newspapers, magazines and journals.

Unit-3: Writing an essay, research proposal, literature review, a dissertation or thesis and academic referencing.

Unit-4: Report writing: Different steps in writing report, Layout of research report, Types of reports, Mechanism of writing a research report, Precautions for writing a research report.

References:

- ❖ Research methodology: Methods & techniques-C.R. Kothari.
- ❖ Modern writing skills-Terry O Brien.
- ❖ Writing skills for tourism-Stephen Thorne.

OR

TTMC 310 –Leadership Development Program

The students will be required to go on a leadership Development program and submit a report on the same. The report must be in printed/ hand written format.

4. FIELD TECHNIQUES & SURVEY BASED PROJECT REPORT (GEOGP 302SEC)

Course Code	(GEOGP 302SEC)		
Credits-4	L	T	P
	15	0	90(45)*
Course Type	Skill Enhancement		
Lectures to be Delivered	60		

Note: The CCA, Annual Theory Paper and Annual Practical Examination is same as in paper GEOG204 SEC

Course Content and Credit Scheme

Unit	Topic	Allotted Time (hrs)		
		L	T	P/FW
I.	Introduction Field Work in Geographical Studies – Role, Value and Ethics of Field-Work, Defining the Field and Identifying the Case Study – Rural / Urban / Physical / Human / Environmental.	3	0	10(5)*
II.	Field Techniques Merits, Demerits and Selection of the Appropriate Technique; Observation (Participant / Non Participant).	4	0	20(10)*
III.	Questionnaires (Open/ Closed / Structured / Non-Structured); Interview with Special Focus on Focused Group Discussions; Space Survey (Transects and Quadrants, Constructing a Sketch).	4	0	30(15)*
IV.	Designing the Field Report Aims and Objectives, Methodology, Analysis, Interpretation and Writing the Report.	4	0	30(20)*
	Total Hours	15	0	90(45)*

FW-Field Work

Practical Record

1. Each student will prepare an individual report based on primary and secondary data collected during field work.
2. The duration of the field work should not exceed 10 days.
3. The word count of the report should be about 8000 to 12,000 excluding figures, tables, photographs, maps, references and appendices.
4. One copy of the report on A 4 size paper should be submitted in soft binding.

Reading List

1. Creswell J., 1994: *Research Design: Qualitative and Quantitative Approaches* Sage

Third Year (5th Semester)

Paper Code	Paper Title	Credit	ESE	CCA	Max. Marks	Exam Duration Hours
BCA0501	Operating System	4	70	30	100	3
BCA0502	eCommerce	4	70	30	100	3
BCA0503	Management Information System	4	70	30	100	3
BCA0504	ASP.net Technologies	4	70	30	100	3
BCA0505	Computer Oriented Statistical Methods	4	70	30	100	3
BCA0504(P)	ASP.net Technologies Lab-IX	3	35	15	50	3
BCA0505(P)	Computer Oriented Statistical Methods Lab-X	3	35	15	50	3
Total					600	

Third Year (6th Semester)

Paper Code	Paper Title	Credit	ESE	CCA	Max. Marks	Exam Duration Hours
BCA0601	Computer Networks	4	70	30	100	3
BCA0602	Numerical Methods	4	70	30	100	3
BCA0603	Multimedia Technology	4	70	30	100	3
BCA0604	Computer Graphics	4	70	30	100	3
BCA0605	Software Engineering	4	70	30	100	3
BCA0604(P)	Computer Graphics Lab-XI	3	35	15	50	3
BCA0606	Major Project	3	35	15	50	
Total					600	

1. Shapiro, Allen C. (1995). *Multinational Financial Management*, Prentice Hall India.
 2. Eiteman, David K. Stonehill, Arthur I., and Moffett, Michael H. (2001). *Multinational Business Finance* (9th ed.). Addison Wesley, New York.
 3. Buckley, A. (2004). *Multinational Finance* (5th ed.). Pearson Education.
 4. Vij, Madhu (2010). *International Financial Management* (3rd ed.). Excel Books, N3.
 5. Levi, Maurice(1996), *International Finance*, McGraw Hill Inc., (4th ed.). New York, New Delhi.
- Madura, J. (2009). *International Financial Management* (10thed.). New Delhi, Cengage Learning.

Note: Latest Edition of the Text Books should be followed

Bachelor in Business Administration **BBA- 3rd Year (6th Semester)**

Course: Project Report

Course Code: 604
Credits:06
Course Type: Discipline Specific Elective (DSE-I Finance)

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks
100 (External Evaluation)	45

604. (DSE-I Finance) **Project Report**

Bachelor in Business Administration
BBA- 3rd Year (6th Semester)

Course: Project Report

Course Code: 604
Credits:06
Course type: Discipline Specific Elective (DSE-II Marketing)

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks
100 (External Evaluation)	45

604. (DSE-II Marketing)
Project Report

Bachelor in Business Administration
BBA- 3rd Year (6th Semester)

Course: Project Report

Course Code: 604
Credits:06
Course type: Discipline Specific Elective (DSE-III Human Resource)

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks
100 (External Evaluation)	45

604. (DSE-III Human Resource)
Project Report

Bachelor in Business Administration
BBA- 3rd Year (6th Semester)

Course: Project Report

Course Code: 604
Credits:06
Course type: Discipline Specific Elective (DSE-IV Management of Global Business)

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks
100 (External Evaluation)	45

604. (DSE-IV Management of Global Business)
Project Report

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PRADESH UNIVERSITY
R HILL, SHIMLA-171005.

Out line of PGDCA. Course (1 year)- two semester and scheme of examination. (Effective from 2002 onwards)

SEMESTER –I

Course Code	Paper	Max. Marks Theory	Internal Assess.	Exams. Duration (Hrs.)
DCS-101	Fundamentals of Programming Using C	75	25	3
DCS-102	PC Software	75	25	3
DCS-103	Operating system	75	25	3
DCS-104	Computer Organization and Architecture	75	25	3
DCS-105	Practical-I (C Language)	50	50	3
DCS-106	Practical-I I (PC Software)	50	50	3

SEMESTER –II

DCS-201	Data and File Structure	75	25	3
DCS-202	System Analysis and Design	75	25	3
DCS-203	Object Oriented Programming & C ++	75	25	3
DCS-204	Data base Management system	75	25	3
DCS-205	Practical-III (DFS Using C ++	75	25	3
DCS-206	Practical-IV (Data base Management system)	75	25	3
DCS-207	Project Work	200	-	-

The project should be involve development of application software for some industry/ Institute

HIMACHAL PRADESH UNIVERSITY SHIMLA

(NAAC Accredited 'A' Grade University)
DEPARTMENT OF COMMERCE

Summer Hill, Shimla-171005

SYLLABUS OF MASTER OF COMMERCE TO BE IMPLEMENTED FROM THE SESSION 2022-23 onwards

The Master of Commerce (M.Com.) is a two-year full-time programme. The course structure and programme administration scheme are as follows: -

I-COURSE STRUCTURE

The programme has been organized in two years –First Year and Second Year, each comprising of two semesters. The list of courses offered during First Year and Second Year of the programme shall be as follows: -

Course Code	Nature of Course	Title of the Course	Credits	Theory Contact 4 Hours		Marks		
				Lecture Credit	Tutorial Credit	Theory	Internal Assessment	Total Marks
		1st Semester						
MC101	DSC	Management Theories and Practices	4	5	1	80	20	100
MC102	DSC	Business Environment	4	5	1	80	20	100
MC103	DSC	Managerial Economics	4	5	1	80	20	100
MC104	DSC	Statistical Analysis for Decision Making	4	5	1	80	20	100
MC105	DSC	Income Tax Laws and Administration	4	5	1	80	20	100
MC106	DSC	Corporate Legal Framework	4	5	1	80	20	100
MC107	GE-I	Inter Disciplinary Course-I : Computer Application in Business	2	2	1	40	10	50
		Total Credits (1st Semester)	26	32	7	520	130	650
		2nd Semester						
MC201	DSC	Corporate Financial Accounting	4	5	1	80	20	100
MC202	DSC	Human Resource Management	4	5	1	80	20	100
MC203	DSC	Corporate Finance and Policy	4	5	1	80	20	100
MC204	DSC	Marketing Management	4	5	1	80	20	100
MC205	DSC	Research Methodology and Data Science	4	5	1	80	20	100

MC206	GE-II	Inter Disciplinary Course-II: Organisational Behaviour and Development	2	2	1	40	10	50
		Choose one from the AECC						
MC207	AECC	Economic Thought of Gandhi and Deendayal Updhaya	2	2	1	40	10	50
MC 208	AEC C	Data Management using MS Excel and SPSS						
		Internship						
MC209		Industrial Training Report and Viva-Voce	4			80(TR)	20(VV)	100
		Total Credits (2ndSemester)	28	29	7	560	140	700
		3rd Semester						
MC301	DSC	Strategic Cost Accounting	4	5	1	80	20	100
MC302	DSC	Corporate Governance and Business Ethics	4	5	1	80	20	100
MC303	DSC	International Financial Management and Policy	4	5	1	80	20	100
MC304	DSC	Financial Institutions & Markets	4	5	1	80	20	100
MC305	AECC	Indian Ethos and Life Skill-Shrimad Bhagvad Gita	2	2	1	40	10	50
		Specialization (The student will choose one paper from each specialization)						
		Accounting and Finance						
MC306	DSE	Management Control Techniques	4	5	1	80	20	100
MC307	DSE	Stock Market Operation						
		Marketing						
MC308	DSE	Digital Marketing and E-Commerce	4	5	1	80	20	100
MC309	DSE	Supply Chain Management and Logistics						
		Human Resource Management						
MC310	DSE	Industrial Psychology	4	5	1	80	20	100
MC311	DSE	Strategic Human Resource Management						
		Total Credits (3rdSemester)	30	37	8	600	150	750
		4th Semester						
		Core Course						
MC401	DSC	Security Analysis and Portfolio Management	4	5	1	80	20	100
MC402	DSC	Entrepreneurship Development and Project Management	4	5	1	80	20	100
MC403	DSC	Strategic Management and Business Policy	4	5	1	80	20	100
		Specialization (The student will have to choose one specialization and out of selected specialization choose any two papers)						

		Accounting and Finance (A)							
MC404	DSE	Advance Financial Management and Policy	4	5	1	80	20	100	
MC405	DSE	Business Taxation	4	5	1	80	20	100	
MC406	DSE	Forensic Accounting and Auditing							
		Marketing (B)							
MC407	DSE	Consumer Behaviour	4	5	1	80	20	100	
MC4108	DSE	Retail Management	4	5	1	80	20	100	
MC409	DSE	Rural Marketing							
		Human Resource Management							
MC410	DSE	Human Resource Development	4	5	1	80	20	100	
MC411	DSE	Management of Industrial Relations	4	5	1	80	20	100	
MC412	DSE	Labour Legislation and Employee Welfare							
		Internship							
MC413	DSC	PG Dissertation and Viva-Voce	4			80(D)	20(VV)	100	
MC414	DSC	Comprehensive Viva-Voce (Based on course studies during all the four semesters)	4				100(VV)	100	
		Total Credits (4th Semester)	28	25	5	480	220	700	
		Total Credits for M.Com. (26+28+30+28)	112	123	27	2160	640	2800	

BREAKUP OF CREDITS

Semester	Core Courses (DSC)	General Elective Courses(GE)	Ability Enhancing Compulsory Courses (AECC)	Discipline Specific Elective Courses (DSE)	Internship/Field work based Courses	Credits
1st	4	02	00	00	00	26
2nd	0	02	02	00	04	28
3rd	6	00	02	12	00	30
4th	2	00	00	08	08	28
Total Credits	2	04	04	20	12	112



HIMACHAL PRADESH UNIVERSITY

B.VOC. DEGREE PROGRAMME

IN

HOSPITALITY AND TOURISM

REGULATIONS, SCHEME AND SYLLABUS

INTRODUCTION

This scheme on skills development based higher education is a part of college/university education-leading to Bachelor of Vocation (B.Voc.) Degree with multiple exits such as Diploma/Advanced Diploma under the NSQF. The B . V o c . Programme is f o c u s e d o n universities p r o v i d i n g undergraduate studies which would also incorporate specific job roles along with broad based general education. This would enable the graduates completing B. Voc. to make a meaningful participation in accelerating India 's economy by gaining appropriate employment- becoming entrepreneurs and creating appropriate knowledge.

The proposed vocational programme in Hospitality and Tourism a judicious mix of skills-professional education related to Tourism and also appropriate content of general education. It is designed with the objective of equipping the students with requisite set of practical and professional skills in tourism and hospitality.

CURRICULUM

The curriculum in each of the years of the programme would be a suitable mix of general education and skill development components.

DURATION

The duration of the B. Voc. Hospitality and Tourism shall be three years consisting of six semesters. The duration of each semester shall be five months inclusive of the days of examinations. There shall be at least 90 working days in a semester and a minimum 450 hours of learning in a semester.

PROGRAMME STRUCTURE

The B.Voc. Hospitality and Tourism shall include:

- ❖ General Education Components
- ❖ Skill Components
- ❖ Internship/Projects

CREDIT CALCULATION

The following formula is used for conversion of time into credit hours.

- ❖ One credit would mean equivalent of 15 periods of 60 minutes each for theory - workshops/labs and tutorials;

- ❖ For internship /field work- the credit weightage for equivalent hours shall be 50% of that for lectures/workshops;
- ❖ For self-learning based on e-content or otherwise- the credit weightage for equivalent hours of study should be 50% or less of that for lecturers/workshops.

CONDITIONS FOR ADMISSIONS

ELIGIBILITY

- ❖ The admission to B Voc. programme will be as per the rules and regulations of the University for admissions. The eligibility criteria for admission to this B. Voc. Programme shall be 10+2 in all streams from a recognized board.
- ❖ Reservation rules are applicable as per Govt. of Himachal Pradesh.
- ❖ The eligibility criteria for admission shall be as announced by the University from time to time.
- ❖ Other conditions will be as laid down in admission policy in prospectus of the University.

ADMISSIONS

- ❖ The admission to B Voc. (Hospitality and Tourism), Semester – I shall be done based on the merit in 10+2.
- ❖ A maximum of 40 students can be admitted to B. Voc. programme.
- ❖ There may be three types of candidates who can be given admission to first semester of skill based courses under NSQF:

Category – 1: Students already acquired NSQF certification level 4 in a particular industry sector may opt admission in the skill based courses under NSQF.

Category – 2: Students who have acquired NSQF certification level 4 but may like to change their trade and may enter into skill based courses in a different trade.

Category – 3: Students passed 10+2 examination with conventional schooling without any background of vocational training.

- ❖ The eligibility criteria for admission shall be as announced by the university from time to time.
- ❖ Separate rank list shall be drawn up for reserved seats as per existing rules.
- ❖ Preferred subjects and index mark calculations will be decided by the respective Board of Studies.



HIMACHAL PRADESH UNIVERSITY

B.VOC. DEGREE PROGRAMME

IN

RETAIL MANAGEMENT

REGULATIONS, SCHEME AND SYLLABUS

INTRODUCTION

This scheme on skills development based higher education is a part of college/university education-leading to Bachelor of Vocation (B.Voc.) Degree with multiple exits such as Diploma/Advanced Diploma under the NSQF. The B . V o c . Programme is f o c u s e d o n universities p r o v i d i n g undergraduate studies which would also incorporate specific job roles along with broad based general education. This would enable the graduates completing B. Voc. to make a meaningful participation in accelerating India's economy by gaining appropriate employment- becoming entrepreneurs and creating appropriate knowledge.

The proposed vocational programme in Retail Management is a judicious mix of skills-professional education related to Retail Management and also appropriate content of general education. It is designed with the objective of equipping the students with requisite set of practical and professional skills in retail.

CURRICULUM

The curriculum in each of the years of the programme would be a suitable mix of general education and skill development components.

DURATION

The duration of the B. Voc. Retail Management shall be three years consisting of six semesters. The duration of each semester shall be five months inclusive of the days of examinations. There shall be at least 90 working days in a semester and a minimum 450 hours of learning in a semester.

PROGRAMME STRUCTURE

The B.Voc. Retail Management shall include:

- ❖ General Education Components
- ❖ Skill Components
- ❖ Internship/Project

CREDIT CALCULATION

The following formula is used for conversion of time into credit hours.

- ❖ One credit would mean equivalent of 15 periods of 60 minutes each for theory - workshops/labs and tutorials;
- ❖ For internship /field work- the credit weightage for equivalent hours shall be 50% of that for lectures/workshops;

- ❖ For self-learning based on e-content or otherwise- the credit weightage for equivalent hours of study should be 50% or less of that for lecturers/workshops.

CONDITIONS FOR ADMISSIONS

ELIGIBILITY

- ❖ The admission to B Voc programme will be as per the rules and regulations of the University for admissions. The eligibility criteria for admission to this B. Voc. Programme shall be 10+2 in all streams from a recognized board.
- ❖ Reservation rules are applicable as per Govt. of Himachal Pradesh.
- ❖ The eligibility criteria for admission shall be as announced by the University from time to time.
- ❖ Other conditions will be as laid down in admission policy in prospectus of the University.

ADMISSIONS

- ❖ The admission to B Voc.(Retail Management), Semester-I shall be done based on the merit in 10+2.
- ❖ A maximum of 40 students can be admitted to B. Voc programme.
- ❖ There may be three types of candidates who can be given admission to first semester of skill based courses under NSQF:

Category - 1: Students already acquired NSQF certification level 4 in a particular industry sector may opt admission in the skill based courses under NSQF.

Category - 2: Students who have acquired NSQF certification level 4 but may like to change their trade and may enter into skill based courses in a different trade.

Category - 3: Students passed 10+2 examination with conventional schooling without any background of vocational training.

- ❖ The eligibility criteria for admission shall be as announced by the university from time to time.
- ❖ Separate rank list shall be drawn up for reserved seats as per existing rules.
- ❖ Preferred subjects and index mark calculations will be decided by the respective Board of Studies.
- ❖ **Reservation/Quota**

The reservation of seats shall be as per Himachal Pradesh Government Notification issued from time to time and as per the rules of the Himachal Pradesh University, Shimla. A maximum of 40 students can be admitted to one B. Voc. Programme. The students can be admitted only to the first semester. No student shall be admitted directly to third and fifth semester in any circumstance.



GOVERNMENT COLLEGE SEEMA (ROHRU)

District Shimla, Himachal Pradesh – 171207

A NAAC accredited B++ Co – educational Institution

Affiliated to Himachal Pradesh University, Shimla

www.gpgcseema.edu.in Email: gcseema-hp@nic.in, gcseemahp@gmail.com Telefax: 01781-240167

SUPPORTING DOCUMENTS

1.3.2

**MINUTES OF THE BOARDS OF STUDIES/ ACADEMIC COUNCIL MEETINGS
WITH APPROVALS FOR THESE COURSES**

Choice Base Credit System
B.A./B.Sc. Geography

Year	CORE COURSES (12)	Ability Enhancement Compulsory Course (AECC) (2)	Skill Enhancement Course (SEC) (4)	Discipline Specific Elective DSE (4)	Generic Elective GE (2)
First	English/MIL-1	(English/MIL Communication) / Environmental Science			
	Physical Geography (GEOGP101CC)				
	DSC- 2 A				
	English/MIL-1	Environmental Science/ (English/MIL Communication)			
	General Cartography (Practical) (GEOGP102CC)				
	DSC- 2 B				
Second	English/MIL-2		Regional Planning and Development (GEOGP203SEC)		
	Human Geography (GEOGP201CC)				
	DSC- 2 C				
	English/MIL-2		Remote Sensing and GPS (GEOGP204SEC)		
	Environmental Geography (GEOGP202CC)				
	DSC- 2 D				
Third			Geographic Information System (Practical) (GEOGP301SEC)	Geography of India (GEOGP303-1DSE) or Economic Geography (GEOGP303-2DSE)	GE-1 Disaster Risk Reduction (GEOGP305-GE1)
				DSE-2 A	

			Field Techniques and Survey based Project Report (Practical) (GEOGP302SEC)	Disaster Management (GEOGP304-1DSE) or Geography of Tourism (GEOGP304-2DSE)	GE-2 Sustainability and Development (GEOGP306-GE2)
				DSE-2 B	

Note:

- 1. Practical paper will not have tutorials.**

CORE COURSES

1. PHYSICAL GEOGRAPHY (GEOGP101CC)

Course Code	GEOGP 101CC		
Credits-6	L	T	P
	65	25	0
Course Type	Core		
Lectures to be Delivered	90		

Continuous Comprehensive Assessment (CCA) Pattern: Maximum Marks Allotted: 30

Mid Term Test* (Marks)	Class Test/ Tutorials/Assignments (Marks)	Quiz/Seminars (Marks)	Attendance (Marks)	Total Marks
15	5	5	5	30
Total	15	5	5	

* The pattern of examination for conducting the Mid Term Test will be same as prescribed for Annual examination.

Annual Examination System:

Maximum Marks Allotted	Minimum Pass Marks	Time Allotted
70	28	3.00 Hrs

Paper Setting Scheme (Theory Paper)

Section	No of Questions	Syllabus Coverage	Nature of Questions and Answers	Questions to be Attempted	Maximum Marks
A	10	Complete	Objective Type	10(1 mark each)	10
	4	Complete	Short answer type (25-50 words)	4 (3 marks each)	12
B	2	Unit I	Choice based Long answer type	1(12 marks each)	12
C	2	Unit II	Choice based Long answer type	1(12 marks each)	12
D	2	Unit III	Choice based Long answer type	1(12 marks each)	12
E	2	Unit IV	Choice based Long answer type	1(12 marks each)	12
				TOTAL	70

Unit	Topic	Allotted Time (Hours)		
		L	T	P
I.	Introduction Definition and Scope Brief Introduction of Solar System, Origin of The Earth: Tidal Theory of Jeans and Jeffreys and Big Bang Theory Rocks: Classification and Their Characteristics	20	7	0
II.	Lithosphere Internal Structure of Earth, Theory of Plate Tectonics, Weathering- Definition, factors and types Fluvial Cycle of Erosion – Davis	15	6	0
III.	Atmosphere Structure and composition of atmosphere, Heat Balance, Pressure and wind systems, Origin of Tropical Cyclones, Monsoon, Climatic Classification (Koppen).	15	6	0
IV.	Hydrosphere Hydrological Cycle, Bottom Relief Features of Pacific Ocean, Tides and Currents.	15	6	0
	Total Hours	65	25	0

L-Lecture, T-Tutorial and P-Practical and Practices

Text Book(s):

1. Trewartha, G. T. 1968. *An Introduction to Climate*. McGraw-Hill Book Company, New York.
2. D.S. Lal. 1998. *Climatology*. Chaitanya Publishing House, Allahabad.
3. **Suggested Readings:**
4. Critchfield, J. Howard. 2012. *General Climatology*. 4th Edition (Reprinted). Phi Learning Pvt. Ltd., New Delhi.
5. Das, P. K. 2011. *The Monsoons*. National Book Trust, New Delhi
6. Conserva H. T., 2004: Illustrated Dictionary of Physical Geography, Author House, USA.
7. Gabler R. E., Petersen J. F. and Trapasso, L. M., 2007: Essentials of Physical
8. Geography (8th Edition), Thompson, Brooks/Cole, USA.
9. Garrett N., 2000: Advanced Geography, Oxford University Press.
10. Goudie, A., 1984: The Nature of the Environment: An Advanced Physical
11. Geography, Basil Blackwell Publishers, Oxford.
12. Hamblin, W. K., 1995: Earth's Dynamic System, Prentice Hall, N.J.
13. Husain M., 2002: Fundamentals of Physical Geography, Rawat Publications, Jaipur.
14. Monkhouse, F. J. 2009: Principles of Physical Geography, Platinum Publishers, Kolkata.
15. Strahler A. N. and Strahler A. H., 2008: Modern Physical Geography, John Wiley & Sons, New

2. GENERAL CARTOGRAPHY-PRACTICAL(GEOGP102CC)

Course Code	GEOGP102CC		
Credits-6	L	T	P
	25	0	65
Course Type	Core		
Lectures to be Delivered	90		

Continuous Comprehensive Assessment (CCA) Pattern: Maximum Marks Allotted: 30

Mid Term Test* (Marks)	Class Test/ Tutorials/Assignments (Marks)	Quiz/Seminars (Marks)	Attendance (Marks)	Total Marks
15	5	5	5	30
Total	15	5	5	

* The pattern of examination for conducting the Mid Term Test will be same as prescribed for the Annual examination (Practical Paper).

Marks Allocation Scheme Annual Practical (AP) Examination System:

Particulars	Maximum Marks	Minimum Pass Marks	Time Allotted
Written Lab Work	10	8	3.00 Hrs
Practical Record*	05		
Viva-Voce	05		
Total	20		

***Note:** Use of non-programmable calculators and map stencils are allowed in the examination hall. The practical record may be evaluated on the parameters of Punctuality, Neatness, Entirety and indexing

Paper Setting Scheme for (Theory Paper) Annual Examination System

Section	No of Questions	Syllabus Coverage	Nature of Questions and Answers	Questions to be Attempted	Maximum Marks
A	10	Complete	Objective Type	10 (1 Marks each)	10
	4	Complete	Short answer type (25-50 words)	4 (3 Marks each)	12
B	2	Unit I	Choice based Long answer type	1 (7 Marks each)	07
C	2	Unit II	Choice based Long answer type	1 (7 Marks each)	07
D	2	Unit III	Choice based Long answer type	1 (7 Marks each)	07
E	2	Unit IV	Choice based Long answer type	1 (7 Marks each)	07
Total					50

Course Content and Credit Scheme

Unit	Topic	Allotted Time (Hrs)		
		L	T	P
I.	Introduction Cartography as a Science of Communication Basics of Map Reading Map- Definition, Classification and Significance of Map	6	0	10(5)*
II.	Scale Definition, Importance and Types of Scale Three exercises in practical record each on Plain, Comparative and Diagonal Scale.	6	0	30(15)*
III.	Map projections Criteria for Choice of Projections; Attributes and Properties of: Zenithal Gnomonic Polar Case, Zenithal Stereographic Polar Case, Cylindrical Equal Area, Mercator's Projection and Conical Projection with Two Standard Parallel	7	0	40(20)*

IV. Representation Of Data Line Graph, Bar Diagrams, Isopleth and Choropleth Maps, Dot method, Climograph and Hythergraph	6	0	50(25)*
Total Hours	25	0	130 (65)*

L-Lecture, T-Tutorial and P-Practical and Practices

* As per the weightage assigned to the P (Practical and Practices) category in the CBCS regulations 2 hours practical work has been treated equal to 1 credit hour.

1. Dent B. D., 1999: *Cartography: Thematic Map Design*, (Vol. 1), McGraw Hill.
 2. Gupta K. K and Tyagi V. C., 1992: *Working with Maps*, Survey of India, DST, New Delhi.
 3. Mishra R. P. and Ramesh A., 1989: *Fundamentals of Cartography*, Concept Publishing.
 4. Robinson A., 1953: *Elements of Cartography*, John Wiley.
 5. Sharma J. P., 2010: *Prayogic Bhugol*, Rastogi Publishers.
 6. Singh R. L. and Singh R. P. B., 1999: *Elements of Practical Geography*, Kalyani Publishers
 7. Singh R. L., 1998: *Prayogic Bhoogol Rooprekha*, Kalyani Publications.
- Steers J. A., 1965: *An Introduction to the Study of Map Projections*, University of London

3. HUMAN GEOGRAPHY (GEOGP201CC)

Course Code	GEOG P201CC		
Credits-6	L	T	P
	65	25	0
Course Type	Core		
Lectures to be Delivered	90		

Note: CCA and Annual Examination scheme is same as in Paper GEOGP201CC

Course Content and Credit Scheme

Unit	Topic	Allotted Time (Hours)		
		L	T	P
I	Introduction Definition, Nature, Major Subfields, Contemporary Relevance of Human Geography	15	6	0
II	Population World Population Distribution, density and growth, Demographic Transition Theory.	15	6	0
III	Space and Society Human Races: Classification(Griffith Taylor) and world distribution Major Religions of the world and distribution Major languages of the world and distribution	20	7	0
IV	Settlements Types and Patterns of Rural Settlements Classification of Urban settlements Trends and Patterns of World Urbanization	15	6	0
	Total Hours	65	25	0

L-Lecture, T-Tutorial and P-Practical and Practices

Text Book(s):

1. Husain, Majid. 2010. *Human Geography*. Repinted. Rawat Publications, Jaipur.

Suggested Readings:

2. Singh, R.L. 2012. *Fundamentals of Human Geography*. Sharda Publications, Varanasi, UP.
3. Pitzl, Gerald. R. 2007. *Encyclopedia of Human Geography*. Greenwood Publishing Group & Rawat Publications, Jaipur
4. Daniel, P.A. and Hopkinson, M.F. (1989) *The Geography of Settlement*, Oliver & Boyd, London.
5. Johnston R; Gregory D, Pratt G. et al. (2008) *The Dictionary of Human Geography*, Blackwell Publication.
6. Jordan-Bychkov et al. (2006) *The Human Mosaic: A Thematic Introduction to Cultural Geography*. W. H. Freeman and Company, New York.
7. Kaushik, S.D. (2010) *Manav Bhugol*, Rastogi Publication, Meerut.
8. Maurya, S.D. (2012) *Manav Bhugol*, Sharda Pustak Bhawan. Allahabad.
9. Ghosh, S. (2015) *Introduction to settlement geography*. Orient Black Swan Private Ltd., Kolkata

4. ENVIRONMENTAL GEOGRAPHY (GEOGP202CC)

Course Code	GEOGP 202CC		
Credits-6	L	T	P
	65	25	0
Course Type	Core		
Lectures to be Delivered	90		

Note: CCA and Annual Examination scheme is same as in Paper GEOGP101CC

Course Content and Credit Scheme

L-Lecture, T-Tutorial and P-Practical and Practices

Unit	Topic	Allotted Time (Hours)		
		L	T	P
I.	Definition and Scope of Environmental Geography Meaning and Components of Environment Ecosystem – Concept, components and Functions	17	7	0
II.	Human-Environment Relationship Environmental Determinism and Possibilism Biomes- Definition, Mountain and Desert Regions	16	6	0
III.	Environmental Problems: Air and water Pollution, Their Causes, Impacts and Management, Biodiversity Loss	16	6	0
IV.	Environmental Management Initiatives in India Environmental Protection Act, 1982, Environmental Policy of India(2006), Chipko Movement	16	6	0
Total Hours		65	25	0

Reading List

1. Casper J.K. (2010) Changing Ecosystems: Effects of Global Warming. Infobase Pub. New York.
2. Hudson, T. (2011) Living with Earth: An Introduction to Environmental Geology, PHI Learning Private Limited, New Delhi.
3. Miller, G.T. (2007) Living in the Environment: Principles, Connections, and Solutions, Brooks/ Cole Cengage Learning, Belmont.
4. Singh, R.B. (1993) Environmental Geography, Heritage Publishers, New Delhi.
5. UNEP (2007) Global Environment Outlook: GEO4: Environment For Development, United Nations Environment Programme. University Press, Cambridge.
6. Wright R. T. and Boorse, D. F. (2010) Toward a Sustainable Future, PHI Learning Pvt Ltd, New Delhi.
7. Singh, R.B. and Hietala, R. (Eds.) (2014) Livelihood security in Northwestern Himalaya: Case studies from changing socio-economic environments in Himachal Pradesh, India. Advances in Geographical and Environmental Studies, Springer
8. Singh, Savindra 2001. *Paryavaran Bhugol*, Prayag Pustak Bhawan, Allahabad. (in Hindi)

Skill Enhancement Course (4 Compulsory Papers)

1. REGIONAL PLANNING AND DEVELOPMENT (GEOGP 203SEC)

Course Code	(GEOGP 203SEC)		
Credits-4	L	T	P
	45	15	0
Course Type	Skill Enhancement		
Lectures to be Delivered	60		

Note: CCA and Annual examination scheme is same as in Paper GEOGP 101CC)

Course Content and Credit Scheme

Unit	Topic	Allotted Time (Hours)		
		L	T	P
I.	INTRODUCTION Concept, Need and Types of regional Planning Characteristics and Delineation of Planning Region	11	4	0
II.	Regionalization: Concept, Hill Region: Case study of Himachal Pradesh(Physical and Cultural aspects)	11	4	0
III.	MODELS FOR REGIONAL PLANNING: Growth Pole Theory and Core Periphery Model	11	4	0
IV.	Regional Development Initiatives: Case Studies Integrated tribal development programme (ITDP) Damodar Valley Corporation(DVC)	11	4	0
	Total Hours	44	16	0

L-Lecture, T-Tutorial and P-Practical and Practices

Reading List

1. Blij H. J. De, 1971: *Geography: Regions and Concepts*, John Wiley and Sons.
2. Claval P.I, 1998: *An Introduction to Regional Geography*, Blackwell Publishers, Oxford and Massachusetts.
3. Friedmann J. and Alonso W. (1975): *Regional Policy - Readings in Theory and Applications*, MIT Press, Massachusetts.
4. Gore C. G., 1984: *Regions in Question: Space, Development Theory and Regional Policy*, Methuen, London.
5. Gore C. G., Köhler G., Reich U-P. and Ziesemer T., 1996: *Questioning Development; Essays on the Theory, Policies and Practice of Development Intervention*, Metropolis- Verlag, Marburg.
6. Haynes J., 2008: *Development Studies*, Polity Short Introduction Series.
7. Johnson E. A. J., 1970: *The Organization of Space in Developing Countries*, MIT Press, Massachusetts.
8. Peet R., 1999: *Theories of Development*, The Guilford Press, New York.
9. UNDP 2001-04: *Human Development Report*, Oxford University Press.
10. World Bank 2001-05: *World Development Report*, Oxford University Press, New

REMOTE SENSING AND GPS (GEOGP 204SEC)

Course Code	(GEOGP 204SEC)		
Credits-4	L	T	P
	15	0	90(45)*
Course Type	Skill Enhancement		
Lectures to be Delivered	60		
Continuous Comprehensive Assessment (CCA) Pattern:		Maximum Marks Allotted: 30	
Mid Term Test* (Marks)	Class Test/ Tutorials/Assignments (Marks)	Quiz/Seminars (Marks)	Attendance (Marks)
			Total Marks

	15	5	5	5	30
Total	15	5	5	5	

* The pattern of examination for conducting the Mid Term Test will be same as prescribed for the Annual examination.

Marks Allocation Scheme Annual Practical Examination System:

Particulars	Maximum Marks	Minimum Pass Marks	Time Allotted
Written Lab Work	10	8	3.00 Hrs
Practical Record*	05		
Viva-Voce	05		
Total	20		

***Note:** Use of non-programmable calculators and map stencils are allowed in the examination hall. The practical record may be evaluated on the parameters of Punctuality, Neatness, Entirety and indexing

Paper Setting Scheme for (Theory Paper) Annual Examination

Section	No of Questions	Syllabus Coverage	Nature of Questions and Answers	Questions to be Attempted	Maximum Marks
A	10	Complete	Objective Type	10 (1 Marks each)	10
	4	Complete	Short answer type (25-50 words)	4 (3 Marks each)	12
B	2	Unit I	Choice based Long answer type	1 (7 Marks each)	07
C	2	Unit II	Choice based Long answer type	1 (7 Marks each)	07
D	2	Unit III	Choice based Long answer type	1 (7 Marks each)	07
E	2	Unit IV	Choice based Long answer type	1 (7 Marks each)	07
Total					50

Course Content and Credit Scheme

Unit	Topic	Allotted Time (Hours)		
		L	T	P
I.	Remote Sensing: Definition, Development, Platforms and Types	3	0	10(5)*
II.	Aerial Photography: Definitions, Principles, Types and Geometry	4	0	20(10)*
III.	Satellite Remote Sensing: Principles, EMR Interaction with Atmosphere and Earth Surface; Satellites (Landsat and IRS) and Sensors.	4	0	30(15)*
IV.	Bases of Visual Interpretation of Remote Sensing images: Land use/ Land Cover, Fundamentals of Global Positioning System (GPS) – Principles and Uses	4	0	30(20)*
Total Hours		15	0	90(45)*

L-Lecture, T-Tutorial and P-Practical

Practical Record: A project file consisting of any five exercises will be done from aerial photos/ satellite images (scale, orientation and interpretation) and GPS field survey.

Reading List

1. Campbell J. B., 2007: *Introduction to Remote Sensing*, Guildford Press.
2. Jensen J. R., 2004: *Introductory Digital Image Processing: A Remote Sensing Perspective*, Prentice Hall.
3. Joseph, G. 2005: *Fundamentals of Remote Sensing*, United Press India.
4. Lillesand T. M., Kiefer R. W. and Chipman J. W., 2004: *Remote Sensing and Image Interpretation*, Wiley. (Wiley Student Edition).
5. Nag P. and Kudra, M., 1998: *Digital Remote Sensing*, Concept, New Delhi.
6. Rees W. G., 2001: *Physical Principles of Remote Sensing*, Cambridge University Press.
7. Singh R. B. and Murai S., 1998: *Space-informatics for Sustainable Development*, Oxford and

- IBH Pub.
8. Wolf P. R. and Dewitt B. A., 2000: Elements of Photogrammetry: With Applications in GIS, McGraw-Hill.

GEOGRAPHIC INFORMATION SYSTEM (GEOGP 301SEC)

Course Code	(GEOGP 301SEC)		
Credits-4	L	T	P
	15	0	90(45)*
Course Type	Skill Enhancement		
Lectures to be Delivered	60		

Note: The CCA and Annual Examination (Theory Paper) & Annual Practical Examination is same as in paper GEOGP204SEC

Course Content and Credit Scheme

Unit	Topic	Allotted Time (Hours)
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		L	T	P
I.	Introduction Meaning and Scope of GIS, Components of GIS, History of Geographic Information System(GIS)	3	0	10(5)*
II.	Data Types GIS Data Structures: Types (spatial and Non-spatial), Raster and Vector Data Structure.	4	0	20(10)*
III.	Spatial referencing system Concept of Georeferencing, Editing and attribute data integration	4	0	30(15)*
IV.	GIS based Exercises on Georeferencing, Subsetting, Extraction of Land Use/Land Cover layers of any area and thematic mapping	4	0	30(20)*
	Total Hours	15	0	90(45)*

Practical Record: The course teacher can use Survey of India toposheets/satellite images/Google images of any area of his/her choice for practical exercises. A project file consisting of any 5 exercises using any GIS Software on above mentioned themes.

Reading List

1. Bhatta, B. (2010) Analysis of Urban Growth and Sprawl from Remote Sensing, Springer, Berlin Heidelberg.41
2. Burrough, P.A., and McDonnell, R.A. (2000) Principles of Geographical Information System-Spatial Information System and Geo-statistics. Oxford University Press
3. Chauniyal, D.D. (2010) Sudur Samvedan evam Bhogolik Suchana Pranali, Sharda Pustak Bhawan, Allahabad
4. Heywoods, I., Cornelius, S and Carver, S. (2006) An Introduction to Geographical Information system. Prentice Hall.
5. Jha, M.M. and Singh, R.B. (2008) Land Use: Reflection on Spatial Informatics Agriculture and Development, New Delhi: Concept.
6. Nag, P. (2008) Introduction to GIS, Concept India, New Delhi.
7. Sarkar, A. (2015) Practical geography: A systematic approach. Orient Black Swan Private Ltd., New Delhi
8. Singh, R.B. and Murai, S. (1998) Space Informatics for Sustainable Development, Oxford and IBH, New Delhi.

4. FIELD TECHNIQUES & SURVEY BASED PROJECT REPORT (GEOGP 302SEC)

Course Code	(GEOGP 302SEC)		
Credits-4	L	T	P
	15	0	90(45)*
Course Type	Skill Enhancement		
Lectures to be Delivered	60		

Note: The CCA, Annual Theory Paper and Annual Practical Examination is same as in paper GEOG204 SEC

Course Content and Credit Scheme

Unit	Topic	Allotted Time (Hrs)		
		L	T	P/FW

I.	Introduction Field Work in Geographical Studies – Role, Value and Ethics of Field-Work, Defining the Field and Identifying the Case Study – Rural / Urban / Physical / Human / Environmental.	3	0	10(5)*
II.	Field Techniques Merits, Demerits and Selection of the Appropriate Technique; Observation (Participant / Non Participant).	4	0	20(10)*
III.	Questionnaires (Open/ Closed / Structured / Non-Structured); Interview with Special Focus on Focused Group Discussions; Space Survey (Transects and Quadrants, Constructing a Sketch).	4	0	30(15)*
IV.	Designing the Field Report Aims and Objectives, Methodology, Analysis, Interpretation and Writing the Report.	4	0	30(20)*
	Total Hours	15	0	90(45)*

FW-Field Work

Practical Record

1. Each student will prepare an individual report based on primary and secondary data collected during field work.
2. The duration of the field work should not exceed 10 days.
3. The word count of the report should be about **8000 to 12,000** excluding figures, tables, photographs, maps, references and appendices.
4. One copy of the report on A 4 size paper should be submitted in soft binding.

Reading List

1. Creswell J., 1994: *Research Design: Qualitative and Quantitative Approaches* Sage Publications.
2. Dikshit, R. D. 2003. *The Art and Science of Geography: Integrated Readings*. Prentice-Hall of India, New Delhi.
3. Evans M., 1988: "Participant Observation: The Researcher as Research Tool" in *Qualitative Methods in Human Geography*, eds. J. Eyles and D. Smith, Polity.
4. Mukherjee, Neela 1993. *Participatory Rural Appraisal: Methodology and Application*. Concept Pubs. Co., New Delhi.
5. Mukherjee, Neela 2002. *Participatory Learning and Action: with 100 Field Methods*. Concept Pubs. Co., New Delhi
6. Robinson A., 1998: "Thinking Straight and Writing That Way", in *Writing Empirical Research Reports: A Basic Guide for Students of the Social and Behavioural Sciences*, eds. by F. Pryczak and R. Bruce Pryczak, Publishing: Los Angeles.
7. Special Issue on "Doing Fieldwork" *The Geographical Review* 91:1-2 (2001).
8. Stoddard R. H., 1982: *Field Techniques and Research Methods in Geography*, Kendall/Hunt.
9. Wolcott, H. 1995. *The Art of Fieldwork*. Alta Mira Press, Walnut Creek, CA.

Discipline Specific Elective Papers (2 Compulsory Papers)

1. GEOGRAPHY OF INDIA (GEOGP 303-1DSE)

Course Code	(GEOGP 303-1DSE)		
Credits-6	L	T	P
	65	25	0
Course Type	Discipline Specific Elective		
Lectures to be Delivered	90		

Note: CCA and Annual Examination ESE scheme is same as in Paper GEOGP 101 CC

Course Content and Credit Scheme

Unit	Topic	Allotted Time (Hours)		
		L	T	P

I	Physical Setting Location, Major physiographic region of India Climate – Factors, Characteristics, Soils of India	16	6	0
II	Population Size and Growth since 1901, Population Distribution and Density, Literacy, Sex Ratio	16	6	0
III	Settlement System Rural Settlement Types and Patterns, Urban Settlement Types and Pattern.	16	6	0
IV	Resource Base Power (Coal and hydroelectricity), Minerals (iron ore and bauxite). Economy – Agriculture (Rice, Wheat) Industries(Cotton Textile, Iron-Steel)	16	8	0
	Total Hours	64	26	0

L-Lecture, T-Tutorial and P-Practical and Practices

Reading List

1. Hussain M., 1992: *Geography of India*, Tata McGraw Hill Education.
2. Mamoria C. B., 1980: *Economic and Commercial Geography of India*, Shiva Lal Agarwala.
3. Miller F. P., Vandome A. F. and McBrewster J., 2009: *Geography of India: Indo- Gangetic Plain, Thar Desert, Major Rivers of India, Climate of India, Geology of India*, Alphascript Publishing.
4. Nag P. and Sengupta S., 1992: *Geography of India*, Concept Publishing.
5. Pichamuthu C. S., 1967: *Physical Geography of India*, National Book Trust.
6. Sharma T. C. and Coutinho O., 1997: *Economic and Commercial Geography of India*, Vikas Publishing.
7. Singh Gopal, 1976: *A Geography of India*, Atma Ram.
8. Spate O. H. K. and Learmonth A. T. A., 1967: *India and Pakistan: A General and Regional Geography*, Methuen.
8. Rana, Tejbir Singh, 2015, *Diversity of India*, R.K. Books, Delhi.

2. ECONOMIC GEOGRAPHY (GEOGP 303-2DSE)

Course Code	(GEOGP 303-2DSE)		
Credits-6	L	T	P
	65	25	0
Course Type	Discipline Specific Elective		
Lectures to be Delivered	90		

Note: CCA and Annual Examination scheme is same as in Paper GEOGP 101CC

Course Content and Credit Scheme

Unit	Topic	Allotted Time (Hours)		
		L	T	P

I.	Introduction Definition, Approaches and Fundamental Concepts of Economic Geography. Locational Theories – Agriculture (Von Thunen) and Industrial (Weber).	16	6	0
II.	Primary Activities Intensive Subsistence Farming, Commercial Grain Farming, Plantation, Commercial Dairy Farming, and Mining (Coal and petroleum).	16	6	0
III.	Secondary Activities Major Industries : Iron and Steel, Cotton Textile Major Industrial Regions: Eastern North American Region, Western European Region	16	6	0
IV.	Tertiary and Quaternary Activities Major Oceanic Routes: Atlantic, Pacific and Indian Ocean International Trade: Concept, Volume and Direction	16	8	0
	Total Hours	64	26	0

L-Lecture, T-Tutorial and P-Practical and Practices

Reading List

1. Alexander J. W., 1963: *Economic Geography*, Prentice-Hall Inc., Englewood Cliffs, New Jersey.
2. Bagchi-Sen S. and Smith H. L., 2006: *Economic Geography: Past, Present and Future*, Taylor and Francis.
3. Coe N. M., Kelly P. F. and Yeung H. W., 2007: *Economic Geography: A Contemporary Introduction*, Wiley-Blackwell.
4. Combes P., Mayer T. and Thisse J. F., 2008: *Economic Geography: The Integration of Regions and Nations*, Princeton University Press.
5. Durand L., 1961: *Economic Geography*, Crowell.
6. Hodder B. W. and Lee R., 1974: *Economic Geography*, Taylor and Francis.
7. Wheeler J. O., 1998: *Economic Geography*, Wiley.
8. Willington D. E., 2008: *Economic Geography*, Husband Press.

3. DISASTER MANAGEMENT (GEOGP 304-1DSE)

Course Code	GEOGP 304-1DSE)		
Credits-6	L	T	P
	65	25	0
Course Type	Discipline Specific Elective		
Lectures to be Delivered	90		

Note: CCA and Annual Examination scheme is same as in Paper GEOGP101 CC

Course Content and Credit Scheme

Unit	Topic	Allotted Time		
		L	T	P

I.	Introduction Definition and Concepts.: Hazards, Risk, Vulnerability and Disasters	16	6	0
II.	Disasters in India: Causes, Impact, Distribution: Landslide, Earthquake, and Cyclone	16	6	0
III.	Human Induced Disasters: Causes, Impact, Distribution: Forest Fire, Road Accidents	16	6	0
IV.	Response and Mitigation to Disasters: Mitigation and Preparedness, NDMA and NIDM Community Based Disaster Management Do's and Don'ts During Disasters	16	8	0
	Total Hours	64	26	0

L-Lecture, T-Tutorial and P-Practical and Practices

Text Book(s):

Reading List

1. Government of India. (1997) Vulnerability Atlas of India. New Delhi, Building Materials & Technology Promotion Council, Ministry of Urban Development, Government of India.
2. Kapur, A. (2010) Vulnerable India: A Geographical Study of Disasters, Sage Publication, New Delhi.
3. Modh, S. (2010) Managing Natural Disaster: Hydrological, Marine and Geological Disasters, Macmillan, Delhi.
4. Singh, R.B. (2005) Risk Assessment and Vulnerability Analysis, IGNOU, New Delhi. Chapter 1, 2 and 3
5. Singh, R. B. (ed.), (2006) Natural Hazards and Disaster Management: Vulnerability and Mitigation, Rawat Publications, New Delhi.
6. Sinha, A. (2001). Disaster Management: Lessons Drawn and Strategies for Future, New United Press, New Delhi.
7. Stoltman, J.P. et al. (2004) International Perspectives on Natural Disasters, Kluwer Academic Publications. Dordrecht.
8. Singh Jagbir (2007) "Disaster Management Future Challenges and Oppurtunities", 2007. Publisher- I.K. International Pvt. Ltd. S-25, Green Park Extension, Uphaar Cinema Market, New Delhi, India (www.ikbooks.com).

2. GEOGRAPHY OF TOURISM (GEOGP 304-2DSE)

Course Code	(GEOGP 304-2DSE)		
Credits-6	L	T	P
	65	25	0
Course Type	Discipline Specific Elective		
Lectures to be Delivered	90		

Note: CCA and Annual Examination scheme is same as in Paper GEOGP 101 CC

Course Content and Credit Scheme

Unit	Topic	Allotted Time (Hours)		
		L	T	P
I.	Introduction Concept, Nature and Scope Types of Tourism: Nature Tourism, Cultural Tourism, Medical Tourism, Pilgrimage	16	6	0
II.	Recent Trends of Tourism International and Regional; Domestic (India); Eco- Tourism, Sustainable Tourism	16	6	0
III.	Impact of Tourism on Environment and Society	16	6	0
IV.	Tourism in India: Tourism Infrastructure: A Case Study of Himachal Pradesh State Tourism Policy of Himachal Pradesh	16	8	0
	Total Hours	64	26	0

L-Lecture, T-Tutorial and P-Practical and Practices

Text Book(s):

Reading List

1. Dhar, P.N. (2006) International Tourism: Emerging Challenges and Future Prospects. Kanishka, New Delhi.
2. Hall, M. and Stephen, P. (2006) Geography of Tourism and Recreation – Environment, Place and Space, Routledge, London.
3. Kamra, K. K. and Chand, M. (2007) Basics of Tourism: Theory, Operation and Practise, Kanishka Publishers, Pune.
4. Page, S. J. (2011) Tourism Management: An Introduction, Butterworth-Heinemann- USA. Chapter 2.
5. Raj, R. and Nigel, D. (2007) Morpeth Religious Tourism and Pilgrimage Festivals Management: An International perspective by, CABI, Cambridge, USA, www.cabi.org.
6. Tourism Recreation and Research Journal, Center for Tourism Research and Development, Lucknow
7. Singh Jagbir (2014) “Eco-Tourism” Published by - I.K. International Pvt. Ltd. S-25, Green Park Extension, Uphaar Cinema Market, New Delhi, India (www.ikbooks.com).

Generic Elective (2)

1. DISASTER RISK REDUCTION (GEOGP 305-GEI)

Course Code	(GEOGP 305-GEI)		
Credits-6	L	T	P
	65	25	0
Course Type	Generic Elective		
Lectures to be Delivered	90		

Note: CCA and Annual Examination scheme is same as in Paper GEOGP101 CC

Course Content and Credit Scheme

Unit	Topic	Allotted Time (Hours)		
		L	T	P
I.	Introduction Hazards, Risk, Vulnerability and Disasters: Definition and Concept.	16	7	0
II.	Disasters in India: Causes, Impact and Distribution of Flood and Flash Flood, Earthquake and Cyclone	16	6	0
III.	Human Induced Disasters Causes, Impact, Distribution and Mapping.	16	6	0
IV.	Disaster Risk Reduction Mitigation and Preparedness NDMA and NIDM Community-Based Disaster Management Do's and Don'ts During Disasters	17	6	0
	Total Hours	65	25	0

L-Lecture, T-Tutorial and P-Practical and Practices

Reading List

1. Government of India. (1997) Vulnerability Atlas of India. New Delhi, Building Materials & Technology Promotion Council, Ministry of Urban Development, Government of India.
2. Kapur, A. (2010) Vulnerable India: A Geographical Study of Disasters, Sage Publication, New Delhi.
3. Modh, S. (2010) Managing Natural Disaster: Hydrological, Marine and Geological Disasters, Macmillan, Delhi.
4. Singh, R.B. (2005) Risk Assessment and Vulnerability Analysis, IGNOU, New Delhi. Chapter 1, 2 and 3
5. Singh, R. B. (ed.), (2006) Natural Hazards and Disaster Management: Vulnerability and Mitigation, Rawat Publications, New Delhi.
6. Sinha, A. (2001). Disaster Management: Lessons Drawn and Strategies for Future, New United Press, New Delhi.
7. Stoltman, J.P. et al. (2004) International Perspectives on Natural Disasters, Kluwer Academic Publications. Dordrecht.
8. Singh Jagbir (2007) "Disaster Management Future Challenges and Opportunities", 2007. Publisher- I.K. International Pvt. Ltd. S-25, Green Park Extension, Uphaar Cinema Market, New Delhi, India (www.ikbooks.com).

2. SUSTAINABILITY AND DEVELOPMENT (GEOGP 306-GE2)

Course Code	(GEOGP 306-GE2)		
Credits-6	L	T	P
	65	25	0
Course Type	Generic Elective		
Lectures to be Delivered	90		

Note: CCA and Annual Examination scheme is same as in Paper GEOGP101 CC

Course Content and Credit Scheme

Unit	Topic	Allotted Time (Hours)
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		L	T	P
I.	Introduction Sustainability: Concept, Components	16	7	0
II.	The Millennium Development Goals: National Strategies and International Experiences Sustainable Development: Need and its realization in Indian context	16	6	0
III.	Inclusive Development: Education, Health Role of higher education in achieving sustainability Policies and Global Cooperation for Climate Change	16	6	0
IV.	Sustainable Development Policies and Programmes: Rio+20, Financing for Sustainable Development; National Environmental Policy	17	6	0
	Total Hours	65	25	0

L-Lecture, T-Tutorial and P-Practical and Practices

Reading List

1. Agyeman, Julian, Robert D. Bullard and Bob Evans (Eds.) (2003) Just Sustainabilities: Development in an Unequal World. London: Earthscan. (Introduction and conclusion.).
2. Ayers, Jessica and David Dodman (2010) "Climate change adaptation and development I: the state of the debate". Progress in Development Studies 10 (2): 161-168.
3. Baker, Susan (2006) Sustainable Development. Milton Park, Abingdon, Oxon; New York, N.Y.: Routledge. (Chapter 2, "The concept of sustainable development").
4. Brosius, Peter (1997) "Endangered forest, endangered people: Environmentalist representations of indigenous knowledge", Human Ecology 25: 47-69.
5. Lohman, Larry (2003) "Re-imagining the population debate". Corner House Briefing 28.
6. Martínez-Alier, Joan et al (2010) "Sustainable de-growth: Mapping the context, criticisms and future prospects of an emergent paradigm" Ecological Economics 69: 1741-1747.
7. Merchant, Carolyn (Ed.) (1994) Ecology. Atlantic Highlands, N.J: Humanities Press. (Introduction, pp 1-25.)
8. Osorio, Leonardo et al (2005) "Debates on sustainable development: towards a holistic view of reality". Environment, Development and Sustainability 7: 501-518.
9. Robbins, Paul (2004) Political Ecology: A Critical Introduction. Blackwell Publishing.

HIMACHAL PRADESH UNIVERSITY

BACHELOR OF COMPUTER APPLICATIONS (BCA)

As per the amendments on 14.8.15 by the Executive Council of H.P. University, Shimla and effective from session 2015-16 onwards

Duration: 3 Years (6 Semesters)

1. About the Course

Bachelor of Computer Applications (BCA) is three years under graduate course spread over six semesters under self financing scheme.

2. Eligibility

Candidates who have passed 10+2 examination from H.P. Board/CBSE/ICSE or any other examination considered equivalent to 10+2, by the Himachal Pradesh University, Shimla05, with 40% Marks (35% marks for SC/ST category), shall be eligible.

Maximum age limit for admission to BCA course is 21 years for general category, 24 years for SC/ST category and 23 years for girls candidates, as on the 1st July of the year concerned. The Vice-Chancellor may permit age relaxation up to maximum of three months.

3. Mode of Selection

The admission to BCA course will be made on the basis of merit of the qualifying examination.

As per H.P. University rules 75% seats will be filled out of the candidates who have passed their 10+2 examination from the school situated in Himachal Pradesh irrespective of the Board. Remaining 25% seats will be filled on all India basis. Other reservation rules of H.P. University shall be applicable.

4. Scheme of Examination

The pass percentage in each subject will be 40%.

i) Theory Papers:

For Regular students each paper will be of 100 marks (70 marks for End Semester Examination and 30 marks for Continuous Comprehensive Assessment) and duration of each paper will be 3 hours.

For ICDEOL students each theory paper will be of 100 marks and of 3 hours duration.

In each theory paper, nine questions are to be set. Two questions are to be set from each Unit and candidate is required to attempt at least one question from each unit. Question number nine will be compulsory, which will be of short answer type with 5 to 10 parts, out of the entire syllabus. In all, five questions are to be attempted.

i) Continuous Comprehensive Assessment (CCA) accounting for 30% of the final grade that a student gets in a course; and

ii) End-Semester Examination (ESE) accounting for the remaining 70% of the final grade that the student gets in a course.

Note:

1. A student will have to pass both the components (i.e. CCA and ESE) separately to become eligible to be declared successful in a course.

2. The ratio of Continuous Comprehensive Assessment (CCA) and End-Semester Examination (ESE) would remain unchanged (i.e. 50:50) for the students of the academic sessions admitted in 2013 and 2014.

Mid-Term (Minor) Test – There will be one mid-term test, to be conducted when approximately 2/3 of the syllabus has been covered. This mid-term test will be for 15 marks. Mid-term test will be conducted by the college in consultation with the teacher.

Note:

Mid-term (Minor) Test will be of 30 marks for the students of the academic sessions admitted in 2013 and 2014 respectively.

Seminar/Assignment/Term Paper–The remaining 10 marks of the CCA will be awarded on the basis of seminar/assignment/term paper etc. that the course teacher might give to the students.

Note:

Seminar/Assignment/Term Paper will be of 15 marks for the students of the academic sessions admitted in 2013 and 2014.

End-Semester Examination (ESE): The remaining 70% of the final grade of the student in a course will be on the basis of an end-semester examination (ESE) that will be for three hours duration and will be covering the whole syllabus of the course.

Note:

1. Only those students will be allowed to appear in the ESE who have been successful in the CCA.

2. The remaining 50% of the final grade for the students of the academic sessions 2013 and 2014 in a course will be on the basis of an end-semester examination (ESE) that will be for three hours duration and will be covering the whole syllabus of the course.

A student, who fulfills all the requirements for appearing in a semester examination, is unable to appear in the examination or to complete it on account of his/her own serious illness, accident, or on account of the death of near relative (mother, father, brother and sister), or the dates of state or national level examinations falls on dates of the semester exams may be allowed to appear in the semester exam in the next academic year when examination for that semester is due. Permission to sit in the examination will be permitted by college Principal/Director on the production of a valid certificate/document

from the competent authority. The college will send the name of the student to the Registration and Migration Cell for information.

The question paper for the ESE may have any one of the following patterns:

Part A

Fifteen objective type questions (MCQ / True or False / fill in the blanks etc.) for 1 mark each. $15 \times 1 = 15$ marks

Part B

Ten short answer (25 words) type questions for 2 marks each. $10 \times 2 = 20$ marks

Part C

Ten questions of Medium Length Answer type (50 words) for 4 marks each of which five will have to be answered. $5 \times 4 = 20$ marks

Part D

Three questions of long answer (400 words) type, of which one is to be attempted for 15 marks. $15 \times 1 = 15$ marks

Total marks (A + B + C + D) 15+ 20 + 20 +15 = 70 marks.

OR (PREFERABLY)

Part A (Compulsory)

Compulsory of 30 marks consisting of 10 objective type questions of 1 mark each (in MCQ/True False/Fill in the blanks or such type), and five short answer questions (25 to 50 words) of 4 marks each covering whole of the syllabus.

Part B (UNIT I)

One question out of two questions each of 10 marks. Each of these questions may contain sub parts and will be long type.

Part C (UNIT II)

One question out of two questions each of 10 marks. Each of these questions may contain sub parts and will be long type.

Part D (UNIT III)

One question out of two questions each of 10 marks. Each of these questions may contain sub parts and will be long type

Part E (UNIT IV)

One question out of two questions each of 10 marks. Each of these questions may contain sub parts and will be of long type.

Total marks (A + B + C + D + E) 30+10+10+10+10 = 70 marks.

The result would be declared by the Controller of Examination of the Himachal Pradesh University and the degree (or certificate or diploma as the case may be) conferred. A candidate shall be eligible for the conferment of the Bachelor's degree only if he / she has earned the minimum required credits for the programme prescribed in the regulations (i.e. (a) For a bachelors degree with major (honours): 120 credits in total and minimum of 9 credits in Compulsory Courses; 56 credits in Core Courses; a minimum of 40 credits in Elective Courses (minimum 20 credits in each of the minor subjects, or (b) For a bachelors degree: 106 credits with 48 credits in Core Courses; 48 credits in Elective Courses (24 credits in each of the two subjects studied) and minimum of 9 credits in Compulsory Courses); and a minimum of 1 credit of GI and H.

ii) Practical Examination

Max. Marks: 50

CCA (Continuous Comprehensive Assessment):	35
ESE (End Semester Examination):	15

Duration: 3 hours.

Practical exam will be conducted by the external examiner from the panel submitted to The Chairman, Computer Science Department, Himachal Pradesh University and duly approved by the competent authority of the university, Himachal Pradesh University, Shimla.

iii) Project Work

Max. Marks: 50

CCA (Continuous Comprehensive Assessment):	35
ESE (End Semester Examination):	15

In the 6th semester the student has to develop one project, which will be evaluated by the external examiner from the panel submitted to The Chairman, Computer Science Department, Himachal Pradesh University, and duly approved by the university authority/evaluation branch, Himachal Pradesh University, Shimla on the following basis:

1. Project Report	10 Marks (To be evaluated externally)
2. Seminar	15 Marks (To be evaluated internally)
3. Viva Voce	25 Marks (To be evaluated externally)

5. Medium of Instruction

English will be the medium of instruction as well as examination

6. Promotion Rule

As per the University norms.

HIMACHAL PRADESH UNIVERSITY
BACHELOR OF COMPUTER APPLICATIONS (BCA)

Effective from 2012 onwards

First Year (1st Semester)

Paper Code	Paper Title	Credit	ESE	CCA	Max. Marks	Exam Duration Hours
BCA0101	Mathematics-I	4	70	30	100	3
BCA0102	Applied English	4	70	30	100	3
BCA0103	Computer Fundamentals	4	70	30	100	3
BCA0104	C Programming	4	70	30	100	3
BCA0105	Office Automation Tools	4	70	30	100	3
BCA0104(P)	C Programming Lab-I	3	35	15	50	3
BCA0105(P)	Office Automation Tools Lab-II	3	35	15	50	3
Total					600	

First Year (2nd Semester)

Paper Code	Paper Title	Credit	ESE	CCA	Max. Marks	Exam Duration Hours
BCA0201	Mathematics-II	4	70	30	100	3
BCA0202	Communicative English	4	70	30	100	3
BCA0203	Digital Electronics	4	70	30	100	3
BCA0204	Data Structures	4	70	30	100	3
BCA0205	Data Base Management System	4	70	30	100	3
BCA0204(P)	Data Structures Lab-III	3	35	15	50	3
BCA0205(P)	Data Base Management System Lab-IV	3	35	15	50	3
Total					600	

Second Year (3rd Semester)

Paper Code	Paper Title	Credit	ESE	CCA	Max. Marks	Exam Duration Hours
BCA0301	Mathematics-III	4	70	30	100	3
BCA0302	Business Practices and Management	4	70	30	100	3
BCA0303	Computer Organization	4	70	30	100	3
BCA0304	Object Oriented Programming with C++	4	70	30	100	3
BCA0305	Desktop Publishing and Designing	4	70	30	100	3
BCA0304(P)	Object Oriented Programming with C++ Lab-V	3	35	15	50	3
BCA0305(P)	Desktop Publishing and Designing Lab-VI	3	35	15	50	3
Total					600	

Second Year (4th Semester)

Paper Code	Paper Title	Credit	ESE	CCA	Max. Marks	Exam Duration Hours
BCA0401	Personnel Management	4	70	30	100	3
BCA0402	Accounting	4	70	30	100	3
BCA0403	System Analysis and Design	4	70	30	100	3
BCA0404	Internet Technology & Web Page Design	4	70	30	100	3
BCA0405	Programming in Visual Basic	4	70	30	100	3
BCA0404(P)	Internet Technology & Web Page Design Lab-VII	3	35	15	50	3
BCA0405(P)	Programming in Visual Basic Lab-VIII	3	35	15	50	3
Total					600	

Third Year (5th Semester)

Paper Code	Paper Title	Credit	ESE	CCA	Max. Marks	Exam Duration Hours
BCA0501	Operating System	4	70	30	100	3
BCA0502	eCommerce	4	70	30	100	3
BCA0503	Management Information System	4	70	30	100	3
BCA0504	ASP.net Technologies	4	70	30	100	3
BCA0505	Computer Oriented Statistical Methods	4	70	30	100	3
BCA0504(P)	ASP.net Technologies Lab-IX	3	35	15	50	3
BCA0505(P)	Computer Oriented Statistical Methods Lab-X	3	35	15	50	3
Total					600	

Third Year (6th Semester)

Paper Code	Paper Title	Credit	ESE	CCA	Max. Marks	Exam Duration Hours
BCA0601	Computer Networks	4	70	30	100	3
BCA0602	Numerical Methods	4	70	30	100	3
BCA0603	Multimedia Technology	4	70	30	100	3
BCA0604	Computer Graphics	4	70	30	100	3
BCA0605	Software Engineering	4	70	30	100	3
BCA0604(P)	Computer Graphics Lab-XI	3	35	15	50	3
BCA0606	Major Project	3	35	15	50	
Total					600	

BCA0101 Mathematics-I

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4 0 0

UNIT-I

Set theory, Relations, quadratic equations, sequence & series, binomial theorems, determinants, matrices.

UNIT-II

Rectangular co-ordinates, length of a line segment, section ratio, area of a triangle, equations of a straight line circles.

UNIT-III

Trigonometric functions, trigonometrical ratios of negative and associated angles, trigonometrical ratios of compound angles, multiple and sub multiple angles, Heights and distances.

UNIT-IV

Functions, limits and continuity, Derivative of functions, Maxima & Minima, Indefinite integrals and definite integrals.

Text & Reference Books:

1. L.R. Dhanda, G.K. Saini and Suranjan Saha, "Systematic Modern Mathematics- Part-I & Part-II", Kalyani Publishers.

Note: In each theory paper, nine questions are to be set. Two questions are to be set from each Unit and candidate is required to attempt at least one question from each unit. Question number nine will be compulsory, which will be of short answer type with 5010 parts, out of the entire syllabus. In all, five questions are to be attempted.

UNIT- I

Comprehension : One unseen passages of 250-300 words in length with a variety of comprehension questions including 05 marks for word0attack skills such as word formation and inferring meaning, finding opposites etc. The passage can be a factual passage (e.g., instruction, description, report etc.) or a literary passage (e.g., extract from fiction, drama, poetry, essay or biography), or a discursive passage involving opinion, (argumentative, persuasive or interpretative text).

UNIT- II

Vocabulary: Change the Number, Change the Gender, Words commonly mis0spelt, Antonyms, Synonyms, Fill up using correct determinant.

UNIT-III

Filling up the correct form types of the tense in the sentence: present/ past /future tense with simple/continuous/perfect/ perfect continuous forms, Reordering word groups in the sentence to make a meaningful sentence, Writing meaning of given word and using in the sentence.

Conversion among various types of sentences: affirmative, interrogative sentences, negation, exclamations.

UNIT-IV

Composition: Composition on a given topic/title based on any current social, environment, health issues.

Formal Letter Writing (invitation, accepting/rejecting an invitation, apology, welcome, thanking complements),

Text & Reference Books:

1. W. Standard Allen, " Living English Structure ", (Orient Longman)
2. Wilford D. Best, " The Student's Companion" , (Rupa)

Note: In each theory paper, nine questions are to be set. Two questions are to be set from each Unit and candidate is required to attempt at least one question from each unit. Question number nine will be compulsory, which will be of short answer type with 5010 parts, out of the entire syllabus. In all, five questions are to be attempted.

BCA0103 Computers Fundamentals

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UNIT-I

Introduction: Characteristics of Computers, Evolution of computers, Capabilities and limitations of computers, Generations of computers, Types of computers(micro, mini, main frame, supercomputers), Block diagram of computer, Basic components of a computer system0 Input unit, output unit, Arithmetic logic Unit, Control unit, central processing unit, Instruction set, registers, processor speed, type of processors.

UNIT-II

Memory: main memory organization, main memory capacity, RAM, ROM, EPROM, PROM, cache memory, PCs specifications.
Secondary Storage Devices- Magnetic Tape, Magnetic Disks0Internal Hard Disk, External Hard Drives, Floppy Disks, Optical Disks-CD, VCD, CD-R, CD-RW, DVD, Solid State Storage0Flash Memory, USB Drives.

UNIT-III

Input devices: Keyboard, Pointing Devices0mouse, Touch Screens, Joystick, Electronic pen, Trackball, Scanning Devices-Optical Scanners, OCR, OMR, Bar Code Readers, MICR, Digitizer, Electronic card reader, Image Capturing Devices-Digital Cameras.
Output devices- Monitors0 CRT, LCD/TFT, Printers- Dot matrix, Inkjet, Laser, Plotters- Drum, Flatbed, Screen image projector.

UNIT-IV

Computer Software: Software and its Need, Types of software0System software, Application software, System software0operating system, utility program, programming languages, assemblers, compilers and interpreter, introduction to operation system for PCs-DOS, windows, linux, file allocation table (FAT & FAT32), files & directory structure and its naming rules, programming languages0machine, assembly, high level, 4GL, their merits and demerits, application software and its types – word0processing, spreadsheet, presentation graphics

Text & Reference books:

1. Pradeep K. Sinha, Priti Sinha, "Computer Fundamentals". BPB Publications.
2. Rajaraman, V., "Fundamental of Computers". Prentice Hall India, New Delhi.

Note: In each theory paper, nine questions are to be set. Two questions are to be set from each Unit and candidate is required to attempt at least one question from each unit. Question number nine will be compulsory, which will be of short answer type with 5010 parts, out of the entire syllabus. In all, five questions are to be attempted.

UNIT-I

Introductory Concepts: Types of programming languages, Introduction to C, some simple C programs, Desirable program characteristics.

C Fundamentals: C character Set, Identifiers and keywords, data types, constants, variables and arrays, Declarations, expressions, statements, Symbolic constants.

UNIT -II

Operators and expressions: Arithmetic operators, unary operator, Relational and logical operators, assignment operators, conditional operators, Library Functions.

Data Input and Output: Preliminaries, single character input, single character output, Entering input data, writing output data, the gets() and puts() function.

UNIT-III

Control Statements: Preliminaries, Branching, Looping, Nested control statements, switch statement, break statement, The continue statement, The goto statement, The comma operator.

Arrays: Defining an array, processing an array, passing arrays to functions, Multidimensional arrays, Arrays and strings.

UNIT-IV

Functions: A brief overview, Defining a function, accessing a function, function prototypes, passing arguments to a function, recursion.

Pointers: Fundamentals, Pointer declarations, Passing pointers to the functions, pointers and one dimensional array, dynamic memory allocation, Operations on pointers, arrays of pointers.

Text & Reference Books:

1. Byron Gottfried, "Programming with C", Schaum's Outlines, Tata McGraw Hill.
2. Mullis Cooper, "Spirit of C": Jacob Publications.
3. Yashwant Kanetkar, "Let us C": BPB.
4. Kerningham B.W. & Ritchie D. M., "The C Programming Language": PHI.

Note: In each theory paper, nine questions are to be set. Two questions are to be set from each Unit and candidate is required to attempt at least one question from each unit. Question number nine will be compulsory, which will be of short answer type with 5010 parts, out of the entire syllabus. In all, five questions are to be attempted.

UNIT -I

DOS commands: (internal (DIR, DATE, TIME, CLS, CD, RD, MD, PATH, TYPE, DEL, ECHO, COPY, REN, PROMPT, VOL, VER), external (ATTRIB, CHKDSK, DISKCOPY, DISKCOMP, XCOPY, TREE, DELTREE, DOSKEY, FORMAT, FIND, SORT, FDISK, MORE, SYS)), Concept of files & directories, Wild card characters, Redirection operators.

Windows 2007: Definition, Benefits, Features & uses of Windows 2007, Control panel, Accessories, Task bar, My computer uses, Recycle bin.

UNIT -II

Common Office 2007: Elements, Introduction to Office 2007, Customizing the Office Environment, Managing Files in Office, Text Tools, Drawing and Graphics Tools.

Word Processing: Definition, Benefits, Features & uses of Word 2007, Menus, Toolbars, Cursor control keys, Short cut keys, Hot keys, Editing Text, Document Formatting, Reusable formatting with Styles and Templates, File handling (opening, creating, saving, printing, editing), Formatting text, Find and replace, Tables and Columns, Advanced Page Layout in Word, Automating Information with Fields, Managing Long Documents, Spell check, Thesaurus, File protection, Mail Merge, Labels, and Envelopes, Macros.

UNIT -III

Spreadsheets: Definition, Benefits, Features & Uses of MS Excel 2007, Menus, Toolbars, Worksheets, Formatting Worksheets and Restricting Data, Calculating with Formulas and Functions, Ranges, Auto fill, Data (sort, filter, validation, subtotal), Viewing and Manipulating Data with charts and PivotTables, Print, Goal seek, Scenario, Macros, Creating Excel Databases.

UNIT -IV

Presentations: Definition, Benefits, Features & Uses of PowerPoint, Menus, Toolbars, Creating and Editing Slides, Adding graphics, Multimedia, and Special Effects to Slides, Insert (picture, slide, text), Master slide, Views, Animation, Action buttons, Macros.

Text & Reference Books:

1. Jennifer Ackerman Kettell, Guy Hart0Davis, Curt Simmons, "Microsoft Office 2003: The Complete Reference", Tata McGraw Hill.
2. Biswaroop Roy Choudhary, "Computer course", Fusion Books.

Note: In each theory paper, nine questions are to be set. Two questions are to be set from each Unit and candidate is required to attempt at least one question from each unit. Question number nine will be compulsory, which will be of short answer type with 5010 parts, out of the entire syllabus. In all, five questions are to be attempted.

UNIT-I

Rolle's Theorem, Lagrange's Mean Value Theorem, Cauchy's Mean Value Theorem, their geometrical significance and applications. Successive differentiation and Leibnitz Theorem.

UNIT-II

Number system: division algorithm, greatest common divisor, Least common multiple, congruence relation, Integer arithmetic, Modular arithmetic.

UNIT-III

Group: definition of Group, Groups of numbers, groups of residues, groups of matrices, Groups of functions, Groups of subsets of a set, Properties of Groups, characterization of Groups, cyclic Groups.

UNIT-IV

Ring: commutative ring, ring with unity, Ring of Polynomials, ring of functions, Elementary properties of ring. Fields.

Text & Reference Books:

1. J.C. Burkill, "A First Course in Mathematical Analysis", Vikas Publishing House.
2. Sharma,R.K.,Shah,S.K. and Shnkar A.G. Algebra I ; Pearson, 2012.
3. Buston, D.M., elementary Number Theory; Tata McGramOHill.

Note: In each theory paper, nine questions are to be set. Two questions are to be set from each Unit and candidate is required to attempt at least one question from each unit. Question number nine will be compulsory, which will be of short answer type with 5010 parts, out of the entire syllabus. In all, five questions are to be attempted.

UNIT –I

Vocabulary: Fill up using correct form of verb, Usage of the adverb, adjective etc, Write Antonym of the given word and use both the given word and its antonym in the single sentence clarifying meaning and usage, Give different meanings to Synonyms and use them in sentences , Give meaning and make sentences using idioms.

Grammar: Conversion among various types of the tenses in the sentence: present/ past /future tense with simple/continuous/perfect forms , Conversion between Direct/Indirect speech , Conversion between active/passive voice , Conversion among various types of sentences: affirmative, interrogative sentences, negation, exclamations .

UNIT –II

Skills in Writing: letters, official/business correspondence. CV's, Tech. Reports/types, Precis, comprehension, Paragraph writing (200 word) on current topics, writing notices, agenda, circulars.

UNIT –III

Secretarial Skills: Effective communication, listening and feedback skills, telephone handling, Attending meeting, preparing of agenda, writing of minutes, summaries. Handling problem situations. Control of voice and proper use of phonetics.

UNIT –IV

Presentation and Discussion Skills: Types of communication. Barriers to Communication. Effective use of kinesics, Planning interviews and making presentations. Taking initiatives, especially in group discussions, overcoming nervousness, making audience analyses and establishing leadership.

Text & Reference Books:

1. K.K. Sinha, "Business Communication".
2. Varinder Pal, "Business Communication".
3. T. M. Farhatullah, "Communication Skills for Technical Students".
4. Shiv K. Khera, "You can Win".

Note: In each theory paper, nine questions are to be set. Two questions are to be set from each Unit and candidate is required to attempt at least one question from each unit. Question number nine will be compulsory, which will be of short answer type with 5010 parts, out of the entire syllabus. In all, five questions are to be attempted.

UNIT-I

Fundamentals of semiconductor physics: Energy bands in solids, pn junction diode depletion region, forward and reverse bias, diode as switch; Bipolar Junction Transistor, transistor configurations, bipolar junction transistor (CE configuration) as switch, Saturated and non-saturated logic, Integrated Circuits, characteristics of digital logic families: TTL, ECL, CMOS.

UNIT-II

Logic gates: AND, OR, NOT Gates and their Truth Tables, NOR, NAND & XOR gates, Boolean algebra, Basic Boolean Law's, Demorgan's theorem, Boolean function and their truth tables.

UNIT-III

MAP simplification: Minimization techniques, K-Map, Sum of Product & Product of Sum, Venn diagram. Combinational circuit.

UNIT-IV

Sequential circuits: Half adder & Full adder, BCD adder, Full Subtractor, Flip-flops-RS, D, JK, T & Master-Slave flip-flops, Shift registers, Multiplexer, Encoder, Decoder.

Text & Reference Books:

1. Rajaraman V. & Radhakrishnan, "An Introduction To Digital Computer Design", PHI.
2. Malvino & Leach, "Digital Principles & Applications", TMH Publications.
3. Jain R.P. , "Modern Digital Electronics". TMH Publications.
4. Malvino, "Digital Computer Electronics". TMH Publications.
5. Bartee T.C., "Digital Computer Fundamentals". THM Publications.

Note: In each theory paper, nine questions are to be set. Two questions are to be set from each Unit and candidate is required to attempt at least one question from each unit. Question number nine will be compulsory, which will be of short answer type with 5010 parts, out of the entire syllabus. In all, five questions are to be attempted.

UNIT-I

Preliminaries: Concept & notation, common operation on data structures, algorithm complexity, time-space trade off between algorithm, physical & logical representation of different data structures.

Arrays: Arrays defined, representing arrays in memory, Various operation (traversal, insertion, deletion), Multidimensional arrays, Sequential allocation, Address calculation.

UNIT-II

Linked List: Definition, type (linear, circular, doubly linked, inverted), representing linked lists in memory, advantages of using linked list over arrays, various operations on Linked list (traversal, insertion, deletion).

UNIT-III

Stacks: Definition & concepts of stack structure, Implementation of stacks, Operation on stacks (push & pop), Application of stacks (converting arithmetic expression from infix notation to polish and their subsequent evaluation), quick sort technique to sort an array, recursion).

Queue: Definition & concept of queues, implementation of queue, operation on queues (insert & delete), circular queue.

UNIT-IV

Trees Structures: Tree, Binary Trees, Tree Traversal Algorithms (Pre-Order, In-Order, Post-Order), Threaded Trees, Binary Search Trees.

Sorting & Searching: Selection sort, Bubble sort, Merge sort, Radix sort, Quick sort, Sequential search, Linear search and their complexity.

Text & Reference Books:

1. Jean Paul Tremblay & Paul G. Sorenson, " An Introduction to Data Structures with Applications", Tata McGraw Hill.
2. Aaron M. Tenenbaum, Yedidyah Langsam, Moshe J. Augenstein, " Data Structures using C", PHI.

Note: In each theory paper, nine questions are to be set. Two questions are to be set from each Unit and candidate is required to attempt at least one question from each unit. Question number nine will be compulsory, which will be of short answer type with 5010 parts, out of the entire syllabus. In all, five questions are to be attempted.

UNIT-I

Introduction To Database Concepts: Data Modeling for a Database, Fields, Records and Files, Abstraction and Data Integration, Database Architecture, Users, Structure of DBMS, Advantages and Disadvantages of DBMS.

Data Models: Entity, Attribute, Relationship, Data Model Classifications, File based, Traditional, Semantic, Entity-Relationship Model.

UNIT-II

File Organization: Operation on files, Sequential Files, Index-Sequential Files, Types of Indexes, Implicit, limit, multilevel, Direct Files, Indexing using B-Tree Structure.

Relational Model: Relational Database, Relational Algebra, Relational Calculus.

UNIT-III

Relational Database Design: Relational Scheme and Relational Design, Functional Dependency, Normal forms (First, Second, Third, Boyce Code), Decomposition and dependency preservation, Multi-valued dependency.

UNIT-IV

Ms Access: Tables (Creation/Design structure, Data Entry), Primary keys, Foreign Keys Master-Detail Table, Query (Select, Make-Table, Update, Append, Delete) Form (Modal, Modeless), Relationships Report (Creation of a simple report from a table and from a query).

Text & Reference Books:

1. Elmasri And Navathe, "Fundamentals of Database Systems", Benjamin/Cummings Publishing Co. Inc.
2. Bipin C. Desai, "An Introduction to Database Management System".
3. Users Reference Manuals Of Ms Access.
4. Date, C.J., "An Introduction to Database system", Narosa Publishing House.

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BCA0301 Mathematics-III

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UNIT-I

Order, degree, solution and formation of a differential equation. Standard techniques of solving linear differential equations with constant coefficients, Cauchy's and Legendres.

UNIT-II

Complex numbers and their representation in a plane. Argand diagram, algebra of complex numbers, modulus and arguments of a complex number, square root of a complex number and cube roots of unity, triangle inequality, De-Moivre's theorem, roots of complex numbers.

UNIT-III

Primes, Primarily testing, Factorization, Chinese Remainder Theorem, Quadratic congruence, Exponentiation and Algorithm

UNIT-IV

Finite fields, $GF(p)$ fields, $GF(p^n)$ fields, Polynomials and their operations over $GF(2)$ and $GF(2^n)$

Text & Reference Books:

1. Dummit, D. and Foote, R. Abstract Algebra. Hoboken, NJ: John Wiley & Sons, 2004.
2. Durbin, J. Modern Algebra, Hoboken, NJ: John Wiley & Sons, 2005.
3. Shepley L. Ross, "Differential Equations", John Wiley & Sons.
4. B.S. Grewal, "Higher Engineering Mathematics", Khanna Publisher.
5. J.P. Tremblay and R. Manohar, "Discrete Mathematical structures with applications to Computer Science", Tata McGraw Hill.

Note: In each theory paper, nine questions are to be set. Two questions are to be set from each Unit and candidate is required to attempt at least one question from each unit. Question number nine will be compulsory, which will be of short answer type with 5010 parts, out of the entire syllabus. In all, five questions are to be attempted.

UNIT-I

Concepts of Business: Commerce and Industry, Business Environment, Macro and Micro Environment, Business System, Forms of Business Organization.

UNIT-II

Management: Meaning, definition and importance, Management concept, functions, Principles of management and Management Process.

UNIT-III

Planning: concepts and its types, Decision making concept, Management by objectives (M.B.O.). Motivation Concepts and theories, Leadership Concepts and styles.

UNIT-IV

Organizing: Concepts, Nature and Significance, Authority and responsibility, Centralization and Decentralization, Communication Nature, Process and types of communication networks. Managerial control concepts and Process, Techniques of control.

Text & Reference Books:

1. Sharma Sudhir and Bansal, "Principles of Management", Anamika Publishers.
2. Sharma, R. K. and Gupta, S. K., "Business Organisation and Management", Kalyani Publishers.
3. Sharma, N. K., "Current issues in Management", Indus Valley Publication.
4. Singh, U.K. and Dewan J.M., "Business Management", Management Executives Handbook Series.
5. Michael A. Hitt, Black, J. Stewart, "Management", Pearson Education.

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UNIT 1

Data representation: number systems, decimal to binary, octal and hexadecimal conversion and vice versa, binary coded decimal numbers, hamming code for error detection, alphanumeric codes, arithmetic operations, binary addition and subtraction, addition/subtraction of numbers in 1's and 2's complement notation for binary numbers and 9's and 10's complement notation for decimal numbers, binary multiplication and division, BCD arithmetic, floating point addition and subtraction.

UNIT II

Register Transfer Language: Register transfer, Bus and Memory transfer (three-stage bus buffers, memory transfer), arithmetic micro-operations (Binary Adder, Binary-adder-Subtractor, binary incrementer, arithmetic circuit), Logic micro-operation (list of logic micro-operations, hardware implementation), shift micro-operations (hardware implementation), arithmetic logic shift unit.

UNIT III

Instruction codes: (stored program organization, indirect address), computer registers (common bus register), computer instructions (instruction set completeness), timing and control, instruction cycle (fetch and decode, types of instruction, register-reference instructions), Micro programmed control, control memory, addressing sequencing (conditional branching, mapping of instructions, subroutine)

UNIT IV

Central Processing Unit: Introduction, general register organization (control word, examples of micro-operations), stack organization (register stack, memory stack, reverse polish notation, evaluation of arithmetic expressions), instruction formats (three-address instructions, two address instructions, one-address instructions), addressing modes, data transfer and manipulation (data transfer instructions, data manipulation instructions, arithmetic instructions, logical and bit manipulation instructions, shift instructions), Program control (status bit conditions, conditional branch instructions, program interrupt, types of interrupt).

Text and reference books:

1. M.Morris Mano, "Computer System Architecture" 3rd edition, PHI.
2. V. Rajaraman, T. Radhakrishanan, "An Introduction to Digital Design", PHI
3. J.P.Hays, "Computer Organization and Architecture", McGraw Hill.

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UNIT-I

Object oriented programming: Need for OOP, object oriented approach, characteristics of OOP language- objects, classes, Inheritance, Reusability, Polymorphism, overloading advantage of OOP, relationship between C and C++.

Programming Basic: Basic program construction, output using cout, preprocessor directive, comments, integer variables, character variables, input with cin, Type bool, setw Manipulator, type float, type conversion, arithmetic operators, relational operators, logical operators.

UNIT-II

Loops and decision control statements: loop- for, while, do, decision-if, if- else, switch, conditional operator, other control statements- break, continue, goto.

Structures and functions: structures, Accessing structure members, structure within a structure, Enumerated Data type, simple functions, passing arguments to functions, Returning values from functions, reference arguments, overloaded functions, storage classes, scope resolution operator.

UNIT-III

Objects and classes: A simple class, classes and objects, specifying a class, using a class, C++ objects as physical objects, C++ objects as data types, Constructors, objects as function arguments, returning objects from functions.

Arrays: Array fundamental0defining array, array elements, Accessing array elements, Initializing arrays, multidimensional arrays, passing arrays to functions, array of objects, strings-string variables, Avoiding Buffer overflow, string constants, array of strings string as class members, Standard C++ string Class.

UNIT-IV

Operator overloading: Overloading unary operators- the operator keyword, operator arguments, operator return values nameless temporary objects, limitation of increment operators, overloading Binary operators, data conversion, Pitfalls of operator overloading and conversion.

Inheritance: Derived class and base class, specifying the derived class, accessing base class, members, derived class constructors, overriding member functions, class hierarchies, public and private Inheritance, levels of inheritance, multiple inheritance, Ambiguity in Multiple Inheritance, Aggregation- Classes Within Classes.

Text & Reference Books:

1. Robert Lafore, "Object-Oriented Programming in C++", Galgotia Publications.
2. B. Chandra, "Object-Oriented Programming using C++", Narosa Publications.

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BCA0305 Desktop Publishing and Designing

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UNIT-I

D.T.P For Publications: Introductions to Printing , Types of Printing, Offset Printing, Working of offset Printing, Transparent Printout, Negative & Positives for Plate were making, Use of Desk Top Publishing in Publications, Importance of D.T.P in Publication, Advantage of D.T.P in Publication, Mixing of graphics & Image in a single page production, Laser printers Use, Types, Advantage of lager printer in publication.

UNIT-II

Page Layout: Different page format / Layouts, News paper page format, Page orientations, Columns & Gutters, Printing in reduced sizes.
Page Maker: Introductions To Page Maker Icon and help, Tool Box, Styles, Menus etc., Different screen Views, Importing text/Pictures, Auto Flow, Columns, Master Pages and Stories, Story Editor, Menu Commands and shortcut commands, Spell check, Find & Replace, Import Export etc., Fonts, Points Sizes, Spacing etc., Installing Printers, Scaling (Percentages), Printer setup.

UNIT-III

Use Of D.T.P: Use of D.T.P. in Advertisements, Books & Magazines, News Paper, Table Editor.
Adobe Photoshop: Introduction to Photoshop & Flash, Documents, Various Graphic Files

UNIT-IV

Extensions Vector Image and Raster Images, Various Colour Modes and Models. Introduction to Screen and Work Area, Photoshop Tools & Palettes ,Use of Layers & Filters Working with Images.

Text & Reference Books:

1. Page maker 4.0 & 5.0 by b.p.o. publications.
2. Prakhar complete course for dtp (coreldraw, pagemaker, photoshop)

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BCA0401 Personnel Management

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UNIT-I

Introduction to Personnel Management : Nature, Scope, functions and significance, Personnel Policies, classification and organization of Personnel Department.

UNIT-II

Human Resource Planning: Meaning, objectives and importance of HRM, Job Analysis and Design, Recruitment, selection, Terms of Employment, Induction and Briefing, Orientation and Placement.

UNIT-III

Human resources Development: Training and Development and Promotion and incentives, retirement benefits.

UNIT-IV

Performance Appraisal and Job Evaluation, Employee remuneration and various incentive plans.

Text & Reference Books:

1. Ashwathappa, K, "Human Resource and Personnel Management", Tata McGraw Hill.
2. De Cenzo, D. A. Robbins. S, "Personnel and Human Resource Management", Prentice Hall of India.
3. Mamoria, C.B., "Personnel Management", Himalaya Publishing House.
4. Deardwell, Ian, "Human Resource Management", Prentice Hall India.
5. Grobler, P. A., "Human Resource Management", Anamika Publishers.

Note: In each theory paper, nine questions are to be set. Two questions are to set from each Unit and candidate is required to attempt at least one question from each unit. Question number nine will be compulsory, which will be of short answer type with 5010 parts, out of the entire syllabus. In all, five questions are to be attempted.

BCA0402 Accounting

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UNIT-I

Accounting : Meaning, Definition and objects of Accounting, Accounting Principles, Accounting concepts and Conventions, Principle of Double Entry System, Journal Entry, Ledger, Cash Book and Subsidiary books, Trial Balance and rectification of errors.

UNIT-II

Final Account: Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet.

UNIT-III

Cost Accounting: Nature and scope of Cost Accounting, Cost Concept and classification, Cost Sheet, Marginal Costing (BEP and Cost Volume Profit analysis).

UNIT-IV

Management Accounting: Meaning, importance and Scope of Management Accounting Brief introduction to the tools of financial statements, Analysis (Ratio, Fund Flow and Cash Flow Analysis).

Text & Reference Books:

1. Maheswari, S. N., "Fundamental Accounting", Vikas Publishing House.
2. Anthony, R.H. and Roece, J. S., "Accounting Principles", Homewood Illinois.
3. Hongren, Charles J. and Faster, "Cost Accounting: A managerial Emphasis", Prentice Hall International.
4. Gupta, R. L., "Advanced Financial Accounting", Sultan Chand and Company.
5. Pandey, I. M., "Management Accounting", Vikas Publishing House.
6. A.T. Kinson, "Management Accounting", Pearson Education.

Note: In each theory paper, nine questions are to be set. Two questions are to be set from each Unit and candidate is required to attempt at least one question from each unit. Question number nine will be compulsory, which will be of short answer type with 5010 parts, out of the entire syllabus. In all, five questions are to be attempted.

UNIT -I

Overview of System Analysis and Design: Business System concepts, System development life cycle, Project Selection, Feasibility Analysis, Design, Limitation, testing and evaluation.

Initial Investigation: Sources of Requests, User / Analyst interaction, Qualities of a System Analyst.

UNIT -II

Feasibility studies: Technical, Operational, Behavioral and economic feasibilities, cost and benefit analysis.

UNIT -III

System requirement specification and analysis: Fact finding techniques, Data Flow Diagrams, Data Dictionaries, process organization and interaction, Decision Analysis, Decision Trees and Tables. Top down and bottom up variance, Audit trails.

UNIT -IV

Detail Design: Modularization, module specification, file design, system development involving databases.

System control and quality assurance: Design objectives reliability and maintenance, software design and documentation tools, unit and integration testing, testing practice and plans, system control.

Text & Reference Books:

1. Awad, "System Analysis Design", Galgotia Publishing, Delhi.
2. Jamas, A.S., "Analysis and design of information systems", Mc Graw Hill.
3. Luteberg, M., Golkuhl, G and Hilsson, A, "Information System Development a Systematic Approach", PHI.
4. Leeson N., "System Analysis and Design", Science Research Associates, 1985.
5. Samprive, P.C., "System analysis: Definition Process and Design".

Note: In each theory paper, nine questions are to be set. Two questions are to be set from each Unit and candidate is required to attempt at least one question from each unit. Question number nine will be compulsory, which will be of short answer type with 5010 parts, out of the entire syllabus. In all, five questions are to be attempted.

BCA0404 Internet Technology & Web Page Design

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UNIT-I

Internet: Evolution of Internet, Internet Application, Network requirements, Bandwidth, Internet features (Electronic Mail, Newsgroups, FTP Archive, Real Time Activity, Video, Audio, Search Engine).

UNIT-II

World Wide Web: Definition, WWW Browsers, WWW Servers, Dial-Up SLIP, PPP Access, Dedicated line, ISDN.TCP/IP Connectivity- DNS Servers, Domain Names Registration process, IP addressing, Routing with TCP/IP Basics

UNIT-III

HTML: Text formatting, Data, Tables, Table layout, Images, HTML Interactivity, URLs, HTTP, NNTP, Hyperlinks, Menus & Image Maps, HTML Form, Embedded objects in HTML, Web Typography, Approaching Web Typography, Graphics and Type, Families and Faces, Type forms, Color and Type, Adding Graphics, Adding Graphics with the Image Element, Using images as links, Creating Image Maps, Working with Image Files, Layout Technology, Standard HTML Formatting, Tables, Frames,

UNIT-IV

CSS: Formatting your site with Cascading Style Sheets, Seeing Style Sheets in Action, Understanding CSSI's Advantages and Limitations, Making HTML and CSSI's, Making HTML and CSSI work together, Learning How CSSI Works, Using CSSI Properties. XML, XML Language, SMGL, Linking in XML.

Text & Reference Books:

1. Internet Get Started: BPB Publications.
2. Loren Buhle, "Webmaster Professional Reference", New Riders Publishing.
3. Rick Darnell "HTML 4", Techmedia.
4. Tauber, "Mastering Front Page 2000" BPB.
5. James Jaworski, "Making Java Script and JSCRIPT", BPB Publications.
6. HTML Complete: BPB Publisher.

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UNIT –I

Introduction to Visual Studio: Features of Visual basic, Visual Basic applications, compile, run, Difference between Visual Basic and .NET languages.

Open, close existing project, possible menu variations, use the Form Designer, Code Editor, Solution Explorer, work with Visual Studio's windows.

Design a form: Add controls to a form, Set properties, common properties for forms and controls, add navigation features, property settings, use Document Outline view, name and save files of a project, Design and property settings for the form, Refer to properties, methods, events, Add code to a form, create an event handler for the default event of a form or control, code with a readable style, code comments, detect and correct syntax errors.

Use the toolbar buttons, collapse or expand code, print source code, code snippets, Smart Compile Auto Correction feature, My feature and debug a project.

UNIT –II

Work with numeric and string data: Work with the built-in value types- Declare and initialize variables, declare and initialize constants, code arithmetic expressions, code assignment statements, work with the order of precedence, use casting, change the type semantics, work with strings, declare and initialize a string, join and append strings.

Data types, use Visual Basic functions to convert data types, use methods to convert data types, formatting functions, use methods to convert numbers to formatted strings,

Code control structures: Code Boolean expressions, relational operators, logical operators, conditional statements, If statements, Select Case statements, loops, For loops, Do loops, use Exit and Continue statements, Debugging techniques for programs with loops.

UNIT –III

Code procedures and event handlers: Code and call procedures- Sub procedures, call Sub procedures, pass arguments by reference and by value, code and call Function procedures, work with events, start an event handler for any event, handle multiple events with one event handler, use the Code Editor to start an event handler, add and remove event writing.

The Function procedure, event handlers, Message box

Handle exceptions and validate data: Introduction to data validation and exception handling, use the IsNumeric function, display a dialog box for error messages, exception handling works, Use structured

exception handling, catch an exception, properties and methods of an exception, throw an exception, application with exception handling.
Validate data: Validate a single entry, use generic procedures to validate an entry, validate multiple entries, application with data validation, dialog boxes, code, Difference between Validating event and masked text box.

UNIT IV

Arrays and collections: one-dimensional arrays, create an array, assign values to the elements of an array, use For loops to work with arrays, use For Each loops to work with arrays, work with rectangular arrays, create a rectangular array, assign values to a rectangular array, work with rectangular arrays, create a jagged array, assign values to a jagged array, work with jagged arrays, use the Array class, refer to and copy arrays, code procedures that work with arrays, Work with list, sorted list, queues, stacks, array list.

Dates and strings: create a DateTime value, get the current date & time, format DateTime values, perform operations on dates and times, work with strings, procedures for validating user entries, Format numbers, dates, and times, Format numbers.

Types of controls, combo boxes, list boxes, check boxes, radio buttons, group boxes, use Tab Order view to set the tab order.

MultiForm projects: Add a form to a project, rename a form, change the startup form for a project, display a form as a dialog box, pass data between a form and a custom dialog box, Use the MessageBox0 Display a dialog box and get the user response, use the FormClosing event.

Debug an application: set the debugging options, break mode, use the Edit Continue feature, breakpoints, debugging windows, Locals window to monitor variables, use the Autos window to monitor variables, Watch windows to monitor expressions, Call Stack window to monitor called procedures, Output window to get build or debugging information.

Text & Reference Books:

1. Anne Boehm, Mike Murach and Associates “Murach's Visual Basic 2008”, Publisher of Professional Programming.
2. Steven Holzner Visual Basic 6 programming, Black Book, Dream tech press

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UNIT –I

Operating System Concepts: Operating System Classification- Simple Monitor, Multi Programming, Time Sharing, Real Time Systems, Multiprocessor Systems, Batch Processing, Simple User, Multi User, Operating System Functions And Characteristics.

UNIT –II

Processor Management: Process Overview, Process States, Process State Transitions, Process Control Block, Operations On Processes, Suspend And Resume, Interrupt Processing, Scheduling Algorithms, Multiple Processor Scheduling.

Deadlock: Deadlock Problem, Deadlock, Deadlock Characterization, Necessary Conditions, Deadlock Prevention, Deadlock Avoidance, Deadlock Detection, Recovery From Deadlock.

UNIT –III

Memory Management: Partition, Paging, Segmentation, Types Of Memory Management Scheme , Bare Machine, Resident Monitor, Swapping, Multiple Partition, Virtual Memory, Demand Paging.

UNIT –IV

File Management: File Types, Operation On Files, File Support, Access Methods, Sequential Access, Direct Access, Index, Allocation Method (Free Space Management, Contiguous, Linked, Indexed), Directory System Single-Level, Two-Level, Tree-Structured, File Protection.

Text & Reference Books:

1. James L. Peterson And Abraham Silberschatz, “Operating System Concepts”, Addison Wesley Publishing Company.
2. H.M.Deitel, “Operating Systems”, Addison Wesley Publishing Company.
3. A.M.Lister, “Fundamentals Of Operating Systems”, Macmillan Publishers Ltd.

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UNIT-I

e-Commerce: Definition, Framework, Architecture, benefits and Impact of e-Commerce, The Anatomy of e-Commerce application, e-Commerce Consumer applications, e-Commerce Organization Application, e-commerce in India, Prospects of e-Commerce.

UNIT-II

Consumer Oriented E-Commerce: Consumer oriented applications, mercantile Process Models, consumer's perspective, Merchant's perspective. Advertising and marketing on the Internet: The new age information based marketing, Advertising on the Internet Active or push based advertising models, Passive or pull based advertising models. Guidelines for Internet advertising. Online marketing process.

UNIT-III

Types of Electronic Payment System: Digital token based electronic payment systems, smart cards and electronic payment systems, credit card based electronic payment systems, Risk and electronic payment systems. Electronic data Interchange and its applications in business.

UNIT-IV

Securing the Business on Internet: security Policy, Procedures and Practices, transaction security, CRM, what is e-CRM, it's applications, The e-CRM marketing in India, Major Trends, Global Scenario for e-CRM, CRM utility in India.

Text & Reference Books:

1. Jeffrey F. Rayport & Bernard Jaworski: Introduction to E-commerce, TMH, 2003.
2. Kalakota & Winston: Frontiers of E-commerce, Pearson Education, Mumbai, 2002.
3. David Whiteley: E-Commerce- Strategy technologies and Applications, Tata Mac-Graw Hill, New Delhi, 2000.
4. C.S.V. Murthy: E-Commerce-Concepts, Models & Strategies, Himalaya Publishing house, Mumbai, 2003.
5. Kamallesh K Bajaj & Debjani Nag: E-Commerce, the Cutting Edge of Business- Tata McGraw-Hill, New Delhi, 2002.
6. Bharat Bhaskar: Electronic Commerce, Tata Mc-Graw-Hill, New Delhi, 2003.
7. Perry: E-Commerce, Thomson Publications, New Delhi, 2003.
8. Elias M. Awad: Electronic Commerce, Prentice-Hall India, New Delhi, 2002.

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UNIT –I

Management Information System: Definition, Meaning and Role of Management Information System Introduction, Definition, System's Approach, Pitfalls in Management Information Systems.

Development of Organizational Theory: Management & Organizational Behaviour, Management, Information & System Approach.

UNIT –II

Data Processing: Operation of Manual Information System, Components of Computer System, Conversion of Manual to Computer Based Systems, Data Bank Concept, Types of Computer Based Applications.

Information System for Decision Making: Evolution of Information System, Decision Making & Management Information System.

UNIT –II

Strategic & Project Planning for Management Information System: Business Planning, Management Information System Responses, Management Information System Planning0 General & Details.

Conceptual System Design: Define Problem, Set System Objective, Establish System Constraints, Determine Information Needs & Sources, Develop Alternative Conceptual Design & Documentation, Prepare the Design Report.

UNIT –IV

Detailed System Design: Aim, Project Management, Define Subsystem, Input, Output & Process Design, System Testing, Software & Hardware selection, Documentation of Detailed Design.

Text & Reference Books:

1. Robert G. Murdick, Joel E. Ross, James R. Claggett, "Information System for Modern Management".
2. Surendra Basandra, "Computers Today".

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UNIT – I

Introducing .NET: Microsoft web development, Move from workstation to distributed computing, Internet factor, importance of .net platform OS neutral environment, device independence, wide language support, internet based component services.

.NET framework: Common language runtime(CLR), code management and execution, security support, error handling and garbage collection,.net framework class libraries System classes, data and XML classes, windows form and drawing classes, web classes.

Features of .NET framework: ASP.NET web forms and web services Web page authoring & server controls, ASP.NET infrastructure.

UNIT – II

VB.NET : Introduction, statement, lines, comments, operators, procedures, variables implicit, explicit, constants, parameters, arrays, branching, looping, objects, classes, inheritance, accessibility of inherited properties and methods, overriding methods.

System class, working with numbers, manipulating strings, DateTime arithmetic, converting values, formatting values, managing arrays.

Namespace and assemblies, Relating namespaces and DLL assemblies, creating assemblies, importing assemblies, using imported assemblies, compiling with imported namespace.

UNIT – III

ASP.NET Web Forms: Web forms code model, In-page vs. Code behind format, web form object life cycle, handling client side events on the server, web form event handling, define and respond web form control events, AutoPostBack property, automatic state management with web forms.

HTML sever control: definition, RunAt sever attribute, HTML control class, General controls-Anchor, image, form, division, span, Table control, Input Control.

Web server Control: Web Control class, General control- Hyperlink, link button, image, label, Panel, Form Controls, Table controls.

UNIT – IV

Web form List Control: Simple List controls, Template List controls.

Validation Controls: Definition, properties and methods of validation controls, validation controls RequiredFieldValidator, CompareValidator, RangeValidator, RegularExpressionValidator, CustomValidator, ValidationSummary.

User Controls: Definition, Markup Only User Control, Custom properties, handling events and loading user controls dynamically.

Text & Reference Books:

1. Michael Amundsen, Paul Litwin, "ASP.NET for developers", SAMS Publishing.
2. Bill Evjen, Scott Hanselman, Devin Rader, Farhan Muhammad, S. Srinivas Sivakumar, "Professional ASP.Net 2.0", Wiley India Edition.
3. Joe Duffy, "Professional .Net Framework 2.0", Wiley India Edition.

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BCA0505 Computer Oriented Statistical Methods

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UNIT-I

Frequency distribution, Histogram, Frequency Polygram, Arithmetic Mean, Median, mode, geometric Mean, Harmonic Mean, Dispersion, Measures of Dispersion, Coefficients of Dispersion.

UNIT-II

Probability, Addition and multiplication Theorems of Probability, Conditional Probability, Independent events Pointwise independent events.

UNIT-III

Mathematical expectation, Expected value of function of a random variable, Properties of expectation, Properties of variance, Covariance.

UNIT-IV

Correlation, Karl Pearson's Coefficient of correlation calculation of the correlation, coefficient for a biovariate frequency distribution, rank correlation.

Text & Reference Books:

1. Gupta, S.C. & Kapoor, V.K., Fundamental of Mathematical statistics, Sultan Chand & Sons.
2. Kapur, J.N. & Sarema, H.C., Mathematical Statistics, S. Chand & Company Ltd.

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UNIT-I

Introduction to Communication Network: Computer Networks, (Need, uses, and Advantages of Computer Network), Network Models (Peer-to-Peer Network, Server-based Network, Client-Server Network), Network components, Network Topology (Star, Ring, Bus, Mesh, Tree, Hybrid, Advantage and Disadvantage of each types.), Types of Networks (LAN, MAN, WAN), Internet (Brief History, Internet Today, Protocol and Standard .

UNIT-II

Error Detection and Correction: Types of errors (Single-bit error, Burst error), Error Detection (Redundancy, Parity check, CRC, Checksum), Error correction (FEC, Hamming code, Burst error corrections) Data Communication Channel and Media, Conductive Media (Twisted-pair cable, Coaxial cable), Fiber optics (Characteristic of light, Types of Fiber optics), Wireless Transmission, (Microwaves, Infrared, Radio waves).

UNIT-III

OSI Reference Model: OSI Model, OSI Physical Layer Concepts, DLL, Network Layer, TL, SL, PL and AL Concepts. Internet model / TCP/IP Model and Protocols, Modem, DSL, Cable Modem, ISDN, Real world network (Ethernet, Ethernet operation, frame format, Ethernet characteristic, cabling and components) Token Ring and Token Bus networking Technology. Network Connectivity, Repeater, Hub-(Active, Passive and Intelligent), Bridge (Local, Remote and wireless), Routers (Static and Dynamic), switches and types of switches, Brouter and Gateways.

UNIT-IV

TCP/IP Protocol: Protocol Suite, Internet Architecture Board, TCP/IP Protocol (TCP,UDP,IP,ARP), concept of Physical Addressing, and logical Addressing, Different Classes of IP addressing, Special IP Addressing, Classful Addressing, Sub netting, Super netting, Classless addressing, TCP/IP Service Protocol (FTP,SMTP, TELNET, DNS).

Text & Reference Books:

1. Andrew S. Tahanbaum, Computer Network, PHI.
2. Behrowz A. Forouzan , Data Communication and Networking, Tata MacGraw Hill.
3. Ata Elahi, Mehran Elahi, “Data, Network and Internal communication Technology”, Cengage Learning India

Note: In each theory paper, nine questions are to be set. Two questions are to be set from each Unit and candidate is required to attempt at least one question from each unit. Question number nine will be compulsory, which will be of short answer type with 5010 parts, out of the entire syllabus. In all, five questions are to be attempted.

BCA0602 Numerical Methods

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4 0 0

UNIT-I

Representation of numbers: Decimal to Binary conversion, Floating point representation of numbers, Integer and real/floating point arithmetic, different types of errors, error in the approximation of a function, error in series approximation.

UNIT-II

Solution of algebraic and transcendental equation using Bisection method, Regula-Falsi method, Newton-Raphson method.
Solution of simultaneous linear equations using Gauss Elimination method, Gauss-Jordon method, Jacobi's iterative method, Gauss-Seidel iterative method.

UNIT-III

Interpolation, Finite difference and operators, Newton Forward, Newton Backward, Games forward, Games backward.

UNIT-IV

Numerical differentiation: Differentiating a Graphical function, Differentiating a Tabulated function- Equal and Un-equal intervals, Numerical integration, Newton-Cotes formula, Trapezoidal rule, Simpson's 01/3rd and 3/8th rule, Weddle's rule.

Text & Reference Books:

1. B.S. Grewal, Numerical Methods in Engg & Science, Khanna Book Publishing Co., New0Delhi.
2. R.S. Salaria, Computer Oriented Numerical Methods, Khanna Book Publishing Co., New0Delhi.
3. V. Rajaraman, Computer Oriented Numerical Methods, PHI.
4. S.S. Sastry, Numerical Method, PHI.

Note: In each theory paper, nine questions are to be set. Two questions are to be set from each Unit and candidate is required to attempt at least one question from each unit. Question number nine will be compulsory, which will be of short answer type with 5010 parts, out of the entire syllabus. In all, five questions are to be attempted.

UNIT-I

Introduction to Multimedia : Needs and areas of use, Development platforms for multimedia, Identifying Multimedia elements Text, Images, Sound, Animation and Video, Making simple Multimedia with PowerPoint. Concepts of plain & formatted text, RTF & HTML texts, Object Linking and Embedding concept.

UNIT-II

Sound: Sound and its Attributes, Mono V/S Stereo Sound, Sound Channels, Sound and its Effect In Multimedia, Analog V/S Digital Sound, Overview Of Various Sound File Formats On PC WAV, MP3.

UNIT-III

Graphics: Importance of Graphics in Multimedia, Vector and Raster Graphics, Image Capturing Methods Scanner, Digital Camera Etc. Various Attributes of Images Size, Color, Depth , Resolution etc, Various Image File Format BMP, DIB, EPS, PIC, and TIF Format Their Features and imitations, Basics of animation, Software Tools for animation.

UNIT-IV

Video: Basics of Video Analog and Digital Video, How to use video on PC. Introduction to graphics accelerator cards, Brief note on various video standards NTSC, HDTV, Introduction to video capturing Media & instrument Videodisk. Virtual Reality Terminology Head Mounts Display (HMD), Boom, Cave, Input Devices and Sensual Technology

Text & Reference Books:

1. Multimedia: Making it work (4th edition), Tay vaughan, Tata McGraw Hills.
2. Multimedia in action, James E Shuman, Vikas Publishing House.
3. Multimedia basics volume / technology, Andreas hoi zinger, firewall media (Laxmi Publications Pvt. Ltd) New Delhi.

Note: In each theory paper, nine questions are to be set. Two questions are to be set from each Unit and candidate is required to attempt at least one question from each unit. Question number nine will be compulsory, which will be of short answer type with 5010 parts, out of the entire syllabus. In all, five questions are to be attempted.

UNIT – I

Introduction: Definition Of Computer Graphics And Its Applications, Video Display Devices, Raster Scan Displays, Random Scan Displays, Color CRT Monitors, Direct View Storage Tubes, Flat Panel Displays. Input Devices: Keyboard, Mouse, Trackball and Spaceball, Joysticks, Digitizers, Image Scanners, Touch Panels, Light Pens, Voice Systems.

UNIT – II

Output Primitives: Line Drawing Algorithms (DDA, Bresenhaus's), Circle Generating Algorithm(Midpoint Circle Drawing Algorithm), Ellipse Generating Algorithm, Midpoint Ellipse Generating Algorithm, Character Generation.

UNIT – III

2D Transformations: Translation, Rotation, Scaling, Reflection, Shear, Composite Transformation0Translation, Rotations, Scaling. Two Dimensional Viewing: Window-To-Viewport Coordinate Transformation

UNIT – IV

Clipping: Introduction, Clipping Operations, Point Clipping, Line Clipping(Cohen-Sutherland Line Clipping, Liang-Barsky Line Clipping, Nicholl-Lee-Nicholl Line Clipping), Polygon Clipping(Sutherland-Hodgeman Polygon Clipping, Weiler-Atherton Polygon Clipping), Curve Clipping, Text Clipping.

Text & Reference Books:

1. Donald Hearn & M. Pauline Baker, "Computer Graphics." Prentice Hall India.
2. F. S. Hill Jr., "Computer Graphics", Macmillan Publishing Company.
3. David F. Rogers, "Procedural Elements for Computer Graphics", Tata MacGraw Hill.

Note: In each theory paper, nine questions are to be set. Two questions are to be set from each Unit and candidate is required to attempt at least one question from each unit. Question number nine will be compulsory, which will be of short answer type with 5010 parts, out of the entire syllabus. In all, five questions are to be attempted.

UNIT – I

Software engineering: Evolving Role of Software, Software Engineering, Changing nature of Software, Software Myths, Terminologies, Role of management in software development Software Process and desired Characteristics.

Software Life Cycle Models: Build & Fix Model, Water Fall Model, Incremental Process Model, Evolutionary Process Models, Unified Process, Comparison of Models, Other Software Processes, Selection of a Model.

UNIT – II

Software Requirements Analysis & Specifications: Requirements Engineering, Types of Requirements, Feasibility Studies, Requirements Elicitation, Requirements Analysis Documentation, Validation and Management.

Software Architecture: Its Role, Views, Component & Connector View and its architecture style, Architecture Vs Design, Deployment View & Performance Analysis, Documentation, Evaluation.

UNIT – III

Function Oriented Design: Design principles, Module level Concepts, Notation & Specification, Structured Design Methodology, Verification
Object Oriented Design: OO Analysis & Design, OO Concepts, Design Concepts, UML – Class Diagram, Sequence & Collaboration Diagram, Other diagrams & Capabilities, Design Methodology , Dynamic and Functional Modeling, Internal Classes & Operations.

UNIT – IV

Detailed Design: PDL, Logic/Algorithm Design, State Modeling of Classes, Verification: Design Walkthroughs, Critical Design Review, Consistency Checkers.

Coding: Programming Principles & Guidelines, Coding Process, Refactoring, Verification.

Text & Reference Books:

1. Pankaj Jalote, "An Integrated Approach to Software Engineering", 3rd Edition, Narosa Publishing House, 2005.
2. K.K. Aggrawal and Yogesh Singh, "Software Engineering", 3rd Edition, New Age International (P) Ltd, 2008.
3. Pressman, R.S., "Software Engineering – A Practitioner's Approach", 3rd Edition, McGraw Hills, 2008.
4. Mall Rajib, "Fundamentals of Software Engineering", PHI, New Delhi, 2005.

Note: In each theory paper, nine questions are to be set. Two questions are to be set from each Unit and candidate is required to attempt at least one question from each unit. Question number nine will be compulsory, which will be of short answer type with 5010 parts, out of the entire syllabus. In all, five questions are to be attempted.



PRADESH UNIVERSITY
R HILL, SHIMLA-171005.

Out line of PGDCA. Course (1 year)- two semester and scheme of examination. (Effective from 2002 onwards)

SEMESTER –I

Course Code	Paper	Max. Marks Theory	Internal Assess.	Exams. Duration (Hrs.)
DCS-101	Fundamentals of Programming Using C	75	25	3
DCS-102	PC Software	75	25	3
DCS-103	Operating system	75	25	3
DCS-104	Computer Organization and Architecture	75	25	3
DCS-105	Practical-I (C Language)	50	50	3
DCS-106	Practical-I I (PC Software)	50	50	3

SEMESTER –II

DCS-201	Data and File Structure	75	25	3
DCS-202	System Analysis and Design	75	25	3
DCS-203	Object Oriented Programming & C ++	75	25	3
DCS-204	Data base Management system	75	25	3
DCS-205	Practical-III (DFS Using C ++)	75	25	3
DCS-206	Practical-IV (Data base Management system)	75	25	3
DCS-207	Project Work	200	-	-

The project should be involve development of application software for some industry/ Institute



Programming Using C

PART-A

Programming Tools: Problem analysis, Program constructs (sequential, decision, loops), Algorithm, Flowchart, Pseudo code, Decision table, Modular programming, Top Down and Bottom up approaches, Concept of High Level Languages, Low Level Languages, Assembly Languages, Compiler, Interpreter, Type of errors.

Overview of C: General structure of C Program.

Data types, Operators and expressions: Constants and Variables, Data types, Declaring Variables, Storage Classes, Different types of expressions and their Evaluation, Conditional Expression, Assignment statement, Enumerated data type, Redefining/Creating data types, Library functions, Type casting.

Input/Output: Unformatted and formatted I/O Functions (Character and strings I/O, *Scanf()*, *Printf()*)

Control Statements: Decision making using *if*, *if-else*, *elseif* and *switch* statements, Looping using *for*, *while* and *do-while* statements, Transferring Program controlling *break* and *continue* statements, Programming examples to illustrate the use of these control statements.

PART-B

Pointers: Definition, Need of pointers, declaring Pointers, Accessing Values via Pointers, Pointer arithmetic, Types of pointers.

Array & strings: Introduction to arrays, Declaring arrays, Initializing arrays, Processing arrays, Pointers to arrays, Passing arrays as arguments to functions, Introduction to strings, Pointers to strings, Passing strings and Arrays of strings as arguments to a function, Programming examples to illustrate the use of arrays and strings.

Functions: Defining a function, Local variables, *return* statement, invoking a Function, specifying and passing arguments to a function, Functions returning non Integer, External, static, and register variable, block structure, initialization and recursion.

Structures: Declaring a structure type, Declaring Variables of structure type, Initializing Structures, Accessing Elements of structures, arrays of structures, nested structures, Pointers to structures.

Text Books:

1. Mullis Cooper: Spirit of C: Jacob Publications
2. Yashwant Kanetkar: Let us C: BPB

Reference Books:

1. Kerningham B.W. & Ritchie D. M.: The C Programming Language: PHI
2. Yashwant Kanetkar: Pointers in C: BPB
3. Gotterfied B.: Programming in C: Tata McGraw Hill

Note:

1. Each theory paper shall be of 3 hours duration and shall carry 100 marks (75 marks for written semester examination and 25 for internal assessment).
2. In all 8 question will be set three from PART -A and four from PART - B of the syllabus. Question no. 8 will be compulsory covering the entire syllabus of at least 5 parts.
3. Examinees will attempt five questions in all. Two each from PART-A and PART-B. Question no. 8 will be compulsory.



ARE

Operating system concept: Duties, Responsibilities and functions of an Operating system, General understanding of different Operating System Environment (Single user system, Multi user system, Graphical user interface system, character based system).

Disk Operating System: Concept of Files and Directories, Internal commands, External commands, Batch Files, Filters, Redirection, Macros, Wild Card character Booting Process, Configuration Files (Config.Sys)

General Understanding Of Facilities, Features Of Windows Explorer, Control Panel Setting, Accessories, Recycle Bin.

Computer Virus: Prevention, Detection, Cure.

PART-B

Word Processing Concepts: Definition, Benefits, Facilities & Features in general.
MS- Office 97:

MS-Word 97: Word processing using MS-WORD, File handling, Editing, Formatting, spell checking, Mail merge & Table handling & Insertion, importing, exporting & object linking embedding, printing operation.

Spreadsheet: features, uses & benefits in general.

MS-Excel 97: Entering data & selecting cells, editing worksheet data, formatting worksheet, creating Formulae, function & charts /graphs, multi operation, data base management.

Presentation Tools: features, uses & benefits in general.

MS Power Point: Creating & saving presentation templates & view (slide view, notes view, outline view, slide show) Formatting text, slides & graphs, animations, slides transition, multi operation.

Text Books:

1. A.L.STEVENS: Teach Yourself Windows.
2. A.L.STEVENS: Teach Yourself DOS.
3. JONATHAN KAMIN: DOS-7.
4. R.K.TAXALLI: Intro to software package, Galgotia publication.
5. RAJIV MATTUS: dos quick reference , Galgotia .
6. RAJIV MATTUS: Learning Word 97 for windows step by step BPB publication.
7. RAJIV MATTUS: Learning Excel 97 for windows step by step BPB publication
8. RAJIV MATTUS: Learning window 98 step by step BPB publication
9. LONNIE .E. MOSELEY& DAVID M.BOODEY: Mastering office 97.
10. MICRO SOFT OFFICE 97: Unleashed : Techmedia.
11. JOHN WALKEN BACH: Excel 97

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TEM

PART-A

Introduction: Definition Of The Operating System, Functions Of An Operating System, Different Types Of Systems - Simple Batch System, Multi-Programmed Batched System, Time Sharing System, Personal Computer Systems, Parallel Systems, Distributed Systems, Real Time Systems.

Process Management: Process- Process Concept, Process Scheduling, Operation On Processes, Cooperating Processes, Threads, Inter-Process Communication, CPU Scheduling scheduling criteria, scheduling algorithms ó FCFS, SJF, priority scheduling, round robin scheduling, multilevel queue scheduling, multilevel feedback queue scheduling, multiple processor scheduling, real time scheduling.

Deadlocks: Deadlock Characterization, Methods For Handling Deadlocks, Deadlock Prevention, Deadlock Avoidance, Deadlock Detection, Recovery From Deadlock.

PART-B

Memory Management: Logical & physical address space, Swapping, Continuous Allocation (single partition, multiple partition), internal, external fragmentation, Paging, Segmentation, Segmentation With Paging, Virtual Memory, Demand Paging, Performance Of Demand Paging, Page Replacement, Page Replacement Algorithms ó FIFO, optimal, LRU, LRU approximation algorithms, counting algorithms Thrashing, Demand Segmentation.

File System Interface: File Concept, Access Methods ó sequential, direct, index, Directory Structure ó single-level, two level, tree-structured, acyclic-graph, general graph.

File System Implementation: File System Structure, Allocation Methods- contiguous allocation, linked allocation, indexed allocation, Secondary Storage Structure: Disk Structure, Disk Scheduling, FCFS, SSTF, SCAN, C-SCAN, Look Scheduling, Selection of A Scheduling Algorithm, Disk Management-disk formatting, boot block, bad blocks.

Text Books:

1. Silberschatz, Galvin ó Operating System Conceptsö, Addison Wesley Publishing Company, 1989.

Reference Books:

1. William Stallings, ó Operating Systemsö, Macmillan Publishing Company.
2. Deitel H.M., ó An Introduction To Operating Systemö, Addison Wesley Publishing Company, 1984.
3. Tanenbaum, A.S., ó Modern Operating Systemö, Prentice Hall of India Pvt. Ltd. 1995.

Note:

1. Each theory paper shall be of 3 hours duration and shall carry 100 marks (75 marks for written semester examination and 25 for internal assessment).
2. In all 8 question will be set three from PART -A and four from PART - B of the syllabus. Question no. 8 will be an objective/short answer type question.
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ANISATION and ARCHITECTURE

PART -A

Basics: Organization & Architecture, Structure & Function, A brief history, mechanical & electromechanical ancestors, First, Second, Third & later generations, Van-Neumann Machine, Block diagrams of computer system.

Register transfers & micro-operations: Register Transfer Language, Register transfer, Bus & memory transfers, Arithmetic loops, Logic loops, Shift loops, Arithmetic, logic, shift unit.

Basic computer organization & design: Instruction codes, Computer registers, Computer Instructions, Timing & Control, Instruction cycle, memory reference instruction, I-O interrupt, Design of basic computer, Design of accumulator logic.

Micro-programmed Control: Control Memory, Address sequencing, Design of control unit.

Central Processing Unit: General Register Organization, Stack organization, Instruction formats (zero, one, two, three), Address Instructions, Addressing Modes (direct, indirect, Immediate, relative, indexed), Data transfer & manipulation, Program control, RISC.

Computer Arithmetic: Addition & Subtraction, Multiplication algorithms, Division Algorithms, Floating point arithmetic operations,

PART -B

IO Organization: Peripheral devices, I/O interfaces, asynchronous data transfer, Modes of Data transfer, Priority Interrupts, DMA, I-O processors, Serial Communication.

Memory Organization: Memory Hierarchy, Main Memory, Associative Memory, Cache Memory, Virtual Memory, Memory management hardware.

Multiprocessors: Characteristics, Interconnection structures: Time shared, Common bus, Multi-port, Crossbar switch, Multistage, Inter-processor arbitration, Inter-processor communication & synchronization, cache coherence, multiprocessing, vector computation, Fault tolerant systems.

RISC: Instruction execution characteristics, Use of large register files, Computer based Register optimization, Reduced instruction set architecture, RISC pipeline.

Text Books:

1. Morris M. Mano: Computer System & Architecture: PHI.
2. Stallings & Williams: Computer Organization & Architecture: Maxwell Macmillan.

Reference Books:

1. V.Rajaraman & Radhakrishnan: Introduction to Digital Computer Design: PHI
2. P.Pal Chowdhary: Computer Organization & Design: PHI

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FILE STRUCTURE

Preliminaries. Concept & notation, common operation on data structures, algorithm complexity, time-space trade off between algorithm, physical & logical representation of different data structures.

Arrays: Arrays defined, representing arrays in memory, Various operation (traversal, insertion, deletion), Multidimensional arrays, Sequential allocation, Address calculation, Sparse arrays.

Linked List: Definition, type (linear, circular, doubly linked, inverted), representing linked lists in memory, advantages of using linked list over arrays, various operations on Linked list (traversal, insertion, deletion).

Stacks: Definition & concepts of stack structure, Implementation of stacks, Operation on stacks (push & pop), Application of stacks (converting arithmetic expression from infix notation to polish and their subsequent evaluation), quick sort technique to sort an array, recursion).

PART – B

Queue: Definition & concept of queues, implementation of queue, operation on queues (insert & delete), Type of queues (circular queue, priority queue).

Trees Structures: Tree, Binary Trees, Tree Traversal Algorithms (Pre-Order, In-Order, Post-Order), Threaded Trees, Trees in various Sorting & Searching Algorithms & their Complexity (Heap Sort, Binary Search Trees).

Sorting & Searching: Selection sort, Bubble sort, Merge sort, Radix sort, Quick sort, Sequential search, Linear search and their complexity.

Text Books:

1. Jean Paul Tremblay & Paul G. Sorenson: An Introduction to Data Structures with Applications: Tata McGraw Hill.
2. Aaron M. Tenenbaum, Yedidyah Langsam, Moshe J. Augenstein: Data Structures using C: PHI

Reference Books:

1. Robert L. Kruse: Data Structures & Program Design: PHI
2. Aho, Hopcroft & Ullman: Data Structures and Algorithms: Addison Wesley.
3. T.A. Standish: Introduction to Data Structures.
4. Nell Dale & Susan C. Lilly: Pascal Plus Data Structures, Algorithms and Advanced Programming: Galgotia.

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1. Each theory paper shall be of 3 hours duration and shall carry 100 marks (75 marks for written semester examination and 25 for internal assessment).
2. In all 8 question will be set three from PART -A and four from PART - B of the syllabus. Question no. 8 will be compulsory covering the entire syllabus of at least 5 parts.
3. Examinees will attempt five questions in all. Two each from PART-A and PART-B. Question no. 8 will be compulsory.



IS AND DESIGN

PART-A

Overview of system analysis and design, Business systems concepts, systems development life cycle, project selection, feasibility analysis, design, implementation, testing and evaluation.

Project Selection: Source of project requests, managing project review and selection, preliminary investigation.

Feasibility Study: Technical and economic feasibilities, cost and benefit analysis.

System requirement specification and analysis: Fact finding techniques, Data flow diagrams, data dictionaries, process organisation and interactions, Decision analysis, decision trees and tables.

PART-B

Detailed Design: Modularisation, Module Specification, File Design, System Development Involving Data Basis.

Systems control and Quality Assurance: Design objectives, reliability and maintenance, software design and documentation tools, topdown, bottomup and variants. Units and integration testing, testing practices and plans. System controls, Audit trails.

System Administration and Training, conversion and Operating Plans.

Hardware and software selection, Hardware acquisition, memory, processes, peripherals, bench-marking, vendor selection, software selection, operating systems, languages processes, performance and acceptance criteria.

Reference Books:

1. James, A.S. : Analysis and Design of Information Systems, McGraw Hill, 1986.
2. Ludeberg, M., Gulkoh1, G. & Hilsson, A.: Information Systems Development: A Systematic Approach, Prentice Hall Intern. 1981.
3. Lesson, M.: Systems Analysis and Design, Science research Associates, 1985.
4. Semprive, P.C. : System Analysis: Definition, Process and Design, 1982.

Note:

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2. In all 8 question will be set three from PART -A and four from PART - B of the syllabus. Question no. 8 will be compulsory covering the entire syllabus of at least 5 parts.
3. Examinees will attempt five questions in all. Two each from PART-A and PART-B. Question no. 8 will be compulsory.



PART-A

Object oriented programming: Need for OOP, the project oriented approach, characteristics of OOP language-objects, classes, Inheritance, Reusability, Polymorphism, overloading advantage of OOP, the relationship between C and C⁺⁺.

Programming Basic- Basic program construction, output using cout, preprocessor directive, comments, integer variables, character variables, input with cin type float manipulator, type conversion, arithmetic operators, relational operators, loops and decision: loop- for, while, do, decision-if, if- else, switch, conditional operator, logical operator-AND, OR, NOT, other control statements-break, continue, goto.

Structures and functions: structures, Accessing structure members, structure within a structure, Enumerated Data type, simple functions, passing arguments to functions, Returning values from functions, reference arguments, overloaded functions, variable and storage class.

PART-B

Objects and classes: A simple class, classes and objects, specifying a class, using a class, C⁺⁺ objects as physical objects, C⁺⁺ objects as data types. Constructors, objects as function arguments, returning objects from functions.

Arrays: Array fundamental-defining array, array elements, Accessing array elements, Initializing arrays, multidimensional arrays, passing arrays to functions, array of objects, strings-string variables, Avoiding Buffer overflow, string constants, array of strings string as class members.

Operator overloading: Overloading unary operators-the operator keyboard, operator arguments, operator return values nameless temporary objects, limitation of increment operators, overloading Binary operators, data conversion, Pitfalls of operator overloading and conversion.

Inheritance: Derived class and base class, specifying the derived class, accessing base class, members, derived class constructors, overriding member functions, class hierarchies, public and private Inheritance, levels of inheritance, multiple inheritance.

Text Book:

1. Robert Lafore, "Object oriented programming in Turbo C⁺⁺". Galgotia Publications.

NOTE:

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3. Examinees will attempt five questions in all. Two each from PART-A and PART-B. Question no. 8 will be compulsory.



MANAGEMENT SYSTEMS

Basic Concepts, Data modeling for a Database, Records and Files, Abstraction and Data Integration, The Three-Level Architecture Proposal for DBMS, Components of a DBMS, Advantages and Disadvantages of a DBMS.

Data Models, Data Associations, Data Models Classification, Entity Relationship Model, Relational Data Model, Network Data Model, Hierarchical Model.

The Relational Model, Relational Database, Relational Algebra, Relational Calculus.

Relational Database Manipulation, SQL, Data Manipulation, Basic Data Retrieval, Condition Specification, Arithmetic and Aggregate Operators, SQL Join: Multiple Tables Queries, Set Manipulation, Categorization, Updates, Views: SQL, QUEL, Data Definition, Data Manipulation; QUEL, Condition Specification, Renaming, Arithmetic Operators, Multiple Variable Queries, Aggregation Operators in QUEL, Retrieve into Temporary Relation, Updates, Views.

PART-B

Relational Database Design, Relational Scheme and Relational Design, Anomalies in a Database: A Consequence of Bad Design, Universal Relation, Functional Dependency, Relational Database Design.

Concurrency Management, Serializability, Concurrency Control, Locking Scheme, Timestamp-Based Order, Optimistic Scheduling, Multiversion Techniques, Deadlock and Its Resolution.

Database Security, Integrity, and Control, Security and Integrity, Threats, Defense Mechanisms, Integrity .

Text Books:

1. Desai, B., "An Introduction To Database Concepts." Galgotia Publications, New Delhi.

Reference Books:

1. Date C.J., "An Introduction to Database Systems", Narosa Publishing House, New Delhi.
2. Elimsari And Navathe, "Fundamentals of Database Systems", Addison Wesley, New York.
3. Ullman, J.D , "Principals Of Database Systems", Galgotia Publications, New Delhi.

Note :

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2. In all 8 question will be set three from PART -A and four from PART - B of the syllabus. Question no. 8 will be an objective/short answer type question.
3. Examinees will attempt five questions in all. Two each from PART-A and PART-B. Question no. 8 will be compulsory.

HIMACHAL PRADESH UNIVERSITY SHIMLA

(NAAC Accredited 'A' Grade University)

DEPARTMENT OF COMMERCE

Summer Hill, Shimla-171005

SYLLABUS OF MASTER OF COMMERCE TO BE IMPLEMENTED FROM THE SESSION 2022-23 onwards

The Master of Commerce (M.Com.) is a two-year full-time programme. The course structure and programme administration scheme are as follows: -

I-COURSE STRUCTURE

The programme has been organized in two years –First Year and Second Year, each comprising of two semesters. The list of courses offered during First Year and Second Year of the programme shall be as follows: -

Course Code	Nature of Course	Title of the Course	Credits	Theory Contact 4 Hours		Marks		
				Lecture Credit	Tutorial Credit	Theory	Internal Assessment	Total Marks
		1st Semester						
MC101	DSC	Management Theories and Practices	4	5	1	80	20	100
MC102	DSC	Business Environment	4	5	1	80	20	100
MC103	DSC	Managerial Economics	4	5	1	80	20	100
MC104	DSC	Statistical Analysis for Decision Making	4	5	1	80	20	100
MC105	DSC	Income Tax Laws and Administration	4	5	1	80	20	100
MC106	DSC	Corporate Legal Framework	4	5	1	80	20	100
MC107	GE-I	Inter Disciplinary Course-I : Computer Application in Business	2	2	1	40	10	50
		Total Credits (1st Semester)	26	32	7	520	130	650
		2nd Semester						
MC201	DSC	Corporate Financial Accounting	4	5	1	80	20	100
MC202	DSC	Human Resource Management	4	5	1	80	20	100
MC203	DSC	Corporate Finance and Policy	4	5	1	80	20	100
MC204	DSC	Marketing Management	4	5	1	80	20	100
MC205	DSC	Research Methodology and Data Science	4	5	1	80	20	100

MC206	GE-II	Inter Disciplinary Course-II: Organisational Behaviour and Development	2	2	1	40	10	50
		Choose one from the AECC						
MC207	AECC	Economic Thought of Gandhi and Deendayal Updhaya	2	2	1	40	10	50
MC 208	AEC C	Data Management using MS Excel and SPSS						
		Internship						
MC209		Industrial Training Report and Viva-Voce	4			80(TR)	20(VV)	100
		Total Credits (2ndSemester)	28	29	7	560	140	700
		3rd Semester						
MC301	DSC	Strategic Cost Accounting	4	5	1	80	20	100
MC302	DSC	Corporate Governance and Business Ethics	4	5	1	80	20	100
MC303	DSC	International Financial Management and Policy	4	5	1	80	20	100
MC304	DSC	Financial Institutions & Markets	4	5	1	80	20	100
MC305	AECC	Indian Ethos and Life Skill-Shrimad Bhagvad Gita	2	2	1	40	10	50
		Specialization (The student will choose one paper from each specialization)						
		Accounting and Finance						
MC306	DSE	Management Control Techniques	4	5	1	80	20	100
MC307	DSE	Stock Market Operation						
		Marketing						
MC308	DSE	Digital Marketing and E-Commerce	4	5	1	80	20	100
MC309	DSE	Supply Chain Management and Logistics						
		Human Resource Management						
MC310	DSE	Industrial Psychology	4	5	1	80	20	100
MC311	DSE	Strategic Human Resource Management						
		Total Credits (3rdSemester)	30	37	8	600	150	750
		4th Semester						
		Core Course						
MC401	DSC	Security Analysis and Portfolio Management	4	5	1	80	20	100
MC402	DSC	Entrepreneurship Development and Project Management	4	5	1	80	20	100
MC403	DSC	Strategic Management and Business Policy	4	5	1	80	20	100
		Specialization (The student will have to choose one specialization and out of selected specialization choose any two papers)						

		Accounting and Finance (A)							
MC404	DSE	Advance Financial Management and Policy	4	5	1	80	20	100	
MC405	DSE	Business Taxation	4	5	1	80	20	100	
MC406	DSE	Forensic Accounting and Auditing							
		Marketing (B)							
MC407	DSE	Consumer Behaviour	4	5	1	80	20	100	
MC4108	DSE	Retail Management	4	5	1	80	20	100	
MC409	DSE	Rural Marketing							
		Human Resource Management							
MC410	DSE	Human Resource Development	4	5	1	80	20	100	
MC411	DSE	Management of Industrial Relations	4	5	1	80	20	100	
MC412	DSE	Labour Legislation and Employee Welfare							
		Internship							
MC413	DSC	PG Dissertation and Viva-Voce	4			80(D)	20(VV)	100	
MC414	DSC	Comprehensive Viva-Voce (Based on course studies during all the four semesters)	4				100(VV)	100	
		Total Credits (4th Semester)	28	25	5	480	220	700	
		Total Credits for M.Com. (26+28+30+28)	112	123	27	2160	640	2800	

BREAKUP OF CREDITS

Semester	Core Courses (DSC)	General Elective Courses(GE)	Ability Enhancing Compulsory Courses (AECC)	Discipline Specific Elective Courses (DSE)	Internship/Field work based Courses	Credits
1st	4	02	00	00	00	26
2nd	0	02	02	00	04	28
3rd	6	00	02	12	00	30
4th	2	00	00	08	08	28
Total Credits	2	04	04	20	12	112

II - PROGRAMME ADMINISTRATION

A) Course Code Descriptions: The codes for the four types of courses on offer are explained as follows:

1. Discipline Specific Core Courses (DSC)
2. Discipline Specific Elective Courses (DSE)
3. Generic Elective (GE)
4. Ability Enhancement Compulsory Courses (AECC)

B) Regarding DSE Courses

In the 3rd semester students will have three options of specialisation such as Accounting and Finance, Marketing and Human Resource Management and General Management. Students are required to choose one course from each discipline specific elective courses and in total three courses.

In the fourth semester students will have three options of specialisation such as Accounting and Finance, Marketing and Human Resource Management and General Management. Students are required to choose one specialisation as per their area of interest and out of that specialisation they have to choose two discipline specific courses.

c) Regarding GE Courses

Each student of M.Com Programme will have to choose two GE courses during the course of degree programme from faculties. This department offer Generic Elective (GE) in first semester and second semester.

D) Regarding AECC

AECC is two credit compulsory courses offered to second semester and third semester students.

Scheme of Examination

Marks Allotted to each Paper: Each DSC and DSE Course shall be of 100 marks and qualifying marks in each Course shall be 40 per cent. The break up is as follows: 32 marks out of 80 (i.e. 40 % of 80) and 8 marks out of 20 (i.e. 40% of 20). Each GE and AECC shall be of 50 marks and qualifying marks in each Course shall be 20 marks. The break up is as follows: 16 marks out of 40 (i.e. 40 % of 40) and 4 marks out of 10 (i.e. 40 % of 10).

1. DSC and DSE Courses

The distribution of 100 marks for DSC and DSE courses shall be 80 for Theory and 20 for Internal Assessment (except for Training report IInd Semester and Dissertation IVth Semester). Minimum fifteen (15) students must be there to start any elective group (DSE) and will further depend upon the availability of faculty. The Internal Assessment of 20 marks shall comprise of 5 marks each for: i) Class Test(s), ii) Assignment(s) and iii) Presentation(s)/Seminar(s)/case study and iv) attendance.

Marks for attendance are given as per the following criteria:

75% to 80% : 1 Mark

81% to 85% : 2 Marks

86% to 90% : 3 Marks

91% to 95% : 4 Marks

96% to 100% : 5 Marks

2. GE and AECC Courses

The distribution of 50 marks for each of the GE courses and AECC courses shall be 40 for Theory and 10 for Internal Assessment. Minimum fifteen (15) students must be there to start any elective group (AECC) and will further depend upon the availability of faculty. The Internal Assessment of 10 marks shall comprise of 2.5 marks each for: i) Class Test(s), ii) Assignment(s) and iii) Presentation(s)/Seminar(s)/case study and iv) attendance as per criteria for DSC & DSE specified at above (1).

3. Internship and Field Work

In the internship industrial training and Dissertation are mandatory and will be integral part of course work. Students have to complete 3 weeks industrial training and have to submit training report to the Department of Commerce in the second semester. Training report should contain training certificate from the respective authority and report should not be more than 30 pages.

4. Dissertation in IVth Semester

During fourth semester students have to submit dissertation in the Department of Commerce which is duly supervised by the faculty who are teaching M.Com classes. The evaluation of dissertation will be of 80 marks for dissertation and 20 marks for viva-voce by an external examiner (in case of HP University, Evening Studies and Regional Centre Dharmshala, external examiner will be from other university) duly recommended by Department Council and approved by competent authority. For colleges external examiner will be from the faculty teaching in the Department of Commerce, H.P. University.

Remuneration for Evaluation and viva-voce of PG Dissertation; TA/DA claim and Sitting fee of External Examiner(s) are to be borne by the respective University/Institution at rates as prescribed by the university.

5. Comprehensive Viva-Voce

Comprehensive Viva-Voce will be conducted at the end of 4th semester will be based on course taught in all the four semesters with primary focus on DSC courses and specialisation courses.

FORMAT OF QUESTION PAPERS

1. For DSC & DSE papers: Set ten (10) question consists in all. Two questions from each unit. The students are required to attempt five (5) questions in all, selecting one question from each unit. Each question will be of 16 marks.

2. For GE papers: Set ten (10) question consists in all. Two questions from each unit. The students are required to attempt five (5) questions in all, selecting one question from each unit. Each question will be of 8 marks.

3. For AECC papers: Set ten (10) question consists in all. Two questions from each unit. The students are required to attempt five (5) questions in all, selecting one question from each unit. Each question will be of 8 marks.

4. Duration of DSC, DSE, GE and AECC Papers will be three (3) hours.

1. EVALUATION PLAN

a) **ExaminationPattern**

	Component	Frequency	Marks*
Assessment	End Term	1 time	80%
	Continuous Assessment*	Throughout the Semester	20%
	Total		100 marks for 4 Credits, and 50 Marks for 2 Credits

General Information

1. Number of seats, eligibility, basis of admission, age limit, reservation, fee structure, scheme of examination and qualifying marks will be as per the University rules as prescribed in the Himachal Pradesh University Ordinance and Handbook of Information from time to time.
2. In case of ambiguity or conflict in provisions, the HP University Ordinance shall prevail.
3. **Out Reach Activities:** Students from other University/Institutes can be considered for internship/summer training/winter training with maximum period of three months by the Department of Commerce HPU, Shimla with the consent of teacher. Decision in this regard will be approved in Department Council Meeting and certificate of internship will be issued by the supervisor concerned along with counter sign of Chairman Department of Commerce.

MC 101 MANAGEMENT THEORIES AND PRACTICES

Max. Marks: 80

Internal Assessment: 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will require to attempt one question from each unit. Each question will carry Sixteen (16) marks.

COURSE CONTENTS:

UNIT-I

Management Process; Meaning, Nature, Scope and Functions of Management. Development of Management Thought; F.W. Taylor and Scientific Management, Contribution of Henry Fayol in Management, Hawthorne Experiments and Human Relations Management, Contribution of Peter F. Drucker in Management, Systems Theory of Management and Behavioral Scientists & Situational Theory of Management. Schools of Management Thought; Empirical Approach, Human Relations Approach, Social Systems Approach, Socio-technical Systems Approach, Decision Theory Approach, Systems Approach and Contemporary Situational Approach.

UNIT-II

Planning: Concept, Process, Type, Importance, Mission and Objectives, Strategic and Operational Plans, Planning and Premises and Forecasting.

Decision making: types of Decision, Process of decision making, Models & Issues.

UNIT-III

Fundamentals of Organising, Design of Organisation structure, forms of Organisation structure, Authority and Responsibility, Conflict and Coordination.

Fundamentals of Staffing, Recruitment and selection, training and Development, Performance Appraisal

UNIT-IV

Fundamentals of Directing: Concept, principles, Direction and Supervision, Techniques, Motivation: Concept and

Theories, Leadership; Concept and Theories, Communication: Concept, Process, types, Barriers.

UNIT-V

Fundamentals of Controlling: concept, function, types and process, Operational Control techniques: Financial Control, Budgetary Control, Break-even Analysis, Responsibility Analysis, Internal Audit, Quality Control, ABC Analysis, PERT/CPM, Economic Order Quantity Overall Control Techniques: Financial Ratio Analysis, Control through ROI, Management and Social Audit, HRA, MIS.

References:

- Essentials of Management – Koontz, O'Donnel & Weihrich (Tata Mc.Graw)- Reading in Management Peter Ducker
- Management – Robbins & Coulter (Pearson)
- Principles of Management – Stoner & Freeman
- Principles of Management – Chandra Bose (PHI)

MC 102 BUSINESS ENVIRONMENT

Max. Marks: 80

Internal Assessment: 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will require to attempt One question from each unit. Each question will carry Sixteen (16) marks.

COURSE OBJECTIVES:

To analyse the overall business environment and evaluate its various components in business decision making.

COURSE CONTENTS:

UNIT-I

Business Environment; Nature and Importance, Interaction Matrix of different Environment Factors, Environmental Scanning, Economic Planning in India, Objectives, Strategies and Problems of Economic Planning, Privatization, Globalization, Disinvestment in Public Sector Units, NITI Ayog,

UNIT-II

Fiscal Policy, Monetary Policy, Industrial Policy, Industrial Licensing Policy, Foreign Trade Policy.

UNIT-III

Industrial sickness, Development and Protection of Small-Scale Industry. The Environment(Protection) Act, Right to Information Act.

UNIT-IV

Foreign Investment, Types of Foreign Investment, Foreign Direct Investment (FDI), Foreign Portfolio Investment (FPI), FDI in India, Balance of Trade and Balance of Payment, Structure of BOP, Disequilibrium in BOP.

UNIT-V

Regulatory framework of WTO, its Basic Principles and Charter, Provisions relating to Preferential Treatment to Developing Countries, Regional Groupings, Anti- dumping Duties and other NTBs.

COURSE OUTCOMES: After learning this course, students will be able:

1. To understand the nature of business environment and its components.
2. To understand the need and impact of LPG reforms on Indian Economy.
4. To acquire in-depth knowledge about various economic policies of India.

References:

- Arya, P P and Tandon, B.B Economic Reforms in India, Deep and Deep Publishers, NewDelhi.
- Cherunilam Francis: Business Environment, Himalaya Publishing House, New Delhi.
- Economic survey – Various issues, Govt. of India, Ministry of Finance.
- Justin Paul: Business Environment, Tata McGraw Hill, New Delhi.
- Mishra and Puri: Economic Environment of Business, Himalaya Publishing House, NewDelhi.
- Rosy Joshi and Sangam Kapoor: Business Environment Kalyani Publishers, New Delhi.
- Saleem Saikh: Business Environment, Himalaya Publishing House, New Delhi.
- Sengupta, N.K Government and Business in India, Vikas Publication, New Delhi.

MC 103 MANAGERIAL ECONOMICS

Max. Marks: 80

Internal Assessment: 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will require to attempt one question from each unit. Each question will carry Sixteen (16) marks.

COURSE OBJECTIVE:

1. To acquaint students with the concepts of managerial economics and to make them conversant with market and consumer behaviour.
2. To study production and cost curves and to familiarize students with the reasons for the behaviour of firms.
3. To make students understand business cycles and steps to bring economy to equilibrium.
4. To help students acquire knowledge of and teach them application of economic theories in business decision making.

COURSE CONTENTS:

UNIT-I

Objectives of a firm; Objectives of a firm in microeconomics, Principles in Managerial decision analysis, Definition of Micro-Macro Economics, scope, merits-demerits, Paradox of Micro Economics, Distinction between Micro and Macro Economics.

Demand Analysis; Theories in Demand, types, factors influencing demand, Elasticity of Demand
– Concept, meaning, types, measurement, influencing factors, importance.

UNIT-II

Economic forecasting and planning; Need and methods of economic forecasting for national planning,

Economic forecasting and planning of business, need and methods, Techniques of forecasting demand - Survey and Statistical methods.

Production Analysis; Concepts, Types of cost, Cost curves, Cost – Output relationship in the short run and in the long run, LAC curve, Law of Variable Proportions, Economies of scale, Diseconomies of scale, the profit maximization objective and conditions of firms in short and long run equilibrium.

UNIT-III

Price determination under different market conditions; Market Structure – Concept, meaning, characteristics, classification of Market, Price determination and firm equilibrium under different market structures, Pricing-types, cost pulls, going rate, Imitative, Marginal cost, Pioneering, Transfer pricing

Price Discrimination; Definition, concept, meaning, types, conditions, Dumping and socio – economic consideration in pricing.

UNIT-IV

Business Cycles; Concept, meaning, causes, phases of business cycles, economic effects on production distribution and employment, remedies demand pull v/s cost push Inflation, Cobweb, Theories of business cycles

Monetary and Fiscal Policies; Meaning and objectives of monetary and fiscal policies, role and impact on economic development, concept of sustainable development, consumption and its inclusive growth.

Unit V

Profit Management; Concept, nature and measurement of profit, concept of risk & uncertainty, Risk, uncertainty and innovations, Theories of profit, Profit planning and forecasting, Profit policies

Profit Measurement: Determinants of Short-Term & Long-Term Profits, Measurement of Profit, Break Even Analysis – Meaning, assumptions, determination of BEA, Limitations, Uses of BEA in Managerial decisions.

COURSE OUTCOMES:

1. **Knowledge:** To acquaint students with strong theoretical background of managerial economic theories along with its application in real business world.

2. **Core Competence:** Students will develop professional skills in understanding the concepts of managerial economics and will learn various innovative methods to resolve corporate issues.
3. **Leadership:** Students will be able to, demonstrate their leading role in the community, enabling them to take responsibilities and contribute to solving problems through innovative thinking, collective work, reflection and self-development.
4. **Problem Solving:** Students will develop ability to solve problems through effective team work, communication, critical and analytical thinking.
5. **Professionalism:** Students will be provided with an educational foundation that prepares them for corporate environment, leadership roles with diverse career paths, with encouragement to professional ethics and active participation needed for a successful career.
6. **Entrepreneurial Skills:** Students will be provided platform to explain various business opportunities and challenges in a global business environment and approaches to deal with people in different situation.

Recommended Books:

1. Managerial Economics- Pathania, Batra, Salwan, Regal Publications
2. Managerial Economics- Varshney& Maheshwari Pub, Sultan Chand.
3. Managerial Economics- D.N. Dwivedi
4. Managerial Economics - D.N. Hague
5. Economics decision Models - . I.L. Riggs
6. A study of Managerial Economics - D. Gopalkrishna
7. Managerial Economics- Brigham and Pappas
8. Managerial Economics- Yogesh Maheswari
9. Managerial Economics- D. M. Mithani Himalaya Publicity House

MC 104 STATISTICAL ANALYSIS FOR DECISION MAKING

Max. Marks: 80

Internal Assessment: 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will require to attempt one question from each unit. Each question will carry Sixteen (16) marks.

COURSE OBJECTIVE:

The **objective** of this course is to provide an in-depth understanding of basic theoretical and applied principles of statistics needed to enter the job force. Students will be able to communicate key statistical concepts to non-statisticians. Students will gain proficiency in using statistical software for data analysis.

COURSE CONTENTS:

UNIT-I

Measurements of central tendency, dispersion, skewness and kurtosis.

UNIT-II

Regression analysis and correlation analysis (Two variables only).

Index Numbers: Meaning, construction of index numbers, problem in the construction of index numbers, Price, Quantity and Value Indices.

UNIT-III

Probability Theory: Probability, Classical Probability, Relative frequency Probability and Subjective Probability. Addition and multiple theorems of probability and Bay's Theorem. Probability distribution. Binomial distribution. The Poisson distribution and the Normal distribution.

UNIT-IV

Statistical Inferences; Testing of Hypotheses and Estimation, Sampling Distributions and Procedure

of Testing Hypotheses Hypothesis Testing: Large and small sample tests (Z test, T test)

UNIT-V

F-test and Non-Parametric Test: Chi-square, run test, Sign test, Median test, Rank Correlation test, Kruskal- Wallis Test

COURSE OUTCOME:

Upon completion of the program, students will be able to

1. Demonstrate knowledge of probability and the standard statistical distributions.
2. Demonstrate knowledge of fixed-sample and large-sample statistical properties of point and interval estimators.
3. Demonstrate knowledge of the properties of parametric, semi-parametric and nonparametric testing procedures.
4. Demonstrate the ability to perform complex data management and analysis.
5. Demonstrate understanding of how to design experiments and surveys for efficiency.

References:

- Johnson, R.D and Siskin, B.R Quantitative techniques for business decision. Prentice Hall of India, 1984.
- Hien, L.W- Quantitative Approach to managerial decision. Practice Hall of India, 1983.
- Levin, Richard I. and Rubin David S – Statistics for management, Prentice Hall of India, 1983.
- Chou- Ya- Lun; Statistical Analysis. Holt, Rinehart and Winston, 1980.
- Freund, J.E and William. F.J Elementary Business Statistics – The Modern Approach, 1982 Hooda, R.P, Statistical Methods.

MC 105 TAXATION LAWS AND ADMINISTRATION

Max. Marks: 80

Internal Assessment: 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will require to attempt one question from each unit. Each question will carry Sixteen (16) marks.

COURSE OBJECTIVES:

The objectives of this course

1. To make the students understand the basic concepts, definitions and terms related to direct taxation.
2. To make the students understand the concept of residential status thus making them understand the scope of total income for an assessee with different kinds of residential status.
3. To make students understand the various heads under which income can be earned in India. To make students understand the procedure for computation of income under various heads namely income from salaries, house property, business/ profession, capital gains and income from other sources.
4. To understand students GST- Concept, type, procedure and mechanism of GST.

COURSE CONTENTS:

Unit I

Income Tax; Meaning, concepts, Latest Provisions, Agriculture Income, Basis of Charges

Unit II

Income from Salary. Income from House Property.

Unit III

Profits and Gains from Business or Profession. Capital Gains. Income from Other Sources..

Unit IV

Set-off and Carry Forward of Losses, Tax Deductions and Collection at Source. Advance Payment of Tax. Income Tax Authorities. Procedure of E-filing.

Unit V

Assessment of Individual – Computation of Taxable Income and Tax Liabilities of Individual. Assessment of Companies – Computation of Taxable Income and Tax Liabilities of Companies

COURSE OUTCOME:

Upon completion of the course, students will be able to:

1. Students will be able to identify the technical terms related to direct taxation.
2. Students should be able to determine the residential status of an assessee and thus should be able to compute the taxable income of assessee with different residential status.
3. Students will be able to compute income from salaries, house property, business/profession, capital gains and income from other sources.
4. Student will be able to understand the implications of GST on the taxable capacity consumers, dealers and of the society at large and its changes.

References:

Singhania, Vinod K., *Direct tax Planning and Management*, Taxmann Publication, Delhi.

- Gaur and Narang, *Corporate Tax Planning*, Kalyani Publishers, Ludhiana.
- 2. Singhania, Vinod K. and Monica Singhania. *Students' Guide to Income Tax, University Edition*. Taxmann
- Publications Pvt. Ltd., New Delhi.
- Ahuja, Girish and Ravi Gupta. *Systematic Approach to Income Tax*. Bharat Law House, Delhi.
- Gaur and Narang, *Income Tax Law and Practice*, Kalyani Publishers.
- Mehrotra H.C. and Goyal S.P, *Income Tax Law and Accounts*, Sahitya Bhawan Publications.
- Spectrum Income Tax Law and Practice.
- Jain Mukta and Jain Rakesh, *Direct Tax Laws by V.K. Publications*.
- Bangar's Comprehensive Guide to Direct Tax Laws.

MC 106 CORPORATE LEGAL FRAMEWORK

Max. Marks: 80

Internal Assessment: 20

Note: There will be Ten(10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will require to attempt One question from each unit. Each question will carry Sixteen (16) marks.

COURSE OBJECTIVE:

The objective of the course is to make students acquainted with the provisions of Corporate Legal Framework to ensure regulated and secured system of corporate enterprises in India and also to develop understanding about the procedures related with the formation of corporate enterprises, to know about the procedures about meetings and proceedings for practical application as well as understanding of the regulatory system for protection of consumers.

COURSE CONTENTS:

UNIT-I

Company and Its Forms; Meaning and Kinds of Companies, One Person Company and listed companies. Distinction between body corporate and company, characteristics of company, classification of different types of companies.

Companies Act-2013; Scope and Application of the Companies Act. Administrative Structure as per Provisions of Companies Act. Meaning and distinction between public and private company, provisions regarding conversion of company from one class to another. provisions regarding conversion of private company into public company and vice-versa. Concept of lifting of the Corporate Veil.

Formation of Company; Promotion of Company, Meaning of Promoters, Kinds of Promoters, Functions, duties & liabilities of promoters, procedure for incorporation and commencement of corporate business.

UNIT-II

Memorandum of Association; Meaning, clauses of memorandum, different forms of memorandum as per Section 4(6) of the Companies Act-2013 Schedule-1, provisions regarding alteration of clauses of memorandum.

Articles of Association; Meaning, Contents of the Articles of Association, different forms of articles as per Section 5(6) of the Companies Act-2013 Schedule-1, Alteration of Articles, Distinction between memorandum and articles of association and their binding effects, Constructive Notice of Memorandum and Articles of Association and the Doctrine of Indoor Management, Doctrine of Ultra-vires.

Prospectus; Meaning, requirements and contents of prospectus, provisions regarding effect of omission and mis-statements in prospectus, advertisement of prospectus including explanations about shelf prospectus and red herring prospectus, book building and listing of securities.

Credit Rating and Insider Trading; Meaning of Credit Rating, advantages of credit rating, different credit rating agencies in India and role of credit rating agencies in India. Meaning & impact of Insider Trading and provisions under Companies Act regarding Insider Trading.

UNIT-III

Different Types of Securities; Different types of securities including shares and debentures. Meaning and nature of Shares, Share Capital, and stock. Provisions regarding purchase and loan of own shares by company, provisions regarding buying-back of own securities. Provisions regarding issue of shares at premium and discount, Concepts including pre-emption rights, sweat equity and right issue. Provisions regarding issue and redemption of preference shares, further issue of capital, and conversion of loans into capital.

Allotment, Transfer and Transmission of Shares; Principles and provisions regarding allotment, penalties and return of allotment. Meaning of transfer of shares and provisions regarding transfer of shares of companies including listed companies and when company is winding-up. Meaning of transmission of shares, Distinction between transfer and transmission of shares and provisions regarding nomination and lien of shares.

Dematerialization; Meaning of dematerialization, brief understanding of Dematerialization Act, regulating mechanism of NSDL and CDSL and provisions regarding Demat Trading.

UNIT-IV

Membership of Company; Different conditions of becoming member for shareholder and other members. Modes and process of getting membership, rights and liabilities of members and termination of membership including provisions when surrender of shares.

Meetings and Proceedings; Provisions regarding different kinds of meetings including Statutory Meeting, Annual General Meeting, Extra-ordinary General Meeting, Meeting convened by National Company Law Tribunal, meetings of creditors, directors, debenture-holders and other meetings, requirements of valid meetings. Meaning and different types of resolutions and procedure for preparing minutes of the proceedings.

Securities and Exchange Board of India; Role of SEBI and provisions under Companies Act with regard to issue of prospectus, transfer of shares, transmission of shares, listed companies, memorandum and articles of association, meetings and proceedings, insider trading and other provisions.

UNIT-V

Managerial Personnel; Conditions for appointment of key Managerial Personnel including Chief Executive Officer or Managing Director, Company Secretary, Whole-Time Directors and Chief Financial Officer.

Key Highlights of Indian Companies Act-2013; Provisions regarding Class action suits for Shareholders, power for Shareholders, Women empowerment in the corporate sector, Corporate Social Responsibility, National Company Law Tribunal, Fast Track Mergers, Cross Border Mergers, Prohibition on forward dealings and insider trading, number of Shareholders, Limit on Maximum Partners, One Person Company, Articles of Association, Electronic Mode usage, Indian Resident as Director, Independent Directors, Serving Notice of Board Meeting, Duties of Director defined, Liability on Directors and Officers, Rotation of Auditors, Prohibition of Auditors from performing Non-Audit Services and Rehabilitation and Liquidation Process.

Consumers Protection Act-1986; Significance of the Act, Consumer Organizations and Consumers Disputes Redressal agencies and their jurisdictions as per the provisions of the Act.

Competition Act-2002; Meaning, Anti-competition agreements, types of agreements, Role of Competition Commission of India and provisions regarding competition.

Course Outcome:

After study of the course students will be acquainted with the provisions of Corporate Legal Framework and learn the procedures related with the formation of corporate enterprises, procedures about conducting meetings and proceedings as well as understanding of the regulatory system for protection of consumers while studying Competition Act and Consumers Protection Act.

References:

- Corporate Legal Framework by Dr. G.K. Varshney, Sahitya Bhawan Publications, Agra (Latest Version).
- Principles of Business Law by S.N. Maheshwari and S.K. Maheshwari, Himalaya Publishing House. (Latest Version).
- Business Law by N.D. Kapoor, New Age Publication. (Latest Version).
- Business and Corporate Law by Sarvanaveland Mahapatra, Himalaya Publishing House. (Latest Version)

**MC 107 COMPUTER APPLICATIONS IN BUSINESS
(Generic Elective)**

Max. Marks: 80

Internal Assessment: 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will require to attempt one question from each unit. Each question will carry Sixteen (16) marks.

COURSE OBJECTIVE:

Computer application in business available to **analyze the competition, researching the products and prices of their competitors**, studying them through websites. Students also will be able to understand (LAN) Local Area Networks, WAN, E-mail, internet, Multimedia and MS-office.

COURSE CONTENTS:

UNIT-I

Modern Information Technology: Basic idea of Local Area Networks (LAN), Wide Net Works (WAN), E-mail, internet, Multimedia.

Introduction to Windows: Write, Paintbrush, File Manager, Print Manager, Control Panel etc.

UNIT-II

Introduction and working with MS-Word in MS-OFFICE: Word basics Commands, Formatting; Text and documents; Sorting, Working with graphics; Introduction to mail-merge.

Working with EXCEL: Excel basics; formatting, functions, chart feature; Working with graphics in Excel, Using worksheets as databases.

Unit III

Presentation with Power – Point: Power point basics; Creating presentations the easy way; Working with graphics in Power-Point; Show time; Introduction to Lotus smart suite for Data Sheet Analysis. Spreadsheets and their uses in business.

Unit IV

Introduction to Tally: Maintenance of Accounting books along with financial statement analysis.

Unit V

Statistical Packages Useful in Business: Usage of statistical packages for analysis (as per availability)

Course Outcomes:

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

1. Student will be able to apply Computer Knowledge in Business Decision Making.
2. Operate a variety of advanced spreadsheet, operating system and word processing functions.
3. Identify the basics of information technology and apply software applications to enhance efficiency of business functions.

References:

- Ron Mansfield, The Compact Guide to Microsoft office; BPB Publication.
- Dienes, Sheila s., Microsoft office, Professional for windows 95;
- Instant Reference; BPB Publication.
- Peter Norton, Working with IBM-PC

MC 201 CORPORATE FINANCIAL ACCOUNTING

Max. Marks: 80

Internal Assessment: 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will require to attempt one question from each unit. Each question will carry Sixteen (16) marks.

COURSE OBJECTIVES:

1. To give learners a broad view of the provisions to be followed for the preparation of final accounts of companies as per Companies Act 2013.
2. To explain to the learners the concept of valuation of business after amalgamation and merger and its implications in various accounting procedures leading to preparation of Final Accounts of a Company as per Company Act.
3. To make students aware about the Accounting for issue, forfeiture and re-issue of shares.

COURSE CONTENTS:

UNIT-I

Accounting for issue, forfeiture and re- issue of shares. Accounting for issue and redemption of debentures..

UNIT -II

Final Accounts of Companies. Cash Flow Statement. Accounts of Banking Companies.

UNIT -III

Accounting issues related to Amalgamation in the nature of merger and purchase. Capital reduction/ Internal Reconstruction of Companies.

UNIT-IV

Accounting for Holding and Subsidiary Companies. Accounts Related to Liquidation of Companies.

UNIT-V

Investment Accounts. Fund Flow Statement.

COURSE OUTCOME:

Upon completion of the course, students will be able to:

1. Students will be able to understand how to prepare final accounts of consolidated companies. Understanding the concept of minority interest.
2. Students develop the ability to calculate Goodwill, evaluate shares adopting different methods.
3. The Student will be able to do, Accounting for issue, forfeiture and re-issue of shares.

References

- M Hanif and A Mukherjee: Corporate Accounting, Mc Graw Hill India.
- Gupta, R.L: Advance Financial Accounting, S.Chand&Co., New Delhi.
- Arulanandam, M.A and Raman, K.S.: Advanced Accountancy, Himalaya publishing House, N.Delhi.
- Maheshwari, S.N: Advanced Accountancy –Vol.II, Vikas Publishing house, New Delhi.
- Monga, J.R: Advanced Financial Accounting, Mayoor Paperbacks, Noida
- Shukla, M.C. and T.S. Grewal: Advanced Accountancy, Sultan Chand&Co. New Delhi.
- Warren, C.S. and P.E fess: Principles of Financial and Managerial Accounting, South-Western, Ohio.
- Porwal, L.S., Accounting Theory, Tata McGraw hill, New Delhi
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MC 202 HUMAN RESOURCE MANAGEMENT

Max. Marks: 80

Internal Assessment: 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will require to attempt one question from each unit. Each question will carry Sixteen (16) marks.

COURSE OBJECTIVES:

1. The objective of the course is to make students well conversant with the basic concept as well as with the advanced development in HR practices that organizations implement today.
2. The course aims at provide them with the insight to think about different aspects of handling human resources in the organisation.
3. It aims at providing an understanding of the regulatory provisions to manage human resources.

COURSE CONTENTS:

UNIT-I

Introduction to HRM: Concept, Nature, Scope and Objectives of Human Resource Management, Human resource environment and environment scanning, Recent trends in human resource management, the human resource management model, Human capital management

UNIT-II

Internal & External Mobility of Employees: Recruitment: Meaning, Factors, Sources, Process and Methods of Recruitment, Prerequisite of a good Recruitment Policy. Selection: Meaning, Steps, Factors, Cost-benefit analysis of Selection Career Planning: Objectives,

Features and Importance, Stages of Career Planning, Career Anchors. Promotion: Types, Purpose, Principles of Promotion, Bases of Promotion. Transfer: Reasons, Types of Transfer, Essentials of a good Transfer Policy. Demotion: Causes and Principles. External Mobility, Outplacement, Internal and External Outplacement, Outsourcing HR

UNIT-III

Human Resource Development: Need, Benefits, Methods of Training, Evaluation of a Training Programmes, General principles of Training. Performance Appraisal: Objectives, Process, Methods, Legal issues associated with performance appraisal.

UNIT-IV

Concept of Wage and Salary: Principles of wage and salary administration, Methods of wage payment, Process of wage and salary determination. Industrial Relations: Approaches to Industrial Relations, Causes, Suggestions. Collective Bargaining: Methods of collective bargaining, Process, Tactics, Advantages and Limitations.

UNIT-V

Social Security & Labour Welfare: Workers' Participation in Management: Levels of Management participation, Methods/ Schemes of Workers' participation in Management. Social security in India, Scope, Types of Social security and welfare programmes, non-monetary welfare measure. Employee Discipline: Characteristics of a sound disciplinary system, Common causes of indiscipline in an organisation, Disciplinary procedure, Ways of handling grievances.

Course Outcomes:

1. **Knowledge:** To acquaint students with strong theoretical background of management theory along with its application in real business world.
2. **Core Competence:** To help students develop professional skills in management, finance, production, marketing, human resource and international business through the utilization of innovative educational processes and for life-long learning in advanced areas of management

and related fields.

3. **Leadership:** To enable students to demonstrate their leading role in the community, enabling them to take responsibilities and contribute to solving problems through innovative thinking, collective work, reflection, and self-development.

4. **Problem Solving:** To develop problem solving skills by effective team work, effective communication, critical thinking and solving real problems through the use of management knowledge.

5. **Professionalism:** To provide students with an educational foundation that prepares them for corporate environment, leadership roles along diverse career paths, with encouragement to professional ethics and active participation needed for a successful career.

6. **Entrepreneurial Skills:** To provide a platform that would enable students explore and express various business opportunities and challenges in a global business environment and approaches to deal with people in different situations.

Recommended Books:

- Human Resource Management, Pathania, Batra, Pathak, Kalyani Publishers
- Human Resource Management, Durai, Pearson
- Human Resource Management, VSP Rao, Excel Books
- Human Resource Management, Khanka, S. Chand
- Human Resource Management Text & Cases, Ashwathappa
- Personnel & Human Resource Management, P. Subba Rao, HPH

MC 203 CORPORATE FINANCE AND POLICY

Max. Marks: 80

Internal Assessment: 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will require to attempt one question from each unit. Each question will carry Sixteen (16) marks.

COURSE OBJECTIVE

The objective of this course is to provide an in-depth view of the process in financial management of the firm, develop knowledge on the allocation, management and funding of financial resources and enhancing student's ability in dealing with working capital decision; major capital budgeting decisions and raising long-term finance. This course also helpful for students to understand various issues involved in financial management and equip them with analytical tools and techniques which can enhance their analytical ability for making sound financial decisions.

COURSE CONTENTS

UNIT-I

Financial Management: Introduction to Financial Management, nature, significance, objectives and Scope of financial management, functions of finance executive in an organizations and recent developments in financial management. The goal of a Firm, Role of Financial Manager.

UNIT-II

Financial Planning and Policy: Need & importance of financial Planning; tools of financial planning, financial Planning process, drafting a financial plan; Financial forecasting; meaning,

benefits and techniques of financial forecasting; Sources of finance.

UNIT-III

Investment Decision Policy: Nature, significance and types of capital budgeting decisions; factors influencing capital expenditure decisions, Evaluation criteria, Capital budgeting process; Principles of cash flow estimation; Estimation of cash flows; Capital budgeting techniques- ARR, Payback period, Discounted Payback Period (DPB), Net Present value (NPV), Equivalent Annual NPV, and Internal rate of return (IRR) and Profitability index; Capital budgeting decision under risk and uncertainty; capital expenditure control.

UNIT-IV

Working Capital Management and Control: Concept and types of working capital; Operating cycle and cash cycle; Estimation of working capital requirement; Approaches of working capital financing; Determinants of working capital; Components of working capital management; Cash management- Baumol's Model and Miller-Orr Model of managing cash; Receivables management- dimensions of credit policy, credit analysis and evaluation of credit policies; Inventory management.

UNIT-V

Dividend Policy: Issues in dividend decision; Dividend rate and dividend yield; Theories of relevance and irrelevance of dividend in firm valuation -Pure residual theory, Walter's model, Gordon's Model, MM Hypothesis, Bird-in-hand theory, dividend; Types of dividend policies in practice-Pure residual policy, constant rupee dividend policy, constant dividend pay-out policy and smooth stream dividend policy.

Course Outcome

After studying this course, the students should be able to understand the functions of financial management, role of a finance manager, evaluate capital projects under different situations using appropriate capital budgeting techniques and critically examine various theories and determinants of capital structure. Students should also be able to examine various theories and policies of dividend and determine optimal pay-out policy and understand the intricacies of working capital management and effectively manage cash, receivables and inventories.

References

- Ravi M. Kishore: Financial Management, Taxman Publications Pvt. Ltd. New Delhi.
- Sinha, Pradeep Kumar: Financial Management, Excel Books, New Delhi.
- Van, Horne: Financial Management and Policy, Prentice Hall of India, New Delhi
- Prasanna, Chandra: Financial Management, Tata McGraw Hill, New Delhi.
- Khan, M.Y. and Jain, P.K.: financial Management, Tata McGraw Hill, New Delhi.
- James c. Vanhorne: Financial Management and Policy, Prentice Hall.
- John Hampton: Financial Decision Making, Prentice Hall.
- Prasanna Chandra: Financial Management, Tata McGraw Hill.
- I.M. Pandey: Financial Management, Vikas Publishing House

MC 204 MARKETING MANAGEMENT

Max. Marks: 80

Internal Assessment: 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will require to attempt one question from each unit. Each question will carry Sixteen (16) marks.

COURSE OBJECTIVE:

The aim of the course is to develop the skills of dealing with the stakeholders, convincing and satisfying them and to effectively manage marketing activities by applying exposure techniques and exercises in the classroom environment.

COURSE CONTENTS:

UNIT-I

Introduction to Marketing Management; Meaning of marketing, its nature, importance and scope. Evolution of Marketing, Marketing concepts including market place, market space, marketers, prospects, offering, brand offering, value, satisfaction, channels, networks and Customers Relationship Management. Marketing Process. Meaning and functions of marketing management.

Strategic Marketing Planning and Mix; Levels of planning and basic elements of strategic marketing planning, Steps in Marketing Planning, Components of Marketing Plan, Marketing Organization and its evolution, Product Market Growth Matrix, Boston Consulting Group's (BCG) Matrix, Developing the Marketing Mix, Marketing Mix in context to Marketing Planning and Strategies, Choice of Optimum Marketing Mix, Value Creation and Value Delivery, Marketing Interface with other functional areas and ethics in marketing.

Marketing Environment and Market Segmentation; Meaning of Marketing Environment, environmental scanning (micro and macro levels) and environmental analysis. Meaning of

Market Segmentation, need and benefits of segmentation. Selection process of target market, criteria and bases for segmentation, profiling of business segments, profitability evaluation and targeting segments selection, positioning and target marketing and Values and Lifestyles (VALS) segmentation system.

UNIT-II

Buyer Behaviour; Meaning, importance, modes, characteristics and buying motives. Consumer decision making process, types of buyer behaviour, stages in buying decision process, consumer socialization, family life cycle, lifestyle marketing, business markets and buying behaviour, characteristics of business markets, factors influencing business buyers and organizational buying process.

Product Decision; Product hierarchy and levels of product, classification of products, product decisions including individual product decisions in relation to branding, packaging, labeling and servicing, product line decisions and product mix decisions. Brand and co-brand strategy, Product differentiation.

New Product Development and Product Life Cycle; Need for new products, product development process and diffusion & adoption process. Meaning and concept of product life cycle, stages in product life cycle and marketing strategies.

UNIT-III

Services Marketing; Meaning, importance, characteristics and reasons for growth of services marketing. Marketing Mix in services marketing.

Pricing Decisions; Meaning and 5Cs Framework of Pricing Decision, Factors influencing Pricing Decisions, Steps of Pricing procedure, price and terms of sale. Pricing Strategies.

Distribution Decisions; Different channels of distribution and their importance, levels and functions of channels, types of intermediaries, criteria for selection of channels for customers and business markets and channel design, power, conflicts and control.

UNIT-IV

Marketing Communication; Meaning and components of promotion mix, Integrated Marketing Communication process, Factors determining promotion mix, Push and Pull Promotion Mix Strategies, advertising and effective advertising programme, consumers & trade sale promotion and public relations.

Personnel Selling and Sales Management; Meaning of personnel selling and role of sales person, salesmanship, qualities and traits of successful sales person, Attention, Interest, Desire, Action, Satisfaction (AIDAS) Theory of Selling, Selling process and sales management.

Customers Relationship Management; Meaning and factors of Customers Relations and Customers Relationship Management, Customer Delight and Dissatisfaction, strategies for building relationships, Customers Relationship Management (CRM), Customers Interaction Management (CIM) and Electronic Customers Relationship Management (e-CRM).

UNIT-V

Direct Marketing; Meaning and modes of direct marketing, distinction between business and consumer marketing, need for consumer distribution, types of direct marketing, Four factors Framework and limitations of direct marketing.

E-Marketing; Meaning, usage, evolution, types and marketing mix in e-marketing. Advantages and limitations of e-marketing.

New Horizons in Marketing; Holistic Marketing, Brand building, Customer focus in context to task and framework, experimental marketing and Blue Ocean strategy.

Course Outcome:

The students will be able to develop the skills of dealing with the stakeholders, convincing and satisfying them and to effectively manage marketing activities by applying exposure techniques and exercises in the classroom environment. They will be able to know about the new horizons of marketing and about e-marketing.

References:

- Marketing Management (Text and Cases in Indian Context) by Dr. K. Karunakaran, Himalaya Publishing House (Latest Version)
- Marketing Management by Philip Kotler, Prentice-Hall of India (Latest Version)
- Marketing Management Planning, Implementation and Control (The Indian Context) by V.S.Ramaswami and S. Namakumari, Macmillan India Limited (Latest Version)

MC 205 RESEARCH METHODOLOGY AND DATA SCIENCE

Max. Marks: 80

Internal Assessment: 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will require to attempt One question from each unit. Each question will carry Sixteen (16) marks.

COURSE OBJECTIVES:

The objectives of this course:

1. Identify and discuss the role and importance of research in the Business Decision Making.
2. Identify and discuss the issues and concepts salient to the research process.
3. Identify and discuss the complex issues inherent in selecting a research problem, selecting an appropriate research design, and implementing a research project.
4. Identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting.

COURSE CONTENTS:

UNIT-I

Introduction of Research: Meaning, characteristics, objectives, nature, scope, significance, limitations, role of research in decisions making, types, criteria of good research and ethics in research; The research process -- steps in research process; Defining the research problem— problem defining process, consideration in selecting a research problem; Research design— definition, Types, components and significance.

UNIT-II

Data collection and Processing: Meaning of data, types of data; secondary data--advantages,

disadvantages, criteria for evaluating secondary data, secondary in Indian context; Primary data—meaning, methods of collection of primary data- survey, observation, case study and experiment; Questionnaire—types, guidelines for preparing questionnaire, steps in designing the questionnaire, essential of good questionnaire and difference between schedule and questionnaire; Processing of data—editing, coding, classification, tabulation, and presentation by way of diagrams and graphs.

UNIT-III

Sampling and Attitude Measurement: Sampling—meaning of sampling, census Vs sampling; Sampling merits, demerits and suitability of census method; Principles of sampling, merits, demerits, Characteristics of good sampling, key term in sampling, methods of sampling—probability and non-probability, determination of sample size, sampling errors and non-sampling errors: Concept of attitude, measurement and scaling; Types of scales- nominal, ordinal, interval and ratio scales, various types of scaling techniques, reliability and validity of scales.

UNIT-IV

Hypothesis and Data Analysis: Hypothesis- meaning, characteristic, sources, hypothesis testing procedure, Type-I and Type- II errors, Application of mean, dispersion, skewness, kurtosis, Correlation. Application of Z-test, t-test, F-test, Chi-square test and ANOVA; Introduction to SPSS-- data entry and descriptive statistics.

UNIT-V

Multivariate Analysis and Report Writing: Factor Analysis. Regression; simple and multiple. Discriminant analysis. Structural Equation Modelling including Smart PLS Structural Equation Modelling. Report writing; Significance of Report-Writing; Steps in Report Writing, Layout of the Research Report; Types of Report, Mechanics of Writing a Research Report; Precautions for writing Research Report.

COURSE OUTCOMES:

Students who successfully complete this course will be able to:

1. Explain key research concepts and issues.
2. Read, comprehend, and explain research articles in their academic discipline.

References:

- Business Research Methods, Cooper, Schindler, TMH
- Research Methodology, C.R. Kothari, New age Publication
- Fundamentals of Research Methodology, Raj Kumar Singh, Kalyani
- Research Methodology for Management with SPSS, Majhi & Khatua, HPH
- Management Research Methodology, Krishnaswamy, Sirakumar, Pearson
- Research Methodology, Zeikmund, Cengage
- Research Methodology, Paneer Selvam, PHI
- Research Methodology, Prasanta Sarangi, Taxmann
- A Text Book of Research Methodology, AKPC Swain, Kalyani
- Research Methodology, Das, Vrinda
- Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition.
- Business Research Methods – Alan Bryman & Emma Bell, Oxford University Press.

MC 206 ORGANISATIONAL BEHAVIOUR AND DEVELOPMENT

(Generic Elective)

Max. Marks: 80

Internal Assessment: 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will require to attempt one question from each unit. Each question will carry Sixteen (16) marks.

Objective:

The objective of the course is to enable students to develop a theoretical understanding about organisation structure and its behaviour over time. The course will also make them capable of realizing the competitiveness for firms.

Unit I

Conceptual Foundations of Organisation Theory and Behaviour: Organisational Theories - Classical, Neo-classical and Contemporary; Authority, Power, status, formal and informal structure; Bureaucratic structure; Boundary Less organisation; Flat and Tall structures; Impact of Environment on Organisational Design . Organisational Behaviour (OB)- concept, determinants, models; challenges and opportunities of OB; Transaction cost; Disciplines contributing to the field of OB; Individual Behaviour- Foundations of individual behaviour, values, attitudes, personality, and emotions ; Perceptual process and Learning ; Management assumptions about people-McGregor's Theory X and Theory Y, Chris Argyris behaviour patterns.

Unit II

Group Decision making and Communication: Concept and nature of decision making process; Individual versus group decision making; Nominal group technique and Delphi technique;

communication effectiveness in organisations; Feedback, Improving Inter-personal Communication- Transactional Analysis and Johari Window.

Unit III

Organizational Climate; Meaning and Factors Creating Organizational Climate, Impact of Organizational Climate on Behaviour of Individuals and Groups, Organizational Climate and Involvement or Participation of Organizational People and Management Role in Creating Organizational Climate.

Organizational Change; Meaning of Organizational Change, Objectives of Planned Change, Human Reactions to Change, Resistance to Change including theory of Kurt Lewin, Overcoming Resistance to Change and Process of Planned Change.

Unit IV

Conflict Management in Organizations; Meaning of Conflicts in the Organizations, Functional and Dis-functional aspects of Conflicts, Different Levels of Conflicts including Individual Level Conflicts, Intra-group Conflicts, Inter-group Conflicts, Intra-organizational Conflicts and Inter-organizational Conflicts. Conflict Management Initiatives.

Organizational Effectiveness; Differences between individual and organizational interests and their causes, Factors of Organizational Effectiveness, Impact of Integration Between Individual and Organizational Goals on Organizational Effectiveness.

Unit V

Organisational Culture, Organisational Development and Stress Management: Concept and determinants of organisational culture, creating sustaining and changing organisational culture. Managing misbehaviour at work- Aggression and Violence, Sexual abuse, Substance abuse, Cyberslacking. Organisational Development- concept, values, and intervention techniques. Individual and organisational stressors; consequences of stress on individual and organisation; management of stress.

COURSE OUTCOME:

After completion of the course, the students will be able to frequently interact, communicate and understand the different situations prevailing in the organizations to be able to practically manage and manipulate the resources and personnel. The students will be able to develop the skills and qualities of empathy in different situations to direct, motivate and lead.

References:

- Robbins, Stephen P. and Timothy A. Judge, Organizational Behaviour, Prentice -Hall, New Delhi.
- Robins S.P., and Mathew, M., Organisational Theory: Structure, Design and Application, Prentice Hall of India Pvt. Ltd.
- Luthans, Fred, Organizational Behaviour, McGraw-Hill, New York.
- Sekaran, Uma, Organisational Behaviour: Text and Cases, Tata McGraw-Hill Publishing Co. Ltd.
- Aswathappa, K., Organisation Behaviour, Himalaya Publishing House, New Delhi.
- Singh, K., Organizational Behaviour: Text and Cases, Pearson.
- Pareek, U. and Khanna, S., Understanding Organizational Behaviour, Oxford University Press.
- Newstorm, John W., Organizational Behaviour: Human Behaviour at work, Tata McGraw- Hill Pub. Co. Ltd. New Delhi.
 - Hersey, Paul, Dewey E. Johnson, and Kenneth H. Blanchard, Management of Organisational Behaviour, Prentice-Hall of India, New Delhi.

**MC 207 Economic Thoughts of Mahatma Gandhi and Deendyal
Upadhyaya (Ability Enhancement Compulsory Course)**

Max. Marks: 40

Internal assessment: 10

Learning Outcome: After completion of the course student will be able to: Learn the concept of Gandhian Economics. • Acquaint with Gandhian concept of production & decentralization. Imbibe some ideas on Trusteeship and corporate governance. • Compare Gandhi's Economic thought with other contemporary Ideas.

Course Contents:

Unit-I

Foundations of Gandhian Economics: Non-violent economy- extension of non-violence and truth in the area of economy and business. Sarvodaya and Swadeshi. Ecology and sustainable development.

Unit-II

Essence of Gandhian Economics: Economics and Ethics. Trusteeship Philosophy- in the area of economy and business and corporate governance. Swadeshi: Self Reliance & Self Sufficiency. Rural reconstruction.

Unit-III

Industrialization and Machinery: Decentralization of Industry and nationalization of basic industry. Labour-Capital Relations. Small Scale/Cottage Industries. Economics of production

Unit-IV

Contemporary Ideologies: Gandhi on Capitalism. Gandhi on Communism. Gandhi on Socialism. Techniques of conflict resolution- fasting, satyagarh, long march, meditation and dialogue.

Unit-IV

Economic Thought of Deendyal Upadhyaya: Integral humanism-concept and principles. Right to ownership. Economic democracy. Swadeshi and decentralization. Rural re-construction

Recommended Readings

- Biswas, S.C. (1960) (Ed.). : Gandhi: Theory and Practice, Social Impact and Contemporary Relevance. Shimla: Indian Institute of Advanced Studies.
- Dasgupta, Ajit, K. (1996). Gandhi's Economic Thought. London: Routledge.

- Diwan, Romesh & Lutz (1985). *Essays in Gandhian Economics*. Delhi: Gandhi Peace Marg Foundation. 4.
- Kumarappa, J.C. (1962). *Gandhian Economic Thought*. Varanasi: Sarva Seva Sangh.
- Gain, S.P. (2002). *Economic Idea of Pandit Deendyal Upadhyaya*. Deep and Deep Publication. New Delhi.
- Mehta, Usha (2008). *The multi-dimensional thought of Mahatma Gandhi*. Mumbai: Mani Bhavan Gandhi Sangrahalaya.
- Sethi, J.D. (1996). *International Economic Disorder, A Theory of Economic Darwinism & A Gandhian Solution*. Shimla: Indian Institute of Advanced Studies), 1996.
- Dantwala, M. L. (1945). *Gandhism reconsidered*. Bombay: Padma Publications Publications.
- Gandhi, M.K. (1982). *Hind Swaraj or Indian Home Rule*. Ahmedabad: Navajivan Publishing House.
- Sethi, J.D. (1976). *Gandhi Today*. New Delhi: Vikas Publishing House.

MC 208 Data Management and MS Excel
(Ability Enhancement Compulsory Course)

Max. Marks: 40

Internal assessment: 10

Course Outcomes

By the end of this laboratory based hands-on practical training course, students will be able to: handle data and solve basic algebraic problems using Excel, use different logical and statistical functions in Excel to compute descriptive statistics of a univariate and multivariate data set. □ present data using different types of graphs Using solver in excel student will be able to solve linear equation system and LPP and NLPP.

Unit I

Basics of Microsoft Excel: Opening of Excel file-Workbook and worksheet- Rename of the workbook and worksheet. Brief history of Excel workbook- Advantages and disadvantages of the use of excel for statistical analysis. Location of heading/title bar- menu bar, tool bar- Formulae and function- formula space- cell-cell formatting- data entry-data clearing-copy-cut-paste, paste special – paste value-paste formula-paste transpose of the data set.

Unit II

Data Management: Data transformation: arithmetic operation- addition, subtraction, multiplication, log transformation, exponential, squaring and square root, indices. Use of 'If' function- nested if, sum, sumif, count, countifcountifs, average averageif, averageifs, text to numeric and numeric to text using if function, max, min, large value of the data set,

concatenate. Sort - ascending and descending, A-Z, sort row wise /column wise. Filter of the data set and create sub sample- filter according to text filter data according to numeric values or conditions, saving the filtered data in separate worksheet. Lookup functions. Descriptive Statistics: (i) Univariate Data: Measures of Central Tendency: mean, median, mode, Trim mean, geometric mean, harmonic mean, Measures of Dispersion: Range, quartile deviation, SD, CV, Gini coefficient, Moments and Order statistics: skewness, kurtosis, rank and percentile (ii) Multivariate Data: Covariance and correlation matrix, partial correlation, rank correlation. Graphical Presentation of Data: Different types of charts and their applications, Scatter diagram and Curve fitting.

Unit III

Introduction to SPSS. Descriptive Statistics. Correlation and Regression. T-Test and ANOVA

Suggested Readings:

- Abbott Martin Lee, Understanding Educational Statistics Using Microsoft Excel and SPSS JohnWiley & Sons, Inc. 2011.
- Balaguruswamy E.: Computer oriented statistical and numerical methods. Macmillan.
- Carver Robert H. and Jane Gradwohl Nash, Doing Data Analysis with SPSS, Cengage Learning.
- George Darren and Paul Mallery, SPSS for windows Step by Step, A simple guide and Reference, Pearson Education.
- Levine David M., David F. Stephan, Timothy C. Krehbiel and Mark L. Berenson, Statistics for Managers Using Microsoft Excel, 5ed, Prentice Hall, Pearson 2008.
- Methew Johan: Numerical Methods, P-III.
- Schmuller Joseph, Statistical Analysis with Excel For Dummies 3RD EDITION, John Wiley & Sons, Inc. 2013.

- Whigham David, Business Data Analysis Using Excel, OUP 2007.
- Gupta, S. L. and Gupta, Hitesh, SPSS 17.0 for researchers.
- Raj Kumar Singh Fundamentals of Research Methodology, , Kalyani.

MC301 STRATEGIC COST ACCOUNTING (DSC)

Max Marks 80

Internal Assessment 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will be required to attempt One question from each unit. Each question will carry Sixteen (16) marks.

Learning Objective: This course aims to provide students with the knowledge and analytical skills necessary to use accounting cost information as a basis for formulating and evaluating corporate strategies.

Course Contents:

Unit I

Nature and Scope of Cost Accounting; Introduction, meaning of cost accounting, scope of cost accounting, objectives of cost accounting, advantages of cost accounting, financial accounting v/s. cost accounting, limitations of cost accounting, general principles of cost accounting, cost system characteristics of an ideal cost system, installations of a cost system Cost Terms and Purposes; Cost in general, cost objectives, cost system, cost behaviour pattern, variable cost and fixed cost, shut down cost, average cost, total cost, product cost, period cost, product cost, fringe cost.

Unit II

Classification of Cost; Preparation of Statement of Cost, Collection of cost for Tenders or Quotations. Inventory Planning, Control and Costing: Techniques of Inventory Control; Level Setting, Economic Order Quantity, Just- in Time Inventory System, ABC Analysis, VED Analysis and Perpetual Inventory System, Methods of Valuing Material Issues.

Unit III

Accounting for Pay-Roll: Methods of Wage Payment and Incentive Plans. Overheads Allocation, Apportionment, Re-apportionment and Absorption.

Unit IV

Reconciliation of Cost and Financial Accounts; Need for Reconciliation, Reasons for disagreement between the profits disclosed by financial accounts and cost accounts.

Service or Operating Costing; Transport Costing, Hospital Costing, Hotel Costing and Power House Costing. Contract Costing; Recording of Cost value and profit of contract.

Unit V

Process Costing; Features of Process Costing, Application of Process Costing, Elements of Production Cost, Process Losses, Inter-process Profits.

Standard Costing and Variance Analysis: Meaning of Standard Costing, Preliminaries to the cost of Standard cost, Analysis of Material, Labour, Overheads and Sales Variance.

References:

1. Jawahar Lal, Cost Accounting, Tata McGraw Hill Publishing Co., New Delhi.
2. M. N. Arora, Cost Accounting – Principles and Practice, Vikas Publishing House, New Delhi.
3. D. K. Mittal and Luv Mittal, Cost Accounting, Galgotia Publishing Co., New Delhi.
4. Ravi M. Kishore, Cost Accounting, Taxmann Allied Services Pvt. Ltd. New Delhi.
5. B.M. Lall Nigam and I.C. Jain, Cost Accounting, Principles, Methods and Techniques, K.L. Malik & Sons Pvt. Ltd., Daryaganj, New Delhi.
6. M.C. Shukla, T.S. Grewal and M P. Gupta, Cost Accounting, Text and Problems, S. Chand & Co. Ltd., New Delhi.
7. S.P. Jain and K. L. Narang, Cost Accounting, Principles and Methods, Kalyani Publishers, Jalandhar.
8. S. N. Maheshwari & S.N. Mittal, Cost Accounting, Theory and Problems Shri Mahabir Book Depot, New Delhi

MC302: CORPORATE GOVERNANCE AND BUSINESS ETHICS (DSC)

Maximum Marks: 80

Internal assessment: 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will be required to attempt One question from each unit. Each question will carry Sixteen (16) marks.

Learning Objective: The purpose of this subject is to familiarize the student with the knowledge of corporate governance, business ethics and corporate social responsibility in global and Indian context. The course will help to understand the practices of corporate governance in public sector undertaking and financial sector; corporate social responsibility in light of Company Act 2013; business ethics and its significance in business and application of business ethics in functional areas of business.

Course Contents:

UNIT-I

Introduction Corporate Governance: Concept; Meaning; Theories – Agency, Stewardship, Stakeholder, Resource Management, Political; Models – Anglo American, the UK, Japanese and Indian; Case Studies of Major Corporate Frauds.

Internal Institutions (Directors, Managers, CEO, CFO and Shareholders) and External Institutions (Auditors, Legal Environment, Political Environment and Market) of Corporate Governance. Recommendations of Important Committees on Corporate Governance at Global Level. Impact of Corporate Governance on the Financial Performance of Companies.

UNIT-II

Development of Corporate Governance in India: Regulatory framework of corporate governance-board composition, board diversity, board independence, chairman/CEO duality, board committees, disclosures and transparency, CEO and CFO certification and certificate of auditor on compliance of corporate governance regulations. SEBI Guidelines and clause 49 of listing agreement.

Corporate governance in Public Sector Undertaking, Corporate governance in financial sector like banks and insurance companies.

UNIT-III

Corporate Social Responsibility: Corporate Social Responsibility - Concept, Models, Importance. Provisions of Company Act 2013 for CSR. CSR and Corporate Strategy. CSR and Sustainable

Development. CSR and Philanthropy in the context of Bhagwad Gita. CSR and Gandhian principle of trusteeship.

UNIT-IV

Introduction to Business Ethics: Concept of Ethics, Business Ethics, Theories of Business Ethics, Objectives, Nature, Significance, Ethical Dilemma in Business. Ethical Issues in Business, Code of Ethics. Values and Ethics. Ethics and Law. Business Ethics from Indian perspective - the Bhagwad Gita, Gandhi and Buddhism. Spirituality and Governance.

UNIT-V

Ethics in Functional Areas of Business: Ethics in Finance, Ethics in Human Resource Management, Ethics in Marketing, Business Ethics and Consumer Protection. Business Ethics and Environment Protection. Whistle Blowing and Insider Trading.

Recommended Books:

Kumar, Satish, (2015). Corporate Governance, Oxford University Press.

Tricker, B. (2012). Corporate Governance. Oxford University Press.

Sharma J.P (2016). Corporate Governance, Business Ethics and CSR.

Fernando, A.C. (2012). Corporate Governance, Pearson.

Subramaniam N. Balakrishanan (2015). Corporate Governance, Mc Graw Hill.

Fernando, A.C. (2012). Business Ethics, Pearson.

Boatright Johan R. And Patra, Bibhu Prasan, (2013). Ethics and the Conduct of the Business, Pearson.

Gini Al and Marcoux Alexei M. (2012). Case Studies in Business Ethics, Pearson.

Singh Raj Kumar (2017). Business Ethics and CSR. Kalayani publication, New Delhi.

Jennings Marianne M. (2005). Cases in Business Ethics, Cengage Learning.

Yogananda Paramhansa, "The Bhagwad Gita" Yogoda Satsang Society of India.

Gandhi M.K. "Autobiography of Gandhi".

MC 303: INTERNATIONAL FINANCIAL MANAGEMENT AND POLICY (DSC)

Maximum Marks: 80

Internal assessment: 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will be required to attempt One question from each unit. Each question will carry Sixteen (16) marks.

Learning Objectives: On successful completion of this course, the student will be able to understand the significance of International Financial Management in the area of business education. The course will also provide an understanding about the various concepts such as cross-border investment decisions, foreign direct investment, international trade and development, balance of trade and balance of payment, regional economic integration, foreign exchange market, terms of trade and currency derivatives in the area of policy formulation and implications for India.

Unit-I International Financial Management: Significance and contemporary issues in International Financial Management. Cross-border investment decisions – concept and types. Green field investment Vs. cross-border mergers and acquisitions. Valuations techniques – Net Present Value Model and Adjusted Net Present Value Model. Risks in cross-border investment decisions.

Foreign Direct Investment: Concept, Types, Theories, Significance, Limitations, FDI trends and Policy in India.

Unit-II International Trade and Policy: Trade and Development, Significance of International Trade, Theories of International Trade - including gravity model theory. Free trade Vs. Protection. Trade barriers and non-trade barriers and their implications. India's Trade Policy.

Balance of trade and balance of payment- Concepts, Components of balance of payment; disequilibrium and remedial steps.

Unit-III Regional Economic Integration: Concept and Rationale Levels of regional economic integration- free trade, custom union, economic union, common market, political union. Trade creation and trade diversion effects. Regionalism Vs. Multilateralism. India's trade and economic relations with SAARC, BIMSTEC, ASEAN, EU, GCC and BRICS.

Unit-IV Foreign Exchange and Terms of Trade: Foreign Exchange Market – Functions, International Payment, Transactions in the foreign exchange market, Exchange control objectives, Exchange rate systems. Convertibility of rupee. Devaluation- Approaches, Significance and Devaluation of Indian rupee.

Terms of Trade- Concepts, Measurement, Importance and Limitations.

Unit-V Currency Derivatives: Currency Forward Market, Currency Future Market, Currency Options Market, Currency Call Options, Currency Put Options and Financial Swaps.

Reference Books:

Madura, Jeff (2015). International Financial Management, Cengage Learning, New Delhi.

Siddaiah, Thummuluri, (2012). International Financial Management, Pearson. Eun, Cheol S. and Resnick, Bruce G. International Financial Management, Tata McGraw-Hill.

Shapiro, Alan C., Multinational Financial Management, John Wiley.

Sharan, V., I International Financial Management, PHI Learning Pvt Ltd.

Levi D, Maurice, International Finance, Routledge.

MC304: FINANCIAL INSTITUTIONS AND MARKETS (DSC)

Max Marks 80

Internal Assessment 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will be required to attempt One question from each unit. Each question will carry Sixteen (16) marks.

Learning Objective: The purpose of this course is to equip students with an understanding of the financial system, its constituents, the principles on which it operates, inter linkages, regulatory concerns, and implications for society & policy formulation.

Course Contents:

Unit I

Introductory: Nature and role of financial system – Financial System and financial markets. An economic analysis of financial system in India. Indian financial system – A critical analysis. Financial Markets: Money and capital markets. Money market Instruments: Call money, treasury bills, certificates of deposits, commercial bills, trade bills, etc. Capital market: Government securities market, Industrial security market, Role of SEBI – and overview; Recent developments National Depository Securities Ltd. (NDSL), Market- Makers.

Unit II

Money Market Institutions: Central bank: Functions and its role in money creation, Commercial banks; Present structure.

Unit III

Introduction to International and Multinational banking. Non- Banking Institutions: Concept, role of financial institutions, sources of funds, Functions and types of non-banking financial institutions.

Unit IV

Mutual Funds: The evaluation of mutual funds, regulation of mutual funds (with special reference to SEBI guidelines), Performance evaluation, Design and marketing of mutual funds scheme; Latest mutual

fund schemes in India – An overview. Evaluating of mutual funds. Merchant Banking: Concept, function, growth, government policy regarding Merchant banking business and future of merchant banking in India.

Unit V

Changing Role of Financial Institutions: Role of banking, financial sector reforms, financial and promotional role of financial institutions, universal banking; concept and consequences.

References:

Auerbach, Robert D, Money, Banking and Financial Markets; Macmillan Publishing Co; New York and Collier MacMillan Publisher; London.

Avadhani, V.A., Investment and Securities Market in India; Himalaya Publishing House; Bombay...

Khan, M.Y., Indian Financial System –Theory and Practice; Vikas Publishing House; New Delhi.

Mishkin, Frederics, S., The Economics of Money Banking and Financial Markets; Harper Collins Publisher; New York.

MC 305: INDIAN ETHOS AND LIFE SKILLS - SRIMAD BHAGVAD GITA (AECC)

Marks: 40

Internal Assessment: 10

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will be required to attempt One question from each unit. Each question will carry Sixteen (16) marks.

Learning Objectives: On successful completion of this course, the student will be able to develop the insight about Indian Ethos, Values, Spirituality, Yoga of wisdom, Yoga of Works, Meditation and Devotion in the backdrop of Srimad Bhagvad Gita. The techniques of inner engineering will help in improving inner capacity and making the working environment full with energy, love, respect, power, success and prosperity.

Course Contents:

Unit-I

The Concept of Ethics: Meaning and theories; Ethical Dilemma and Critical Thinking in the light of Vishad Yoga; Ethics and Dharma; Ethics and Religion; Significance of Ethics in business and Management.

Unit- II

The Concept of Values: Values and Bhagvad Gita; Values and four Purushawarthas; Values and Yoga philosophy; Relevance of values in modern business and management.

Unit-III

The Concept of Spirituality: Spirituality and Science; Spirituality and Culture; Spirituality and Humanism; Lessons for Leadership, Inter-Personal Relations, Team Building and Business.

Unit-IV

Yoga of Wisdom and Work: Yoga of Wisdom (Sankhaya Yoga); Yoga of Work (Nishkam Karma)- Law of Karma; Significance of Yoga of Wisdom and Work in Decision Making and Management.

Unit-V

Techniques for Inner Engineering: Meditation –Yoga, Silent Sitting and Mindfulness; Devotion - Singing; Inner engineering and Organizational effectiveness.

Recommended Books:

Chakraborty, Thought, Himalayan S. K. Publishing Foundations House, of Managerial New Delhi. Work
-Contributions from Indian

Chakraborty, S. K. Managerial Effectiveness and Quality of Work Life - Indian Insights, Tata Mc Graw
Hill Publishing Company, New Delhi.

Chakraborty, Press, S. K. New Management Delhi. by Values -Towards Cultural Congruence, Oxford
University

Ananta K. Giri values, Ethics and Business; Rawat Publications, Jaipur.

Singh, Raj Kumar: Business Ethics and CSR, Kalayani Publication, New Delhi.

Education in Values -A Source Book; NCERT, New Delhi.

Sri Aurobindo: The Messages of the Gita.

Paramhansa Yogananda: Gods Talk with Arjuna.

MC306: MANAGEMENT CONTROL TECHNIQUES (DSE)

Max. Marks 80

Internal Assessment 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will be required to attempt One question from each unit. Each question will carry Sixteen (16) marks.

Learning Objective- The objective of the course is to enable students to acquire sound Knowledge of concepts, methods and techniques of management accounting and to make the students develop competence with their usage in managerial decision making and control.

Course Contents:

Unit I

Introduction to Accounting: Management Accounting as a field of Accounting. The concepts of Management Accounting-objective; Nature and Scope. Financial Accounting, Cost Accounting and Management Accounting Account's position as a member of the management team.

Unit II

Financial Statement Analysis: Ratio Analysis, Accounting Plan and Responsibility Centres: Meaning and significance of Accounting, Responsibility Centre-Cost centre, profit centres, and investment centres, problem of transfer pricing, Objective and determinants of Responsibility Centres.

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Unit III Analysis of Fund Flow Statement and Cash Flow Statements.

Unit IV

Budget and Budgetary Control: Definition of budget, Essentials of budgetary Control, Kinds of budgets-operating budget, Master Budget Flexible budget, Budgetary control, Zero Base Budgeting and Performance budgeting.

Unit V

Marginal costing and Break-even analysis: Concept of marginal cost, Practical application of Marginal costing: Marginal costing and Pricing, Cost-Volume-Profit analysis. Break-even analysis: Assumptions

and practical application of Break-even-analysis: Decision regarding sales-mix, make or buy and discontinuation of a product line, Marginal costing versus Direct Costing
Reporting to Management: Objects of Reporting, Reporting needs of different management levels, Types of report, modes of reporting to different levels of management.

References:

Murphy, Managerial Accounting ch. 4, 5 & 6.

Man Mohan & Goyal: Principles of Management Accounting ch. 13.

Hingorani and others, op. Cit. 11.

Welsch, Budgeting, Profit Planning and Control,

MC307: STOCK MARKET OPERATIONS (DSE)

Max. Marks 80

Internal Assessment 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will be required to attempt One question from each unit. Each question will carry Sixteen (16) marks.

Learning Objectives: This course aims at giving a comprehensive understanding on the stock market operations in terms of its structure, trading, settlement procedures, processes and related components and the regulations, emerging challenges in the Indian stock market.

Course Contents:

Unit I

Security Markets: Primary and secondary market; Primary market – its role and functions; Methods of selling securities in primary market; New financial instruments; SEBI guidelines for public issues; Stock exchanges; Listing of securities in stock exchanges; Trading mechanism – screen based trading; Internet based trading.

Unit II

National Stock Exchange and Bombay Stock Exchange – role, organization and management; Listing procedure, Accounting records for buying/selling transactions; Nature of transactions – cash and forward; Settlement of trades. Share Price Indices: Need and importance; Compiling of index numbers and interpretation.

Unit III

Depository: Role and need; The Depositories Act, 1996; SEBI (Depositories and Participants Regulation) 1996; SEBI (Custodian of Securities) Regulation 1996; National Securities Depository Ltd. (NSDL).

Unit IV

Derivative Trading: Future and options-concept, meaning and importance, Methods of trading; Valuation of options.

Unit V

Raising funds from International Markets: FITs, Euro issues, ADR's, GDR's and FDI; SEBI guidelines.

REFERENCES

Dalton, John M.: How the Stock Market Works; Prentice Hall, New Delhi.

Gupta, L.C.: Stock Exchanging Trading in India; Society for Capital Market Research and Development,

Delhi.

Machi Raju, H.R.: Merchant Banking; Wiley Eastern Ltd., New Delhi.

Machi Raju, H.R.: Working of Stock Exchanges in India; Wiley Eastern Ltd.; New Delhi.

Chandratre K.R. et al.: Capital Issues, SEBI & Listing; Bharat Publishing House, New Delhi.

Donald E. Fisher, Ronald J. Jordan: Security Analysis and Portfolio Management; Prentice Hall, New Delhi.

Raghunathan V.: Stock Exchanges and Investments; Tata McGraw Hill, New Delhi.

MC308: DIGITAL MARKETING AND E-COMMERCE (DSE)

Max. Marks 80

Internal Assessment 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will be required to attempt One question from each unit. Each question will carry Sixteen (16) marks.

Learning Objective: To develop an understanding of digital marketing and formulate plan and strategies related to digital marketing.

Course Contents:

Unit I

Introduction to Digital Marketing :Evolution of digital Marketing, Traditional vs Digital Marketing, Digital Marketing Channels, Digital Marketing Plan, Digital Marketing Strategy, Digital Marketing Application and Benefits, Digital Marketing in India.

Unit II

The Consumer and Digital Marketing: Consumer Behaviour on internet, Impact of Digital Technology on Consumer Behaviour, Attributes of online buying behavior, Marketing Intelligence from user's online data understanding consumer demands, brand building on web.

Unit III

Social Media Marketing: Social Networking, Objectives of Social Media Strategy , Building social media strategy, Types of Social media marketing , Facebook marketing , LinkedIn marketing, Instagram marketing , You tube Marketing, Twitter Marketing,

Unit IV

Emerging Platforms of digital marketing: E-mail marketing, Mobile marketing, Video Marketing, Artificial intelligence and virtual Reality in Digital Marketing.

Unit V

Introduction to E-Commerce: Meaning of electronic commerce, business applications of e-commerce, comparison with traditional commerce.

Business Models in E-Commerce-e-shops, e-procurement, e-auctions, value chain integrators, information brokerage, telecommunication, collaboration platforms, etc.; Electronic payment system; E-Banking-Concept, operations, online fund transfer-RTGC, ATM, etc.,

References:

1. Gupta Seema (2020), Digital Marketing,Mc Graw Hill Publications.
2. Puthussery Antony (2020), Digital Marketing. Notion Press.
3. Bhatia Puneet (2019), Fundamentals of Digital Marketing, Pearson Publications.
4. Greenstein, Electronic Commerce, Tata McGraw Hill, New Delhi.
5. Norton, Peter: Introduction to Computer 4/E, Tata McGraw Hill (P) Ltd., New Delhi.

6.

MC309: SUPPLY CHAIN MANAGEMENT AND LOGISTICS (DSE)

Max. Marks 80

Internal Assessment 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will be required to attempt One question from each unit. Each question will carry Sixteen (16) marks.

Learning Objective: To acquaint the students with the concepts and tools of supply chain management and logistics as relevant for a business firm.

Course Contents:

Unit I

Introduction: Evolution, importance, scope, concept of Supply Chain Management (SCM) and trade logistics; Supply chain management as a Management Philosophy; Function of SCM, Value chain for supply chain management; Design of SCM; Logistic activities – An overview, contribution of logistics at macro and micro levels; SCM and trade logistics; Logistics and competitive advantage; Logistics mix; Concept, span and process of integrated SCM; Difference between logistics and supply chain management, demand management; Forecasting-Need, quantitative and qualitative methods, Selecting the appropriate forecasting technique; Functional applications – HR, marketing, operations, finance, IT; Logistics organization - Logistics in different industries.

Unit II

Behavioural Issues in Supply Chain Management: Role of relationship marketing in SCM; Managing relationships with suppliers and customers; Captive buyers and suppliers; Strategic partnerships; Supplier-retailer collaboration and alliances.

Unit III

Focus Areas of Logistics and Supply Chain Management: Product development process and SCM, purchasing cycle, types of purchases, JIT purchasing, strategic role of purchasing in the supply chain and total customer satisfaction; Purchasing vs. procurement, procurement strategies; Transportation: Introduction, objectives, different modes of transportation, importance of effective transportation system; Warehousing and inventory management: Reasons for warehousing, warehousing evaluation and requirements, warehousing location strategies, inventory- Introduction, objectives, concept of inventory, types of inventory, concept of inventory management, importance of inventory management, objectives of inventory management, different types of inventory costs, inventory management principles and

approaches; Logistical packaging: Introduction, objectives, concept of logistical packaging, types of packaging material, packaging costs.

Unit IV

Performance Measurement: Framework of performance indicators, methods of performance measurement, and the balanced score card approach, benchmarking, supply chain metrics (KPIs), performance measurement and continuous improvement

Unit V

Trends and Challenges in Logistics and Supply Chain Management: Third party and fourth party logistic outsourcing- Challenges and future directions; Reverse logistics; Bullwhip effect; Push based and pull based systems; Green supply chain management; E-Commerce logistics: Requirements of Logistics in e-commerce, EDI, bar coding, RFID; Re-engineering the supply chain- Future directions.

References:

- Chopra, S. & Meindl, P. (2007). Supply Chain Management: Strategy, Planning and Operation, Pearson Education.
- Hult, M. G., Closs, D., Frayer, D. Global (2014). Supply Chain Management: Leveraging Processes, Measurements, and Tools for Strategic Corporate Advantage. Mc Graw Hill Ltd
- Shapiro, J.F. (2007). Modelling the Supply Chain, Cengage Learning.
- Simchi-Levi, D., Kaminsky, P., Simchi-Levi, E. & Ravi, Shankar (2008). Designing and Managing the Supply Chain. Tata McGraw Hill Education Private Limited.
- Bozarth, C.C. & Handfield, R. B. (2015). Introduction to Operations and Supply Chain Management. Pearson Education.
- Christopher, M. (2011). Logistics and Supply Chain Management. Prentice Hall.

MC 310: INDUSTRIAL PSYCHOLOGY (DSE)

Maximum Marks: 80

Internal assessment: 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will be required to attempt One question from each unit. Each question will carry Sixteen (16) marks.

Learning Objectives: On successful completion of this course, the student will be able to understand the concept of Industrial-Organizational Psychology; apply Industrial Psychology to select, develop, and manage employees; comprehend how the theory and research are applied to work settings and create a stress-free environment at the workplace. The course will also provide the understanding of Industrial Psychology to understand the dynamics of interpersonal relation, group dynamics and behavior of employees working in the organization to attain the objective of business in most effective and efficient ways.

Course Contents:

Unit I

Introduction: Industrial psychology concept, development of industrial psychology, scope of Psychology industrial psychology and major problems of industrial psychology.

Psychological Tests - Characteristics of psychological tests, types of tests, importance and limitations of psychological tests

Unit II

Attitudes and Job Satisfaction: Meaning, components of attitude, attitude formation, determination and change, and Cognitive theory of dissonance. Measuring the A-B Relationship.

Job Satisfaction- Meaning, Theories, Causes, importance of Job Satisfaction, ways of measuring Job Satisfaction.

Unit III

Learning and Development: meaning and definitions of Learning, nature, component of learning, factors affecting learning, theories of learning classical conditioning, operant conditioning, cognitive and social theory. Conditions of the learning development process.

Unit IV

Personality, Inter-Personal Relationship: Meaning, theories of personality, Personality, inter-personal relationship and group dynamics, determinant of inter personal relationship, management of inter-personal relationship and group dynamics, formal and informal group decision making.

Unit V

Human Engineering and Stress Management: Work study, time study, motion study, fatigue study, monotony, boredom and work environment.

Organizational stress: concept, causes, effects and coping strategies of stress.

Reference Books:

M.L. Blum and J.C. Naylor, Industrial Psychology, , GBS Publishers, Delhi.

E.J. McCormic and Ilgen, Industrial Psychology, PHI New Delhi.

Drenth, Thierry, Williams and Wolf, Handbook of Work and Organization Psychology

Robert C. Beck, Applying Psychology, understanding people, PHI

Maier, Psychology in Industry, Oxford & amp; IBH.

Edger Schein, Organisational Psychology, PHI, New Delhi.

Mohanty, Girishbala and Singh, Raj Kumar, (2016). Industrial Psychology. Kalayani Publication, New Delhi.

MC311: STRATEGIC HUMAN RESOURCE MANAGEMENT (DSE)

Max. Marks 80

Internal Assessment 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will be required to attempt One question from each unit. Each question will carry Sixteen (16) marks.

Learning Objective: This paper is designed to develop theoretical understanding and appreciating the relationship between management of people with organization's strategic goals and objectives.

Course Contents:

Be Unit I

Introduction: Evolution of Strategic Human Resource Management (SHRM); HR, SHRM & Corporate Strategy; Challenges in SHRM; Resource based view of a firm; Investment perspective of SHRM; HR architecture; HR competencies.

Unit II

HR Strategies: Importance of HR in strategy formulation, Strategic approach to HR functions (planning, acquisition, training, development, reward and compensation); Managing workforce diversity.

Unit III

SHRM in Practice: - Identifying strategic positions; Managing employee relations - Unions and strategic collective bargaining; Strategic change, Restructuring and SHRM; Employee engagement and well-being; Matching culture with strategy; Behavioral issues in strategy implementation.

Unit IV

SHRM and Business Performance: SHRM for competitive advantage; High performance work systems and SHRM, HRM and firm performance, Evaluating SHRM effectiveness, HRM and customer outcomes, HR metrics; HC bridge Framework model.

Unit V

Trends and Issues in SHRM: HR implications of mergers and acquisitions; Outsourcing and its HR implications; Human resource strategy in international context; HRM in developing countries; Technology and HRM, Corporate Ethics, Values and SHRM; Future of SHRM.

Reference Books:

Agarwala, T., Strategic Human Resource Management. OUP (Unit II)

Baron, James N. & David, M. Kreps (1999). Strategic Human Resources – Frameworks For General Managers. Wiley (Chapter 19 for Unit V)

Greer, C.R., Strategic Human Resource Management: A general managerial approach, Pearson Education. (Unit 1 – Investment Perspective)

Kaufman, Bruce E. (2015). Evolution of Strategic HRM as seen through two founding books: a 30th anniversary perspective on development of the field. Human Resource Management, SHRM thirtieth anniversary review. May–June, 54(3). 389–407

Mello, J. A. (2006) Strategic Management of Human Resources. South Western.

Schuler, R. S. & Jackson, S. E. (2007), Strategic Human Resource Management, Wiley India.

Becker, B. & Gerhart, B. (1996), The impact of human resource management on organizational performance: Progress and prospects. Academy of Management Journal, 39, 779-812.

Becker, B. E. & Huselid, M. A. (2006), Strategic human resources management: Where do we go from here? Journal of Management, 32(6): 898–925.

Bhattacharya, M., Gibson, D. E. & Doty, D. H. (2005), The effects of flexibility in employee skills, employee behaviors, and human resource practices on firm performance. Journal of Management, 31, 622-640.

Delaney, J. T. & Huselid, M. A. (1996), The impact of human resource management practices on perceptions of organizational performance. Academy of Management Journal, 39, 949-970.

Gerard, H. Seijts and Gary, P. Latham (2005), Learning versus Performance Goals: When Should Each Be Used? Academy of Management Executive, 19(1) (Feb), 124-131

Huselid, M. A. (1995). The impact of human resource management practices on turnover, productivity, and corporate financial performance. Academy of Management Journal, 38, 635-673.

Mark, A. Huselid & Brian, E. Becker (2011), Bridging Micro and Macro Domains: Workforce Differentiation and Strategic Human Resource Management, Journal of Management, 37(2), March. 421-428

Pfeffer, J. (1998). The human equation: Building profits by putting people first. Harvard Business School Press

MC401: SECURITY ANALYSIS & PORTFOLIO MANAGEMENT (DSC)

Max Marks 80

Internal Assessment 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will be required to attempt One question from each unit. Each question will carry Sixteen (16) marks.

Learning Objective: To equip the students with essential tools, techniques, models and investment theory necessary for analyzing different types of securities, making sound investment decisions and optimal portfolio choice.

Course Contents:

Unit I

Portfolio Analysis: Estimating rate of return and standard deviation of portfolio. Effect of combining the securities, Markowitz Risk-return optimisation.

Portfolio Performance Evaluation: Measure of return, risk adjusted measures of return, market timing, evaluation criteria and procedures. Investment policies of Individuals, Tax saving schemes in India.

Unit II

Fundamental Analysis, Technical Analysis and Efficient Market Hypothesis.

Unit III

Single Index Model or Market Model: Portfolio total risk, portfolio market risk and unique risk, Simple Sharpe's optimisation solution.

Unit IV

Capital Market Theory: Capital market line, security market line, risk free lending and borrowings.

Unit V

Factor Models: Arbitrage pricing theory, two factor and multi-factor models, Principle of arbitrage, arbitrage portfolios.

References:

Fischer, D.E. and Jordan R.J., Security Analysis and Portfolio Management, Prentice Hall, 1983.

Reilly, F.K., Investment Analysis & Portfolio Management, Dryden Press, 1985.

MC 402: ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT (DSC)

Max. Marks 80

Internal Assessment 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will be required to attempt One question from each unit. Each question will carry Sixteen (16) marks.

Learning Objective: This course aims to provide necessary inputs for entrepreneurial effort and planning to start a new venture and taking investment decisions to enable them to investigate, understand and internalize the process of setting up a business and project planning.

Course Contents:

Unit I

Introduction: Concept of Entrepreneurship; Role of entrepreneurship in economic development; Factors impacting emergence of entrepreneurship; Types of entrepreneurs; Characteristics of successful entrepreneurs.

Entrepreneurship Development and Leadership: Types of startups; Entrepreneurial training; Entrepreneurship Development Programmes; Characteristics of entrepreneurial leadership, Components of entrepreneurial leadership

Unit II

Identification of investment opportunities: Project ideas generation and screening. Phases in Project Management, Project feasibility study, Appraisal criteria and process; Methods of appraisal under certainty, uncertainty and risk.

Unit III

Market and demand analysis: Sources of information – primary and secondary; Demand forecasting and market planning;

Technical analysis: Materials and inputs; Production technology; Product mix; Plant location and layout; Selection of plant and equipment.

Unit IV Financial analysis: Cost of project and means of financing; Major cost components; Planning capital structure; Financing schemes of financial institutions.

Unit V Social cost benefit analysis: Meaning and methodology; L & M and UNIDO approach; SCBA in India Project implementation; PERT and CPM. Problem of time and cost overrun, Project implementation practices in India. Project Review/control – Evaluation of Project.

References:

Rathore, BS and JS Saini, A Handbook of Entrepreneurship (Ed.), Aapga Publications, Panchkula (Haryana)

Gupta, CB and P Srinivasan, Entrepreneurship Development, Sultan Chand and Sons, New Delhi

Arya, K. (2016). Entrepreneurship: Creating and Leading an Entrepreneurial Organization. Pearson.

Hisrich, R. D., Shepherd, D. A. & Peters, M. P. (2016), Entrepreneurship, McGraw-Hill Education.

Galindo, C. R. (2018). The Entrepreneur's Guide To Winning: 7 Arts You Need To Master To Win The Game Of Business. Create Space Independent Publishing.

Ramachandran, K. (2014). Entrepreneurship Development: Indian cases on Change Agents. Tata McGraw Hill.

Robinson, P. J. (2017). A Guide for Writing Your Business Plan. Independently published

Chandra, Prasana: Project Planning Analysis, Financing Implementation and Review. TATA McGraw Hill, New Delhi.

Patel, Bhavesh M., Project Management, Vikash Publishing House Pvt. Ltd., New Delhi.

Pitale, R.L.. Project Appraisal Techniques, Oxford and IBH.

Timothy, D.R. and Swell W.R. Project Appraisal and Review, McMillan, India.

MC403: STRATEGIC MANAGEMENT AND BUSINESS POLICY (DSC)

Max Marks 80

Internal Assessment 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will be required to attempt One question from each unit. Each question will carry Sixteen (16) marks.

Learning Objective: The objective of the course is to develop the knowledge about strategy making process and business policy that is informed, integrative and responsive to rapid changes in organization environment and also about tasks implementing in a global market.

Course Contents:

UNIT I

Strategic Management and Business Policy: Strategic Management – meaning, level at which strategy operates and essentials of strategic management process. Strategic management: awareness and change, E-V-R Congruence, Models of Strategic Management. Strategic Leadership and Decision Making. Business policy and genesis of strategic management and business policy. Strategy formulation-environmental appraisal, organizational appraisal and corporate level strategies.

UNIT II

Strategic Success: The Organizational Mission and Objectives: Vision, Mission and Objectives. Financial Analysis, Company Failure predicting company failure, symptoms and causes of company decline. Environmental Awareness and Management, SWOT Analysis. The competitive environment and competitive advantage: competition and the structure and regulation of industry in the United Kingdom, Analysing an industry, competitive advantage, successful competitive strategies. Competitive advantage through products, processes and service: the organisation's value chain, The value chain and competitive advantage marketing strategy, Research and development, innovation and new products, speed and competitive advantage operations management, Service ,not-for-profit and small businesses ,supply chain architecture, Service and total quality management .

UNIT III

Financial Strategy: Financing and competitive advantage. Information, information systems and information technology, The strategy information challenge, information technology and competitive advantage. Planning and creating corporate strategy: Strategy formulation, planning and planning systems, strategic planning techniques. Strategic alternatives and market entry strategies: disinvestment strategies , strategic means, international strategies and selection of strategies. Issues in strategic growth: diversification and acquisition, acquisition, effective acquisition strategies, joint ventures and strategic alliances. Issues in strategic consolidation and recovery: the feasibility of recovery, retrenchment strategies, turnaround strategies, management buy outs, financing a buyout , management buy ins, managing recession, strategies for declining industries, implementing recovery strategies.

UNIT IV Corporate Strategy and Corporate Management Style: styles of corporate management, strategic management at the corporate level, the role of general managers, organizations in the late 1990s. Issues in strategic resource management: corporate resource planning, functional planning, policies, procedures, plans and budgets, crisis avoidance and management. Issues in strategic change management: issues in the management of change, strategies for implementation and change, power and politics.

Unit V

Strategic Implementation, Evaluation and Control: Strategy implementation- concept, nature, barriers and model of strategy implementation. Resource allocation- strategic budgeting, aligning resource allocation to strategy, factor affecting resource allocation and difficulties in resource allocation. An overview of strategic evaluation and control, nature, importance, participants and barriers in strategic evaluation, requirements for effective evaluation. Strategic control- premise control, implementation control, strategic surveillance, and special control. Operation Control. Techniques of strategic evaluation and control.

References:

1. H. Igor Ansoff , *Implanting Strategic Management* , Prentice Hall 1984.
2. C. Roland Christensen, Kenneth R. Andrews, Joseph L. Bower, Richard G. Hamermesh, Michael E. Porter, *Business Policy: Text and cases*, Fifth Edition, Richard D. Irwin ,inc, Homewood , LL Linois,

1982. 3. William F. Glueck and Lawrence R. Jauch, Business Policy and Strategic Management, Fourth Ed, McGraw –Hill, 1984.

4. Management, Seventh Ed., South Western Publishing co. Cincinnati, Ohio, 1976.

5. KS Chopra, Business Policy for Indian Industries: Corporate Strategy Formulation, The Times Research Foundation, Pune 1985

6. John Grieve Smith, Business Strategy: An introduction Basil Blackwell, Oxford and economist Publications London, 1985.

7. S.K Bhattachary and N. Venkatarmin, managing Business Enterprises Strategies, Structures and Systems, Vikas Publishing House New Delhi 8. John L Thompson, Strategic Management: Awareness and change, International Thompson press. 1997.

MC 404: ADVANCE FINANCIAL MANAGEMENT AND POLICY (DSE)

Maximum Marks: 80

Internal assessment: 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will be required to attempt One question from each unit. Each question will carry Sixteen (16) marks.

Learning Objectives: On successful completion of this course, the student will be able to: Critically evaluate the capital structure theories and policy and analyse the financial statements of the organization, understand the concept of leverage, corporate restructuring, merger and takeover; learn about the methods of calculating cost of capital; know the process of valuation of various securities like shares and bonds; Understand the concept and types of financial derivatives i.e. Option, Future, Hedging and Swap.

Course Contents:

Unit-I

Capital Structure Theory and Policy: Concept, Meaning, Importance, Determinants of Capital structure, Optimum Capital Structure, Theories of capital structure.

Financial Statement Analysis- Comparative Statement Analysis, Common Size Statement Analysis, Trend Analysis, Ratio Analysis. Financial and Operating Leverages.

Unit-II

Corporate Restructuring and Policy: Concept, Meaning, Objectives, Techniques of Corporate restructuring. Mergers and Takeovers: Types, Objectives, Legal and Procedural Aspect of Mergers and Takeovers, valuation and financing Mergers and Takeovers, An overview of Mergers and Takeovers in India.

Financial Restructuring: Meaning, Objectives, Steps in Financial Restructuring, Reorganization of Capital, Buy-back of shares. Financial Management of Sick Unit.

Unit-III

Cost of Capital: Meaning, significance, Computation of Cost of Capital including CAMP, Weighted Average Cost of Capital.

Unit-IV

Valuation of Securities: Valuation of Securities – Bonds and Equities. Shareholder Value and Corporate Governance.

Unit-IV Financial Derivatives and Policy: Concept, Recent developments in financial derivative market. Financial Derivative Market in India- Structure, Regulatory Framework and Classification. Options- Concept, Uses, Types, Models – Black-Scholes, Put—Call Parity Relationship. Futures- Futures Market, Futures Contracts and Futures Trading. Hedging- Concept, process, objectives, importance, foreign exchange risk and hedging. Swaps- Concept, Basic Swap structure and Growth of Swap Market.

Reference Books:

Ravi M. Kishore: Financial Management, Taxmann Publications Pvt. Ltd., New Delhi.

Sinha, Pradip Kumar: Financial Management, Excel Books, New Delhi

Van, Horne: Financial Management and Policy, Prentice Hall of India, New Delhi.

Hampton: Financial Decision Making, Prentice Hall of India, New Delhi.

Prasanna, Chandra: Financial Management, Tata McGraw Hill, New Delhi.

Khan, M. Y. and Jain, P.K.: Financial Management, Tata McGraw Hill, New Delhi.

Bhalla, V. K. (2014). Working capital management. S. Chand, New Delhi.

Pandey, I. M. (2021). Financial Management, Pearson, Chennai.

Brigham, E. F., & Ehrhardt, M. C. (2015). Financial management: Theory & practice. Cengage Learning, Delhi.

Lasher, W. R. (2016). Practical financial management. Cengage Learning, Delhi.

MC405: BUSINESS TAXATION (DSE)

Maximum Marks: 80
Internal assessment: 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will be required to attempt One question from each unit. Each question will carry Sixteen (16) marks.

Learning Objective: The purpose of this subject is to make student acquainted with the knowledge of rules and regulations relating to Goods and Services Act, 2017 and other emerging issues of business taxes. The course will help to understand the various provisions of GST such as basic concepts of GST, Provisions relating to Place and Time of supply of Goods and Services, determination of value, input tax credit, registration of entities, computing tax and preparing and uploading return. From the skill point of view this course is very significant to the students of commerce as it will help in developing practical skill of computing GST.

Course Contents:

UNIT-I

Kautlia's Economic Thought on Business Taxes. Concepts of Goods and Services Tax Act, 2017. Provisions relating to supply of goods or services or both. Levy of Central GST (CGST), State GST (SGST) Union Territory GST (UTGST) and Integrated GST (IGST).

UNIT-II

Exemptions of Goods and Services from tax. Provisions relating to Place and Time of supply of Goods and Services.

UNIT-III

Parameters for determining the value of supply of Goods and Services Tax. Reverse charges mechanism. Registration under GST: Persons liable to get registered, Compulsory Registration, Registration Procedure, Reverse Charge Mechanism, Composition Scheme and assessment under composition scheme; Zero rated supply; Exemption from GST, GST tax rate.

UNIT-IV

Input Tax Credit (ITC), Eligibility and conditions for taking Input Tax Credit, Apportionment of ITC and Blocked Credit; Various Documents under GST- Tax Invoice, Bill for Supply, Debit Note, Credit Note, Payment Voucher, Receipt Voucher, E-way bill, HSN Code and SAC Code.

UNIT-V

Assessment and Administration of GST - Types of GST Returns, Types of Assessment & Assessment Procedures, Role and Functions of GST Council, Tax Authorities and their powers; Tax deduction at Source & Tax Collection at Source, Refund of Tax

Reference Books:

Singhania, V.K. and Singhania, Monica, (2019). Income Tax Including GST, Taxmann

S.K. Shukla: GST in India (Hindi & English)

Bare Act

Taxman: Goods and Service Tax (Hindi & English)

Datney, V S, Taxmann's GST Ready Reckoner, Taxmann, New Delhi.

Gupta, N K, Goods and Services Tax (Law, Practice and Procedures), Bharat Law House Private Limited.

Mehrotra, H.C. and Agarwal V.P., Goods and Services Tax GST, Sahitya Bhawan Publications.

MC406: FORENSIC ACCOUNTING AND AUDITING (DSE)

Max. Marks 80

Internal Assessment 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will be required to attempt One question from each unit. Each question will carry Sixteen (16) marks.

Learning Objectives: To enable students to meet the challenges posed by rising financial frauds and scams world over, more so in the view of limitations of financial accounting and auditing procedures.

Course Contents:

Unit I

Forensic Accounting & Fraud Auditing Fundamentals: Meaning, nature and scope, Auditors liability for undetected frauds, Fraud auditing (forensic audit) phases: Recognition and planning, Evidence collection and evaluation, Communication of results

Unit II

Fraud Definition & Taxonomy: Ingredients of fraud, why is a fraud committed and who commits a fraud? , Meaning and nature of corporate fraud, concept of fraud under Companies Act 2013, frauds for and against a company, victims of fraud.

Unit III

Types of Corporate Frauds: Bribery and corruption, Misappropriation of assets, Manipulation of financial statements, Procedure-related frauds, Corporate espionage, Fraud in e-commerce. Fraud Prevention-Strategies, Fraud prevention for consumers and businesses.

UNIT IV

Auditing: Concept Type, Principles, Internal Control- Internal Check and Internal Audit, Vouching and Verification of Assets and Liabilities.

UNIT V

Dividend and Divisible Profits, Company Auditor: Qualifications and disqualifications, Appointment, Removal, Remuneration, Rights, Duties and Liabilities, Audit Committee, Auditor's Report: Contents and Types, Auditor's Certificates.

References:

- Albrecht, W. Steve. (2009). Forensic Accounting & Fraud Examination. Cengage Learning (India Edition).
- Albrecht, Chad O., Albrecht, Conan C., Albrecht, W. Steve & Zimbelman, Mark F. (2015). Forensic Accounting & Fraud Examination. Cengage Learning (India Edition).
- Banerjee, Robin (2015). Who Cheats and How? Sage Publications, New Delhi.
- Bologna, Jack and Lindquist, Robert J. (1995). Fraud Auditing and Forensic Accounting. Wiley.
- Bremser, Wayne G. (1995). Forensic Accounting and Financial Fraud. American Management Association.
- Dalal, Chetan. (2015). Novel & Conventional Methods of Audit, Investigation and Fraud Detection. Wolters Kluwer India Pvt. Ltd.
- Gupta, Sanjeev (2016). Corporate Frauds and their Regulation in India. Bharat Law House Pvt. Ltd
- Kaul, Vivek (2013). Easy Money. Sage Publications, New Delhi.
- Manning, George A. (2010). Financial Investigation and Forensic Accounting. CRC Press: Taylor & Francis Group.
- Sharma, B. R. (2014). Bank Frauds. Universal Law Publishing, New Delhi.

MC407: CONSUMER BEHAVIOUR (DSE)

Max. Marks 80

Internal Assessment 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will be required to attempt One question from each unit. Each question will carry Sixteen (16) marks.

Objective: To provide an in-depth understanding of the consumer buying processes and their determinants as relevant for marketing decision making.

Course Contents:

Unit I

Consumer Behaviour: Importance and nature of consumer behaviour; Types of consumers and their role; Consumer behaviour and marketing concept; Changing profile of Indian consumers and new consumption patterns; Conducting consumer research – overview of process, complexities and issues.

Unit II

Consumer Decision Making Process: Buying motives; Buying roles; Consumer buying process; Stages and levels of consumer decision making; Business buying behaviour- an overview; Theories of motivation and its application.

Unit III

Personal Factors Affecting Consumer Behaviour: Demographic characteristics; Family, Family life cycle and consumer decision making; Household influence on consumer buying behaviour; Needs and motivation; Perception; Perceptual mapping and positioning; Value perceptions; Attitude and attitude change; Attitude models; Learning and learning theories; Consumer involvement- antecedents and consequences; Personality- Concept and personality theories; Psychographics; Life style and applications.

Unit IV

Socio-Cultural Determinants of Consumer Behaviour: Reference group influences- Theories of reference group and applications; WOM communication and opinion leaders; Social class and social class stratification in India; Understanding cultural and sub-cultural

Unit V

Models of Consumer Behaviour and Business Buying Behaviour: An overview of contemporary models; Deterministic and probabilistic approaches; Contemporary Models of consumer behaviour.

References:

Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2009). Consumer Behavior. New Delhi: Cengage Learning.

Hawkins, D. I., Motherbaugh, D. L., & Mookerjee, A.(2016). Consumer Behavior: Building Marketing Strategies. Chennai: Mc Graw Hill Education (India).

Schiffman, L. G., & Kanuk, L. L. (2008).Consumer Behaviour. Prentice Hall.

Assael, H. (1994). Consumer Behaviour and Marketing Action. South-Western.

MC408: RETAIL MANAGEMENT (DSE)

Max. Marks 80

Internal Assessment 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will be required to attempt One question from each unit. Each question will carry Sixteen (16) marks.

Learning Objective: The course develops practical understanding of the retail sector covering areas like retail buying, category management, retail store operations and customer marketing, FDI.

Course Contents:

Unit I

Retailing: Concept, Characteristics, importance and functions; Theories of retailing: Retailing in India. Strategic Planning in retailing; Planning for global retailing.

Retailing Formats: Classifying retail institutions according to ownership, store based and non-store based retail organizations. Planning location of retail institution; Trading area analysis, deciding the most desirable type of location, choice of a general location, choosing and evaluating a particular site.

Unit II

Human Resource Management in retailing: Objectives and function; setting up a retail organization, organizational patterns in retailing. Managing store employees.

Unit III

Store Operations Management: blueprinting operations; deciding stores layout; store design and displays; energy management; loss prevention and security issues.

Customer Service: Concept and importance, developing service strategy; service quality dimensions and GAPS model; Retailing customers.

Unit IV

Financial management in retailing: Sources of finance, FDI in retail; analysis of financial and operational performance, retail audit.

Unit V

Applications of information technology in retailing: Social, ethical and legal aspects in retailing.

REFERENCES

Gilbert David: Retail Marketing Management, Pearson Education, Delhi.

Pradhan Swapna: Retailing Management: Text & Cases. Tata McGraw Hill, New Delhi.

Bermans & Evans: Retail Management – A Strategic Approach, Prentice Hall of India, New Delhi.

Lamba: The Art of Retailing, Tata McGraw Hill, New Delhi.

Mcgoldrick, P.: Retail Marketing, McGraw Hill, U.K.

MC409: RURAL MARKETING (DSE)

Max. Marks 80

Internal Assessment 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will be required to attempt One question from each unit. Each question will carry Sixteen (16) marks.

Learning Objective: The objective of this course is to explore the students to the agriculture and rural marketing environment so that they can understand.

Course Contents:

Unit 1

Nature, Characteristics and Potential of Rural markets in India. Socio-Cultural, economic and other environmental factors affecting rural marketing: Attitudes and behavior of the rural consumers and farmers.

Unit II

Marketing of Consumer durables and non-durable goods and services in the rural Markets with Special Reference to product Planning, Media Planning , Planning of Distribution Channels and organizing personnel selling in rural markets in India. Marketing of agricultural inputs with special reference to fertilizers, seeds and tractors.

Unit III

Organisation and functions of agricultural marketing in India-Classification of agricultural products with particular reference to seasonality and perish ability. Marketing Structure and Performance, Processing facilities for different agricultural products.

Unit IV

Role of Warehousing, Determination of Agricultural prices and marketing margins. Role of Agricultural price commission. Role of Central and State Government, Institutions and Organisations in agricultural marketing.

UNIT V

Unique features of commodity markets in India. Problems of agricultural marketing. Nature, Scope and Role of co-operative marketing in India.

References:

Dinesh Kumar, Punam Gupta (2019), Rural Marketing: Challenges and Opportunities, First Edition Sage.

Krishnamacharyulu (2010), Rural Marketing, Text and Cases,2e.

Morleg J.E.Agricultural Products and their Marketing

Kohles,Richerd L.; Marketing of Agricultural Products.

Boyle J.E, Marketing of Agricultural Produce.

Dogra,Balram & Ghuman,Karminder: Rural Marketing,Tata Megraw Hill, Delhi.

Kulkarni K.R.Agricultural Marketing in India.

Mukherjee,B.B.: Marketing of Agricultural Produce in India.

Gupta,A.P. “Marketing of Agricultural Products in India”.

MC410: HUMAN RESOURCE DEVELOPMENT (DSE)

Max. Marks 80

Internal Assessment 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will be required to attempt One question from each unit. Each question will carry Sixteen (16) marks.

Learning Objective: The objective of this course is to build a critical perspective of human resource development (HRD) in an organizational, national and international context.

Course Contents: Unit I

Introduction to Human Resource Development: Historical perspective, emergence of HRD, conceptualizing critical HRD; Contemporary realities and future of HRD; Andragogy and life-long learning.

Unit II

Theoretical approaches to Human Resource Development: Social capital theory, learning network theory, relevance of systems theory to HRD, human capital theory and screening theory of HRD.

Unit III

Human Resource Development Process: Identifying HRD needs; Designing and developing effective HRD programs; Evaluating effectiveness of HRD Programs; HRD interventions.

Unit IV

- Integrating learning with work: Theories of learning, trends in workplace learning, learning interventions; Transfer of learning; Strategic learning and leadership; Learning organizations and organizational learning.

Unit V

Human Resource Development Trends: New ways of working and employability; Coaching, mentoring and management of performance; Virtual HRD; Workforce diversity and HRD.

References:

Bandura, A. (2018), Towards a psychology of Human Pathways and Reflections, *Perspectives on Psychological Science*, 13(2)130-136

Bennet, Elisabeth E. (2014). Introducing New Perspectives on Virtual Human Resource Development *Advances in Developing Human Resources*. 16(3) 263 –280

Cast, C. (2018). 6 ways to take control of your career development if your company does not care about it, *Harvard Business review*, web article 1-4

V Cho, Y. & Egan, T. M. (2009). Action Learning Research and Conceptual Framework. *Human Resource Development Review* 8, 431-462

Mankin, D., (2009). *Human Resource Development*, Oxford University Press Chapter- 4, 6, 7, 9

McLean, Gary N., McLean L. (2001). If we can't define HRD in one country, how can we define it in an international context? *Human Resource Development International*, 4(3), 313–326.

Poell, Rob F., Tonette S. Rocco and Gene L. Roth Lee, M. (2015). *The Routledge Companion to Human resource Development*, Chapter -1, 12-15.

Rao, T.V., (2005). *Future of HRD*, Macmillan Publishers India. Chapter 1 & 6

Schultz, Theodore W. (1961). Investment in Human Capital. *The American Economic Review*. 51(1):1-17.

MC411: MANAGEMENT OF INDUSTRIAL RELATIONS (DSE)

Max. Marks 80

Internal Assessment 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will be required to attempt One question from each unit. Each question will carry Sixteen (16) marks.

Learning Objective: The course aims at providing fundamental knowledge and exposure to the industrial relations and related aspects prevailing in industries.

Course Contents:

Unit I

Industrial Relations Perspectives: Concept, Scope & Objectives, Industrial Relations & Emerging Socio economic Scenario, Industrial Relations & the State Industrial Relations in India, Emerging trends in Industrial Relations, Industrial Relations and technological change.

Unit II

Trade Unions – Functions and Objectives; Development of trade Unions in India; Pattern of trade Unions in structure, Central trade Union organization; Registration and Recognition of trade Unions; Management of trade Unions; Problems of India trade Union Movement; White collar and Managerial trade Unions; Employers Association; Trade Union response toward liberalization and technological change. Employee response to industrial restructuring and organization re-engineering. Future of Trade Unions.

Unit III

Dynamics of Industrial Conflicts; Discipline and Grievance Management. Contemporary issues in industrial conflicts.

Unit IV

Nature and types of collective Bargaining; Emerging trends in collective Bargaining, Productivity bargaining, negotiation and collective bargaining settlement, Settlement Machinery.

Unit V

Co-ownership Management – Concept, Significance and Historical Development; Types of workers participation in Management, Practices; Level of Participation; Models in WPM; Co-ownership Forms of

WPM. Issues in Labour Flexibility participation; Strategies and Planning for Implementing WPM effectively. Empowerment and Quality Management.

REFERENCES

Ramaswamy, E.; Managing Human Resources, New Delhi, Oxford University Press.

Venkata Ratnam, C.S. and Sinha, Pravin, Trade Unions Challenges at the Deginning of 21st Century, IIRA Excel Books, New Delhi.

Monappa, A., Industrial Relations, Tata McGraw Hill, New Delhi.

Dutta, S.K., Guide to Disciplinary Action, Tata McGraw Hill, New Delhi.

Venkataratnam, C.S., Globalization & Labour Management Relations, Response Books, New Delhi.

MC412: LABOUR LEGISLATION AND EMPLOYEE WELFARE (DSE)

Max. Marks 80

Internal Assessment 20

Note: There will be Ten (10) questions in the paper spread into Five Units as Two questions from each unit. The candidate will be required to attempt One question from each unit. Each question will carry Sixteen (16) marks.

Learning Objective: The course aims as to know the development and the judicial setup of Labour Laws.

Course Contents:

Unit I

Evolution of Industrial workers: Meaning, Its various phases, Need for Labour Legislation in India The concept of Labour welfare: definition, Scope and Objectives, welfare work and social work .Main recommendations of second National Labour Commission, The Trade Union Act. 1926.

Unit II

Payment of Wages Act, 1936. The Minimum Wages Act, 1948, Contract Labour Act 1970,

Unit III

The Maternity Benefits Act, 1961. The Payment of Bonus Act, 1965.

Unit IV

The Workmen Compensation Act, 1923, Adjustment processes and Voluntary Retirement schemes, The ESI Act 1948.

Unit V

The Factories Act, 1948. The Employees Provident Fund and Miscellaneous Provisions act 1952.

References:

- 1) Sinha, P.R.N. et al (2011). Industrial Relations, Trade Unions, and Labour Legislation. Pearson Education.
- 2) Blyton, P. & Turnbull, P. (2009). The Dynamics of Employee Relations. Palgrave Macmillan.
- 3) Ackers, P. & Wilkinson, A. (2009). Understanding Work & Employment: Industrial Relations in Transition. Oxford: Oxford University Press.
- 4) Padhi, P.K. (2010). Labor and Industrial Laws. Prentice Hall of India.
- 5) Singh, B.D. (2009). Industrial Relations: Emerging Paradigms. Excel Books.
- 6) Sen, R. (2009). Industrial Relations: Text and Cases. Macmillan India.

COURSE CURRICULUM FOR

THREE YEAR

BACHELOR OF ARTS IN TOURISM AND TRAVEL

MANAGEMENT

Details of Course Under Undergraduate Programme
(Bachelor of Arts in Tourism and Travel Management)

Sr. No.	Course	Theory + Practical	Theory + Tutorials
1	<p><u>Core Course (6 Credit)</u> (12 papers) Two Paper English Two papers Hindi/ MIL Four Paper – Discipline 1 Four Paper Discipline 2</p> <p>Core Course Practical/ Tutorials * (12 Practical/ Tutorials *)</p>	<p>12*4= 48</p> <p>6*4=24</p>	<p>12*5=60</p> <p>12*1=12</p>
II	<p><u>Elective Course (6 Credits)</u> (6 Papers) Two papers discipline 1 Specific Two papers discipline 2 Specific Two papers Intra disciplinary Two papers from each discipline of choice and two paper of Interdisciplinary nature</p> <p>Elective Course Practical/ Tutorials * (6 Practical/ Tutorials *) Two paper discipline 1 Specific Two paper discipline 2 Specific Two papers Generic (Intra disciplinary) Two papers from each discipline of choice including paper of Interdisciplinary nature</p> <p>Optional Dissertation or Project work in place of one elective paper (6 Credits) in 6th semester.</p>	<p>6*4=24</p> <p>6*2=12</p>	<p>6*5=30</p> <p>6*1=6</p>
III	<p>1. Ability Enhancement Courses Ability Enhancement Compulsory Courses (AECC) (2 Paper of 4 Credits each) Environmental Sciences English/ Hindi/ MIL Communications</p> <p>2. Skill Enhancement Courses (SEC) (4 Papers of 4 Credits each)</p>	<p>2*4=8</p> <p>4*4=16</p>	<p>2*4=8</p> <p>4*4=16</p>
	Total Credits	132	132

1. ASSESSMENT AND EVALUATION- All courses (Compulsory) involve an evaluation system of students that has the following two components

(i) Internal Assessment (IA) - accounting for 30% of the final grade that a student gets in a course; and

(ii) End-Semester Examination (ESE) - accounting for the remaining 70% of the final grade that the student gets in a course.

Internal Assessment per paper (IA –30%): This would have the following components:

Classroom Attendance (5%) – Each student will have to attend a minimum of 75% Lectures / Tutorials / Practicals. A student having less than 75% attendance will not be allowed to appear in the End-Semester Examination (ESE).

- Provided that those having between 74% and 65% attendance will apply for exemption in a prescribed form accompanied by clear reason(s) for absence to the authorized functionaries.
- Provided that those having between 64% and 50% attendance will apply for exemption in a prescribed form accompanied by a Medical Certificate from a Government Hospital.
- Provided that exemption from 75% attendance will be given to those participating in prescribed co-curricular activities (e.g. NCC, NSS, Youth Festivals, Sports etc.) to the extent of 25% (making the necessary attendance as 50% in these cases). However, the claim for this exemption should be supported by authenticated certificate from the concerned college authorities.
- Provided further that those getting the exemptions, except for those getting exemptions for co-curricular activities will not be entitled for getting the IA marks for classroom attendance as given below.

Classroom Attendance Incentive: Those having greater than 75% attendance (for those participating in Co-curricular activities, 25% will be added to per cent attendance) will be awarded IA marks as follows:-

≥ 75% but < 80% 1 marks

≥ 80% but <85% 2 marks

≥ 85 but <90% 3 marks

≥ 90% but < 95% 4 marks

≥95% 5 marks

Seminar /Assignment (10%) – There will be one seminar / assignment amounting to 10% of the total marks i.e. 10.

Mid-Term (Minor) Tests / seminars (15%) – There will be one minor test before semester examinations accounting for 15 marks.

(ii) End-Semester Examination (ESE-70%): The remaining 70% of the final grade of the student in a course will be on the basis of an end-semester examination (ESE) that will be for three hours duration and will be covering the whole syllabus of the course.

*****The field tour courses and project report course shall comprise of 100 marks involving report and presentation evaluated by the tourism teacher of the concerned college.

2. INSTRUCTION FOR EXAMINERS: STRUCTURE OF QUESTION PAPER

The question paper for the ESE has following pattern:

Part 1 (Compulsory)

Compulsory of 18 marks consisting of 9 questions (One to two sentences each) covering whole of the syllabus.

Part 2 (UNIT I)

One question out of two questions each of 13 marks. Each of these questions may contain sub parts and will be long type.

Part 3 (UNIT II)

One question out of two questions each of 13 marks. Each of these questions may contain sub parts and will be long type.

Part 4 (UNIT III)

One question out of two questions each of 13 marks. Each of these questions may contain sub parts and will be long type.

Part 5 (UNIT IV)

One question out of two questions each of 13 marks. Each of these questions may contain sub parts and will be of long type.

Total marks (1 + 2 + 3 + 4+5) 18 + 13 + 13 +13+13 = 70 marks

**Bachelor of Arts in Tourism and Travel Management
– Year 1**

Year	COURSE OFFERED	COURSE NAME	Practical	Theory	tutorial	HOURS PER WEEK
1	English Hindi/ MIL-1			5	1	6
	TTMC101	Introduction of Travel and Tourism Management		5	1	6
	DSC- 2A			5	1	6
	AECC	Environmental Science		4		4
	English Hindi/ MIL-2			5	1	6
	TTMC102	Tourism Resources of India		5	1	6
	DSC-2B			5	1	6
	AECC English/ Hindi			4		4
TOTAL CREDITS YEAR I= 44						

Bachelor of Arts in Tourism and Travel Management
Year-II

Year	COURSE OFFERED	COURSE NAME	Practical	Theory	Tutorial	HOURS PER WEEK
II	English Hindi/ MIL-3			5	1	6
	TTMC201	Travel Agency & Tour Operation		5	1	6
	DSC-2C			5	1	6
	SEC-1	Skill Enhancement Course, (Choose any one out of these two)				
	TTMC202	Tourism Marketing				
	TTMC203	Tourism Logistic Support Services		4		4
	English Hindi/ MIL-3			5	1	6
	TTMC204	Tourism Organizations & Associations		5	1	6
	DSC- 2D			5	1	6
	SEC-2	Compulsory to all				4
TTMC 205	Field Tour	4				
CREDITS YEAR II = 44						

Bachelor of Arts in Tourism and Travel Management
– Year III

Year	COURSE OFFERED	COURSE NAME	Practical	Theory	Tutorial	HOURS PER WEEK	
III	TTMC301	Tourism Guiding/ Escort Services		4		4	
	SEC- 3	Compulsory to all		5	1	6	
	TTMC302	Tourism Impacts					
	DSE-2A			5	1	6	
	GE -1	(Choose any one out of these two)					
	TTMC303	Researching for Hospitality & Tourism Management					
	TTMC304	Accounting Skills for Tourism Business		2	4	6	
	TTMC305	Project Work	4			4	
	SEC-4	Skill Enhancement Course, (Choose any one out of these two)			5	1	6
	TTMC306	Skilling for Media and Journalism in Tourism					
	TTMC307	Hotel & Resort Management					
	DSE-2B			5	1	6	

GE-2	(Choose any one out of these two)				
TTMC308	Writing Skills for Tourism				
TTMC309	Transport Service in Tourism		5	1	6
TOTAL	CREDITS YEAR III = 444				

TOTAL CREDITS OF 3 YEARS DEGREE = 132

DETAILED SYLLABI

YEAR I

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. Part 1 will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and remaining parts i.e. II, III, IV & V will contain two long answer questions (Each question contains two parts) of 13 marks each, from which the candidates will be required to attempt only one question per part.*

TTMC101 - Introduction of Travel and Tourism Management

Unit -1: The Concept of Tourism, Definition and Meaning of Tourism, Traveler, Visitor, Excursionist & Transit Visitor, International and Domestic Tourist, Historical Development, Transportation Advances. Typologies of Tourists, Concept of Demand and Supply in Tourism, Factor Affecting demand and supply in tourism. Tourism Product, Feature of Tourism Products, Type of Tourism Products (TOPs, ROPs, BTEs), Difference between Tourism Products and other products.

Unit -2: Meaning of Natural Tourism Resources. Mountain Ranges of India covering Great Himalayan Range (GHR), Karakoram Mountain Range, Satpura Mountain Range, Aravalli Mountain Range, Nilgiri and Western Ghats. Tourism trends – Eco Tourism, Green Tourism, Alternate Tourism, Heritage tourism, Sustainable Tourism, Cultural Tourism and monsoon tourism. Factors inhibiting growth of tourism, travel industry in the 21st century, future tourism scenario, Contribution for tourism during 5 years plans by Government of India.

Unit -3: Linkages for packaging and negotiation with Principals and Vendors, Necessity of Linkages of Tour Operator and Travel Agency with Principals i.e. Hotels, Motels, Resorts, Airlines, Escorts, Guides, Transporters and Educational Institutions. Tour Itinerary: Meaning & Components, Tools and Techniques for Preparation of Tour Itineraries, Method of Preparation, Costing of Tour Itinerary and Types of Tour Itineraries, Limitations of Tour Itinerary. Use of Itinerary in Tourism Industry.

Unit -4: Geographical regions of India and nature of tourism in each geographical area. Detailed study of attractions of Golden Triangle, Diamond Triangle and Southern Triangle. Himachal Pradesh – Shimla, Kullu, Manali, Pragpur. Location of main tourism destinations of Europe, Africa, Australia, Asia, Middle-East and America on the world map and

identification of important lines of longitude & latitude. Important international country & city codes (including India).

References:

- ❖ Tourism Development Principles & Practices – A.K. Shastri.
- ❖ Basics of Tourism – K.K .Kamra, Mohinder Chand.
- ❖ Dynamics of Modern tourism – Ratandeep Singh.
- ❖ Tourism Dimensions – S.P. Tewari.
- ❖ Geography of Travel and Tourism- Lloyd E. Hudman & Richard H. Jackson.
- ❖ A history of the world in twelve maps –Jerry Brotton.
- ❖ Atlas of world history –Patrick K. O'Brian.
- ❖ World Atlas –Dorling Kindersley.

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. Part 1 will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and remaining parts i.e. II, III, IV & V will contain two long answer questions (Each question contains two parts) of 13 marks each, from which the candidates will be required to attempt only one question per part.*

TTMC 102 - Tourism Resources of India

Unit -1: Introduction to wildlife tourism in India; National parks, wild life sanctuaries and biosphere reserves consisting GHNP, Pin Valley NP, Dashigm NP, Jim Corbet NP, Nanda Devi NP, Valley of Flowers NP, Sunderban NP, Kaziranga NP, Manas NP, Bharatpur NP and Desert NP. Desert tourism in India; case study of desert triangle of Rajasthan including Jaipur, Bikaner, Jaisalmer, Jodhpur, Barmer and Udaipur cities.

Unit 2: Meaning and importance of religious tourism in Indian context. Char Dham Yatra of India (Badrinath, Dwarika, Rameshawaram and Puri) and Uttarakhand (Yamunotry, Gangotry, Kedarnath and Badrinath) and its importance.

Unit -3: UNCESO World Heritage Site of Indian Sanchi Stupa, Khajuraho Temple, Bodhgaya, Ajanta, Ellora, Bhim Betaka caves, Hampi Monuments, Mountain railways (Kalaka- Shimla, Nilgiri, Darjeeling railways) Fairs: Suraj Kund fair, Pushkar fair, Mandi Shivratri fair, Kullu Dussehra, Lavi fair, Minjar fair etc.

Unit- 4: Meaning and importance of Cuisine/ regional cuisine on the tourism map of India. Cuisine of India cover J&K, Himachal Pradesh, Punjab, Delhi, UP, Kerala, Goa, Andhra Pradesh, Tamil Nadu, West Bengal, Sikkim, Assam, Arunachal Pradesh, Manipur, Nagaland and Tripura.

References

- ❖ Wildlife Tourism- David Newsome, Ross Kingston Dowling & Susan A. Moore.
- ❖ Ecology, Wildlife and Tourism Development: Principles, Practices and Strategies- A.K. Raina.
- ❖ Handbook of National Parks, Wildlife Sanctuaries, and Biosphere Reserves in India- S.S. Negi.
- ❖ Water-based Tourism, Sport, Leisure, and Recreation Experiences- Gayle Jennings.
- ❖ Encyclopaedia of Tourism Resources in India, Volume 1- Manohar Sajjani.

- ❖ Encyclopaedia of Tourism Resources in India, Volume 2- Manohar Sajnani.

YEAR II

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. Part 1 will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and remaining parts i.e. II, III, IV & V will contain two long answer questions (Each question contains two parts) of 13 marks each, from which the candidates will be required to attempt only one question per part.*

TTMC 201 – Travel Agency & Tour Operation

Unit -1: Introduction to Tour Operator and Travel Agency – Meaning and History. Functions of Tour Operator and Travel Agent, Leading tour operators globally and in India namely Thomas Cook Kuoni India: SITA & SOTC, LPTI, Cox & King; Leading Tour operators in Himachal Pradesh: Himalayan Saga, Bharat Booking, Colors of India.

Unit -2: Types of Tour operators – Group Tour Operator, Individual travel Agency, In House Tour operators, Inbound Tour Operator, Outbound Tour Operator, Domestic and International Tour Operator.

Unit -3: Linkages for packaging and negotiation with Principals and Vendors, Necessity of Linkages of Tour Operator and Travel Agency with Principals i.e. Hotels, Motels, Resorts, Airlines, Escorts, Guides, Transporters and Educational Institutions. Tour Itinerary: Meaning & Components, Tools and Techniques for Preparation of Tour Itineraries, Method of Preparation, Costing of Tour Itinerary and Types of Tour Itineraries, Limitations of Tour Itinerary. Use of Itinerary in Tourism Industry.

Unit -4: Types of Tour Itinerary: Special Interest Tour Itinerary, Adventure Tour Itinerary, Wilderness Tour Itinerary, Freedom Struggle Tour Itinerary, Incentive Tour Itinerary, Buddhist Circuit Based Tour Itinerary. Tour Package: Types of package tours – Single Country tours, Area tours, two City Tours, Single City Tours, Cultural Tours, Special Interest Tours, Adventure tours. Reservation of Different Services in Tourism Industry, Rate Contracting, Ground Handling, Feedback and Testimonial.

References:

- ❖ Travel Agency and Tour Operation: Concepts and Principles- Jagmohan Negi.
- ❖ The Business of Travel Agency and Tour Operations Management- A.K. Bhatia.

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. Part 1 will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and remaining parts i.e. II, III, IV & V will contain two long answer questions (Each question contains two parts) of 13 marks each, from which the candidates will be required to attempt only one question per part.*

TTMC 202 Tourism Marketing

Unit -1: Product, Production, Marketing & Selling. Concept of Marketing –Meaning and definition; Principles of marketing. Importance of marketing in tourism.

Unit -2: Marketing mix in Tourism – P's in tourism Marketing (Product, Price, Place, Promotion, People, Process and Physical evidence). MIS (Marketing Information System).

Unit -3: Concept of promotion-mix in Tourism Marketing. Importance of leadership and communication skills in tourism marketing.

Unit -4: Importance of Marketing in tourism, Role of tourism association in promotion of tourism, Special Marketing effort of GOI (Govt. of India) and Himachal Tourism. Role of Marketing in expansion of Indian tourism industry.

References:

- ❖ Tourism Marketing- Dasgupta Devashish.
- ❖ Introduction to Travel and Tourism Marketing- J. Alf Bennett, Johan Wilhelm Strydom.
- ❖ Principles of Marketing- Philip Kotler.

OR

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. **Part 1** will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and **remaining parts** i.e. 2, 3, 4 &5 will contain two long answer questions of 13 marks each, from which the candidates will be required to attempt only one question per part*

TTMC 203 - Tourism Logistic Support Services

Unit -1: Tourism Logistic Support Services, meaning and Importance, meaning of Tourism product.

Unit -2: Demand and Supply of Tourism Product. Types of tourism demand and supply chain.

Unit -3: importance of Transportation in travel and Tourism with special reference to Railways and Airways.

Unit -4: Role of Travel Agencies and Tour Operators in the smooth functioning of a tour.

References:

- ❖ Travel agency and tour operation concepts and principals- Jagmohan Negi.
- ❖ Encyclopaedia of tourism management- PC Sinha.
- ❖ Tourism and travel concepts & principals- Jagmohan Negi.

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. Part 1 will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and remaining parts i.e. II, III, IV & V will contain two long answer questions(Each question contains two parts) of 13 marks each, from which the candidates will be required to attempt only one question per part.*

TTMC -204– Tourism Organizations & Associations

Unit -1: Tourism Organization: UNWTO (United Nations World Tourism Organization), PATA (Pacific Asia Travel Association), UFTAA (Universal Federation of Travel Agents Association), IATA (International Air Transport Association), WATA (World Association of Travel Agencies), ICAO (International Civil Aviation Organization), WTTC (World Travel & Tourism Council), TAAI (Travel Agents Association of India), TAFI (Travel Agents Federation of India), FHRAI (Federation of Hotel and restaurant Associations of India) and IH & RA (International Hotel and Restaurant Association).

Unit -2: Ministry of Tourism, Government of India, Role of ministry of tourism in developing tourism business and infrastructure in India, ITDC (Indian Tourism Development Corporation): Formation, Structure and Functions, Role of ITDC in developing tourism business and infrastructure in India, Incredible India Campaign, Tourism Policies of India. HPTDC (Himachal Pradesh Tourism Development Corporation): Role of HPTDC in tourism development and promotion in Himachal, Marketing campaigns by department of Tourism-Himachal Pradesh and civil aviation.

Unit -3: Important city and Airport codes of Asian region. Scope of MICE tourism in UAE. Role of PATA, SAARC in the Promotion of Tourism in Asian region.

Unit-4: Mountaineering Institutes i.e. ABVIMAS (Atal Bihari Vajpayee Institute of Mountaineering and Allied Sports), NIM (Nehru Institute of Mountaineering), HMI (Himalayan Mountaineering Institute), IMF (Indian Mountaineering Foundation); Role of mountaineering institutes in development of adventure tourism business in India.

References:

- ❖ Tourism Development: Principles and Practices- A K Bhatia.
- ❖ Websites of HMI/NIM/ABVIMAS.

Note: *There will be a field tour report of 100 marks i.e. a combination of report submission and presentation evaluated by tourism teacher of the concerned college.*

TTMC 205 Practical- Field Tour

Field tour in-charged by tourism faculty of the concerned college for giving practical exposure of tourism destinations of the country to students. The duration of the tour must not be less than 10 days; however, it may exceed designated days depending upon the tour itinerary. The field tour must be followed by report and presentation of the tour.

References:

- ❖ Report Writing-Bogg, Daisy.

YEAR III

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. Part 1 will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and remaining parts i.e. II, III, IV & V will contain two long answer questions (Each question contains two parts) of 13 marks each, from which the candidates will be required to attempt only one question per part.*

TTMC 301 - Tourism Guiding/ Escort Services

Unit -1: Guide: Meaning, Role of a Guide in Tourism, History of Guiding in Tourism, Procedure of registration / approval of Guides. Meaning of communication, Essentials of verbal and non-verbal communication skills for a guide.

Unit -2: Escorts - personal hygiene and grooming, pre, post and during tour responsibilities, Check-list, handling emergencies, leading a group, code of conduct; Difference between guide and Escort. Wages and Allowances for Tour Guide and Escorts in India: Daily Allowances & Over Night Charges.

Unit -3: Introduction to Adventure Tourism, Land Based Adventure tourism activities, Skills required for Trekking, Hiking, Rock Climbing, Medical Requirements.

Unit -4: Passport & Visa: Meaning and Types, Handling emergencies – Medical Rescue and Evacuation, Health and Tourist Insurance Covers, Assistance by the Guides in Giving Instructions to Tourists and Providing Instant Medical Rescue.

Reference:

- ❖ The Guide's Guide to Guiding- Garth Thompson.

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. Part 1 will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and remaining parts i.e. II, III, IV & V will contain two long answer questions (Each question contains two parts) of 13 marks each, from which the candidates will be required to attempt only one question per part.*

TTMC 302 - Tourism Impacts

Unit -1: Tourism impacts-meaning, concept and types. Need and importance of studying tourism impacts. Carrying capacity: types and importance for long run of tourism business and sustainability of local communities over different destinations.

Unit- 2: Socio cultural impacts of tourism; Case study of Manali, Shimla and Dharamshala. Steps to develop socio-cultural tourism to generate community benefits.

Unit-3: Environmental impacts of tourism; Global Warming and Climate Change. EIA: Environment Impact Assessment-Meaning, history, process and implications.

Unit- 4: Economic impacts of tourism: Positive and negative impacts; Community based tourism, Pro-poor tourism. Role of studying tourism impacts in development of suitable tourism policies, models and remedial actions.

References:

- ❖ Tourism Impact Assessment – P.C. Sinha.
- ❖ Understanding and Managing Tourism Impacts: An Integrated Approach- C. Michael Hall, Alan A. Lew.

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. Part 1 will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and remaining parts i.e. II, III, IV & V will contain two long answer questions (Each question contains two parts) of 13 marks each, from which the candidates will be required to attempt only one question per part.*

TTMC 303 Researching for Hospitality & Tourism Management

Unit – 1: Introduction: Meaning, objectives and significance of research, types of research, research process.

Unit – 2: Major areas of Tourism research – Challenges and Status. Planning of research- Planning process, formulation of problem Hypothesise.

Unit – 3: Sampling Methods/ techniques and errors. Data collection methods.

Unit – 4: Field work and sample selection. Report writing and presentation.

References:

- ❖ Research methodology: Methods & techniques-C.R. Kothari.
- ❖ Methodology of Research in Social Sciences by O.P. Krishnaswami.
- ❖ Statistical Methods by S.P. Gupta.

OR

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. Part 1 will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and remaining parts i.e. II, III, IV & V will contain two long answer questions (Each question contains two parts) of 13 marks each, from which the candidates will be required to attempt only one question per part.*

TTMC 304 - Accounting Skills for Tourism Business

Unit 1: Meaning, Concept and Conventions of Accounting, Principles of Accountings and Accounting Equations.

Unit 2: Double and Single Entry System, Journal, Ledger and other subsidiary books used in accounting, Trial Balance, Income statement and Balance Sheet, Role of accounting in tourism industry.

Unit 3: Invoice generation, Voucher Making, Service Tax, Luxury Tax, Toll taxes, Online Reservation, Payment Methods and Cancellation procedures in case of Hotel Rooms-Airlines Tickets-Railway Tickets-Cruises.

Unit 4: Hotel Accounting: Accounting systems in Hotels, Hotel Front Office Accounting, Accounting Reports and Formats, Internal Check, Internal Control, Internal Audit, Night Audit and Mechanized Accounting.

References:

- ❖ Accounting and Financial Analysis in the Hospitality Industry- Jonathan Hales.
- ❖ Hospitality Financial Accounting- Jerry J. Weygandt.
- ❖ Financial Accounting for Hotels-Kumar.
- ❖ Cost and financial management for hotels- Kumar.
- ❖ Travel Agency Operations: Concepts and Principles- Jagmohan Negi & Gaurav Manohar.
- ❖ Financial Management-I.M. Pandey.
- ❖ Financial Management-M.Y. Khan.
- ❖ Management Accounting-R.K. Sharma, & Shashi K. Gupta.
- ❖ Booking keeping & Accounting-R.L. Gupta.
- ❖ Introduction to Accounting-T.S. Grewal.

TTMC 305: Project Work

There will be a Project on cultural/ heritage/Adventure/ Cuisine/Pilgrimage of Himachal Pradesh/ India. The project must be in printed/ hand written format.

References:

- ❖ Report Writing- Bogg, Daisy.

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. Part 1 will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and remaining parts i.e. II, III, IV & V will contain two long answer questions (Each question contains two parts) of 13 marks each, from which the candidates will be required to attempt only one question per part.*

TTMC 306: Skilling for Media and Journalism in Tourism

Unit-1: Media: Meaning & types; Role of print and electronic media in tourism: Highlighting new tourism destination, destination image building and pin-pointing demand and supply in tourism.

Unit-2: Travel Journalism: Meaning and role in tourism industry; Reporting of meetings, conferences and exhibitions for newspapers, magazines and journals.

Unit-3: Reporting of events related to tourism in a calendar year at different places; Advertisement of different travel and tourism events.

Unit-4: Content writing on various tourism destinations namely Shimla, Kullu, Manali & Dharamshala as well as least explored tourism destinations within Himachal Pradesh.

References:

- ❖ Mass communication: Theory and practice- Uma Narula.
- ❖ Understanding journalism- Lynette Sheridan Burns.
- ❖ Travel Journalism: Exploring production, impact and culture- F. Hanusch & E. fursich.

OR

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. Part 1 will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and remaining parts i.e. II, III, IV & V will contain two long answer questions (Each question contains two parts) of 13 marks each, from which the candidates will be required to attempt only one question per part.*

TTMC 307 Hotel & Resort Management

Unit 1- History of Accommodation: Hotels, Motels and Resorts, Inns, Camps, Home Stay, Types of primary and secondary accommodation, Difference between hotel, resort and motel.

Unit 2- Procedural Aspects in Hotel Industry, Categorization of Hotels in India, Classified and Non Classified hotels, Star category hotels and Requirements for each star category.

Unit 3- Different departments in a hotel and their Functions, Housekeeping, Front office, Food & Beverage department, Marketing and Sales of Hotels.

Unit 4- Case study of Oberoi, Welcome Heritage and Taj Group of Hotels, Essential and Allied services of an International hotel.

References:

- ❖ An introduction of F&B services- Magres and Mc Creery
- ❖ Introduction of hospitality- John R. Warker
- ❖ Hotel front office operations- Sudhir Andrews
- ❖ Managing HK operations- MM Kappa

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. **Part 1** will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and **remaining parts** i.e. II, III, IV & V will contain two long answer questions (Each question contains two parts) of 13 marks each, from which the candidates will be required to attempt only one question per part.*

TTMC 308 Writing Skills for Tourism

Unit-1: Writing skills: Targeting audience, formal or informal style of writing and structure; Writing concerns: Grammar (sentence construction, tense, singular or plural words, indefinite or definite articles etc.) Spelling and Punctuation (Comma, full stop, exclamation mark, question mark, semi colon, colon etc.) in writing.

Unit-2: Writing of travel & tourism blogs, travel dairies, tour itineraries, article for newspapers, magazines and journals.

Unit-3: Writing an essay, research proposal, literature review, a dissertation or thesis and academic referencing.

Unit-4: Report writing: Different steps in writing report, Layout of research report, Types of reports, Mechanism of writing a research report, Precautions for writing a research report.

References:

- ❖ Research methodology: Methods & techniques-C.R. Kothari.
- ❖ Modern writing skills-Terry O Brien.
- ❖ Writing skills for tourism-Stephen Thorne.

OR

Note: *The question paper shall comprise of 5 parts amounting to 70 marks. Part 1 will be compulsory having 9 short answer questions (One to two sentences) of 2 marks each and remaining parts i.e. II, III, IV & V will contain two long answer questions (Each question contains two parts) of 13 marks each, from which the candidates will be required to attempt only one question per part.*

TTMC 309 – Transport Service in Tourism

Unit -1: Introduction to Transportation industry, history and Modes of transportation (air, water, and surface) and its linkage with tourism.

Unit -2: Air – Scheduled and non-scheduled services, LCC and its benefits, types of seats, Booking, cancellation and refunds, Water transport – River, lake and Ocean/ sea cruises, Star Cruise, Surface Transport: options available to the clients – Car, coach, bus, Rent-a-car Scheme, Indrail and Eurail pass.

Unit -3: General information about Indian railways. Luxury Tourist trains in India (Palace OnWheels, Royal Rajasthan on Wheels, Golden Chariot, Deccan Odyssey, and Royal Orient). Study of railway time-tables. Online railway bookings through Indian Railways website.

Unit- 4: Mountain trains in India (Kalka- Shimla, Nilgiri Mountain railway, Darjeeling Mountain Railway). Role of Air India in promoting Indian tourism, Private air carriers in India.

References:

- ❖ Managing Transport Operations- Edmund J. Gubbins.
- ❖ Introduction to Tourism Transport-By Sven Gross, Louisa Klemmer.
- ❖ Geography of Transport Development in India-Balkrishna C. Vaidya.

**CBCS BACHELOR IN BUSINESS ADMINISTRATION (Template)-144 credits
Three Years (6-Semesters)**

(BBA –I & II Semester effective from 2016-17 (**already approved by Academic Council**), BBA-III
& IV Semester effective from 2017-18 and BBA V & VI Semester effective from 2018-19)

Course Structure			Credits	Marks		
Course No.	Semester I			CCA	ESE	Total
101	Environmental Science	Ability Enhancement Compulsory (AECC)-I	Common with B.A./B.Sc./B.Com.			
102	Fundamental Management of & Organizational Behaviour	Core Course	6 (L5 +T1)	30 (Max.) 13 (Min)	70 (Max) 32(Min)	100 (Max) 45(Min)
103	Statistics of Business Decisions	Core Course	6 (L5 +T1)	30 (Max.) 13 (Min)	70 (Max) 32(Min)	100 (Max) 45(Min)
104	Entrepreneurship Development	Generic Elective (GE)-I	6 (L4 +T2)	30 (Max.) 13 (Min)	70 (Max) 32(Min)	100 (Max) 45(Min)
Semester-II						
201	Business Communication (Language: English/ MIL)	Ability Enhancement Compulsory (AECC)-II	Common with B.Com. Hon's			
202	Managerial Economics	Core Course	6 (L5 +T1)	30 (Max.) 13 (Min)	70 (Max) 32(Min)	100 (Max) 45(Min)
203	Business Accounting	Core Course	6 (L5 +T1)	30 (Max.) 13 (Min)	70 (Max) 32(Min)	100 (Max) 45(Min)
204	Ethics & Corporate Social Responsibility	Generic Elective (GE)-II	6 (L4 +T2)	30 (Max.) 13 (Min)	70 (Max) 32(Min)	100 (Max) 45(Min)

ANNEXURE-I

CBCS Bachelor in Business Administration Syllabus for III & IV Semester effective from session 2017-18 & for V and VI Semester effective from Session 2018-19 onwards

Course Structure			Credits	Marks			
Course No.	Semester III			CCA	ESE	Total	
301	Macroeconomics	Core Course	6 (L5 +T1)	30 (Max.) 13 (Min)	70 (Max) 32(Min)	100 (Max) 45(Min)	
302	Principles of Marketing	Core Course	6 (L5 +T1)	30 (Max.) 13 (Min)	70 (Max) 32(Min)	100 (Max) 45(Min)	
303	Management Accounting	Core Course	6 (L5 +T1)	30 (Max.) 13 (Min)	70 (Max) 32(Min)	100 (Max) 45(Min)	
304	India's Diversity & Business	Generic Elective -III	6 (L4 +T2)	30 (Max.) 13 (Min)	70 (Max) 32(Min)	100 (Max) 45(Min)	
305	Personality Development & Communication Skills	Skill Enhancement Course-I	6 (L4 +P2)	30 (Max.) 13 (Min)	Theory 50(Max.) 23(Min)	Practical 20(Max.) 9(Min.) Internal	100 (Max) 45(Min)
Semester IV							
401	Business Research	Core Course	6 (L5 +T1)	30 (Max.) 13 (Min)	70 (Max) 32(Min)	100 (Max) 45(Min)	
402	Human Resource Management	Core Course	6 (L5 +T1)	30 (Max.) 13 (Min)	70 (Max) 32(Min)	100 (Max) 45(Min)	
403	Financial Management	Core Course	6 (L5 +T1)	30 (Max.) 13 (Min)	70 (Max) 32(Min)	100 (Max) 45(Min)	
404	Tax Planning	Generic Elective -IV	6 (L4 +T2)	30 (Max.) 13 (Min)	70 (Max) 32(Min)	100 (Max) 45(Min)	
405	IT Tools in Business	Skill Enhancement Course-II	6 (L4 +P2)	30 (Max.) 13 (Min)	Theory 50(Max.) 23(Min)	Practical 20(Max.) 9(Min.) Internal	100 (Max) 45(Min)
Semester V							
501	Quantitative Techniques for Management	Core Course	6 (L5 +T1)	30 (Max.) 13 (Min)	70 (Max) 32(Min)	100 (Max) 45(Min)	
502	Legal Aspects of Business	Core Course	6 (L5 +T1)	30 (Max.) 13 (Min)	70 (Max) 32(Min)	100 (Max) 45(Min)	
503	(DSE-I Finance) Investment Banking & Financial	DSE Note: Students can opt any one	6 (L5 +T1)	30 (Max.) 13 (Min)	70 (Max) 32(Min)	100 (Max) 45(Min)	

	Services OR (DSE-II Marketing) Consumer Behaviour OR (DSE-III Human Resource) HRD: Systems and Strategies OR (DSE-IV Management of Global Business) International Trade: Policies and Strategies	of the specialization in Vth Semester and the same will continue in the VIth Semester.				
504	(DSE-I Finance) Investment Analysis & Portfolio Management OR (DSE-II Marketing) Retail Management OR (DSE-III Human Resource) Training and Management Development OR (DSE-IV Management of Global Business) Global Business Environment	DSE	6 (L5 +T1)	30 (Max.) 13 (Min)	70 (Max) 32(Min)	100 (Max) 45(Min)
Semester VI						
601	Business Policy & Strategy	Core Course	6 (L5 +T1)	30 (Max.) 13 (Min)	70 (Max) 32(Min)	100 (Max) 45(Min)
602	Financial Institutions & Markets	Core Course	6 (L5 +T1)	30 (Max.) 13 (Min)	70 (Max) 32(Min)	100 (Max) 45(Min)
603	(DSE-I Finance) Project Appraisal & Analysis OR	DSE	6 (L5 +T1)	30 (Max.) 13 (Min)	70 (Max) 32(Min)	100 (Max) 45(Min)

	(DSE-II Marketing) Distribution & Supply Chain Management OR					
	(DSE-III Human Resource) Performance and Compensation Management OR					
	(DSE-IV Management of Global Business) Multinational Business Finance					
604	(DSE-I Finance) Project Report OR	DSE	6			100 (Max) 45(Min) (External Evaluation)
	(DSE-II Marketing) Project Report OR					
	(DSE-III Human Resource) Project Report OR					
	(DSE-IV Management of Global Business) Project Report					

Continuous Comprehensive Assessment (CCA) Pattern:-

Distribution of marks for CCA in each course in each Semester and instructions for conducting Minor Test and Evaluation of Tutorial/ Home Assignments/ Seminars/ quiz etc is as follows.

Distribution of marks for CCA in each course in each semester

Minor Test (Minor)	Class Test/ Assignment/ Presentation	Tutorials/ Seminar/	Attendance	Total Marks
15	10		5	30

Time Allowed for conduction of Minor Test will be one and half hours.

(A) Mode of Conduction Minor Test (15 Marks).

Minor Test will be conducted after the completion of 48 teaching days (8 Weeks) three types of questions will be set in Minor Test:-

- i. Five MCQ (Choice: 1 out of 4) (True/ False) type of 1 mark each=5 Marks.
- ii. Two questions of Short answer type in about 100-150 words each of 2.5 marks=5 marks.
- iii. One question of about 500 words, carrying 5 marks=5 marks.

Marks (Minor Test)=(i + ii+ iii)=5+5+5=15 marks.

Students will have to pass both the components i.e. CCA and ESE separately to become eligible to be declared successful for the course.

(B) Distribution of marks for evaluation of tutorials/ Home Assignments etc:-

- i. 5 Marks are to be assigned for the quality of content and structure of the assignment.
- ii. 5 Marks are assigned for presentation in the class room.

Total Marks=5+5=10 Marks.

(C) Attendance=5 Marks

Paper Setting Scheme

End Semester Examination for all the courses except Course No-305 (Personality Development and Communication Skills), Course No 405 (IT Tools in Business) and Course No. 604 (Project Report)

(70 Marks)

Part	Section	No. of Questions	Syllabus Covered	Nature of Questions & Answers	Questions to be attempted	Marks	Max. Marks
A	1	10	Complete	Objective (MCQ)	10	1.5 each	15
	2	8	Complete	Short answer approx. 100 words	5	3 each	15
B	-	2 (One question from each section)	Unit-I	About 500 words	1	10	10
C	-	2 (One question from each section)	Unit-II	About 500 words	1	10	10
D	-	2 (One question from each section)	Unit-III	About 500 words	1	10	10
E	-	2 (One question from each section)	Unit-IV	About 500 words	1	10	10
Total Marks=							70

Note: In Numerical paper, there should be preferably 50% numerical questions in each unit.

Paper Setting Scheme

Course No. 305 (Personality Development and Communication Skills) and
Course No. 405 (IT Tools in Business)

50 Marks

Part	Section	No. Of Questions	Syllabus Covered	Nature of Questions & Answers	Questions to be attempted	Marks	Max. Marks
A	1	10	Complete	Objective (MCQ)	10	1 each	10
	2	6	Complete	Short answer approx. 75 words	4	2 each	8
B	-	2 (One question from each section)	Unit-I	About 300 words	1	8	8
C	-	2 (One question from each section)	Unit-II	About 300 words	1	8	8
D	-	2 (One question from each section)	Unit-III	About 300 words	1	8	8
E	-	2 (One question from each section)	Unit-IV	About 300 words	1	8	8
Total Marks=							50

Course No. 604 (Project Report) requires no paper setting. Only Project evaluation will be made by the external examiner out of 100 marks)

Bachelor in Business Administration

BBA- 2nd Year (3rd Semester)

Course: Macroeconomics

Course Code: 301		
Credits:06	Lectures: 05	Tutorials: 01
Course type	Core Course	
Lectures to be delivered	1 Hr. Each (L=80, T=10)	

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks	Time Allowed
70	32	3:00hrs

Continuous Comprehensive Assessment (CCA) Pattern

Minor Test (Marks)	Class Test/ Assignments (Marks)	Tutorials/ Attendance (Marks)	Total Marks
15	10	05	30

301. MACRO ECONOMICS

Objective: This course deals with the principles of Macroeconomics. The coverage includes determination of and linkages between major economic variables ; level of output and prices, inflation, interest rates and exchange rates. The course is designed to study the impact of monetary and fiscal policy on the aggregate behavior of individuals.

Course Content

Unit I: Measurement of macroeconomic variables: National Income Accounts, Gross Domestic Product, National Income, Personal and Personal disposable income; Classical theory of income and employment: Quantity Theory of Money

Unit II: Keynesian theory of Income and employment : Simple Keynesian Model, Components of aggregate demand, equilibrium income, changes in equilibrium, multiplier, ISLM model : properties of ISLM curves, factors affecting the position and slope of ISLM curves, determination of equilibrium income and interest rates, effect of monetary and fiscal policy, relative effectiveness of monetary and fiscal policy.

Unit III: Money: Functions of money, quantity theory of money, determination of money supply and demand, H theory of money multiplier, indicators and instruments of monetary control; Inflation: meaning, demand and supply side factors, consequences of inflation, anti-inflationary policies, natural rate theory, monetary policy-output and inflation.

Unit IV: Open Economy: brief introduction to BoP account, market for foreign exchange and exchange rate, monetary and fiscal policy in open economy, Mundell Fleming model (perfect capital mobility and imperfect capital mobility under fixed and flexible exchange rate)

Readings:

1. Froyen, R.P. (2011): Macroeconomics-theories and policies (8th ed.) . Pearson:
2. Dornbusch and Fischer (2010). Macroeconomics (9thed.). Tata McGraw Hill
3. N Gregory Mankiw (2010). Macroeconomics (7thed.). Worth Publishers
4. Olivier Blanchard, Macroeconomics (2009). (5thed.) Pearson

Note: Latest Edition of the Text Books should be followed

Bachelor in Business Administration **BBA- 2nd Year (3rd Semester)**

Course: Principles of Marketing

Course Code: 302		
Credits:06	Lectures: 05	Tutorials: 01
Course type	Core Course	
Lectures to be delivered	1 Hr. Each (L=80, T=10)	

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks	Time Allowed
70	32	3:00hrs

Continuous Comprehensive Assessment (CCA) Pattern

Minor Test (Marks)	Class Test/ Assignments (Marks)	Tutorials/ Attendance (Marks)	Total Marks
15	10	05	30

302. PRINCIPLES OF MARKETING

Objective: This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course will use and focus on Indian experiences, approaches and cases

Course Content:

Unit I:

Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept. Marketing

Environment: Demographic, economic, political, legal, socio cultural, technological environment (Indian context); Portfolio approach– Boston Consultative Group (BCG) matrix

Unit II:

Segmentation, Targeting and Positioning: Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Difference between Segmentation, Targeting and Positioning;

Unit III:

Product & Pricing Decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling, New Product Development. Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), Adapting Price (Geographical Pricing, Promotional Pricing and Differential Pricing).

Unit IV:

Promotion Mix: Factors determining promotion mix, Promotional Tools – basics of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Place (Marketing Channels): Channel functions, Channel Levels, Types of Intermediaries: Types of Retailers, Types of Wholesalers. Marketing of Services - Unique Characteristics of Services, Marketing strategies for service firms – 7Ps.

Readings:

1. Kotler, P. & Keller, K. L.: Marketing Management, Pearson.
2. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul-Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson.
3. Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective- Indian Context, Macmillan Publishers India Limited.
4. Zikmund, W.G. & D’ Amico, M.: Marketing, Ohio: South-Western College Publishing.

Note: Latest Edition of the Text Books should be followed

Bachelor in Business Administration **BBA- 2nd Year (3rd Semester)**

Course: MANAGEMENT ACCOUNTING

Course Code: 303		
Credits:06	Lectures: 05	Tutorials: 01
Course type	Core Course	
Lectures to be delivered	1 Hr. Each (L=80, T=10)	

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks	Time Allowed
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70	32	3:00hrs
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Continuous Comprehensive Assessment (CCA) Pattern

Minor Test (Marks)	Class Test/ Assignments (Marks)	Tutorials/ Attendance (Marks)	Total Marks
15	10	05	30

303. MANAGEMENT ACCOUNTING

Objective: To acquaint students with role of Management Accounting in planning, control and decision-making.

Course Content

Unit I

Nature, Scope of Management Accounting: Meaning, definition, nature and scope of Management Accounting; Comparison of Management Accounting with Cost Accounting and Financial Accounting. Cost concepts: Meaning, Scope, Objectives, and Importance of Cost Accounting; Cost, Costing, Cost Control, and Cost Reduction; Elements of Cost, Components of total Cost, Cost Sheet. Classification of Costs: Fixed, Variable, Semi-variable, and Step Costs; Product, and Period Costs; Direct, and Indirect Costs; Relevant, and Irrelevant Costs; Shut-down, and Sunk Costs; Controllable, and Uncontrollable Costs; Avoidable, and Unavoidable Costs; Imputed / Hypothetical Costs; Out-of-pocket Costs; Opportunity Costs; Expired, and Unexpired Costs; Conversion Cost.

Unit II

Cost-Volume-Profit Analysis: Contribution, Profit -Volume Ratio, Margin of safety, Cost Break-even Point, Composite Break-even Point, Cash Break-even Point, Key Factor, Break-even Analysis. Relevant Costs and Decision Making: Pricing, Product Profitability, Make or Buy, Exploring new markets, Export Order, Sell or Process Further, Shut down vs. Continue.

Unit III

Budgets and Budgetary Control: Meaning, Types of Budgets, Steps in Budgetary Control, Fixed and Flexible Budgeting, Cash Budget. Responsibility Accounting: Concept, Significance, Different responsibility centers.

Unit IV

Standard Costing and Variance Analysis: Meaning of Standard Cost and Standard Costing, Advantages, Limitations and Applications; Material, Labor, Overhead and Sales variances.

Readings:

1. C.T. Horngren, Gary L. Sundem, Jeff O. Schatzberg, and Dave Burgstahler: Introduction to Management Accounting, Pearson
2. M.N. Arora: A Textbook of Cost and Management Accounting, Vikas Publishing House Pvt. Ltd.
3. M.Y. Khan, and P.K. Jain, Management Accounting: Text Problems and Cases, McGraw Hill Education (India) Pvt. Ltd.
4. S.N. Maheshwari, and S.N. Mittal, Cost Accounting: Theory and Problems, Shree Mahavir Book Depot (Publishers)

Note: Latest Edition of the Text Books should be followed

Bachelor in Business Administration

BBA- 2nd Year (3rd Semester)

Course: INDIA'S DIVERSITY AND BUSINESS

Course Code: 304		
Credits:06	Lectures: 04	Tutorials: 02
Course type	Generic Elective-III	
Lectures to be delivered	1 Hr. Each (L=60, T=20)	

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks	Time Allowed
70	32	3:00hrs

Continuous Comprehensive Assessment (CCA) Pattern

Minor Test (Marks)	Class Test/ Assignments (Marks)	Tutorials/ Attendance (Marks)	Total Marks
15	10	05	30

304. INDIA'S DIVERSITY AND BUSINESS (Generic Elective-III)

Objective :

The objective of the paper is to understand the bases of India's diversity and its linkages with the people, livelihood, occupational diversity and socio-economic challenges. Further, it aims at understanding the diversity and its implications for the business.

Unit I

Recognizing, Accommodating and valuing diversity

Challenges and dilemmas posed by diversity and drive for homogenization; Sources of dilemma and tension—immigration, competition for limited resources;

Regional bases of India's diversity: regional approach to understanding diversity in terms of India's topography, drainage, soil, climate, natural vegetation, rural and urban settlements. Social diversity in India: Peopling, demography, languages, castes, ethnicity, religions, sects, family, kinship and social institutions; socio-cultural regions

Unit 2

People, Livelihood and Occupational Diversity

Traditional livelihoods and their nature - agriculture, crafts, industry and services;

Region, occupation and employment

Unit 3

Linkages between Diversity and India's Socio-economic challenges

Regional variations in terms of geographic and socio-economic factors- trends and emerging options;

Food insecurity, economic inequalities and poverty, environmental degradation and sustainable development;

Unit 4

Diversity and Business

Indian Consumers and marketing; Rural and Urban context

Diversity, manufacturing, industry and services;

Diversity and Innovation;

Workforce diversity and management

References:

- Bhatt, B. L(1980)-“ India and Indian Regions: A Critical Overview” in David E. Sopher ‘*An Exploration of India- Geographical Perspectives on Society and Culture*’. Cornell. Pages- 35-61 for Socio cultural regions.
- Bill Aitken, Seven sacred rivers, Penguin Books, 1992
- Bose NK (1969) Unity in Indian Diversity in Desai AR (1969) *Rural Sociology in India*, reprinted 2009, Popular Prakashan, (for diversity as strength Part II chap 3 pp 134-136)
- Chakravarti AK (2004) *Regional Preferences for Food: Some Aspects of Food Habit Patterns In India* in Grover N and KN Singh (eds) 2004,*Cultural Geography: Form and Process* , Concept Publishers, Delhi (for regional specificity of food -Chap 23 pp 355 to 375)
- Fernando Mart ín-Alcá zar• Pedro M. Romero-Ferna ́ndez• Gonzalo Sa ́nchez-Gardey, Transforming Human Resource Management Systems to Cope with Diversity, **Journal of Business Ethics**, 2012, 107:511-531
- Gadgil and Guha Ecology and Equity: The use and abuse of nature in contemporary India. Penguin 1995
- Gail Robinson and Kathleen Dechant, Building a business case for diversity, Academy of Management Executive 1997, Vol 11, No. 3

Note: Latest Edition of the Text Books should be followed

Bachelor in Business Administration

BBA- 2nd Year (3rd Semester)

Course: Personality Development & Communication Skills

Course Code: 305		
Credits:06	Lectures: 04	Practicals: 02
Course type	Skill Enhancement Course-I	
Lectures to be delivered	1 Hr. Each (L=60, P=20)	

Semester End Examination System

Theory		
Maximum Marks Allotted	Minimum Pass Marks	Time Allowed
50	23	3:00hrs
Practical		
Maximum Marks Allotted	Minimum Pass Marks	Time Allowed
20	9	1:00hr

Continuous Comprehensive Assessment (CCA) Pattern

Minor Test (Marks)	Class Test/ Assignments (Marks)	Tutorials/ Attendance (Marks)	Total Marks
15	10	05	30

305. Personality Development & Communication Skills (Skill Enhancement Course-I)

Objective: The objective of the course is bring about personality development with regard to the different behavioural dimensions that have far reaching significance in the direction of organisational effectiveness.

Course Content:

Unit I

Techniques in Personality development a) Self confidence b) Mnemonics c) Goal setting d) Time Management and effective planning

Unit II

Written communication,,: Basics of Letter writing, memorandum, notice, email, and report writing. Resume writing.

Unit III

Communication skills and Personality Development a) Intra personal communication and Body Language b) Inter personal Communication and Relationships c) Leadership Skills d) Team Building and public speaking

UNIT-IV

Corporate Grooming, Dressing Etiquette, Preparing for Interview, Emotional Quotient.

Note: Latest Edition of the Text Books should be followed

Bachelor in Business Administration

BBA- 2nd Year (4th Semester)

Course: Business Research

Course Code: 401		
Credits:06	Lectures: 05	Tutorials: 01
Course type	Core Course	
Lectures to be delivered	1 Hr. Each (L=80, T=10)	

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks	Time Allowed
70	32	3:00hrs

Continuous Comprehensive Assessment (CCA) Pattern

Minor Test (Marks)	Class Test/ Assignments (Marks)	Tutorials/ Attendance (Marks)	Total Marks
15	10	05	30

401. BUSINESS RESEARCH

Objective: To provide an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic techniques and tools of business marketing research.

Course Content:

Unit I: Nature and Scope of Marketing Research – Role of Marketing Research in decision making. Applications of Marketing Research; The Research process – Steps in the research process; the research proposal; Problem Formulation: Management decision problem Vs. Marketing Research problem.

Unit II: Research Design: Exploratory, Descriptive, Causal. Secondary Data Research: Advantages & Disadvantages of Secondary Data, Criteria for evaluating secondary sources, secondary sources of data in Indian Context.

Unit III: Primary Data Collection: Survey Vs. Observations. Comparison of self-administered, telephone, mail, emails techniques. Qualitative Research Tools: Depth Interviews focus groups and projective techniques; Measurement & Scaling: Primary scales of Measurement -Nominal, Ordinal, Interval & Ratio. Scaling techniques-paired comparison, rank order, constant sum, semantic differential, itemized ratings, Likert Scale; Questionnaire-form & design..

Unit IV: Sampling: Sampling techniques, determination of sample size; Data Analysis: Z test (mean, diff. of mean, diff. of proportion) t test (mean), paired t test, Chi square test, Report writing.

Readings:

1. Zikmund, Babin & Carr: Business Research Methods, South-Western.
2. Cooper & Schindler: Business Research Methods McGraw-Hill Education,
3. Churchill: Marketing Research: Methodological Foundations, Cengage Learning.
4. Aaker, Kumar, Day - Marketing Research. Wiley.
5. Naresh Malhotra – Marketing Research, Pearson.

Note: Latest Edition of the Text Books should be followed

Bachelor in Business Administration **BBA- 2nd Year (4th Semester)**

Course: Human Resource Management

Course Code: 402		
Credits:06	Lectures: 05	Tutorials: 01
Course type	Core Course	
Lectures to be delivered	1 Hr. Each (L=80, T=10)	

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks	Time Allowed
70	32	3:00hrs

Continuous Comprehensive Assessment (CCA) Pattern

Minor Test (Marks)	Class Test/ Assignments (Marks)	Tutorials/ Attendance (Marks)	Total Marks
15	10	05	30

402. HUMAN RESOURCE MANAGEMENT

Objective: The objective of this course is to help the students to develop an understanding of the concept & techniques of essential functions of human resource management. The course will use and focus on Indian experiences, approaches and cases

Course Contents

Unit I

Human Resource Management: Concept, Functions, roles, skills & competencies. The changing environment of HRM – globalization, cultural environment, technological advances, workforce diversity, corporate downsizing, changing skill requirement, HR role in strategy formulation & gaining competitive advantage.

Unit II

Human Resource Planning: Process, Forecasting demand & supply, Skill inventories, Job analysis – Uses, methods, Job description & Job specifications. Recruitment, Selection & Orientation: internal & external sources, e- recruitment, selection process, orientation process.

Unit III

Training: Concept, Needs, Systematic approach to training, Methods of training. Performance management system: concept, uses of performance appraisal, factors that distort appraisal.

Compensation: Steps of determining compensation, job evaluation, components of pay structure, factors influencing compensation levels, wage differentials & incentives, profit sharing, gain sharing, employees' stock option plans. Brief introduction of social security; health, retirement & other benefits.

Unit IV

Industrial Relations: Introduction to Industrial Relations, Trade unions role, types, functions, problems, industrial dispute- concept, causes & machinery for settlement of disputes- grievance, concepts, causes & grievance redressal machinery, discipline-concept, aspect of discipline & disciplinary procedure, Collective bargaining- concept, types, process, problems, essentials of effective collective bargaining .

Readings:

1. De Cenzo, D.A. & Robbins: Fundamentals of Human Resource Management, New York: John Wiley & Sons.
2. Dessler, G: Human Resource Management, Pearson.
3. Monappa & Saiyaddin: Personnel Management, Tata McGraw Hill.
4. Rao, V.S.P.: Human Resource Management- Text and Cases, Excel Books.
5. R. Wayne Mondy & Rober M. Noe: Human Resource Management, Pearson.

Note: Latest Edition of the Text Books should be followed

Bachelor in Business Administration **BBA- 2nd Year (4th Semester)**

Course: Financial Management

Course Code: 403		
Credits:06	Lectures: 05	Tutorials: 01
Course type	Core Course	
Lectures to be delivered	1 Hr. Each (L=80, T=10)	

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks	Time Allowed
70	32	3:00hrs

Continuous Comprehensive Assessment (CCA) Pattern

Minor Test (Marks)	Class Test/ Assignments (Marks)	Tutorials/ Attendance (Marks)	Total Marks
15	10	05	30

PAPER NO: 403 – FINANCIAL MANAGEMENT

Objective: To acquaint students with the techniques of financial management and their applications for business decision making.

Course Contents:

Unit I

Nature of Financial Management: Finance and related disciplines; Scope of Financial Management; Profit Maximization, Wealth Maximization - Traditional and Modern Approach; Functions of finance – Finance Decision, Investment Decision, Dividend Decision; Objectives of Financial Management; Organisation of finance function; Concept of Time Value of Money, present value, future value, and annuity; Risk & Return: Risk - Systematic & unsystematic risk – their sources and measures.

Unit II

Long -term investment decisions: Capital Budgeting - Principles and Techniques; Nature and meaning of capital budgeting; Estimation of relevant cash flows and terminal value; Evaluation techniques - Accounting Rate of Return, Net Present Value, Internal Rate of Return, Profitably Index Method.

Concept and Measurement of Cost of Capital: Explicit and Implicit costs; Measurement of cost of capital; Cost of debt; Cost of perpetual debt; Cost of Equity Share; Cost of Preference Share; Cost of Retained Earning; Computation of over-all cost of capital based on Historical and Market weights.

Unit III

Capital Structure: Approaches to Capital Structure Theories - Net Income approach, Net Operating Income approach, Modigliani-Miller (MM) approach, Traditional approach, Capital Structure and Financial Distress, Trade-Off Theory.

Dividend Policy Decision - Dividend and Capital; The irrelevance of dividends: General, MM hypothesis; Relevance of dividends: Walter's model, Gordon's model;

Leverage Analysis: Operating and Financial Leverage; EBIT -EPS analysis; Combined leverage.

Unit IV

Working Capital Management: Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique, Receivables Management – Objectives; Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis; Inventory Management (Very Briefly) - ABC Analysis; Minimum Level; Maximum Level; Reorder Level; Safety Stock; EOQ, Determination of Working Capital.

Readings

1. M.Y. Khan & P.K. Jain: Financial Management Text Problem and Cases, Tata McGraw Hill Publishing Co. Ltd.
2. R. P. Rustogi: Financial Management: Theory Concepts and Practices, Taxmann Publication.
3. I.M. Pandey: Financial Management: Theory and Practices, Vikas Publishing House
4. R.A. Brealey, S.C. Myers, F. Allen & P. Mohanty: Principles of Corporate Finance, McGraw Hill Higher Education
5. J.V. Horne & J.M. Wachowicz: Fundamentals of Financial Management Prentice Hall

Note: Latest Edition of the Text Books should be followed

Bachelor in Business Administration ***BBA- 2nd Year (4th Semester)***

Course: Tax Planning

Course Code: 404		
Credits:06	Lectures: 04	Tutorials: 02
Course type	Generic Elective-IV	
Lectures to be delivered	1 Hr. Each (L=60, T=20)	

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks	Time Allowed
70	32	3:00hrs

Continuous Comprehensive Assessment (CCA) Pattern

Minor Test (Marks)	Class Test/ Assignments (Marks)	Tutorials/ Attendance (Marks)	Total Marks
15	10	05	30

404. TAX PLANNING (Generic Elective-IV)

Objective: The objective of this course is to acquaint the students with the tax structure for individuals and corporate and also its implications for planning.

Course Contents:

Unit I (Only Theory)

Income tax concepts: Previous Year, Assessment Year, Person, Assessee, Income (including agricultural income), Residential Status and their incidence of tax, Gross Total Income, Total Income; Income which do not form part of total income, Tax Evasion, Tax Avoidance.

Unit II (Theory and Practical)

Tax Planning under the head Salary

Unit III (Only Theory)

Computation of Income under the Head: House Property and Profits and gains from Business or Profession. Computation of Income under the Head: Capital gains and Income from other sources.

Unit IV (Only Theory)

Clubbing of Income, Set-off and carry-forward of losses , Deductions from gross total income as applicable to an individual and Business Units; Computation of total income and tax liability of an individual and Business Units.

Text Books:

1. Singhania, V.K. Student Guide to Income Tax. Taxmann Publications Pvt. Ltd. (Latest ed.)
2. Ahuja& Gupta. Simplified Approach to Corporate Tax. Flair Publications Pvt. Ltd (Latest ed.)

References:

1. Ahuja& Gupta. Simplified Approach to Income Tax Flair, Publications Pvt. Ltd.
2. Mahesh Chandra &Shukla, D.C. Income Tax Law & Practice Pragati Publications.
3. Goyal, S.P. Tax Planning and Management. SahityaBhawan Publications.
4. Singhania, V.K .Student Guide to Income Tax. (University ed.). Taxmann Publications Pvt. Ltd.

Online Readings/Supporting Material:

1. Finance Act for the relevant assessment year.
2. CBDT Circulations.
10. 3. Latest Court Judgements for the relevant Assessment year.

Note: Latest Edition of the Text Books should be followed

Bachelor in Business Administration

BBA- 2nd Year (4th Semester)

Course: IT Tools in Business

Course Code: 405		
Credits:06	Lectures: 04	Practicals: 02
Course type	Skill Enhancement Course-II	
Lectures to be delivered	1 Hr. Each (L=60, P=20)	

Semester End Examination System

Theory		
Maximum Marks Allotted	Minimum Pass Marks	Time Allowed
50	23	3:00hrs
Practical		
Maximum Marks Allotted	Minimum Pass Marks	Time Allowed
20	9	1:00hr

Continuous Comprehensive Assessment (CCA) Pattern

Minor Test (Marks)	Class Test/ Assignments (Marks)	Tutorials/ Attendance (Marks)	Total Marks
15	10	05	30

405. IT TOOLS IN BUSINESS (Skill Enhancement Course-II)

Objective: The objective of this course is to acquaint the students with Information Technology tools which includes various Office Automation Tools for individuals and corporate.

Course Contents

UNIT-I

Spreadsheets

Introduction: Concept of worksheets and workbooks, creating, opening, closing and saving workbooks, moving, copying, inserting, deleting and renaming worksheets, working with multiple worksheets and multiple workbooks, controlling worksheet views, naming cells using name box, name create and name define. Using formulae and functions: Understanding absolute, relative and mixed referencing in formulas, referencing cells in other worksheets and workbooks, correcting common formula errors, working with inbuilt function categories like mathematical, statistical, text, lookup, information, logical, database, date and time and basic financial functions. Consolidating worksheets and workbooks using formulae and data

consolidate command Printing and Protecting worksheets: Adjusting margins, creating headers and footers, setting page breaks, changing orientation, creating portable documents and printing data and formulae. Implementing file level security and protecting data within the worksheet Creating charts and graphics: Choosing a chart type, understanding data points and data series, editing and formatting chart elements, and creating sparkline graphics. Analysing data using pivot tables: Creating, formatting and modifying a pivot table, sorting, filtering and grouping items, creating calculated field and calculated item, creating pivot table charts, producing a report with pivot tables. Performing what-if analysis: Types of what if analysis (manual, data tables, scenario manager), what-if analysis in reverse (goal-seek, solver)Exchanging data using clipboard, object linking and embedding.

UNIT-II

Word-processing

Introduction: Creating and saving your document, displaying different views, working with styles and character formatting, working with paragraph formatting techniques using indents, tabs, alignment, spacing, bullets and numbering and creating borders.

Page setup and sections: Setting page margins, orientation, headers and footers, end notes and foot notes, creating section breaks and page borders. Working with tables: Creating tables, modifying table layout and design, sorting, inserting graphics in a table, table math, converting text to table and vice versa. Create newspaper columns, indexes and table of contents. Spellcheck your document using inbuilt and custom dictionaries, checking grammar and style ,using thesaurus and finding and replacing text. Create bookmarks, captions and cross referencing, adding hyperlinks, adding sources and compiling and bibliography. Mail merge: Creating and editing your main document and data source, sorting and filtering merged documents and using merge instructions like ask, fill-in and if-then-else. Linking and embedding to keep things together.

UNIT-III

PowerPoint presentation

Introduction: Creating a blank presentation using a design template, basing a new presentation on an existing one, creating and managing slides, using content place holders, creating graphs, tables, diagrams, organization charts, inserting clip art and images. Viewing and navigating a presentation: Organising ideas in outline view, using slide sorter to rearrange a presentation, previewing presentation in slide show, understanding master views, using title master, slide master, handout master and notes master, working with headers and footers, using hyperlinks, advanced navigation with action settings, navigation short hand with action buttons. Animation and multimedia: Using and applying animation schemes, custom animation, understanding sound file formats and video types, adding music, sound and video clips. Final presentation: Applying transition to slides, controlling transition speed, using hidden slides, using custom shows, using on screen pen and adding and accessing notes during a presentation.

UNIT-IV

Databases

Introduction to Database Development: Database Terminology, Objects, Creating Tables, working with fields, understanding Data types , Changing table design, Assigning Field Properties, Setting Primary Keys, using field validation and record validation rules, Indexing, working with multiple tables, Relationships & Integrity Rules, Join Properties, Record

manipulation, Sorting & Filtering.

Select data with queries: Creating Query by design & by wizard (Select, Make Table, Append, Delete, Cross Tab, Update, Parameterized Query, Find Duplicate and Find Unmatched), Creating multi table queries, creating & working with table joins. Using operators & expressions: Creating simple & advance criteria.

Working with forms: Creating Basic forms, working with bound, unbound and calculated controls, understanding property sheet, Working with Data on Forms: Changing Layout, creating Sub Forms, creating list box, combo box and option groups.

Working with Reports: Creating Basic Reports, Creating Header & Footer, Placing Controls on reports, sorting & grouping, Creating Sub reports.

Note: Latest Edition of the Text Books should be followed

Bachelor in Business Administration **BBA- 3rd Year (5th Semester)**

Course: Quantitative Techniques for Management

Course Code: 501		
Credits:06	Lectures: 05	Tutorials: 01
Course type	Core Course	
Lectures to be delivered	1 Hr. Each (L=80, T=10)	

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks	Time Allowed
70	32	3:00hrs

Continuous Comprehensive Assessment (CCA) Pattern

Minor Test (Marks)	Class Test/ Assignments (Marks)	Tutorials/ Attendance (Marks)	Total Marks
15	10	05	30

501. QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Objective: To acquaint students with the construction of mathematical models for managerial decision situations and to use computer software packages to obtain a solution wherever applicable. The emphasis is on understanding the concepts, formulation and interpretation.

Course contents:

Unit I: Linear Programming: Formulation of L.P. Problems, Graphical Solutions (Special cases: Multiple optimal solution, infeasibility, unbounded solution); Simplex Methods (Special cases: Multiple optimal solution, infeasibility, degeneracy, unbounded solution) Big-M method and Two-phase method; Duality and Sensitivity (emphasis on formulation & economic interpretation); Formulation of Integer programming, Zero-one programming, Goal Programming.

Unit II: Elementary Transportation: Formulation of Transport Problem, Solution by N.W. Corner Rule, Least Cost method, Vogel's Approximation Method (VAM), Modified Distribution Method. (Special cases: Multiple Solutions, Maximization case, Unbalanced case, prohibited routes)

Elementary Assignment: Hungarian Method, (Special cases: Multiple Solutions, Maximization case, Unbalanced case, Restrictions on assignment.)

Unit III: Network Analysis: Construction of the Network diagram, Critical Path - float and slack analysis (Total float, free float, independent float), PERT, Project Time Crashing

Unit IV:

Introduction to Game Theory: Pay off Matrix- Two person Zero- Sum game, Pure strategy, Saddle point; Dominance Rule, Mixed strategy, Reduction of m x n game and solution of 2x2, 2 x s, and r x 2 cases by Graphical and Algebraic methods; Introduction to Simulation: Monte Carlo Simulation.

Readings:

1. N. D. Vohra: Quantitative Management, Tata McGraw Hill
2. P. K. Gupta, Man Mohan, KantiSwarup: Operations Research, Sultan Chand.
3. V. K. Kapoor: Operations Research, Sultan Chand & Sons.
4. J. K. Sharma: Operations Research Theory & Applications, Macmillan India Limited.

Note: Latest Edition of the Text Books should be followed

Bachelor in Business Administration **BBA- 3rd Year (5th Semester)**

Course: Legal Aspects of Business

Course Code: 502		
Credits:06	Lectures: 05	Tutorials: 01
Course type	Core Course	
Lectures to be delivered	1 Hr. Each (L=80, T=10)	

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks	Time Allowed
70	32	3:00hrs

Continuous Comprehensive Assessment (CCA) Pattern

Minor Test (Marks)	Class Test/ Assignments (Marks)	Tutorials/ Attendance (Marks)	Total Marks
15	10	05	30

502. LEGAL ASPECTS OF BUSINESS

Objective: To gain knowledge of the branches of law which relate to business transactions, certain corporate bodies and related matters. Also, to understand the applications of these laws to practical commercial situations.

Course contents:

Unit I:

The Indian Contract Act 1872: Meaning and Essentials of contract; Kinds of contract-Based on: validity, formation & performance, law relating to offer and acceptance, consideration, competency to contract, free consent, Void agreements, performance of contracts, discharge of contracts, breach of contracts and quasi contract, Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency.

Unit II:

Sale of Goods Act 1930: Sale and agreement to sell, implied conditions and warranties, sale by non-owners, rights of unpaid seller.

Negotiable Instruments Act 1881: Meaning of negotiable instruments, type of negotiable instruments, promissory note, bill of exchange, cheque.

Unit III:

The Companies Act 2013:

Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus, Issue of shares and bonus shares, rights issue, sweat equity, role of directors, share qualification, company meetings.

Unit IV:

Consumer Protection Act 1986:

Objectives and machinery for consumer protection, defects and deficiency removal, rights of consumers.

The Right to Information Act 2005:

Salient features and coverage of the act, definition of terms information, right, record, public authority; obligations of public authorities, requesting information and functions of PIO.

Readings:

1. M.C.Kucchal: Business Law/Mercantile Law, Vikas Publishing.House (P) Ltd.
2. M.C.Kucchal,& Vivek Kucchal: Business Legislation for Management, Vikas Publishing

House (P) Ltd.

3. Dr. G. K. Kapoor & Sanjay Dhamija: Company Law and Practice-A comprehensive textbook on Companies Act 2013, latest edition, Taxmann.
4. Avtar Singh: Principle of Mercantile Law, Eastern Book Company
5. Gulshan Kapoor: Business Law, New Age International Pvt Ltd Publishers.
6. Maheshwari & Maheshwari: Principle of Mercantile Law, National Publishing Trust
7. Rohini Aggarwal: Mercantile & Commercial Law, Taxmann.

Note: Latest Edition of the Text Books should be followed

Bachelor in Business Administration **BBA- 3rd Year (5th Semester)**

Course: Investment Banking and Financial Services

Course Code: 503		
Credits:06	Lectures: 05	Tutorials: 01
Course type	Discipline Specific Elective (DSE-I Finance)	
Lectures to be delivered	1 Hr. Each (L=80, T=10)	

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks	Time Allowed
70	32	3:00hrs

Continuous Comprehensive Assessment (CCA) Pattern

Minor Test (Marks)	Class Test/ Assignments (Marks)	Tutorials/ Attendance (Marks)	Total Marks
15	10	05	30

503. (DSE-I Finance)

INVESTMENT BANKING AND FINANCIAL SERVICES

Objective: The objective of this paper is to know the different aspects of Investment banking, mergers and acquisition and the detailed SEBI guidelines on issue management.

UNIT- I

Introduction: An Overview of Indian Financial System, Investment Banking in India, Recent Developments and Challenges ahead, Institutional structure and Functions of

Investment / Merchant Banking; SEBI guidelines for Merchant Bankers.

UNIT II

Issue Management: Public Issue: classification of companies, eligibility, issue pricing, promoter's contribution, minimum public offer, prospectus, allotment, preferential allotment, private placement, Book Building process, designing and pricing, Right Issue: promoter's contribution, minimum subscription, advertisements, contents of offer document, Bought out Deals, Post issue work & obligations, Investor protection, Broker, sub broker and underwriters

UNIT III

Leasing and Hire Purchase :Concepts of leasing, types of leasing – financial & operating lease, direct lease and sales & lease back, advantages and limitations of leasing, Lease rental determination; Finance lease evaluation problems (only Lessee's angle), Hire Purchase interest & Installment, difference between Hire Purchase & Leasing, Choice criteria between Leasing and Hire Purchase, Factoring, forfaiting and its arrangement.

UNIT IV

Venture Capital: Concept, history and evolution of VC, the venture investment process, various steps in venture financing.

Credit Ratings: Introduction, types of credit rating, advantages and disadvantages of credit ratings, Credit rating agencies and their methodology.

Securitization: concept, securitization as a funding mechanism.

REFERENCES

1. M.Y.Khan: Financial Services, Tata McGraw –Hill.
2. Machiraju: Indian Financial System, Vikas Publishing House.
3. J.C.Verma: A Manual of Merchant Banking, Bharath Publishing House.
4. K.Sriram: Hand Book of Leasing, Hire Purchase & Factoring, ICFAI, Hyderabad.
5. Ennew.C.Trevor Watkins & Mike Wright: Marketing of Financial Services, Heinemann Professional

Note: Latest Edition of the Text Books should be followed

Bachelor in Business Administration

BBA- 3rd Year (5th Semester)

Course: Consumer Behavior

Course Code: 503		
Credits:06	Lectures: 05	Tutorials: 01
Course type	Discipline Specific Elective (DSE-II Marketing)	
Lectures to be delivered	1 Hr. Each (L=80, T=10)	

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks	Time Allowed
70	32	3:00hrs

Continuous Comprehensive Assessment (CCA) Pattern

Minor Test (Marks)	Class Test/ Assignments (Marks)	Tutorials/ Attendance (Marks)	Total Marks
15	10	05	30

503. (DSE-II Marketing) CONSUMER BEHAVIOR

Objective: The course of Consumer behaviour equips students with the basic knowledge about the issues and dimensions of consumer behaviour and with the skill and ability to analyse consumer information and develop consumer behaviour oriented marketing strategies.

Course contents:

Unit I

Consumer Behaviour: Nature, scope & application: Importance of consumer behaviour in marketing decisions, characteristics of consumer behaviour, role of consumer research, consumer behaviour- interdisciplinary approach.

Unit II

Consumer Needs & Motivation: Characteristics of motivation, arousal of motives, self-concept & its importance, types of involvement.

Trait theory: Theory of self-images; Role of self-consciousness.

Consumer Perception: Concept of absolute threshold limit, differential threshold limit & subliminal perception: Perceptual Process: selection, organisation & interpretation. Learning & Consumer Involvement: Importance of learning on consumer behaviour,

Consumer Attitudes: Formation of attitudes, functions performed by attitudes.

Unit III

Group Dynamics & consumer reference groups: Different types of reference groups, factors affecting reference group influence, reference group influence on products & brands, application of reference groups.

Family & Consumer Behaviour: Consumer socialisation process, consumer roles within a family, purchase influences and role played by children, family life cycle.

Social Class & Consumer behaviour: Determinants of social class, measuring & characteristics of social class.

Unit IV

Diffusion of Innovation: Definition of innovation, product characteristics influencing

diffusion, resistance to innovation, adoption process.

Consumer Decision making process: Process- problem recognition, pre-purchase search influences, information evaluation, purchase decision (compensatory decision rule, conjunctive decision, rule, Lexicographic rule, affect referral, disjunctive rule), post-purchase evaluation; Situational Influences

NOTE: Cases & application to marketing will be taught with respect to each topic.

Readings

1. Leon G.Schiffman & Leslie L.Kanuk: Consumer Behaviour, Prentice Hall Publication, latest Edition
2. Solomon, M.R.: Consumer Behaviour – Buying, Having, and Being, Pearson Prentice Hall.
3. Blackwell, R.D., Miniard, P.W., & Engel, J. F.: Consumer Behaviour, Cengage Learning.
4. Hawkins, D.I., Best, R. J., Coney, K.A., & Mookerjee, A: Consumer Behaviour – Building Marketing Strategy, Tata McGraw Hill.
5. Kotler, P. & Keller, K. L.: Marketing Management (Global Edition) Pearson.

Note: Latest Edition of the Text Books should be followed

Bachelor in Business Administration **BBA- 3rd Year (5th Semester)**

Course: HRD: Systems and Strategies

Course Code: 503		
Credits:06	Lectures: 05	Tutorials: 01
Course type	Discipline Specific Elective (DSE-III Human Resource)	
Lectures to be delivered	1 Hr. Each (L=80, T=10)	

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks	Time Allowed
70	32	3:00hrs

Continuous Comprehensive Assessment (CCA) Pattern

Minor Test (Marks)	Class Test/ Assignments (Marks)	Tutorials/ Attendance (Marks)	Total Marks
15	10	05	30

503. (DSE-III Human Resource)

HRD: SYSTEMS AND STRATEGIES

Objective The course gives an overview of the need for HRD and HRD practices which can develop and improve an Organization's systems and strategies leading to an optimal HRD climate.

Course Contents

UNIT - I: Human Resource Development (HRD) : Concept, Origin and Need, Relationship between human resource management and human resource development; HRD as a Total System; Activity Areas of HRD : Training, Education and Development; Roles and competencies of HRD professionals.

UNIT - II: HRD Process: Assessing need for HRD; Designing and developing effective HRD programs; Implementing HRD programs; Evaluating HRD programs.

HRD Interventions: Integrated Human Resource Development Systems, Staffing for HRD; Physical and Financial Resources for HRD.

UNIT – III: HRD and diversity management; HRD Climate; HRD Audit.

HRD Applications: Coaching and mentoring, Career management and development; Employee counselling; Competency mapping, High Performance Work Systems, Balanced Score Card. Integrating HRD with technology.

UNIT – IV: Evaluating the HRD Effort; Data Gathering; Analysis and Feedback; Industrial relations and HRD. HRD Experience in Indian Organizations, International HRD experience, Future of HRD.

Readings:

1. Nadler, Leonard: Corporate human Resource Development, Van Nostrand Reinhold / ASTD, New York.
2. Rao T.V. and Pareek, Udai: Designing and Managing Human Resource Systems, Oxford and IBH Publication Ltd.
3. Rao T.V.: Reading in human Resource Development, Oxford IBH Publication .Ltd.
4. Viramani B.R. and Seth, Pramila: Evaluating Management Training and Development, Vision Books.
5. Rao T.V.: Human Resource Development, Sage publication.
6. Kapur, Sashi: Human resource Development and Training in Practice, Beacon Books.
7. Lynton, Rolf P. and Pareek, Udai: Training for Development, Vistaar publication.
8. Werner J. M., DeSimone, R.L.: Human resource development, South Western.
9. Mankin, D.: Human resource development, Oxford University Press India.
10. Haldar, U. K.: Human resource development, Oxford University Press India.
11. Rao, T.V.: Future of HRD, Macmillan Publishers India.

Note: Latest Edition of the Text Books should be followed

Bachelor in Business Administration

BBA- 3rd Year (5^h Semester)

Course: International Trade: Policies and Strategies

Course Code: 503		
Credits:06	Lectures: 05	Tutorials: 01
Course type	Discipline Specific Elective (DSE-IV Management of Global Business)	
Lectures to be delivered	1 Hr. Each (L=80, T=10)	

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks	Time Allowed
70	32	3:00hrs

Continuous Comprehensive Assessment (CCA) Pattern

Minor Test (Marks)	Class Test/ Assignments (Marks)	Tutorials/ Attendance (Marks)	Total Marks
15	10	05	30

503. (DSE-IV Management of Global Business)

INTERNATIONAL TRADE: POLICIES AND STRATEGIES

Objective: The paper aims to provide a thorough understanding of the basis for international trade and strategies. The role of the global institutional structure and trade strategies of developing countries and trade partners of India will be studied.

Course Contents:

Unit I: Review of Economic Theory on International Trade: Basis for international trade; gains from trade; distributional issues, policy instruments and their impact, political economy. Trends in Global Trade and Balance of Payments with special reference to India: Historical roots of today's international trade, Composition, origin and destination of global exports and imports.

Unit II: Balance of payments: current account and capital account, Capital flows and foreign exchange revenues, External Debt. The Global Institutional Structure: GATT (General Agreement on Trade and Tariffs), WTO (World Trade Organisation), Regional Trade Blocks and Trade Agreements.

Unit III: India's Industrialization Strategy and International Trade: Review of Economic planning strategies and issues: early phase; the 1970s and 1980, Policies since 1991, Exim policy, structure of tariffs and restrictions, currency depreciation and convertibility, Export Promotion Zones

Unit IV: Experience of Select Developing Countries: Analysis of the trade strategy and the policy framework in two select large countries and comparison with India, Impact of trade on growth, agriculture, inequality, poverty, and other developmental indicators.

Text Books:

1. Tendulkar and Srinivasan: Reintegrating India with the World Economy, Pearson.
2. Connor, David E. O' (2006). Encyclopedia of the Global Economy: A guide for students and researchers. New Delhi: Academic Foundation

References:

1. The Trade Game: Negotiation trends at WTO and concerns of developing countries, 2006. New Delhi : Academic Foundation
2. Krugman, Obstfeld and Melitz: International Economics. (8th ed.). Pearson Education
3. www.wto.org
 - Kaul, Vijay Kumar, 'Innovation Revolution: Harnessing India's Diversity' Yojana, November 2014, also available at SSRN , <http://ssrn.com/abstract=2517855>
 - Kaul, Vijay Kumar, INDIA'S DIVERSITY AND GLOBALISATION: UNIFYING FORCES AND INNOVATION, Working paper in Social Sciences Research Network(SSRN) ,June 2014 <http://ssrn.com/abstract=2444668>
 - Kaul, Vijay Kumar, INDIA'S DIVERSITY: FROM CONFLICT TO INNOVATION, Working paper in Social Sciences Research Network(SSRN) ,June 2014 <http://ssrn.com/abstract=2444099>
 - Kaul, Vijay Kumar, Managing Diversity, in **Business Organisation and Management**, chapter 35, Pearson Education, 2012.
 - Nehru J (1946) The Discovery of India, OUP, chaps 4-8
 - Sopher, D.E-"The Geographical Patterning of Culture of India" in David E. Sopher 'An Exploration of India- Geographical Perspectives on Society and Culture'. Cornell, Pages-289-326.
 - **Thomas Kochan, KaterinaBezrukova, Robin Ely, et el**, The EFFECTS OF DIVERSITY ON BUSINESS PERFORMANCE: REPORT OF THE DIVERSITY RESEARCH NETWORK, Human Resource Management, Spring 2003, Vol 42, No.1. pp3-21

Note: Latest Edition of the Text Books should be followed

Bachelor in Business Administration
BBA- 3rd Year (5th Semester)

Course: Investment Analysis and Portfolio Management

Course Code: 504		
Credits:06	Lectures: 05	Tutorials: 01

Course type	Discipline Specific Elective (DSE-I Finance)	
Lectures to be delivered	1 Hr. Each (L=80, T=10)	

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks	Time Allowed
70	32	3:00hrs

Continuous Comprehensive Assessment (CCA) Pattern

Minor Test (Marks)	Class Test/ Assignments (Marks)	Tutorials/ Attendance (Marks)	Total Marks
15	10	05	30

504. (DSE-I Finance)

INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

Objective: The aim of this course is to provide a conceptual framework for analysis from an investor's perspective of maximizing return on investment – a sound theoretical base with examples and references related to the Indian financial system.

Course Contents:

Unit I

Basics of risk and return: concept of returns, application of standard deviation, coefficient of variation, beta, alpha. Bonds : present value of a bond, yield to maturity, yield to call, yield to put, systematic risk, price risk, interest rate risk, default risk. Share valuation: Dividend discount models- no growth, constant growth, two stage growth model, multiple stages; Relative valuation models using P/E ratio, book value to market value.

Unit II

Fundamental analysis: EIC framework; Economic analysis: Leading lagging & coincident macro-economic indicators, Expected direction of movement of stock prices with macroeconomic variables in the Indian context; Industry analysis: stages of life cycle, Porter's five forces model, SWOT analysis, financial analysis of an industry; Company analysis.

Unit III

Technical analysis: meaning, assumptions, difference between technical and fundamental analysis; Price indicators- Dow theory, advances and declines, new highs and lows- circuit filters. Volume indicators- Dow Theory, small investor volumes. Efficient market hypothesis; Concept of efficiency: Random walk, Three forms of EMH and implications for investment decisions. (No numericals in EMH and technical analysis)

Unit IV

Portfolio analysis: portfolio risk and return, Markowitz portfolio model: risk and return for 2 and 3 asset portfolios, concept of efficient frontier & optimum portfolio. Market Model: concept of beta systematic and unsystematic risk. Investor risk and return preferences: Indifference curves and the efficient frontier, Portfolio management services: Passive – Index funds, systematic investment plans. Active – market timing, style investing.

References:

1. Fischer, D.E. & Jordan, R.J.: Security Analysis & Portfolio Management, Pearson Education.
2. Sharpe, W.F., Alexander, G.J. & Bailey, J.: Investments, Prentice Hall of India.
3. Singh,R: Security Analysis & Portfolio Management . Excel Books.
4. Frank K Reilly & Keith C Brown: Investment Analysis and Portfolio Management, Cenage India Pvt. Ltd.

Note: Latest Edition of the Text Books should be followed

Bachelor in Business Administration **BBA- 3rd Year (5th Semester)**

Course: Retail Management

Course Code: 504		
Credits:06	Lectures: 05	Tutorials: 01
Course type	Discipline Specific Elective (DSE-II Marketing)	
Lectures to be delivered	1 Hr. Each (L=80, T=10)	

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks	Time Allowed
70	32	3:00hrs

Continuous Comprehensive Assessment (CCA) Pattern

Minor Test (Marks)	Class Test/ Assignments (Marks)	Tutorials/ Attendance (Marks)	Total Marks
15	10	05	30

504. (DSE-II Marketing) **RETAIL MANAGEMENT**

Objective: The primary objective of the course is to have students develop marketing competencies in retailing and retail consulting. The course is designed to prepare students for positions in the retail sector or positions in the retail divisions of consulting companies. Besides learning more about retailing and retail consulting, the course is designed to foster the development of the student’s critical and creative thinking skills.

Course Contents

Unit I:

Introduction to Retailing: Definition, Characteristics, Emerging Trends in Retailing, Factors Behind the change of Indian Retail Industry. Retail Formats: Retail Sales by ownership, On the basis of Merchandise offered, non-store Based retail mix & Non traditional selling.

Unit II:

Store Planning: Design & Layout, Location Planning and its importance, retailing image mix, Effective Retail Space Management, Floor Space Management.
Retail Marketing: Advertising & Sales Promotion, Store Positioning, Retail Marketing. Mix, CRM, Advertising in Retailing.

Unit III:

Retail Merchandising: Buying function, Markups & Markdown in merchandise management, shrinkage in Retail merchandise management.
Merchandise Pricing: Concept of Merchandise Pricing, Pricing Options, Pricing Strategies, Pricing Objectives, Types of Pricing.

Unit IV:

Retail Operation: Elements/Components of Retail Store Operation, Store Administration, Store Manager –Responsibilities, Inventory Management, Management of Receipts, Customer Service, Management of Retail Outlet/Store, Store Maintenance, Store Security.

Readings

1. Cullen & Newman: Retailing – Environment & Operations, Cengage Learning EMEA
2. Berman & Evarv: Retail Management, Perntice Hall.
3. Bajaj, Tuli & Srivastava: Retail Management- Oxford University Publications
4. Gibson G Vedamani: Retail Management: Functional principles & practices, Jaico Publishing House.
5. Harjit Singh: Retail Management, S. Chand Publication.

Note: Latest Edition of the Text Books should be followed

Bachelor in Business Administration

BBA- 3rd Year (5th Semester)

Course: Training and Management Development

Course Code: 504		
Credits:06	Lectures: 05	Tutorials: 01
Course type	Discipline Specific Elective (DSE-III Human Resource)	
Lectures to be delivered	1 Hr. Each (L=80, T=10)	

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks	Time Allowed
70	32	3:00hrs

Continuous Comprehensive Assessment (CCA) Pattern

Minor Test (Marks)	Class Test/ Assignments (Marks)	Tutorials/ Attendance (Marks)	Total Marks
15	10	05	30

504. (DSE-III Human Resource) TRAINING & MANAGEMENT DEVELOPMENT

Objective: To familiarize the students with the concept and practice of training and development in the modern organizational setting.

Course Contents

Unit I

Organization vision & plans, assessment of training needs, setting training objectives, designing training programmes, Spiral model of training. Tasks of the training function: Building support, overall training capacity, developing materials.

Unit II

Training methods: On the job training, job instruction training, apprenticeship, coaching, job rotation, syndicate method, knowledge based methods, lecture, conferences, programmed learning, simulation methods, case study, vestibule training, laboratory training, in-basket exercise, experiential methods, sensitivity training, e-training.

Unit III

Management Development Programme Methods:-Understudy, Coaching, Action Learning, Role Play, Management Games, Seminars, University related programmes, special projects, behavioural modelling, job rotation, case study, multiple management, sensitivity training. Post training: Training evaluation, Training impact on individuals and organizations, Evaluating Programmes, Participants, Objectives.

Unit IV

Organisational Development (OD): Definition Foundations of OD, Managing the OD Process, Action Research and OD. OD Interventions: Overview of OD Interventions, Team Interventions Inter-group and Third-Party Peacemaking Interventions. Comprehensive OD Interventions, Structural Interventions and the Applicability of OD, Training Experiences.

Readings:

1. Blanchard P.Nick & Thacker James: Effective Training, Systems, Strategies and Practices, Pearson.
 2. French Wendell, Bell Cecil and Vohra Veena: Organisation Development, Behavioral Science Interventions for Organisation Improvement, Prentice Hall.
 3. Lynton Rolf & Pareek Udai: Training & Development, Prentice Hall.
 4. Bhatia S.K.: Training & Development, Deep & Deep Publishers.
- Note: Latest Edition of the Text Books should be followed**

Bachelor in Business Administration

BBA- 3rd Year (5^h Semester)

Course: Global Business Environment

Course Code: 504		
Credits:06	Lectures: 05	Tutorials: 01
Course type	Discipline Specific Elective (DSE-IV Management of Global Business)	
Lectures to be delivered	1 Hr. Each (L=80, T=10)	

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks	Time Allowed
70	32	3:00hrs

Continuous Comprehensive Assessment (CCA) Pattern

Minor Test (Marks)	Class Test/ Assignments (Marks)	Tutorials/ Attendance (Marks)	Total Marks
15	10	05	30

504. (DSE-IV Management of Global Business)

GLOBAL BUSINESS ENVIRONMENT

Objective: To get the students acquainted with the present economic environment in India and abroad. To enable the students understand the various issues involved in the macro management of the economy

Unit I:

Introduction. Concept of Economic Environment; Nature and scope. Macro variables: Income, Employment, Money Supply, Price Level, Interest rates, Saving and Investment. Movement and Interrelationship between different variables. Trends in Macro variables in India.

Unit II:

Institutional Framework of Economic Environment Fiscal Policy; Concept & Implications. Monetary Policy; Concept & Implications. Structure of Indian Economy: Growth Strategy in plans. Industrial Policy. Public sector & Private sector Monetary Policy. Fiscal Policy.

Unit III:

Role of Foreign Capital & Policy. Exchange Rate Policy and Exchange Controls. External Debt; International Linkages: Globalisation: Concept, Implications, Policy.

Unit IV

Regional Integration: EU, etc. World Trade Organization. World Bank, IMF, etc. Other Emerging Economies: China, Brazil, Russia. Global Orientation of Indian Economy: Growth and evolution of Indian MNC's, Current crises in US/Europe/Asia and its impact on economic growth of India. SAARC, ASEAN and India.

Text Books:

1. The Indian Economy; Problems and Prospects. Edited by Bimal Jalan, Penguin
2. V.K.Puri: Indian Economy, Himalya Publishing House

Note: Latest Edition of the Text Books should be followed

Bachelor in Business Administration

BBA- 3rd Year (6th Semester)

Course: Business Policy and Strategy

Course Code: 601		
Credits:06	Lectures: 05	Tutorials: 01
Course type	Core Course	
Lectures to be delivered	1 Hr. Each (L=80, T=10)	

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks	Time Allowed
70	32	3:00hrs

Continuous Comprehensive Assessment (CCA) Pattern

Minor Test (Marks)	Class Test/ Assignments (Marks)	Tutorials/ Attendance (Marks)	Total Marks
15	10	05	30

601. BUSINESS POLICY AND STRATEGY

Objective: To equip students with the necessary inside into designing strategies for an organisation and linking the organisations strategies with the changing environment. The

course will focus on Indian cases, approaches and experiences.

Course contents:

Unit I: Nature & importance of business policy & strategy: Introduction to the strategic management process and related concepts; Characteristics of corporate, business & functional level strategic management decisions. Company’s vision and mission: need for a mission statement, criteria for evaluating a mission statement- Goal, Process & Input formulation of the mission statement.

Unit II: Environmental Analysis & Diagnosis: Analysis of company’s external environment Environmental impact on organisations policy and strategy, organisations dependence on the environment, Internal analysis: Importance of organisation’s capabilities, competitive advantage and core competence.

Unit III: Formulation of competitive strategies: Michael E. Porter’s generic competitive strategies, implementing competitive strategies- offensive & defensive moves. Formulating Corporate Strategies: Introduction to strategies of growth, stability and renewal, Types of growth strategies – concentrated growth, product development, integration, diversification, Types of renewal strategies – retrenchment and turnaround. Strategic fundamentals of merger & acquisitions.

Unit IV: Strategic Framework: Strategic analysis & choice, Strategic gap analyses, portfolio analyses – BCG, GE, product market evolution matrix, experience curve, directional policy matrix, life cycle portfolio matrix, Behavioural considerations affecting choice of strategy.

Readings:

1. J.A. Pearce & R.B. Robinson : Strategic Management formulation implementation and control, TMH
2. Arthur A. Thompson Jr. & A.J Strickland III : Crafting and executing strategy, TMH

Supplementary Readings

1. Gerry Johnson & Kevan Scholes, Exploring corporate strategies, PHI
2. Upendra Kachru: Strategic Management, Excel books
3. Arthur A. Thompson Jr. and A.J. Strickland: Strategic Management –Concepts and Cases, McGraw-Hill Companies
4. Lawrence R. Jauch & William F. Glueck: Business Policy and Strategic Management (Mcgraw Hill Series in Management).

Note: Latest Edition of the Text Books should be followed

Bachelor in Business Administration
BBA- 3rd Year (6th Semester)

Course: Financial Institutions and Markets

Course Code: 602		
Credits:06	Lectures: 05	Tutorials: 01
Course type	Core Course	

Lectures to be delivered	1 Hr. Each (L=80, T=10)
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Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks	Time Allowed
70	32	3:00hrs

Continuous Comprehensive Assessment (CCA) Pattern

Minor Test (Marks)	Class Test/ Assignments (Marks)	Tutorials/ Attendance (Marks)	Total Marks
15	10	05	30

602. FINANCIAL INSTITUTIONS AND MARKETS

Objective: The objective of this paper is to introduce students to the different aspects and components of financial Institutions and financial markets. This will enable them to take the rational decision in financial environment.

Course Content:

Unit I: Structure of Indian Financial System: An overview of the Indian financial system, financial sector reforms: context, need and objectives; Issues in financial reforms and restructuring; future agenda of reforms; Regulation of Banks, NBFCs & FIs: Salient provisions of banking regulation act and RBI Act; Role of RBI as a central banker.

Unit II: Introduction to Financial Markets in India: Role and Importance of Financial Markets, Financial Markets: Money Market; Capital Market; Factors affecting Financial Markets, Linkages Between Economy and Financial Markets, Integration of Indian Financial Markets with Global Financial Markets, Primary & secondary market. Primary Market for Corporate Securities in India: Issue of Corporate Securities: Public Issue through Prospectus, Green shoe option, Offer for sale, Private Placement, Rights Issue, On-Line IPO, Book Building of Shares, Performance of Primary Market in India.

Unit III: Secondary Market in India: Introduction to Stock Markets, Regional and Modern Stock Exchanges, International Stock Exchanges, Demutualization of exchanges, Comparison between NSE and BSE, Indian Stock Indices and their construction, Bulls and Bears in Stock Markets, Factors influencing the movement of stock markets, indicators of maturity of stock markets, Trading of securities on a stock exchange; Settlement mechanism at BSE & NSE

Unit IV: Money Markets & Debt Markets in India: Money Market: Meaning, role and participants in money markets, Segments of money markets, Call Money Markets, Repos and reverse Repo concepts, Treasury Bill Markets, Market for Commercial Paper, Commercial Bills and Certificate of Deposit. Debt Market: Introduction and meaning, Market for Government/Debt Securities in India.

Readings:

1. Saunders, Anthony & Cornett, Marcia Millon (2007). *Financial Markets and Institutions* (3rd ed.). Tata McGraw Hill
2. Khan, M Y. (2010). *Financial Services* (5th ed.). McGraw Hill Higher Education
3. Shahani, Rakesh(2011). *Financial Markets in India: A Research Initiative*. Anamica Publications
4. Goel, Sandeep. (2012). *Financial services*. PHI.
5. Gurusamy, S. (2010). *Financial Services*. TMH.

Note: Latest Edition of the Text Books should be followed

Bachelor in Business Administration **BBA- 3rd Year (6th Semester)**

Course: Project Appraisal and Analysis

Course Code: 603		
Credits:06	Lectures: 05	Tutorials: 01
Course type	Discipline Specific Elective (DSE-I Finance)	
Lectures to be delivered	1 Hr. Each (L=80, T=10)	

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks	Time Allowed
70	32	3:00hrs

Continuous Comprehensive Assessment (CCA) Pattern

Minor Test (Marks)	Class Test/ Assignments (Marks)	Tutorials/ Attendance (Marks)	Total Marks
15	10	05	30

603. (DSE-I Finance) **PROJECT APPRAISAL AND ANALYSIS**

Objectives : To explain identification of a project, feasibility analysis including market, technical and financial appraisal of a project. Understand the relevance of alternative project appraisal techniques, financial structuring and financing alternatives. This course intends to involve students to apply appraisal techniques for evaluating live projects

Course Contents:

Unit I: Project Appraisal : An introduction, Project appraisal and evaluation , Project cycle, Project cycle management , Identification of investment opportunities – industry analysis review of project profiles, – feasibility study , Project identification and formulation , Generation of Project ideas, Basic Principals of Project Analysis.

Unit II: Market Analysis: Market analysis of a project, Need for market analysis, Demand and supply analysis, Sources of information: primary /secondary data, Forecasting techniques. Technical Appraisal of project: Material and inputs, production technology, plant location and layouts, selection of plant and equipment.

Unit III: Financial analysis: Cost of project and means of financing , major cost components. Profitability and financial projections: cost of production, break even analysis, projected balance sheet, profit and loss account and cash flow statement.

Unit-IV

Social cost benefit analysis – value added concept, social surplus indirect impact of projects, rationale of SCBA, Efficiency and Equity in Project Appraisal, UNIDO approach. Investment appraisal: Introduction and techniques, DCF and non DCF methods, Project Appraisal parameters.

Readings :

1. Machiraju, H.R.: Introduction to Project Finance, Vikas Publishing House
2. Prasanna Chandra: Project Preparation Appraisal Budgeting and Implementation, Tata McGraw.

Note: Latest Edition of the Text Books should be followed

Bachelor in Business Administration

BBA- 3rd Year (6th Semester)

Course: Distribution and Supply Chain Management

Course Code: 603		
Credits:06	Lectures: 05	Tutorials: 01
Course type	Discipline Specific Elective (DSE-II Marketing)	
Lectures to be delivered	1 Hr. Each (L=80, T=10)	

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks	Time Allowed
70	32	3:00hrs

Continuous Comprehensive Assessment (CCA) Pattern

Minor Test (Marks)	Class	Test/	Tutorials/	Attendance	Total
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	Assignments (Marks)	(Marks)	Marks
15	10	05	30

603. (DSE-II Marketing)

DISTRIBUTION AND SUPPLY CHAIN MANAGEMENT

Objective: This course would help students develop an understanding about the role of marketing channels, distribution and supply chain, key issues of supply chain and the drivers of supply chain performance. The course would acquaint the students with various concepts.

Course Contents

Unit I: The channel system: Rationale for marketing channel structures, Composition of marketing channels, Channel Environment. Distribution – Basic concept, Transportations, Inventory, Warehousing, Managing logistics.

Unit II: Concepts and importance of a Supply Chain (SC), Key issues of Supply Chain Management, Competitive and SC strategies, Achieving strategic fit.

Unit III: Dynamics of supply chain: Supply Chain Integration, Push-based, Pull-based and Push-Pull based supply chain, Demand Forecasting in a Supply Chain, Managing inventory in SC environment: Transportation in SC environment.

Unit IV: Strategic Alliances, Third party and fourth party logistics, Retailer- Supplier partnerships (RSP), Supplier evaluation and selection, Use of best practices and Information Technology (IT) in Supply Chain Management.

Readings

1. Ayers, J. B. (2006). Handbook of supply chain management (2nd ed.). Florida: Auerbach Publication.
2. Ballou, R. H., & Srivastava, S. K. (2008). Business logistics/ supply chain management (5th ed.). New Delhi: Pearson Education.
3. Chopra, S., & Meindl, P. (2007). Supply chain management: Strategy, planning and operation (3rd ed.). New Delhi: Pearson Education.
4. Coyle, J. J., Bardi, L. J., & Langley, C. J. (2008). The management of business logistics (7th ed.). USA: South-Western.
5. Dornier, P. P., Ernst, R., Fender, M., & Kouvelis, P. (1998). Global Operations Management and Logistics: Text and Cases. New York: John Wiley & Sons.
6. Mentzer, J. T. (2001). Supply chain management. New Delhi: Sage Publications.
7. Monczka, R. M., Handfield, R. B., Giunipero, L. C., & Petterson, J. L. (2009). Purchasing and supply chain management (4th ed.). USA: Cengage Learning.
8. Raghuram, G., & Rangaraj, N. (2000). Logistics and supply chain management: cases and concepts. New Delhi: Macmillan.
9. Shah, J. (2009). Supply chain management: Text and cases. New Delhi: Pearson Education.
10. Simchi-Levi, D., Kaminsky, P, Simchi-Levi, E., & Shankar, R. (2008). Designing and

managing the supply chain (3rd ed.). New Delhi: Tata McGraw Hill.

11. Coughlan, Anderson, Stern, Marketing Channels, Prentice Hall.

Note: Latest Edition of the Text Books should be followed

Bachelor in Business Administration

BBA- 3rd Year (6th Semester)

Course: Management of Industrial Relations

Course Code: 603		
Credits:06	Lectures: 05	Tutorials: 01
Course type	Discipline Specific Elective (DSE-III Human Resource)	
Lectures to be delivered	1 Hr. Each (L=80, T=10)	

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks	Time Allowed
70	32	3:00hrs

Continuous Comprehensive Assessment (CCA) Pattern

Minor Test (Marks)	Class Test/ Assignments (Marks)	Tutorials/ Attendance (Marks)	Total Marks
15	10	05	30

603. (DSE-III Human Resource)

PERFORMANCE AND COMPENSATION MANAGEMENT

Objective: To familiarize students about concepts of performance and compensation management and how to use them to face the challenges of attracting, retaining and motivating employees to high performance.

Course Contents

Unit I

Introduction: Concept, Objectives of performance management system; Performance management and performance appraisal; Performance Management process: Performance planning, Process and Documentation of Performance appraisal, Appraisal Interview, Performance Feedback and Counselling.

Unit II

Performance management and reward systems. Performance Coaching ,Mentoring and Counselling, Competency development, Use of technology and e-PMS, International Aspects of PMS. Performance systems trends, Ethical Perspectives in performance

appraisal.

Unit III

Introduction to Job Evaluation. Methods of Job Evaluation. Company Wage Policy: Wage Determination, Pay Grades, Wage Surveys, Wage Components. Modern trends in compensation - from wage and salary to cost to company concept, Comparable worth, broadbanding, competency based pay.

Unit IV

Incentives plans for production employees and for other professionals. Developing effective incentive plans, pay for performance,. Supplementary pay benefits, insurance benefits, retirement benefits, employee services benefits. Benefits & Incentive practices in indian industry. Wages in India: Minimum wage, fair wage and living wage. Methods of state regulation of wages. Wage differentials & national wage policy Regulating payment of wages, wage boards, Pay commissions, dearness allowances, linking wages with productivity.

Readings:

1. Milkovich & Newman , Compensation, McGraw Hill.
2. T.J. Bergman , Compensation Decision Making, Harcourt, Fort Worth, TX
3. Richard Henderson: Compensation management in a knowledge based world, Prentice Hall.
4. T.N.Chhabra & Savitha Rastogi Compensation management, Sun India Publications.
5. Gary Dessler , Human Resource Management, Prentice Hall.
6. Armstrong's Handbook of Performance Management: An Evidence-Based Guide to Delivering High Performance :Book by Michael Armstrong
7. Herman Aguinis: Performance Management, Prentice Hill.
8. Armstrong, M. & Baron, A: Performance management and development, Jaico Publishing House
9. Armstrong, M., Performance management: Key strategies and practical guidelines, Kogan Page, London.
10. Bagchi, S. N.: Performance management, Cengage Learning India.
11. Bhattacharyya, D.K.: Performance management systems and strategies, Pearson Education.
12. Robert B.: Performance management, McGraw-Hill Education India.

Note: Latest Edition of the Text Books should be followed

Bachelor in Business Administration ***BBA- 3rd Year (6th Semester)***

Course: Multinational Business Finance

Course Code: 603		
Credits:06	Lectures: 05	Tutorials: 01
Course type	Discipline Specific Elective (DSE-IV Management of Global Business)	

Lectures to be delivered	1 Hr. Each (L=80, T=10)
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Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks	Time Allowed
70	32	3:00hrs

Continuous Comprehensive Assessment (CCA) Pattern

Minor Test (Marks)	Class Test/ Assignments (Marks)	Tutorials/ Attendance (Marks)	Total Marks
15	10	05	30

603. (DSE-IV Management of Global Business) MULTINATIONAL BUSINESS FINANCE

Objective: The course has been designed to familiarize the students with International Monetary System and Financial Institutions. Functioning of the Foreign Exchange Markets and Financial Management of a multinational firm will be the essential component of this course.

Course Contents:

UNIT I

Multinational Business Finance – MNCs (Multinational Corporations) and transnational corporations, Difference between domestic and International financial management, International Monetary System - The Gold standard, The Bretton Woods system, the flexible exchange, alternative exchange rate system, the European monetary system, Euro and its implications for Indian banking.

UNIT II

International Financial Institutions – International Monetary Fund (IMF), Asian Development Bank (ADB), International Bank for Reconstruction and Development (IBRD), Bank for International Settlement (BIS) and Organization for Economic Cooperation and Development (OECD).

UNIT III

The Foreign Exchange Markets: Introduction, types: Global and Domestic market, spot market and forward market; rates: direct and indirect quotations, bid-ask spread; Functions of the Foreign Exchange Markets; determination of forward premiums and discounts, interest arbitrage – covered interest arbitrage and interest parity theory – forecasting of foreign exchange rates.

UNIT IV

Payment Systems: Payment terms and financing international trade, international flow of funds and portfolio investment in India, FDI (Foreign Direct Investment) vs. FIIs (Foreign Institutional Investors), investment strategies of FIIs in India, FIIs and volatility, impact of FIIs investment on stock markets and public policy. Netting (with numericals), pooling, leading and lagging as international payment settlement.

Readings:

1. Shapiro, Allen C. (1995). *Multinational Financial Management*, Prentice Hall India.
 2. Eiteman, David K. Stonehill, Arthur I., and Moffett, Michael H. (2001). *Multinational Business Finance* (9th ed.). Addison Wesley, New York.
 3. Buckley, A. (2004). *Multinational Finance* (5th ed.). Pearson Education.
 4. Vij, Madhu (2010). *International Financial Management* (3rd ed.). Excel Books, N3.
 5. Levi, Maurice(1996), *International Finance*, McGraw Hill Inc., (4th ed.). New York, New Delhi.
- Madura, J. (2009). *International Financial Management* (10thed.). New Delhi, Cengage Learning.

Note: Latest Edition of the Text Books should be followed

Bachelor in Business Administration **BBA- 3rd Year (6th Semester)**

Course: Project Report

Course Code: 604
Credits:06
Course Type: Discipline Specific Elective (DSE-I Finance)

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks
100 (External Evaluation)	45

604. (DSE-I Finance) **Project Report**

Bachelor in Business Administration
BBA- 3rd Year (6th Semester)

Course: Project Report

Course Code: 604
Credits:06
Course type: Discipline Specific Elective (DSE-II Marketing)

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks
100 (External Evaluation)	45

604. (DSE-II Marketing)
Project Report

Bachelor in Business Administration
BBA- 3rd Year (6th Semester)

Course: Project Report

Course Code: 604
Credits:06
Course type: Discipline Specific Elective (DSE-III Human Resource)

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks
100 (External Evaluation)	45

604. (DSE-III Human Resource)
Project Report

Bachelor in Business Administration
BBA- 3rd Year (6th Semester)

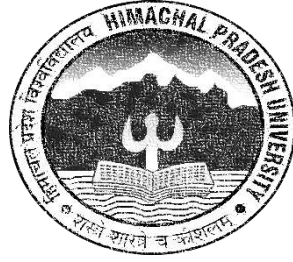
Course: Project Report

Course Code: 604
Credits:06
Course type: Discipline Specific Elective (DSE-IV Management of Global Business)

Semester End Examination System

Maximum Marks Allotted	Minimum Pass Marks
100 (External Evaluation)	45

604. (DSE-IV Management of Global Business)
Project Report



HIMACHAL PRADESH UNIVERSITY

B.VOC. DEGREE PROGRAMME

IN

RETAIL MANAGEMENT

REGULATIONS, SCHEME AND SYLLABUS

PROGRAM STRUCTURE

SEMESTER - I

Semester	Paper	Code No.	Subject	GC/SC	Credit	Total Hours	
One/ Certificate Sales Associate	General Paper-01	RA111 RA114	<u>Business Communication and Personality Development-I.</u> Business Communication. Personality Development.	GC	06	90	
	General Paper-02	RA112 RA113	<u>Fundamentals in Accounting and Technology (Computer Skills)-I.</u> Fundamentals in Accounting. Fundamentals in Technology (Computer Skills).	GC	06	90	
	General Component Total					12	180
	Skill Paper-01	RA121 RA124	<u>Introduction to Retail and Retail Store Operations.</u> -Define Retailing -Evolution of Retail in India -Indian Retail Industry -Organized and Unorganized Retail Sector -Types of Retail Formats -Pre-Store Opening -Store Opening and Closing -Loss Prevention and Shrinkage -Store Merchandise Handling -Basics of Visual Merchandising -Processing of credit applications for purchases (RAS/N0122)	SC SC	01 01	15 15	

		RA125	<p>Health, Safety & Security -Store Safety & Security(RAS/N0120) -Health & Safety(RAS/N0122)</p> <p>Team and Organizational Dynamic -Job responsibilities of a Sales Associate. -Skills of a Competent Sales Associate. -Working effectively in a Team -Working effectively in an Organization.</p>	SC	01	15
Skill Paper-02		RA122	<p><u>Consumer Buying Behaviour and Retail Sales.</u> -Basics of consumer shopping behaviour. -Knowledge of products & Services. -Retail Selling techniques -Importance of product demonstration. -Help customers choose right product and provide. Specialist approach in facilitating purchases. -Techniques to maximize sale of goods services</p>	SC	03	45
			<p>Understanding Consumer Buying Behaviour and Retail Sales</p>	SC Practical Retail- lab	01	30

	Skill Paper-3		<u>Customer Service and Customer Relationship Management.</u> -Positive Image Building -Monitoring and Solving Customer Service Issues. -Continuous Service Improvement. -Customer Relationship Management. -Personalized and Post-sales services support. -To resolve customer concerns.	SC	03	45
			Customer Service and Customer Relationship Management	SC Practical Retail-Lab	01	30
			Internship Project	SC	07	210
			Skill Component Total		18	405
			SEMESTER - I TOTAL		30	585

SEMESTER - II

Semester	Paper	Code No.	Subject	GC/SC	Credit	Total Hours	
Two/ Diploma Team Leader	General Paper-1	RA211 RA214	<u>Business Communication and Personality Development-II.</u> Business Communication. Personality Development.	GC	06	90	
	General Paper-2	RA212 RA213	<u>Fundamentals in Accounting and Technology (Computer Skills)-II.</u> Fundamentals in Accounting. Fundamentals in Technology (Computer Skills).	GC	06	90	
	General Component Total					12	180
	Skill Paper-1	RA221	<u>Store Display and Visual Merchandising.</u> -Store hygiene and cleanliness. -Organize the display of products at the store. Plan visual merchandising	SC	03	45	
			Store Display and Visual Merchandising	SC Practical Retail Lab	01	30	
Skill Paper-2	RA222 RA224	<u>Sales Management.</u> -Product and Service Knowledge -Retail Markets-competitions and best practices. -Availability of goods for sales to customers. -Process sales of products. -Goal setting/Target Allocation and Monitoring.	SC	04	60		

			Customer Experience Management -Establish and Satisfy customer needs -Monitor and solve customer service problems. -Effective stakeholder communication. -Effective after sales service. -Customer feedback management	SC Practical Retail Lab	01	30
			Customer Experience Management			
	Skill Paper-3	RA223	<u>Organization and Team Dynamics.</u> -Company Mission, Vision Value -Job role of team leader and skill sets of a competent team leader. -Understanding company policies and procedures. -Work effectively in your team. -Work effectively in your organization. -Health and Safety.	SC	02	30
			Internship Project	SC	07	210
			Skill Component Total		18	405
			SEMESTER - II TOTAL		30	585
			1ST YEAR TOTAL		60	1170

EVALUATION AND GRADING

The evaluation of each course shall contain two parts:

- I. Internal or In-Semester Assessment (ISA).
- II. External or End-Semester Assessment (ESA).

Sector Council Assessment will be done by the following steps:

1. Theory
2. Practical Work
3. Role Plays
4. Viva

The Sector Council assessment will be independent out of the University evaluation.

The Final grade will be awarded after completion of both the evaluations successfully.

Paper B.Voc. RA111/RA114: Business Communication and Personality Development - I

Duration: 03 hrs. **Lectures:** 90 **Practical:** Nil **Maximum Marks:** 100
Theory: 70 (Pass Marks) 45%
Internal Assessment: 30

Objective: The objective of this paper is to help students to acquire basic knowledge of the business communication and professional skills to impart skills for dealing with various kinds of business communications.

CONTENT: (GENERAL PAPER - 01)

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	Introduction To Business Communication	Meaning, Nature and Scope of Communication, Process of Communication, Attributes of Sender, Factors affecting Communication, Basic forms of communication. Barriers to Effective Communication Overcoming the Barriers. Non Verbal Communication, Body Language, focus on English skills - Vocabulary, Grammar, Phonetics with special reference to retail industry. Presentation skills - speeches, meetings and interviews, guidelines for effective written communication - letters, advertisement and public relations as communication tools. Qualities of an effective communicator.	18
Unit-02	Business Report	Business Report. Purpose, types and components, framework of business report, presentation of report, Brochure, Issuing Notice Agenda of Meeting and Recording of Minutes of Meeting. Business Report Presentation.	18
Unit-03	To Personality Development	Introduction, Concept of Personality Consciousness, Personality Patterns, Personality Syndrome, Symbol of Self, Clothing Names and Nick Names, Speech, Age, Success, Reputation, Molding and Personality Pattern. Persistence and Change.	18
Unit-04	Grooming	Learning objective, Personal grooming and business etiquettes, corporate	18

		etiquette, social etiquette and telephone etiquette, role play and body language, impression management. Social grace, Etiquette and body language, making a great first Impression, body language, Etiquette for dressing, the do's and don'ts in conversation, appearance, voice, perceptions, dress and grooming, courtesy, conversations and small talk at official gathering. Job Interview - Purpose, Types, Interview Skills - Before, During and After the Interview, Interview Dressing, mock interviews - Following up an Application, accepting an Interview Invitation, following up an Interview, Accepting Employment, Resigning from a Job.	
Unit-05	Leadership Styles	Meaning, Significance, Leadership Style, Leader and Team Player, Management of Conflicts, Profile of Greet and Successful Personalities, Role of Career Planning in Personality Development, How to Face Personal Interviews and Group Discussion.	18

Suggested Readings:

1. Personality Development; Hurlock Elizabeth B, Tata Mcgraw Hill, New Delhi.
2. Basic Managerial Skill for all; McGrath E.H PHI Ned Delhi.
3. Communication Skills in English by D.G. Saxena & Kuntal Tamang.
4. English for Effective Communication. Oxford University Press, 2013.
5. English pronunciation in use, New Delhi: CUP, 2007.
Author: Marks Jonathan.
6. Study Speaking, New Delhi: CUP, 2008.
Author: Kenneth Anderson, Tonylynch, Joan MacLean.
7. Study Listening, New Delhi: CUP, 2008.
Author: Lynch, Tony.
8. Communication Skills.
Author: Ramanand Sharma, Dr. M.S. Ashawat.
9. Rajendra Pal Korahill, "Essentials of Business Communication", Sultan Ch and & Sons, New Delhi, 2006.
10. Ramesh, MS, & C. C Pattanshetti, "Business Communication", R.Chand&Co, New Delhi, 2003.
11. Rodriquez M V, "Effective Business Communication Concept" Vikas Publishing Company, 2003.
12. **Note:** Latest and additional good books may be suggested and added from time to time.

Paper Setting Scheme for End Semester Examination.

Part	Number of Questions	Syllabus Coverage	Nature of Questions and Answers	Questions to be Attempted	Maximum Marks
A	10	Complete	Objective (MCQ)	10 (1 Mark Each)	10
B	2	Unit-1	-	1	12
C	2	Unit-2	-	1	12
D	2	Unit-3	-	1	12
E	2	Unit-4	-	1	12
F	2	Unit-5	-	1	12
Total	-	-	-	-	70

B.Voc: (Retail Management) Semester - I

Paper B.Voc. RA112/RA113: Fundamentals in Accounting and Technology
(Computer Skills) - I

Duration: 03 hrs. **Lectures:** 90 **Practical:** Nil **Maximum Marks:** 100
Theory: 70 (Pass Marks) **45%**
Internal Assessment: 30

Objective: The objective of this paper is to help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.

CONTENT: (GENERAL PAPER - 02)

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	Basics of Accounting	Meaning of book keeping and accounting, difference between book keeping and accounting, objectives, advantages and limitations of accounting cycle, Basis of Accounting, GAPPs--Concepts and Conventions of accounting Branches of accounting,; basic terms - Capital, Income, Expenditure, Expenses, Assets, Liabilities .	18
Unit-02	Journal, Ledger and Trail Balance	Double Entry System- meaning, advantages and disadvantages; Types of accounts; Journal and rules of journalizing; accounting equation; subsidiaries book; Petty cash book; Cash book- single, double and triple column; ledger accounts and trial balance- methods of preparation of trial balance; Errors and their types.	18
Unit-03	Fundamentals In Technology Computer Skills	Computer Fundamentals: What is a computer? Components of a computer system. Classification of computers. Types of computers. Brief history of evolution of computers and generation of computers. Computer hardware and software. Input/output devices, internet and web surfing etc.	18
Unit-04	Introduction To MS Office	Introduction to MS-Office and its integrated nature. MS-Word: Starting Word, new documents, entering text, changing text, aligning, underlining, and justifying text. Use of tabs. Tables - creation, adding rows and columns, splitting, and combining cells, Borders. Saving, closing, and operating documents. Adding headers and footers.	18

		Print preview, and printing a document. Mail merge: creating main document and data source. Adding and removing fields from data source.	
Unit-05	Presentation Software	Power Point (Presentation software): Basic concept of presentation software. Standard, formatting, and drawing toolbars in power point and their use. Creating and opening a presentation. Creating, deleting, opening, and copying slides. Closing and saving a presentation. Use of slide sorter, adding header/footer. Use of master slides and colour box. Use of animation features. Inserting pictures, resizing pictures. Inserting organization chart. Use of auto content wizard.	18

Suggested Readings:

(Unit - 01 and Unit - 02)

1. Introduction to Accounting.
Author: T.S. Grewal- S Chand & Company.
2. Book Keeping and Accounting.
Author: R.L. Gupta- Sultan Chand and sons.
3. Financial Accounting- Jain and Narang Kalayani Publication.
4. Financial Accounting- R S Singal- V K Publication.
5. Financial Accounting- Hanif and Mukherji, Tata McGraw Hill.

(Unit - 03, Unit - 04 and Unit - 05)

6. Garroll W. Frenzel Johne. Frenzel, Management of Information Technology, Thomson Course Technology, Boston, 2004.
7. Henry C. Lucas. Jr, Information Technology - Strategic Decision Making for Managers, John Wiley & Sons (Asia) Pvt. Ltd., Singapore, 2005.
8. Efraim Turban, R. Kelly Rainer Jr, Richard E. Potter, Introduction to Information Technology, John Wiley & Sons, (Asia) Pvt. Ltd. Singapore, 2004.
9. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi 5 Barry Merman, Joel R. Evans, Retail Management, Pearson Education.

Note: Latest and additional good books may be suggested and added from time to time.

Paper Setting Scheme for End Semester Examination.

Part	Number of Questions	Syllabus Coverage	Nature of Questions and Answers	Questions to be Attempted	Maximum Marks
A	10	Complete	Objective (MCQ)	10 (1 Mark Each)	10
B	2	Unit-1	-	1	12
C	2	Unit-2	-	1	12
D	2	Unit-3	-	1	12
E	2	Unit-4	-	1	12
F	2	Unit-5	-	1	12
Total	-	-	-	-	70

B.Voc: (Retail Management) Semester - I

Paper B.Voc. RA121/RA125/RA125: Introduction to Retail Store Operations, Health Safety & Security and Team and Organizational Dynamics.

Duration: 03 hrs.

Marks: 100

Lectures: 45

Practical: Nil

CONTENT: (SKILL COMPONENT PAPER - 01)

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	Introduction to Retail and Retail Store Operations (Overview of Retail Industry, Types of Retail Formats and Store Processes)	<ul style="list-style-type: none"> ✓ Define Retailing, Understand the Evolution of Retail, Understanding the overview of Retail Industry in India, Explain Organized and Unorganized Retail Sector. ✓ Define Types of Retail Formats. ✓ Explain Pre-Store Opening, Store Opening and Closing, Understand Loss Prevention & Shrinkage, Understand Store Merchandise Handling, Explain Basics of Visual Merchandising. 	07
Unit-02	Process Credit Applications for Purchases. (Overview and Need of credit facility, Characteristics and conditions of credit facility, Legal and Company Criteria for providing credit facilities, Legal and company processes for credit checks and authorization, Prompt solutions to problems in processing credit application forms).	<ul style="list-style-type: none"> ✓ Discuss the meaning of credit sale, Identify the need of credit facility, List the advantages of offering credit facility, Explain the disadvantages of credit facility. ✓ Identify various features of credit facility, appreciate the role of credit facility in meeting customer needs, List various conditions applicable for credit facility. ✓ Understanding the need of legal obligations for providing credit facilities, explain the company or store criteria for selling goods on credit, explain the way payments are for goods sold on credit. ✓ Explain the factors to be considered while evaluation a credit seeking customer, describe credit checks authorization process, list documents required for credit facility application, understand points that need to be considered while filling up a credit facility application form. ✓ Identify completely filled credit application forms, learn whom to approach in case of difficulties in processing the forms, describe the process of carrying out credit checks and authorization. 	08

<p>Unit-03</p>	<p>Team and Organizational Dynamics (Job responsibilities of a sales associate, Skills of competent sales associate, work effectively in your team, supporting the team in working effectively communication etiquette, Employee's responsibilities toward team, developing effective work habits, work effectively in your organization, working in an organization across team, demonstrating problem solving skills, Evaluating the progress of organizational coordination and health and safety agreement.</p>	<ul style="list-style-type: none"> ✓ Define who is a Sales Associate, explain the responsibilities carried out by a Sales Associate. ✓ Describe the skills required by a Sales Associate; explain the benefits of a competent Sales Associate to business. ✓ Discuss the strategies to achieve effective teamwork, express the importance of maintaining communication etiquette with colleagues, list the guidelines of maintaining etiquette with male/female colleagues, outline the ways of maintaining etiquette with male/female, explain the way of building healthy relationship with colleagues, recognize the importance of showing respect to colleagues and managers, list the ways of working with colleagues to achieve targets, understand the benefits of effective listening to colleagues. ✓ Discuss the techniques of working with a team, list situations in which sharing of information can happen, describe the media through which work related information is shared with colleagues, recognize the importance of exchanging opinion and views with colleagues. ✓ Discuss the need of developing team communication, describe the strategies for developing effective team communication, list the reasons of conflicts between colleagues, justify the need of discussing and resolving issues at workplace. ✓ Justify the importance of working within scope of job responsibilities, Illustrate the essentials of effective work instructions, list of points which help completing work according to requirements, decide when to involve other colleagues to complete the work. ✓ Express the need of self-realization and helping others by sales associate, describe the phases of solution finding to customer problems, discuss how helping other colleagues in solving problems can benefit the organization, <p>list the factors to be considered for self-development.</p> <ul style="list-style-type: none"> ✓ Explain the factors to be considered when making commitments, list the advantages of scheduling tasks, 	<p style="text-align: center;">08</p>
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		discuss the key motivating factors for employees and colleagues, and describe the need for health and safety procedures to be followed during the learning phase.	
Unit-04	Security Risks and their types. (Help keep the store secure, role, authority, responsibility of employees in handling security risks, policies and procedures of an organization for handling security risks, security risk reporting, following company security policy and procedures).	<ul style="list-style-type: none"> ✓ Understand the meaning of security risks, get rid of shopping problems, explain employee theft and methods for preventing the same. ✓ Describe the role of employee in handling security risks, use the authority of employees in handling security risks, interpret responsibilities of employees in handling security risks, explain various ways of handling irritated and abusive customers. ✓ Describe the policies for handling security risks, explain the procedures for handling security risks, list the points to be included in policies for handling security risks, describe the steps to minimize criminal activities in stores. ✓ Understand the need of reporting security risks, understand the importance of investigating incidence, and identify officials to whom security risk issues are to be reported, understand how to handle security risk problems. ✓ Describe the process of techniques for personal safety from security risks, describe the company policies and procedures for maintaining security during work, understand the company policies and procedures for mainlining security during breaks and after finishing work, understand the policies to ensure security risk prevention. 	07

<p>Unit-05</p>	<p>Health, Safety and Security. (Maintain health and safety, plan and procedures, reporting health and safety concerns, company policy toward health and safety, first aid and medical emergency plan, following emergency and evacuation plan, making work environment safe.</p>	<ul style="list-style-type: none"> ✓ Explain the role of health, safety at the workplace. ✓ List the occupational safety and health challenges; list the key obligations and regulations for employers, Identify threat to workers and workplace. ✓ Discuss the importance of reporting health and safety issues, describe the actual meaning of hazards, explain how to handle the hazardous substances, report the health and safety concerns to be authorized person. ✓ Discuss what health and safety threats are present at workplace, list various parameters to check safety, security and health breaches, describe the policies to dispose hazardous substances, recognize the importance of following company safety policies. ✓ Explain first aid and medical emergency plan, understand what medicines could be used in emergencies, list do's and don'ts of first aid, illustrate how to give first aid to victims. ✓ Understand the elements of emergency plan, identify various symbols used an evacuation plan, describe how to do emergency exit, conduct self-analysis in critical situations. ✓ Discuss how to make the work environment safer, appreciate the need of measures to enhance employee health, explain various benefits of upgrading safety tools, describe how to perform mock evacuation drills. 	<p>15</p>
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B.Voc: (Retail Management) Semester - I

Paper B.Voc. RA122: Consumer Buying Behavior and Retail Sales.

Duration: 03 hrs.

Marks: 100

Lectures: 45 Practical: 30

CONTENT: (SKILL COMPONENT PAPER - 02)

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	Customer Buying Behavior and Retail Sales. (Basics of consumer shopping behavior, demonstrate products to customer, preparation of demonstration area, explaining the feature and benefits of products during product demonstration, logical sequencing involved in product demonstration).	<ul style="list-style-type: none">✓ Understand the basics of consumer shopping behavior, Product description and retail selling techniques, describe product and services, explain retail selling techniques.✓ Role of demonstration in promoting and selling products, describe the meaning of product demonstration, understand the importance of product demonstration, list of various aspects involved in demonstration and where product demonstration can be performed.✓ List of various pre-demonstration activities, discuss how a demonstration area is set up, discuss various points which are to be taken care of for planning a demonstration, and recognize what not to do during a product demonstration.✓ Describe what kind of prior knowledge is required for a product demonstration; list the factors that a product specialist should keep in mind for demonstrating a product.✓ Identify the steps involved in product demonstration, list various logical sequencing of a one to one product demonstration, discuss the importance of offering information about product warranty and replacement, illustrate how to close a product demonstration.	09
Unit-02	Help customer choose right products. (Explaining Product Features and Benefits to Customers to	<ul style="list-style-type: none">✓ Describe the meaning of specialist products; discuss the features and benefits of specialist products, list advantages of specialist products over other products.✓ Describe how to help customers select products, discuss the way of handling a customer's objections and questions list explanations for a customer's objections,	09

	Promote Sales and Goodwill, Helping Customers Choose Products and Handling Customer Queries, Identifying Opportunities for Up-selling and Cross-selling, Collecting and Interpreting Customer Responses and Acknowledging Customer Buying Decision, Techniques of Closing Sales and Bill Payment, Legal Rights Related to Returning of Unsatisfactory Goods)	<p>Encourage customers to ask questions.</p> <ul style="list-style-type: none"> ✓ Describe the opportunities for up-selling, explain about opportunities of cross-selling, list various ways of pitching for up-selling and cross-selling Identify customers' requirements for additional and associated products. ✓ Identify customer data to be collected, explain the methods to collect a customer's data, discuss ways of interpreting a customer's response, outline how to acknowledge a customer's buying decision. ✓ Describe the process of closing sales, explain how to direct customers towards bill payment, list various ways in which a sales associate could help customers to make buying decisions. ✓ Describe how to handle customers unsatisfied with a purchased product, explain the way of disclosing legal policies at the time of selling products, list various ways of maintaining the security and safety of products throughout sales process describe the technique of handling products after demonstration. 	
Unit-03	Product, Feature and Benefits. (Informing Customers about Specialist Products: Features and Benefits, Displaying Products of Customer's Interest, Providing Product Information and Response to Customer Queries).	<ul style="list-style-type: none"> ✓ Describe the meaning of specialist products; discuss the features and benefits of specialist products, list advantages of specialist products over other products. ✓ Discuss the need of determining product features and benefits according to a customer's interest, describe ways of making a demonstration interesting for customers, list various ways of attracting different types of customers, make him/herself aware of the need of helping customers during the purchase of a product. ✓ Identify the importance of providing product information to customers, discuss how to respond to customers' questions describe why a sales associate needs to be well informed about the product, make him/herself familiar with employees' behaviour while responding to customer queries. 	09
Unit-04	Product Demonstration.	<ul style="list-style-type: none"> ✓ Describe the importance of products' latest information, discuss ✓ Demonstration of specialist products, describe promotion of specialist 	09

	(Demonstration of specialist products, performing safe and valuable product demonstration, safety and security of store during demonstration).	<p>products, make him/herself familiar with the need of controlling the duration of demonstration.</p> <ul style="list-style-type: none"> ✓ Discuss the company policy for customer service and demonstration of specialist products, explain how to set up demonstrations without disturbing other people, describe setting up safe and effective demonstrations, describe what a sales associate must consider for a safe and effective demonstration. ✓ Describe ways of ensuring the security and safety of the store while giving a demonstration, understand the importance of availability of trained staff in case of an emergency during demonstration, describe the checking of equipment and materials available for the demonstration, and explain precautionary safety signs during product demonstration. 	
Unit-05	Maximize sales of goods and services. (Analyzing Features and Benefits of Products, Identifying and Reporting Promotional Opportunities, Promoting of Products, Recording and Evaluating Promotion Results).	<ul style="list-style-type: none"> ✓ Discuss the need for increasing sales and promotions, appreciate seasonal trends and their impact on sales, explain the difference between product features and benefits, list different ways of promoting products. ✓ Explain the estimation of promotional opportunities to increase sales, discuss the potential of promotional opportunities to increase sales, list various techniques to encourage buying of promoted product in future. ✓ Explain how to promote product features and benefits, discuss how to communicate promotions to customers, list various techniques for encouraging customers to purchase promoted products. ✓ Describe the effectiveness of promotions, explain how to evaluate promotion results, list the various considerations in evaluating a promotion, and explain the benefits of promotions. 	09
	Practical-(Retail Lab)	Understanding consumer buying behavior and retail sales. Demonstrate products to customers. Help customers choose right products. Provide specialist support to customers to facilitate purchase. Help in maximizing product sales and participate in product promotions.	30

B.Voc: (Retail Management) Semester - I

Paper B.Voc. RA123: Consumer Service and Customer Relationship Management.

Duration: 03 hrs.

Marks: 100

Lectures: 45

Practical: 30

CONTENT: (SKILL COMPONENT PAPER - 03)

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	<p>Create positive Image of self and organization in customer's mind. (Establishing Organizational Image, Developing Basic Etiquettes, Appropriate Customer Handling, Explaining and Interpreting Complex Information to Customers, Building Relationships with Internal and External Customers, Creating and Analyzing Database).</p>	<p>✓ Explain the meaning of an organization. Identify organizational behavior policies for customer, colleagues, and seniors. Explain work flow in the organization. Describe the reporting structure in the organization. Explain basic etiquettes. List grooming standards for male/female employees. Discuss general guidelines for communicating with customers. Explain the importance of using simple phrases and language while communicating with customers.</p> <p>✓ Discuss the ways of dealing with customers. Understand the importance of greeting customers. List various points to be kept in mind while greeting customers. Describe the importance of listening to customers.</p> <p>✓ Explain the process of dealing with complex information provided to customers. Discuss reasons of adopting behaviour as per customer behaviour. Explain the need and significance of updating customers. Describe the ways of providing the best solution to customers.</p> <p>✓ Describe relationships with internal and external customers. Illustrate the importance of timely delivery of services to customers. List steps of assisting customers in difficult times. Discuss how to follow-up customers for services and feedback.</p> <p>✓ Explain the need for developing documentation skills. Discuss the importance of reading and writing skills for sales associates. Describe how to maintain client information database. Explain the method of writing and</p>	09

		submitting reports.	
Unit-02	Monitor and Solve Service Concerns. (Understanding Customer Service Problems: Organizational Procedure and System, Solving Customer Service Problems, Informing and Analyzing Actions Taken, Resolving Repeated Customer Service Problems, (Monitoring Changes and Analyzing the Impact of Successfully Resolved Customer Service Problems).	<ul style="list-style-type: none"> ✓ Describe organizational procedures and systems for dealing with customer service problems. List reasons why some dissatisfied customers do not complain to the retailers. Describe the importance of authority in solving customer service problems. Discuss how to solve customer service problems. ✓ Explain how to negotiate with and reassure customers while their problems are being solved. Describe ways of executing agreed solutions. Discuss the need of solving problems in advance with service systems and procedures. Make him/herself familiar with the need of negotiating and reassuring customers at the time of problem resolution. ✓ Discuss how to inform customers about the status of the actions taken. Understand whether customers are comfortable with the actions taken. List the importance of informing managers and colleagues about the steps taken. Learn the impact of a situation when a customer is not comfortable with a solution. ✓ Describe the organizational procedures to identify repeated customer service problems. List various options for dealing with a repeated problem. Identify activities to find out the merits and demerits of each option. Discuss the activities required to select the best option for solving repeated customer service problems. ✓ Identify the activities for monitoring changes done in the organizational policies and systems. Describe the action to be taken if changes in the organizational policy have not been implemented. Discuss the impact of successful resolution of customer service problems on customer loyalty. Identify situations in which customers may become loyal to the retailer. 	09
Unit-03	Promote Continuous Improvement in Services and Improve Customer Relationships.	<ul style="list-style-type: none"> ✓ Explain the importance of gathering customer feedback. Discuss the need of analyzing and interpreting customer feedback. List various ways to identify opportunities and propose changes. ✓ Explain the need of customer service 	09

	(Collecting, Analyzing and Presenting Customer Feedback, Improving Customer Service, Implementing Changes in Customer Service Standards, Reviewing Implemented Changes in Customer Service Standards, Improving Relationship and Communication with Customers, Maintaining Balance between Customer and Organizational Needs, Meeting and Exceeding Customer Expectations).	<p>improvement. Discuss the influence of service delivery on customer experience.</p> <ul style="list-style-type: none"> ✓ Identify the need of recording and analyzing opinion of customers. Interpret the benefit that organizations have due to continuous service improvement. ✓ Discuss the need of obtaining the approval for changes in customer service standards from the concerned authority. Describe ways of organizing implementation of authorized changes. List the concerned people to be informed about the changes. Describe the advantages and disadvantages of change. ✓ Discuss the use of the analysis and interpretation of implemented changes in customer service standards to identify further opportunities for improvement. Describe ways of presenting improvement opportunities to concerned authority for implementation. List the service improvement strategies affecting the balance between overall customer satisfaction, costs of providing service, and regulatory needs. ✓ Discuss the need of improving customer relations. List various ways of improving the organization's image in front of customers. Identify the best communication method to be used. Explore the need of informing customers when their expectations are not met. ✓ Explain the importance of meeting customer expectations within the organization. Discuss the ways to meet the customer expectations. Describe the importance of improving relationship with customers. List the tactics retailer can put to improve customer relationship. ✓ Identify opportunities to exceed customers' expectations. Discuss alternative solutions. Describe how to negotiate solutions. Elaborate how to take actions upon agreed solutions. 	
Unit-04	Sales and Post Sales Service Support. (Preparing for	<ul style="list-style-type: none"> ✓ Explain the meaning of personalized selling. Describe the need of knowing about new brands or services provided by companies. Discuss the preparation required for client visits. 	09

	<p>Customer Visits, Providing Personalized Service to Customers, Meeting Company's Customer Service Standards, Company Procedure for Maintaining Client Records, Developing Relationships with Customers).</p>	<p>Explain the importance of checking the work area for client consultation.</p> <ul style="list-style-type: none"> ✓ Discuss the need of contacting clients as per their convenience. Illustrate the need of establishing good relationships with clients. Explain the importance of asking questions to clients. Make him/herself familiar with the tactics to determine a client budget. ✓ Discuss the company's customer service standards and personalized service. Describe the need of establishing company's desired image in clients' mind. List various opportunities of selling additional products. Discuss why sales associates are required to abide by company service standards. ✓ Discuss data protection laws. Explain company procedures for updating client records. List various steps of recording and storing client information. Make him/herself familiar with company policy for client confidentiality. ✓ Discuss the importance of keeping promises to customers. Explain how to sell products and maintain good relationships with clients. List various ways of making additional product recommendations to clients. Make him/herself familiar with the need of matching product's features and benefits to client's requirements. 	
Unit-05	<p>Resolve Customer Concerns and Organize the Delivery of Reliable Services. (Identifying Customer Service Problems, Determining Solutions Solution for Customer Service Issues, Communicating Solution Options to Customers, Taking Actions to Resolve Customer Service</p>	<ul style="list-style-type: none"> ✓ Explain various problems faced by customers in retail stores. Discuss the importance of listening to customers carefully. List various options to resolve customer problems. Describe the need of confirming the options with others to resolve customer problems. ✓ Explain how to identify alternatives to solve customer problems that a sales associate cannot help with. Describe the importance of discussing available options with customers. List various strategies that could be used by sales associates for solving such problems. Discuss whom to contact for customer problems when the sales associate is unable to solve the problem. ✓ Discuss the need to check organizational benefit of solution opted. Explain the action to be taken 	09

	<p>Problems, Dealing with Repeated Problems and No-Solution Situations, Planning Customer Service Delivery, Organizing Reliable Customer Service, Following Organizational Procedures for Customer Service Delivery, Maintaining and Controlling Customer Service Delivery, Using Recording Systems to Maintain Reliable Customer Service).</p>	<p>to implement the option agreed upon by the customer. Describe the need for informing the customer about what is happening to resolve the problem. List various sources through which customers could be informed about the resolution of the problem.</p> <ul style="list-style-type: none"> ✓ Discuss how to work with others for resolving customer problems. Illustrate how to keep a record of promises made. Elaborate on the importance of contacting customers to ensure proper problem resolution. Describe why a sales associate should provide clear reasons when customer problem cannot be solved. ✓ Describe how to identify repeated problems. Discuss the importance of alerting appropriate authority for repeated problems. Illustrate the need for sharing customer feedback with others. Elaborate on the requirement of identifying problems with systems and procedures before they occur. ✓ Explain the meaning of customer service delivery. Discuss various prerequisites of planning, preparing and organizing service delivery. List various factors on which efficiency of the services rendered by a retailer depends. Discuss the need of a retailer to be transparent with its policies and portfolio. ✓ Discuss the need for responding to customer feedback. Elaborate on the feedback mechanism. Describe the importance of identifying useful customer feedback. Illustrate the importance of positive customer feedback. ✓ List various organizational procedures for delivering customer service. Describe how to locate information to solve customer query. Identify critical sections in feedback form. ✓ Describe the need for maintaining service delivery during busy and lull periods. Differentiate the behavior of retail sales associate between busy and lull periods. Elaborate how to reorganize work to handle unexpected workload. List various actions to be taken to improve the reliability of customer service. 	
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		<p>✓ Discuss the different methods used for collecting customer information. Explain policies related to recording and storing customer service information. Describe the procedure to select and retrieve relevant customer service information. Elaborate on the need of supplying accurate customer service information.</p>	
	<p>Practical-(Retail Lab)</p>	<p>Customer Service and Customer Relationship Management. Establish effective rapport with customers, respond appropriately to customers, communicate information's to customers, solve immediate customer service problems, and identify repeated customer service problems and options for solving them. Identify appropriate actions that can be taken to avoid the repetition of customer service problems, Plan improvements in customer service based on customer feedback. Provide personalized sales and post sales service support. Review effectiveness of customer service delivery and suggest process improvements.</p>	<p>30</p>

B.Voc: (Retail Management) Semester – II

Paper B.Voc. RA211/214: Business Communication and Personality Development – II

Duration: 03 hrs. Lectures: 90 Practical: Nil

Maximum Marks: 100

Theory: 70 (Pass Marks) 45%

Internal Assessment: 30

Objective: The objective of this paper is to help students to acquire basic knowledge of the business communication and professional skills to impart skills for dealing with various kinds of business communications.

CONTENT: (GENERAL PAPER – 01)

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	Introducing Business Communication.	Meaning Objective and principal of communication. Formal and informal communication, Listening- process, barriers, reading skill and speaking skill; strategies for effective communication. Role of communication skills in business. Self- development and communication, development of positive personal attitude, Effective communication and its key aspects, body language, assertiveness, problem solving, conflict, decision making skills, positive motivation and creative thinking.	18
Unit-02	Personality and Personality Traits.	Introduction to Personality - Basic of Personality, Human growth and Behavior. Theories in Personalities, Motivation techniques in personality development - self confidence. Mnemonics, goal setting, time management and effective planning, Stress Management, Meditation and Concentration Techniques, Self hypnotism, self acceptance and self growth. SWOT Analysis.	18
Unit-03	Personality Development.	Healthy personalities, Developing self awareness, managing personal stress, solving problems analytically and creatively, grooming, appearance, dress sense, personal hygiene, etiquettes, body language, time management, public speaking.	18

Unit-04	Planning, Organizing.	Map: set up your project management plan, what are my goals? What end result am I trying to accomplish? What is my deadline? Who will I need to include in this project? What supplies / resources will I need to get this done? Organize: keep your project paper work organized. Implement: put your project management plan into action. Recognize: pay attention to progress with your project management plan. Complete: make sure you are meeting your project management plan deadlines.	18
Unit-05	Problem Solving	Define the problem, look at potential causes for the problem, identify alternatives for approaching to resolve the problem, select and option to resolve the problem, plan the implementation of best alternative, monitor implementation plan, verify the problem has been resolved or not. Rational V/s Organic approach for problem solving.	18

Suggested Readings:

1. Rajendra Pal Korahill, "Essentials of Business Communication", Sultan Chand & Sons, New Delhi, 2006.
2. Dr Raj Kumar Singh and Girishbala Mohanty, "Industrial Psychology", Kalayani Publication, New Delhi.
3. Ramesh, MS, & C. C Pattanshetti, "Business Communication", R.Chand&Co, New Delhi, 2003.
4. Rodriquez M V, "Effective Business Communication Concept" Vikas Publishing Company, 2003.
5. Hurlock, Elizabeth B, Personality Development, Tata McGraw Hill, New Delhi
6. McGrath, E.H., Basic Managerial Skills for All, Prentice Hall of India Pvt. Ltd., New Delhi.
7. Wehtten, David A and Kim S Cameron, Developing Managerial Skills, Pearson Education, New Delhi

Note: Latest and additional good books may be suggested and added from time to time.

Paper Setting Scheme for End Semester Examination.

Part	Number of Questions	Syllabus Coverage	Nature of Questions and Answers	Questions to be Attempted	Maximum Marks
A	10	Complete	Objective (MCQ)	10 (1 Mark Each)	10
B	2	Unit-1	-	1	12
C	2	Unit-2	-	1	12
D	2	Unit-3	-	1	12
E	2	Unit-4	-	1	12
F	2	Unit-5	-	1	12
Total	-	-	-	-	70

B.Voc: (Retail Management) Semester - II

Paper B.Voc. RA112/RA113: Fundamentals in Accounting and Technology (Computer Skills) - II

Duration: 03 hrs. Lectures: 90 Practical: Nil Maximum Marks: 100
 Theory: 70 (Pass Marks) 45%
 Internal Assessment: 30

Objective: The objective of this paper is to help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.

CONTENT: (GENERAL PAPER - 02)

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	Fundamentals in Accounting (Overview)	Indian Accounting Standards with International Accounting Standards (IFRS) Bank reconciliation statement-problems, preparation of final accounts, Profit & Loss Account and Balance Sheet with simple adjustments Depreciation Accounting—meaning, causes, objectives, methods of charging depreciation—straight line and diminishing balance methods and their comparison.	22
Unit-02	Financial Statement Analysis	Financial statement analysis - techniques. Preparation of cost sheets, Cost sheet formats, Preparation of cost sheets; (Historical Cost sheets and estimated cost sheets). Fundamental of management accounting - Marginal costing and break even analysis - basic knowledge	20
Unit-03	Data Processing.	Data Processing: Types, Data processing cycle, Computer in Business.	10
Unit-04	Types of Computers and Communication.	Personnel Computers: PC & Types of Computers, Primary & Secondary storage device, other peripherals used with PC, Computer languages. Data Communication & Networks: Introduction of Communication, Communication Medias, Communication Modes, Networks: Goals of Networks, Types of Networks, Client/Server Computing, Network	18

		Topologies, MODEM, Gateways, Multiplexer, Bridges, Routers. Ethernet.	
Unit-05	Introduction to Operating System	Introduction to Operating System: Types of Software's, Types of O.S. , Concept of MS-DOS : Internal & External Commands . Path, prompt, rmdir, time,ver, vol,echo, chkdsk, diskcopy, label, scandisk, replace, format, fdisk. Windows - Windows explorer, print manager, control panel, paint brush. Dialog box: text box, check box, slide boxes, Desktop.Spreadsheet Software: Introduction of spreadsheet software, creating, Range, formulas, Functions, databases functions in spreadsheet, Graphs on Spreadsheet, data validation, Application of MS-Excel in Business.	20

Suggested Readings:

1. Introduction to Accounting, T..S. Grewal, S Chand and Company, New Delhi.
2. Book Keeping and Accounting, R.L. Gupta, Sultant Chand & Sons, New Delhi.
3. Cost Accounting, Jain and Narang, Kalyani Publishers, Ludhiana.
4. Cost Accounting, Gupta, Sharma and Thakur, V.K. Publication, New Delhi.
5. Management Control Techniques, Mittal and Thakur, V.K. Publication, New Delhi.
6. Management Accounting, Jain and Narang, Kalyani Publishers, Ludhiana.
7. Garroll W. Frenzel Johne. Frenzel, Management of Information Technology, Thomson Course Technology, Boston, 2004.
8. Henry C. Lucas. Jr, Information Technology - Strategic Decision Making for Managers, John Wiley & Sons (Asia) Pvt. Ltd., Singapore, 2005.
9. Efraim Turban, R. Kelly Rainer Jr, Richard E. Potter, Introduction to Information Technology, John Wiley & Sons, (Asia) Pvt. Ltd. Singapore, 2004.
10. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, New Delhi 5 Barry Merman, Joel R. Evans, Retail Management, Pearson Education.

Note: Latest and additional good books may be suggested and added from time to time.

Paper Setting Scheme for End Semester Examination.

Part	Number of Questions	Syllabus Coverage	Nature of Questions and Answers	Questions to be Attempted	Maximum Marks
A	10	Complete	Objective (MCQ)	10 (1 Mark Each)	10
B	2	Unit-1	-	1	12
C	2	Unit-2	-	1	12
D	2	Unit-3	-	1	12
E	2	Unit-4	-	1	12
F	2	Unit-5	-	1	12
Total	-	-	-	-	70

B.Voc: (Retail Management) Semester - II

Paper B.Voc. RA221: Store Display and Visual Merchandising.

Duration: 03 hrs.

Marks: 100

Lectures: 45

Practical: 30

CONTENT: (SKILL COMPONENT PAPER - 01)

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	Organize The Display of Product at The Store. (Prepare product for display, Label product displays, Arrange and maintain products for display).	<ul style="list-style-type: none">✓Examine role and importance of merchandise display in attracting customers. Explain assembling of products before display. Know about safe transfer of merchandise to display area. Learn to review product condition. Explain cleanliness of display area, accessories and equipment. Elaborate estimation of quantity for products to be displayed.✓Identify the importance of proper product labeling. Understanding the idea behind maintaining accuracy in positioning product labels. Learn about legal and standard operational requirements for product labels. Explain how to confirm labeling requirements with the concerned person.✓Ensure health, safety and hygiene requirements of display. Arrange and replace products to maintain display presentation. Define reposition products to maintain display presentation. Know about regular monitoring of displays.	09
Unit-02	Plan Visual Merchandise. (Interpret Visual Design Briefs for Retail Display).	<ul style="list-style-type: none">✓Explain the meaning of visual merchandising. Describe the elements of a visual design brief. Identify the display requirements before framing visual design brief. Analyze effective ways to improve visual effects. Learn about the company policies on Visual Design.	09
Unit-03	Role of Visual Merchandiser in Improving Store Visual Appeal.	<ul style="list-style-type: none">✓Describe the role of a visual merchandiser in improving the visual appeal of the Store. List factors that can help retailers to identify the right candidate. Give an example of something a visual merchandiser can create in a store's window. Examine the job description of a visual merchandiser.	09

Unit-04	Elements of Display and Potential Places for Product Display.	✓ Analyze concepts related to elements of display. Learn about potential places for product display. Illustrate how you manage color and space to display products	09
Unit-05	Role of Props, Equipment and Materials in Display, Updating Stock Records for Merchandise Display.	✓ Analyze the role of props in display. Examine the prototypes in display. Understand which tools are used for displaying jewelry and apparels at the retail stores. ✓ Discuss the process of updating stock records. Collect the information for store inventory. Know how to choose the right suppliers. Illustrate tracking delivery of merchandise, props, and equipment.	09
	Practical (Retail-Lab)	Store Display and Visual Merchandising. Prepare to display products. Label displays of products. Arrange and maintain products for display. Interpret design briefs for retail displays. Identify merchandise and props to be featured in retail displays.	30

B.Voc: (Retail Management) Semester – II

Paper B.Voc. RA222/RA224: Sales Management and Customer Experience Management.

Duration: 03 hrs.

Marks: 100

Lectures: 60

Practical: 30

CONTENT: (SKILL COMPONENT PAPER – 02)

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	<p>Sales Management. (Product and Service Knowledge, Retail Markets – competitions and best practices, maintain the availability of goods for sale to customers, display requirements and types of merchandize, informing staff about dressing techniques and role of lighting, Evaluating Visual Effects of Displays and Suggesting Changes, Monitoring and Informing Price Changes in Products, Identifying and Removing Unwanted Materials).</p>	<ul style="list-style-type: none"> ✓ Equip with Product and Service Knowledge. ✓ Understand Retail markets - Competition and Best Practices. ✓ Learn how to determine display requirements using store procedures. Describe different types in which merchandise can be displayed. Illustrate the creation of focal points of display. Explain how to create awareness of trends in staff members. ✓ Explain different dressing techniques to staff. Identify procedures for dressing mannequins, busts, and other props. Discuss the need of grouping products to attract customers. Determine if grouped products meet standards of display. ✓ Describe visual effects of displays and suggesting changes. Identify positive or negative effect of visual displays on consumer. Know about importance of making adjustments to displays to enhance visual effects. Give an example for creating displays as per set organizational policies on visual effects. ✓ Discuss the need of informing price changes in products. Understand the process of checking product pricing and reporting discrepancies. Outline legal requirements for product pricing. Know about key factors must be considered while pricing products. ✓ Examine how to identify and remove unwanted materials. Illustrate efficient waste management for retailers. Know how to minimize product waste. List the unwanted materials found in retail store. 	07

<p>Unit-02</p>	<p>Processing the Sales Products. (Providing Product Insights to Customers, Point of Sale (POS) Procedures, Modes of Payment Available to Customers, Arranging Products for Sale,</p>	<ul style="list-style-type: none"> ✓ Explain the certain aspects of the products to the customer. Describe the various aspects of product insights to the customer. Understand how a retailer describes the product features in detail to the customers. Explain the importance of voice of customer (VOC) in a retail business. ✓ Explain the meaning of Point of Sale. Describe components of POS system. Know how to handle cash. Illustrate cash register security. ✓ Know the meaning of retail payment systems. Elaborate on the current trends in the payment systems. Learn how to make payments through cheques and debit card. Illustrate the concept of E-commerce payments. ✓ Illustrate the ways of arranging the products for sale. Learn about moving the merchandise safely to the billing counter. Know about reporting discrepancies or failure to the concerned authority. 	<p>04</p>
<p>Unit-03</p>	<p>Allocate & Check Work in Team and Establish and Satisfy Customer Needs. (Brief Team Members about Work Requirements and Standards, Allocate Work Based on Skill and Knowledge, Plan Work to Make Optimum Use of Resources, Seeking Clarifications with Senior Authority, Performance Appraisal of Team Members, Providing Information to Customers, Role of Product demonstration in</p>	<ul style="list-style-type: none"> ✓ Explain what performance standards are. Learn about types of performance standards. Give examples of performance standards. Discuss the purpose of team standards. Identify appropriate standards of performance for your team. ✓ Identify how you can get the best match between tasks and team members. Discuss on what basis tasks should be allocated. Describe how to involve teams in decisions about allocating tasks makes teams more effective and better motivated. ✓ Discuss how you can make optimum use of business resources. Identify factors considered while preparing a work plan. Know about steps to optimize business resource. Illustrate methods that are used for planning work in a team. ✓ Explain how to seek clarifications with senior authority. Discuss the work required of the team with senior authority. Describe how to report completion of work or delays to manager. Demonstrate what type questions that may be asked while seeking clarification from senior author. ✓ Describe team member performance 	<p>11</p>

	<p>Driving Sales, Assisting Customers to Choose Products, Gather and Analyze Customer Responses, Sales Closure and Billing against Customer Purchases, Developing and Continuing Good Rapport with Clients)</p>	<p>evaluation techniques. Identify sharing feedback for improving employee performance. Outline manages conflict between team members. Know how to handle country or culture differences.</p> <ul style="list-style-type: none"> ✓ Identify the information needed by a team leader in a retail store. Know the basic information needed by customers. Describe the technical description of products. Illustrate how to handle the warranty and replacement questions. ✓ Learn about the functions of product demonstration in driving sales. Discuss the key considerations to be made before starting product demonstration. Identify ensuring safety and security of store while giving the demonstration. Illustrate the safety precautions for product demonstration. ✓ Describe the ways to assist customers to choose products. Identify the preferences of customer. Learn about strategies you can adopt to sell to consumers. Make the customers aware about new features of product. ✓ Learn how to analyze customer responses. Discuss the need of motivating customers for questioning. Examine how to deal with customer queries and objections. Know about product knowledge of an employee while dealing with customers. ✓ Discuss the key aspects that should be considered while closure of sales. Learn about billing against customer purchases. Know about sales closing techniques. ✓ Learn the technique of developing good rapport with clients. Discuss the basic ways to build rapport with customers. Learn about helpful rapport building behaviors. 	
<p>Unit-04</p>	<p>Monitor and Solve Customer Service Problems. (Organizational Procedures and Systems for Handling Techniques, Solving</p>	<ul style="list-style-type: none"> ✓ Give an overview of effective handling of complaints. Explain organizational procedures and systems for handling customer service issues. Illustrate several reasons that prevent customers from making formal complaints to retailers. Learn how to implement the agreed upon solution. ✓ Explain how to coordinate with others 	<p>05</p>

	Customer Service Issues by Coordinating with others, Reassuring and Negotiating with Customers, Identifying Repeated Customer Service Problems, Impact of Successful Problem Resolution on Customer Loyalty).	<p>to solve customer complaints. Learn how to take ownership of the dispute. Identify the authority to resolve customer service doubts. Summarize the role of supervisor and senior manager in solving customer service issues.</p> <ul style="list-style-type: none"> ✓ Identify how to reassure and negotiate with customers. Explain some means that can be used to assure and negotiate with customers. Explain how to keep customers informed about service status. Verify whether customers are comfortable with actions being taken. ✓ Explain how to identify repeated customer service bugs. Identify key ways to handle repeated customer issues. Illustrate tracking changes in organizational policies and adjusting them if required. Learn the responsibilities of team leader while changing policies. ✓ Define the meaning of customer loyalty. Identify the drivers of customer loyalty. Outline the influence of successful problem resolution on customer loyalty. 	
Unit-05	Communicate Effectively with Stakeholders. (Role and Significance of Communication in an Organization, Following Organizational Standards during Communication, Check Proper Functioning of Communication Equipment, Importance of Body Language and Feedback in Communication, Role of Communication in Resolving Conflicts and Seeking,	<ul style="list-style-type: none"> ✓ Define meaning of communication. Know about communication in an organization. Identify different objectives and functions of communication. Learn about the various benefits of communication for employees in an organization. ✓ Explain organizational standards of communication. Analyze written communication. List important aspects that must be considered for written communication. Know about the importance of maintaining confidentiality in communication. ✓ Make sure that the communication equipment is working properly. Learn about teleconferencing and video conferencing (VC). Illustrate business letter and memo. Explain board meetings and social media platforms. ✓ Identify body language in communication. List the key aspects that must be considered while communicating non-verbally. Explain the use of body language as a communication tool. Explain the importance of feedback in communication. 	03

	<p>Communicating with Customers in Respectful Manner, Effective After Sales Service & Customer feedback management).</p>	<ul style="list-style-type: none"> ✓ Explain role of communication in resolving conflicts and seeking help. Recognize how communication helps in resolving conflicts at workplace. Illustrate the rules for the good speaker. List the rules for a listener. ✓ Know how to communicate with customers in a respectful manner. Outline how to communicate assertively and respectfully. Explain form of communication usually takes place. Illustrate how to show basic respect during communication. ✓ Understand benefits of effective After Sales Service. Understand elements of Customer Feedback Management. 	
	<p>Practical (Retail-Lab)</p>	<p>Customer Experience Management Help customers identify the products for purchase. Provide information on variants of products and help customers make buying decisions. Enable customers to make appropriate product choices. Ensure that customers fulfil their purchase process smoothly from start to billing. Apply the elements of effective Communication while interacting with Customers and other stakeholders.</p>	<p>30</p>

B.Voc: (Retail Management) Semester - II

Paper B.Voc. RA223: Organization and Team Dynamics.

Duration: 03 hrs.

Marks: 100

Lectures: 30

Practical: Nil

CONTENT: (SKILL COMPONENT PAPER - 03)

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	Organization and Team Dynamics. (Organizational overview, Role and skills of a team leader)	<ul style="list-style-type: none">✓ Company Vision, Mission, Values. Understanding Company Policies and Procedures.✓ Job Role of Team Leader and skill sets of a competent Team Leader	05
Unit-02	Work Effectively in a Retail Team. (Effective Communication and Teamwork, Developing Healthy Relationship with Colleagues, Plan and Organize Work Routine, collaborating with Colleagues to Achieve Targets, Following Personal Hygiene and Report Misbehavior to Manager, Maintain Balance between Work and Personal Priorities).	<ul style="list-style-type: none">✓ Give an overview of effective communication and its benefits. Explain the characteristics and effects of effective communication. Identify effective communication and effective teamwork. Learn the role of effective listening in communication. Demonstrate communication etiquette with male and female.✓ Understand how to develop healthy relationship with colleagues. Explain common measures that can be adopted to develop healthy relationship with all co-workers. Make a list of characteristics of good, healthy working relationships. Discuss ways to build healthy relationships with colleagues.✓ Understand how to plan and organize work activities. Illustrate key step to organize work routine. Examine priorities tasks for timely delivery. Learn how meetings serve as a planning and organization tool.✓ Explain how to work with colleagues to achieve targets. Recognize how to make commitments and share information with colleagues. Learn about seek clarification and advice from managers or colleagues. Elaborate how to help colleagues in facing challenges and resolve conflicts with colleagues.✓ Discuss common dress code criteria for employees. Identify useful tips for maintaining personal hygiene. Know about displaying non-discriminatory	09

		<p>attitude toward colleagues and customers. Explain how to report misbehavior to manager.</p> <ul style="list-style-type: none"> ✓ Give an overview of work-life balance. Illustrate the steps to a work-life balance. Examine balance between work and personal priorities. Provide useful tips that can allow employees to maintain a healthy balance between home and workplace. 	
Unit-03	Work Effectively in Organization: (Achieving Organizational Goals through Teamwork, Follow Organizational Guidelines and Work Related Instructions).	<ul style="list-style-type: none"> ✓ Explain how to achieve organizational goals through teamwork. Examine how to improve teamwork in the organization. Know about how to share work fairly with colleagues. Explain how productivity in the workplace is related to equal division of work. ✓ Give an overview of organizational behavior policies for customer, colleagues and seniors. Explain key behavioral guidelines to be followed while interacting with colleagues. Make a list of some guidelines that should be followed while interacting with senior members in the organization. 	05
Unit-04	Understanding and working within Job Responsibility, Setting Realistic Targets and Flexible Work Plans, Being Open to Feedback.	<ul style="list-style-type: none"> ✓ Describe benefits of working within job role and responsibilities. Discuss how to finish work according to requirements. Explain common reasons for not fulfilling requirements. Know about how to develop effective work habits. ✓ Give an overview of realistic targets. List the major challenges to set realistic targets. Illustrate how to be flexible and adapt to work plans. Learn how to help subordinates to achieve targets. ✓ Explain importance of feedback in the workplace. Discuss constructive feedback. List the key factors that should be kept in mind while seeking assistance from a senior. Learn how feedback helps people find answers of vital questions. 	05
Unit-05	Help Maintain Healthy and Safety. (Health, Safety, and Security Plans and Procedures, Lifting and Handling	<ul style="list-style-type: none"> ✓ Analyze health, safety, and security plans and procedures. Give an overview of key regulations and obligations for employers. Know about threat to workers and workplace. ✓ Give an overview on lifting and handling goods safely. Outline the guidelines that must be followed 	05

	<p>Goods Safely, Understanding Hazards, Reporting Safety Concerns and Emergency Medical Plan, Evacuation Plan and Measures to Enhance Employee Health).</p>	<p>while lifting heavy loads. Explain common company guidelines for lifting and handling equipment. Learn about which aspects should be considered while planning safe movement of goods.</p> <ul style="list-style-type: none"> ✓Identify hazards and different sources of workplace hazards. Explain the disadvantages of ignoring health and safety guidelines. Explain how to handle breaches in health and safety. ✓Identify health and safety concerns. Explain first aid and emergency medical plan. Make a list of common emergency medicines. Learn about safety gears. ✓Explain what 'emergency evacuation' means. Learn the concept of an evacuation plan and symbols used in an evacuation plan. Illustrate mock evacuation drills to help others during evacuation. Identify measures to enhance employee health. 	
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ASSESSMENT GUIDELINES

The Assessment and Certification for Skill Component of the Curriculum will be the responsibility of the Sector Skill Council.

The assessment by the Sector Council will be independent and out of the University evaluation. The Final grade and certificate will be awarded after successful completion of the evaluations.

The curriculum under Skill Component i.e. Theory, Practical and Internship will be under the purview of this assessment.

There will be two kinds of assessments for Skill Component:

- Internal Assessment (Formative Assessment)
- External Assessment (Summative Assessment)

The Internal Assessment (Formative Assessment):

This assessment will be done during the course of the semester. **It will be formative assessments which will aim to assess topics which are predominantly beyond purview of QP-NOS.** This assessment will be done by the Training Partner.

Internal Assessment grade/marks will not be factored in the computation of the final External assessment. It will only serve as an input to identify strengths and areas of improvement of the student. This feedback will also provide input to the student for learning during Internship.

Components of Internal / Formative Assessment: Theory

The student will be assessed on the below components in every semester:

Components of Internal Evaluation - Theory	Marks
Attendance	10%
Assignment/Presentation/Viva	40%
Test paper(s) (1 or 2) (1×10 =10; 2×5 =10)	50%
Total	100%

External Assessment (Summative Assessment)

This assessment will be done at the end of semester. **It will be a summative assessment which will aim to assess performance of students on QP-NOS.** This assessment will be used by instructors to assess the student's theoretical and Practical knowledge.

External Assessment grade/marks will be factored in the computation of the final end semester assessment.

The External Assessment will be done on Theory, Practical and Internship.

The Theory and Practical Assessment will be done based on defined Assessment framework (**Refer Annexure I**) and Assessment Criteria (**Refer AnnexureII**). For internship Assessment, the project guide would rate the intern based on defined parameters (**Refer Annexure III as an example**) and the Assessor (Assessment Agency) would evaluate the project report as per **Annexure IV**.

The aggregate minimum of 40% is required for a pass for a course for NSQF Level 4 and 5 and 50% for Level 6 and 7, respectively.

CERTIFICATION

On successful completion of the assessments by the assessment agency, the Sector Skill Council (RASCI) will issue certificates to the passed students.



HIMACHAL PRADESH UNIVERSITY

B.VOC. DEGREE PROGRAMME

IN

HOSPITALITY AND TOURISM

REGULATIONS, SCHEME AND SYLLABUS

INTRODUCTION

This scheme on skills development based higher education is a part of college/university education-leading to Bachelor of Vocation (B.Voc.) Degree with multiple exits such as Diploma/Advanced Diploma under the NSQF. The B . V o c . Programme is f o c u s e d o n universities p r o v i d i n g undergraduate studies which would also incorporate specific job roles along with broad based general education. This would enable the graduates completing B. Voc. to make a meaningful participation in accelerating India 's economy by gaining appropriate employment- becoming entrepreneurs and creating appropriate knowledge.

The proposed vocational programme in Hospitality and Tourism a judicious mix of skills-professional education related to Tourism and also appropriate content of general education. It is designed with the objective of equipping the students with requisite set of practical and professional skills in tourism and hospitality.

CURRICULUM

The curriculum in each of the years of the programme would be a suitable mix of general education and skill development components.

DURATION

The duration of the B. Voc. Hospitality and Tourism shall be three years consisting of six semesters. The duration of each semester shall be five months inclusive of the days of examinations. There shall be at least 90 working days in a semester and a minimum 450 hours of learning in a semester.

PROGRAMME STRUCTURE

The B.Voc. Hospitality and Tourism shall include:

- ❖ General Education Components
- ❖ Skill Components
- ❖ Internship/Projects

CREDIT CALCULATION

The following formula is used for conversion of time into credit hours.

- ❖ One credit would mean equivalent of 15 periods of 60 minutes each for theory - workshops/labs and tutorials;

- ❖ For internship /field work- the credit weightage for equivalent hours shall be 50% of that for lectures/workshops;
- ❖ For self-learning based on e-content or otherwise- the credit weightage for equivalent hours of study should be 50% or less of that for lecturers/workshops.

CONDITIONS FOR ADMISSIONS

ELIGIBILITY

- ❖ The admission to B Voc. programme will be as per the rules and regulations of the University for admissions. The eligibility criteria for admission to this B. Voc. Programme shall be 10+2 in all streams from a recognized board.
- ❖ Reservation rules are applicable as per Govt. of Himachal Pradesh.
- ❖ The eligibility criteria for admission shall be as announced by the University from time to time.
- ❖ Other conditions will be as laid down in admission policy in prospectus of the University.

ADMISSIONS

- ❖ The admission to B Voc. (Hospitality and Tourism), Semester - I shall be done based on the merit in 10+2.
- ❖ A maximum of 40 students can be admitted to B. Voc. programme.
- ❖ There may be three types of candidates who can be given admission to first semester of skill based courses under NSQF:

Category - 1: Students already acquired NSQF certification level 4 in a particular industry sector may opt admission in the skill based courses under NSQF.

Category - 2: Students who have acquired NSQF certification level 4 but may like to change their trade and may enter into skill based courses in a different trade.

Category - 3: Students passed 10+2 examination with conventional schooling without any background of vocational training.

- ❖ The eligibility criteria for admission shall be as announced by the university from time to time.
- ❖ Separate rank list shall be drawn up for reserved seats as per existing rules.
- ❖ Preferred subjects and index mark calculations will be decided by the respective Board of Studies.

❖ **Reservation/Quota**

The reservation of seats shall be as per Himachal Pradesh Government Notification issued from time to time and as per the rules of the Himachal Pradesh University, Shimla. A maximum of 40 students can be admitted to one B. Voc. Programme. The students can be admitted only to the first semester. No student shall be admitted directly to third and fifth semester in any circumstance.

- ❖ In case where number of available seats is less and candidates secure same marks (percent) at the qualifying level examination, the admission of the candidate will be based upon securing higher marks in High School or equivalent examination.
- ❖ There shall be no age bar for admission in this course.
- ❖ The applicants seeking re-entry into the education and training for further advanced leanings in their field of expertise in particular trade should get preference in admission over the new applicants.
- ❖ A candidate cannot pursue two full time Under-Graduate courses simultaneously.
- ❖ The University reserves the right to cancel any admission at any stage.
- ❖ The candidates who have acquired vocational Certificate / Diploma or Advanced Diploma from UGC recognized Community Colleges / B.Voc institutions or DDU KAUSHAL Kendras in a specific sector with certified skills on a particular job role will be eligible for admission through lateral entry to next higher level on same sector.
- ❖ In case of any matter relating to the Under-Graduate admissions, the decision of the Admission Committee/Vice-Chancellor Himachal Pradesh University, Shimla shall be final.
- ❖ All legal matters pertaining to the Under-Graduate admissions shall be subject to the Himachal Jurisdiction only.

MEDIUM OF INSTRUCTIONS

- ❖ Medium of instruction shall be English.

BOARD OF STUDIES

- ❖ The B.Voc programmes in each sector will be attached to the Board of studies of the parent subject.
- ❖ An expert from industry sector shall be the member of affiliated BOS.
- ❖ The BOS shall be responsible for reviewing and approving the syllabus and provide suggestions in curriculum. BOS will decide the fee structure.

REGISTRATION/RE-REGISTRATION

Every candidate should register for all subjects of the Semester End examinations of each semester. A candidate who does not register will not be permitted to attend the Semester-End examinations; he/she shall not be permitted to attend the next semester. A candidate shall be eligible to register for any higher semester, if he/she has satisfactorily completed the course of study and registered for the examination. He/she should register for the semester at the start of the semester before the stipulated date. University will notify the starting and closing dates for each semester.

FEE STRUCTURE

Fee structure for B. Voc. Programme shall be as mentioned below:

Sr. No.	Detail of Fee / Funds	Amount (in Rs.)
Govt. Funds		
1.	Admission Fee	50.00
(A)	Total	50.00
University Funds		
1.	Registration Fee (180+5)	185.00
2.	Continuation Fee	10.00
3.	Univ. Sports Fund	15.00
4.	Youth Welfare Fund	15.00
5.	Holiday Home Fund	1.00
(B)	Total	226.00
Annual Charges		
1.	Library Fund (Refundable)	100.00
2.	Mid Term Fee	100.00
3.	Magazine Fund	50.00
4.	Identity Card Fund	10.00
5.	Medical Fund	6.00
6.	Red Cross Fund	10.00
7.	NCC Fund	5.00
8.	Student Aid Fund	2.00
9. (a)	Amalgamated Fund @ Rs. 25/- per month for 12 months	300.00
(b)	Sports and Cultural Activities Fund @Rs. 20/- per month for 12 months	240.00
10.	Building Fund @ Rs. 10/- per month for 12 months	120.00
11.	Furniture Repair/Replacement Fund	10.00
12.	Book Replacement Fund	25.00
13.	Cultural Activity Fund	20.00
14.	Computer and Internet Facility Fund	20.00
15.	Rovers and Rangers Fund @ Rs. 5/- per month for 12 months	60.00
15.	PTA Fund	200.00
(C)	Total	1278.00
GRAND TOTALS OF (A + b + c)		1554.00

Other Charges (Skill Component) per Semester		
Skill Component Practical -I		240.00
Skill Component Practical -II		240.00
Tuition Fee		1000.00
Late Fee (per day)		10.00
Assessment-cum-Certification Fee charged by Sector Skill Council per Semester		1200.00

Admission Fee + Funds

[Rs. 1554/- + Skill Component (2,680/-)]

Rs. 4,234/-

For Girl candidates tuition Fee is exempted. Therefore it shall be Rs. 3,234/-

* No Admission Fee + Funds including practicals fee shall be charged from candidates who have already paid. (i.e. Migrating to B. Voc. Programme from other streams).

ADMISSION SCHEDULE

Admissions to these courses shall be as follows:

21st September,2016 to 30th September,2016

1st October, 2016 to 5th October,2016 (with late fee of Rs.10/-)

Commencement of the classes w. e. f. 1st October, 2016.

End Semester Examination 1st week of February,2017

On the Job training w. e. f. 10th January ,2017 to 24th January,2017

TEACHING

Methods of teaching shall be a combination of lectures, tutorials, seminars, educational tours, assignments, laboratory work, workshop practice, industrial training and project work. The regular faculty of the University, guest faculty from the reputed Organizations/ Institutes and Industrial Partners will be involved in teaching, practical and workshop practices. In addition, contractual faculties will also be involved in teaching and laboratory work/workshop practice. Distinguished experts shall also be invited for lectures and seminars on special topics.

ATTENDANCE

A candidate shall be permitted to Appear for the Semester End Examinations if he/she satisfies the following requirements.

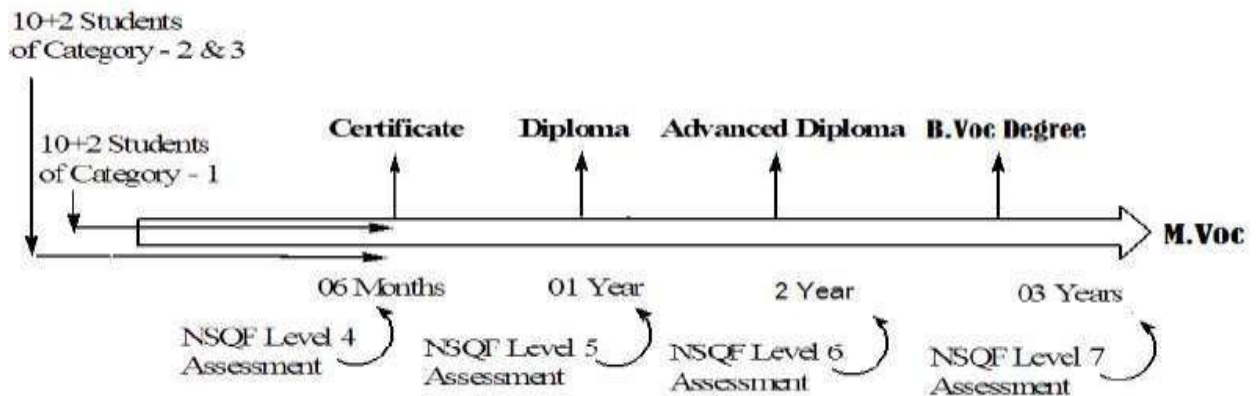
- a) Students are normally expected to attend 100% theory, tutorial and practical classes/ workshop practices. However, no student shall be allowed to appear in the end semester examination in the paper unless he/she has put in at least 75% attendance

during the course of instruction in each paper separately for subjects of General Education and Skill Development Component of the vocational course is required.

- b) His/her conduct must be satisfactory
- c) A shortfall in attendance up to 10% can be condoned by the Vice-Chancellor of Himachal Pradesh University, Shimla once during the entire course provided such shortage is caused by continuous absence on genuine medical grounds.
- d) The attendance in theory and practical sessions will be considered separately. In the case of shortage of attendance, the cases will be considered as per the rules of the University

COURSE STRUCTURE

B. Voc. is programme with multiple exits. All the candidates continuing to diploma courses or further will be treated at par from the second semester onwards. Students may exit after six months with certificate (NSQF Level 4) or may continue for diploma or advance diploma level courses.



Following table shows the various certificates and their duration.

NSQF Level	Skill Component Credits	General Education Credits	Total Credits for Award	Normal Duration	Exit Points / Awards
4	18	12	30	One Sem.	Certificate
5	36	24	60	Two Sem.	Diploma
6	72	48	120	Four Sem.	Advanced Diploma
7	108	72	180	Six Sem.	B.Voc Degree

As per the UGC guidelines- there are multiple exit point for a candidate admitted in this course. If he/she is completing all the six credits successfully- he/she will get B. Voc degree in Hospitality and Tourism. If he is completing the first four semesters successfully- he/she will get an advanced diploma in Hospitality management. If he/she is completing the first two credits he/she will get a diploma in Hospitality and Tourism. B. Voc Degree holder is expected to acquire the skills needed for a Duty Manager. Advanced diploma holder is expected to become a multi-skilled Guest Relations Manager. Diploma holder is expected to become Front Office Executive.

PROGRAMME DURATION

The duration of the B.Voc. programme shall be for a period of three years consisting of six semesters. The curriculum in each semester has been classified into General Component and Skill Component.

The General Education component shall include Theory subjects and the Skill Component shall include a mix of Theory, Practical and Internship.

The duration of the programme is enlisted below against each of the four Hospitality Accommodations Management Job roles in alignment to NSQF.

NSQF Level	Semester	Job Role	Training Hours
4	I	Front Office Associate	585
5	II	Front Office Executive	585
6	III & IV	Guest Relations Manager	1170
7	V & IV	Duty Manager	1245

GUIDELINES FOR CREDIT CALCULATION

Guidelines used for credit calculations are in alignment with the UGC Guidelines. The below norms are used for computation of credit hours:

- Under Skill Component:
 - **Theory:** 01 Credit = 15 hours of teaching
 - **Practical/Internship:** 01 Credit = 30 hours of training
- Under General Component:
 - **Theory:** 01 Credit = 15 hours of teaching

The below norms are used for computation of credits under Skill Component

- 50% weightage has been assigned to Theory
- 10% weightage has been assigned to Practical

- 40% weightage has been assigned to Internship

PROGRAM STRUCTURE

SEMESTER - I

Semester	Paper	Code No.	Subject	GC/ SC	Credit	Total Hours
One/Certificate Front Office Associate	General Paper-01	EN111	Learning a Foreign or Local Language Including English.	GC	06	90
	General Paper-02	TH111	Introduction to Tourism - Aviation, Hospitality Industry.	GC	06	90
	Skill Paper-01	TH121	THC/N0108: Record guest details for registration.	SC	04	60
			THC/N0109: Follow check-in procedure and allot room.			
			THC/N9902: Maintain customer centric service orientation			
	Skill Paper-02	TH122	THC/N9901: Communicate with customer and colleagues	SC	04	Theory 30
			THC/N9903: Maintain standards of etiquette and hospitable conduct			
			THC/N9904: Follow gender and age sensitive service practices			
			THC/N9905: Maintain IPR of organization and customers			
	Skill Paper-3	TH123	THC/N0107: Attend to guest queries	SC	04	Theory 30
			THC/N0110: Perform cashiering activities			
			THC/N9906: Maintain health and hygiene			
			THC/N9907: Maintain safety at work place			
	On Job Training	TH124	On Job Practical Training	SC	06	180

and Report

SEMESTER - II

Semester	Paper	Code No.	Subject	GC/ SC	Credit	Total Hours
Two/Diploma Front Office Associate	General Paper-1	EN211	Tourism Products.	GC	06	90
	General Paper-2	TH212	Communicative English for Tourism and Hospitality.	GC	06	90
	Skill Paper-1	TH221	THC/N0119: Assist guest in check-in and checkout process	SC	05	Theory 35 Practical 75
			THC/N0107: Attend to guest queries			
			THC/N0110: Perform cashiering activities			
			THC/N9905: Maintain IPR of organization and customers			
	Skill Paper-2	TH122	THC/N0120: Handle guest complaints and guide front office staff.	SC	04	Theory 30 Practical 50
			THC/N9901: Communicate with customer and colleagues.			
			THC/N9902: Maintain customer centric service orientation.			
			THC/N9903: Maintain standard of etiquette and hospitable conduct.			
	Skill Paper-3	TH223	THC/N9904: Follow gender and age sensitive practices	SC	04	Theory 30 Practical 50
			THC/N9906: Maintain health and hygiene			
THC/N9907: Maintain safety and workplace.						
THC/9909: Learn a foreign or local language(s) including English.						

	On Job Training	TH224	On Job Practical Training and Report	SC	05	150
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SEMESTER - III

Semester	Paper	Code No.	Subject	GC/SC	Credit	Total Hours
Three Guest Relations Manager	General Paper-1	TH311	Research methods and statistical techniques.	GC	06	90
	General Paper-2	TH312	Human Resource Management.	GC	06	90
	General Paper-3	TH313	Customer Relationship Management Systems (IT Based)	GC	06	90
	General Paper-4	TH314	Learning a Foreign or Local Language including English.	GC	06	90
	Skill Paper-1	TH321	THC/N0113: Facilitate a smooth stay for the guests at the hotel	SC	05	Theory 35 Practical 50
			THC/N0107: Attend to guest queries			
			THC/N0114: Handle guest complaints			
			THC/N9905: Maintain IPR of organization and customers			
	Skill Paper-2	TH322	THC/N0115: Train and supervise front office staff	SC	04	Theory 30 Practical 50
			THC/N9901: Communicate with customer and colleagues			
			THC/N9902: Maintain customer centric service orientation			
			THC/N9903: Maintain standard of etiquette and hospitable conduct			
Skill Paper-3	TH323	THC/N9904: Follow gender and age sensitive service practices	SC	03	Theory 30 Practical 50	
		THC/N9906: Maintain health and hygiene.				
		THC/N9907: Maintain safety at workplace				
		THC/N9909: Learn a foreign or local language(s) including English				

Fourth Adv. Diploma Guest Relations Manager	INTERNSHIP and REPORT 04 months 740 hours 24 credits.
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SEMESTER - V

Semester	Paper	Code No.	Subject	GC/SC	Credit	Total Hours
Fifth Duty Manager	General Paper-1	TH511	Management Accounting.	GC	06	90
	General Paper-2	TH512	Advertising and personal selling	GC	06	90
	General Paper-3	TH513	Ethical, legal & regulatory framework for tourism.	GC	06	90
	General Paper-4	TH514	Organizational behavior.	GC	06	90
	Skill Paper-1	TH521	Hotel Reservation System	SC	02	Theory 20 Practical 30
	Skill Paper-2	TH522	THC/N0116: Plan and control day to day front office activities	SC	05	Theory 37 Practical 75
			THC/N0117: Assist in managing the front office operation			
			THC/N0118: Manage the front office staffing process			
	Skill Paper-3	TH523	THC/N9901: Communicate with customer and colleagues	SC	05	Theory 37 Practical 50
			THC/N9902: Maintain customer centric service orientation			
			THC/N9903: Maintain standard of etiquette and hospitable conduct			
			THC/N9904: Follow gender and age sensitive service practices			
THC/N9905: Maintain IPR of organization and customers						
THC/N9906: Maintain health and hygiene.						
THC/N9907: Maintain safety at workplace.						

Sixth B.Voc. Duty Manager	INTERNSHIP PROJECT and REPORT / 04 months 740 hours / 24 credits
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EVALUATION AND GRADING

The evaluation of each course shall contain two parts:

- I. Internal or In-Semester Assessment (ISA).
- II. External or End-Semester Assessment (ESA).

Sector Council Assessment will be done by the following steps:

1. Theory
2. Practical Work
3. Role Plays
4. Viva

The Sector Council assessment will be independent out of the University evaluation.
The Final grade will be awarded after completion of both the evaluations successfully.

B.Voc: (Hospitality & Tourism) Semester - I

Paper B.Voc. EN111: Learning a Foreign or Local Language Including English.

Objectives:

- To further enhance students' abilities such as accurately understanding and appropriately conveying information, ideas, etc. and enable them to use such abilities in their social lives, while fostering a positive attitude toward communication through the English language.
- To enable students to have analytical, critical, and communicative minds.

Duration: 03 hrs.	Lectures: 90 Practical: Nil	Maximum Marks: 100
		Theory: 70 (Pass Marks) 45%
		Internal Assessment: 30

CONTENT: (GENERAL PAPER - 01)

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	Writing as a Skill.	Writing as a skill - its importance - mechanism of writing - words and sentences - paragraph as a unit of structuring a whole text - combining different sources - functional use of writing - personal-academic and business writing - creative use of writing.	18
Unit-02	Writing Process.	Planning a text - finding materials - drafting - revising - editing -finalizing the draft - computer as an aid - key board skills.	18
Unit-03	Writing Models.	Essay - précis - expansion of ideas -- letter writing - personal letters - formal letters - CV - surveys - questionnaire - e-mail - fax - job application - report writing.	18
Unit-04	Presentation as a skill	Elements of presentation strategies - audience - objectives - medium, key ideas - structuring the material & content- audio-visual aids - hand-outs - seminar paper	18

		presentation and discussion.	
Unit-05	Cross Culture Communication.	Cross Culture Communication, Understanding Cultural and Business Protocol differences across countries - UK, USA, China, Japan, France, and Germany.	18

Suggested Readings:

1. Matila Treece: Successful communication: Allyun and Bacon Pubharkat.
2. Jon Lisa Interatid skills in Tourist Travel Industry Longman Group Ltd.
3. Robert T. Reilly - Effective communication in tourist travel Industry Dilnas Publication.
4. Boves. Thill Business Communication Today Mcycans Hills Publication.
5. Dark Studying International Communication Sage Publication.
6. Murphy Hidderandt Thomas Effective Business Communication Mc Graw Hill.

Note: Latest and additional good books may be suggested and added from time to time.

B.Voc: (Hospitality & Tourism) Semester - I

Paper B.Voc. TH111: Introduction to Tourism Aviation, Hospitality Industry.

Objectives: To provide basic knowledge of Tourism - Aviation and Hospitality.

Duration: 03 hrs. **Lectures:** 90 **Practical:** Nil **Maximum Marks:** 100
Theory: 70 (Pass Marks) 45%
Internal Assessment: 30

CONTENT: (GENERAL PAPER - 02)

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	Tourism	Introduction to tourism industry - Travel agency - History - Operation/Functions - Types. Tour Operators - Functions - Types. Accommodation Industry-Types - Classification - Supplementary - Souvenir Industry & Shopping.	20
Unit-02	Aviation	AIR TRANSPORTATION INDUSTRY International Organizations - ICAO- IATA- Evolution of Hub & Spokes- Carrier Codes- facilities to the passengers- procedure at airport: - policies- practices and rules.	22
Unit-03	Hospitality	Classification & Categorization of Hotels - Hotel Ownership. A brief account of Commercial Hotels-Residential Hotels-Resort Hotels- Airport hotels- Bed & Breakfast Hotels- Convention hotels- Casino Hotels- Motels. Emerging trends in Accommodation - Time-share- Condominium-Home Stays- Tree Huts- Houseboats- Capsule hotel. Major Hotel chains in India. - FHRAI.	26
Unit-04	Value Chain	Definitions: Hospitality and Hotel. - Link	22

		between Hospitality and Travel and Tourism industry: Travelers at rest- Home away from Home - Hospitality culture- Athithi devo Bhavah (□□□□□ □□□□ भव- Expectations of the guest.	
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Suggested Readings:

1. IATA Manual on Diploma in Travel & Tourism Management
2. ICAO Manuals.
3. Air Travel: A Social History - Hudson, Kenneth.
4. Tourism development - Principles and practices - AR Bhatia.
5. Tourism in India - V.K. Goswami.

Note: Latest and additional good books may be suggested and added from time to time.

B.Voc: (Hospitality & Tourism) Semester – I

Paper B.Voc. TH121: Front Desk Operation.

Duration: 03 hrs.

Marks: 100

Lectures: 60 Practical: Nil

CONTENT: (SKILL PAPER – 01)

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	Front Office Organization & Hierarchy.	Different sections & layouts of front office and their importance; coordination of FO with other departments; front office organization and hierarchy; duties and responsibilities of principal staff and their job description – FO Manager- Duty Manager- Lounge Manager- FO Agent- Cashier- Bell Captain- Bell Boy- GRE- Concierge; introduction to Bell Desk Operations. Attributes- qualities- telephone manners- standard phrases required for office staff.	20
Unit-02	Assist guest in check-in and checkout process.	Welcoming and greeting the guests; understanding reservation status and arranging for booking; arranging for guest requirement; following guest check-in process; registration; registration card – importance of registration card; checking in a guest with confirmed booking; lobby attendant – errand card Greeting guest as per SOP-Type of Guest-Types of rooms- Room allotment as per guest Preference-Rate negotiation and Discounts-Handle room allotment as per type of guest Upgrade / Downgrade-Procedure for upgrade / Downgrade-Transferring guest rooms Procedure & handling of walk-in guest; VIP SPATT-scanty baggage guest; 'C' Form; procedure for room allotment- post registration activities- different types	20

		of guest folios- procedure for group check-in.	
Unit-03	Customer-Centric Service.	Understanding guest requirement- Inter-Departmental Communication-Responding to guest Queries-Protocol to contact guest in the Room-Front office consumables- What is customer service- Handling customer requests- Brand value.	20

B.Voc: (Hospitality & Tourism) Semester - I

Paper B.Voc. TH122: Basics of Hospitality Service.

Duration: 03 hrs.

Marks: 100

Lectures: 30 Practical: 60

CONTENT: (SKILL PAPER - 02)

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	Communication with Customers and Colleagues.	Interacting with superiors; communicating with colleagues; communicating effectively with customers-Understanding guest needs-Handling customer complaints/ feedback-Build friendly but impersonal relationship with the customers-Use appropriate language and tone and listen actively-Show sensitivity to gender/ cultural and social differences- Understand customer expectations and provide appropriate product/services- Respond back to the customer immediately-Upselling /promoting suitable products and services-Seek feedback from customers-Explain terms and conditions clearly.	10
Unit-02	Service Quality Standards.	Following behavioral- personal and telephonic etiquettes; treating customers with high degree of respect and professionalism; Achieving customer satisfaction- kind of customers customer-various market trends- Understand target customers- their profiles and needs-Build good rapport with the customer-Understand the market trends and customer expectations by discussing the same with frequent customers-Seek feedback and rating from customer- Use customer	10

		oriented behavior to gain loyalty and satisfaction - Behavioral etiquettes- Personal etiquettes- Social etiquettes- Telephone etiquettes- How to address a guest- Friendliness v/s familiarity- Customer loyalty.	
Unit-03	Gender and Age Sensitivity Maintaining IPR.	Women rights- Women Safety-Company policy on behavior with women- Women equality- Educating customers on specific facilities and services available; providing different age and gender specific customer service; following standard etiquette with women at workplace. Securing company's IPR; respecting customer's Copyright-Make sure new initiatives of Hotel are not leaked out-Report IPR violations- Read Copyright Clause-Protect infringement upon customer's interests- Know which aspect of customer information can be used- Report any infringement.	10
	Practical (H&T Lab)	Practical Training and Report Submission.	60

B.Voc: (Hospitality & Tourism) Semester - I

Paper B.Voc. TH123: Customer Query and Complaint Management.

Duration: 03 hrs.

Marks: 100

Lectures: 30 Practical: 60

CONTENT: (SKILL PAPER - 03)

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	Customer Query and Complaint Management.	Critical Thinking- Decision-making- Problem Solving: methods and techniques- positive attitude-empowerment-Query Handling: Types of standard queries- information regarding the queries: structure and method- standard phrases- do's and don'ts of handing queries Understand customer dissatisfaction and address their complaints-Maintain proper body language and dress code - Inform the customers on any issues and developments involving them- Customer Complaints-Types of complaints- customer handling: structure and method- Do's and Don'ts of Complaint Handling- the escalation process-Guest satisfaction- moments of truth- expectation vs. reality-service models- from satisfaction to delight.	10
Unit-02	Cashiering Activities and Night Auditing Procedure.	Receiving payment method details from the guests; preparing the invoice; receive the payment; documenting and recording the details-Master folio- Preparing bills as per standing instructions-Matching and updating invoices with the master bill (POS)- Prepare bills as per different categories of guests- Various modes of bill settlement- Foreign currency procedure- Settlement of final bill-Identify the role of a night auditor; Process internal financial transactions; Verify occupancy position of the property; Contribute to management decisions.	10
Unit-03	Safe Health and Hygiene in Hotels.	What is cleanliness- Importance of cleanliness-What is hygiene- Importance of Hygiene- Personal Hygiene- Safe health practices- What are hazards-	10

		Identifying work hazards- Preventive Measures- Standard safety procedures- Safety standards- Standard procedures in case of fire- Safety signs.	
	Practical (H&T Lab)	Practical Training and Report Submission.	60

SEMESTER - I

TH-124 (ON JOB PRACTICAL TRAINING AND REPORT)

1.1 Expectations from and benefits of Report Preparation

It is important that students should be motivated about the Report and know what is expected from it.

- Getting familiar with the work environment.
- Getting familiar with modern tools and systems.
- Participating in teamwork- preferably as part of a multi-disciplinary team.
- Getting familiar with the project development cycle
- Improving communication skills.
- Being able to apply the knowledge and skills gained in curriculum to real-life issues and problems.
- Learning new subjects
- Learning about contemporary issues.
- Understanding of the professional and ethical responsibilities of an employ.
- Making contacts for future employment.

1.2 Recommendations to students for report writing

- Be active- enthusiastic- motivated- energetic and Work hard.
- Be pro-active. Do not wait for somebody to tell you what to do. Try to plan your time week by week.
- Keep a daily/weekly record of the progress of your training.

2.0. Report Writing Guidelines

The guidelines are classified into two groups:

1. Style and formatting guidelines-
2. Content and logical organization guidelines.

2.1. Style and formatting

Please strictly follow the formatting guidelines and be consistent throughout your document. Listed below are some style-related guidelines.

- Number each figure/table- add a meaningful caption to each figure/table- and refer to the figures/tables inside the text using their figure/table numbers.
- List references (to papers- documents- manuals- web pages- etc.) at the end of your report (after the conclusion and before the appendix) in a separate section entitled *References*.
- Give citations to each of these references inside the text in a standard way.
- Spell-check your report.
- Bind your report.
- Number the pages.
- Strictly follow the formatting guidelines and be consistent throughout the document. (this duplicates what it says in the header- first sentence!)
- Read and edit your report several times before you submit it.
- Format for the cover page is given at the end of this report.

2.2 Content and organization

- Objectives of the Study
- Methodology
- Sequencing of the Study

2.2.1 Dividing the report into sections and logical parts

Below are some guidelines describing what sections are expected in a report and what each section should include.

Abstract: Start your report with a brief abstract that describes in a few sentences where you have done your report- what you have done- and what you have learned.

Introduction: Have an introductory section that will make a smooth beginning to the document. In the introduction section include the following:

- The name of the company and department where you have done your Report- the main focus area of the company- and your motivation for choosing this company as the place for your Report.
- Brief summary of the work you have done the motivation behind it- and the significance of the work that you have done in the overall project.
- Explanation of the organization of the rest of the report.

Company information: Have a section providing detailed information about the company and department where you did your training and resources- its focus and project area- its

organization- etc. The name- address- telephone number- email address- and information about the education of your supervisor must be given.

Main Body: This is the most important part of your report. The number of sections in this part- their titles- and their contents depend on the work that you have done and the information you would like to provide.

- This part should include at least the following:
 - Information about the main project.
 - The significance of the work you have done.
 - The motivation behind the particular work that you have done and why it is required.
 - Detailed description of the work done.

- Clearly state your own contribution and clearly identify the distinctions from others' work.

Conclusion: Have a conclusion section where you summarize the work you have done. Clearly re-state your contribution- what you have learned- experienced and acquired.

2.2.2 Other content related guidelines

- Do not copy and paste information from other documents. Always write in your own words.
- If you need to include information from other sources- properly quote or paraphrase- and give citations.
- Be consistent with the use of your abbreviations and state their long form when they are used for the first time.
- Be correct- consistent- and complete.
- Make sure you cite any ideas that you borrow from other sources.

3.0. Evaluation Criteria for Reports

Each student will be required to submit two copies of the project report to the College for the work undertaken for the purpose of evaluation.

Evaluation committee evaluating the reports will use the following criteria for evaluation:

- Report style and content.
(50 %)
- Presentation & Viva Voce.
(50 %)

For report style and content, the parts mentioned in the table below will be considered while awarding marks and for presentation & Viva voce each student will be required to make a presentation of 15 minutes before the evaluation committee. On completion of presentation the students will be asked questions by the members of evaluation committee- other faculty members and students present.

Report Parts	Marks	Viva-voce Parts	Marks
General style and format	10 %	Content & Clarity	10 %
Introduction & training details	10 %	Delivery & stage presence	20 %
Observations	20 %	Creativity	10 %
Conclusion	10 %	Visual Aid	10 %
Total	50 %	Total	50 %

B.Voc: (Hospitality & Tourism) Semester – II

Paper B.Voc. EN211: Tourism Products.

Duration: 03 hrs.	Lectures: 90 Practical: Nil	Maximum Marks:	100
		Theory: 70 (Pass Marks)	45%
		Internal Assessment:	30

CONTENT: (GENERAL PAPER – 01)

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	Tourism Products.	Tourism Product- Definition and Differentiation- - Tourism Products & Attraction: Elements and characteristics of tourism products- typology of tourism products- Unique features of Tourism Products in India; Geography of India -Physical and Political features.	18
Unit-02	Cultural Resources.	Cultural Resources- Performing Arts of India- Classical Dances and Dance Styles- Indian Folk Dances-Music and Musical Instruments- Handicrafts of India- Craftsmanship-Indian Painting-Fairs and Festivals - Cuisines and specialty dishes.	18
Unit-03	Architectural Heritage of India.	Architectural Heritage of India - India 's Architectural Styles- Historic Monuments of Tourist significance (ancient medieval and modern)- Important Historic / Archaeological Sites-Museums- Art Galleries- Libraries their location and assets- Religious Shrines / Centers - Hindu-Buddhist- Jain- Sikh- Muslim-Christian and others- World Heritage sites in	18

		India.	
Unit-04	Nature based Tourism.	Nature based Tourism: Wild life Sanctuaries- National Parks- Botanical gardens- Zoological parks- Biosphere reserves; Mountain Tourism with special reference to Himalayas.	18
Unit-05	Hill Side Tourism.	Hill Side Tourism- Himachal Pradesh tourist areas and their offerings- Adventure tourism - Classification of Adventure Tourism - Land Based -Water Based -Aero Based with suitable examples.	18

Suggested Readings:

1. Robinet Jacob et al (2012), Tourism Products of India, Abhijeeth publications, New Delhi.
2. A. L Basham (2003), 'The Wonder that was India' , Oxford University Press.
3. A. L.Basham (1998), 'A Cultural History of India', Oxford University Press.
4. Sarina Singh (2007),India , Lonely Planet Publication.
5. H.K.Kaul, 'Travelers India', Oxford University Press.
6. Manoj Dixit, Charu Sheela (2006), Tourism Products, New Royal Books.
7. Negi, Jagmohan (2001), Adventure Tourism and sports, Kanishka Publishers.
8. Jacob, Robinet et al , Indian Tourism Products, Abijeeth Publications, New Delhi
9. Acharya Ram, Tourism and Cultural Heritage of India: ROSA Publication,
10. Basham.A.L., The Wonder that was India: Rupa and Company, Delhi.

Note: Latest and additional good books may be suggested and added from time to time.

B.Voc: (Hospitality & Tourism) Semester - II

Paper B.Voc. TH211: Communicative English for Tourism and Hospitality.

Duration: 03 hrs.	Lectures: 90 Practical: Nil	Maximum Marks: 100
		Theory: 70 (Pass Marks) 45%
		Internal Assessment: 30

CONTENT: (GENERAL PAPER - 02)

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	Understanding Communication.	The Communication Process- Forms of Communication- oral and written, verbal and nonverbal (kinesics, proxemics, paralinguistics chronemics.) - Barriers in Communication and classification of barriers.	18
Unit-02	Active Listening and Effective Reading.	Listening skills - reiteration and application of concepts- Reading skills - reiteration and application of concepts- Listening Comprehension - speeches (general and business) professional texts (based on business reports/work related issues/ current affairs/ environment etc). - Listening and giving Feedback - case studies on interpersonal problems- Reading and analyzing texts of Advertisements- Reading comprehension texts (business and	18

		work related texts/speech texts/ current affairs etc).	
Unit-03	Professional Speaking.	Speaking skills - reiteration of concepts- Group Discussion with evaluation- Debate Presentation with evaluation- Jam/ Extempore- Mock Interview and Meetings with evaluation-. Dealing with difficult people - role play based on behavioural patterns- Case Studies and SWOT analysis- Hot Seat with evaluation.	18
Unit-04	Business Writing.	Principles of Communicative Writing- Business Letters - application, enquiry, complaints, reservations- E -Mails- CV Writing- Synopsis and Note taking - Reports - a) Graph Sales Report b) Field/Survey Report c) Minutes and Agenda- Professional Brochures Questionnaires- Writing Proposals.	18
Unit-05	Functional Grammar and Business Vocabulary.	English for Specific Purposes - vocabulary related to fields of Hospitality, Travel and Tourism, Airlines, Banking, Media, General Corporate- Phrasal Verbs, Word Pairs, Synonyms and Antonyms- Use of Tense and Problems of Concord.	18

Suggested Readings:

1. Company to Company - Andrew Littlejohn, Cambridge University Press.
2. Communicative English - Meenakshi Raman and Sangeeta Sharma, Oxford University Press
3. Technical Communication- Meenakshi Raman and Sangeeta Sharma, Oxford University Press
4. Business Communication - Meenakshi Raman and Prakash Singh, Oxford University Press

Note: Latest and additional good books may be suggested and added from time to time.

B.Voc: (Hospitality & Tourism) Semester - II

Paper B.Voc. TH211: Hospitality and Tourism Products.

Duration: 03 hrs.

Marks: 100

Lectures: 35 Practical: 75

CONTENT: (SKILL PAPER - 01)

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	Assist Guests in Check-in and Check-out Process.	Greeting guest as per SOP- Warm smile- eye contact and professional communication- Grooming standards- Documents needed- Registration procedure- Recording mandatory information Handling late night registrations- Room allotment as per guest preference- Rate negotiation and discounts- Handle room allotment as per type of guest.	10
Unit-02	Attend to Guest Queries.	Understanding guest requirement- Inter-departmental communication- responding to guest Queries-Guest satisfaction- Protocol to contact guest in the room- Front office consumables.	08
Unit-03	Perform Cashiering Activities.	Master folio- Preparing bills as per standing instructions- Matching and updating invoices with the master bill (POS)-Prepare bills as per different categories of guests- Various modes of bill settlement- Foreign currency procedure- Settlement of final bill.	08

Unit-04	Maintain IPR of Organization and Customers	Make sure new initiatives of Hotel are not leaked out- Report IPR violations- Read copyright clause. Protect infringement upon customer's interests- know which aspect of customer information can be used- Report any infringement.	09
	Practical (H&T Lab)	Practical Training and Report Submission	75

B.Voc: (Hospitality & Tourism) Semester – II

Paper B.Voc. TH222: Guest Handling and Team Management.

Duration: 03 hrs.

Marks: 100

Lectures: 30 Practical: 50

CONTENT: (SKILL PAPER – 02)

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	Handling Guest Complaints and Guide Front Office Staff.	Effective listening- Escalation procedure- Follow up- Taking decisions in best interest of Organization-Upgrade / Downgrade- Training of staff- Support and guidance to trainees.	05
Unit-02	Communicate with customer and colleagues.	Job requirements and work standards- Interacting with supervisor and colleagues- Teamwork- Interacting with customers- Understanding guest needs- Handling customer complaints/ feedback- Define Communication – Listening Skills- Formal and informal communication Systems- Effective business writing: Style –Email writing- Internal and external communication- Cultural Differences – Politeness – Linguistic Devices – Table Manners: Fork Etiquette – Fork Etiquette – Variations – European (Continental) Style – Placement of Forks in Different Countries – Drinking manners.	09

Unit-03	Maintain Customer-Centric Service Orientation.	Ensure fair and honest treatments to customers- Enhance company's brand value- Read customer expectations and ensure they are met- Readily accept and implement new ideas to improve customer satisfaction- Communicate customer feedback to superior- Offer promotions to improve product satisfaction- Consult with senior on unscheduled customer requests.	08
Unit-04	Maintain standards of etiquette and hospitable conduct.	How to address a guest- Friendliness v/s familiarity- Customer loyalty- Face-to-Face Conversation - Procedure- Behaviour- Personal Presentation - Telephone- Mannerism- Basic Manners- Perfect attitudes- Personality traits of employees in Front office- - Work Etiquettes - Common principles - Office etiquettes - Punctuality - Stay Away from Gossip - Appropriately; Business Etiquette: Greeting. Nametags - Reception-Office Parties Cultural Courtesy - Body Language - Telephone etiquette and manners. Front desk grooming- Greeting- handshakes- some polite expressions- apologies- remarks; Western Etiquette.	08
	Practical (H&T Lab)	Practical Training and Report Submission	50

B.Voc: (Hospitality & Tourism) Semester – II

Paper B.Voc. TH223: Hospitality Supervisory Skills.

Duration: 03 hrs.

Marks: 100

Lectures: 30 Practical: 50

CONTENT: (SKILL PAPER – 03)

UNIT	TOPIC	DETAILS	NO. OF LECTURES
Unit-01	Follow gender and age sensitive service practices.	Educate customer on specific facilities and services available for different categories of Customers-Provide gender and age specific services as per their unique and collective requirements- Follow standard etiquette with women at workplace- company's policies on gender sensitive service practices at workplace.	05
Unit-02	Maintain Health and Hygiene.	Ensure cleanliness around workplace in hospitality and tourist areas- Follow personal hygiene practices - Take precautionary health measures- What is hygiene-Importance of Hygiene- Personal Hygiene-Safe health practices- What are hazards-Identifying work hazards- Preventive measures-health risks to the worker or customer- healthy work practices- internal hygiene-audit tests.	08
Unit-03	Maintain Safety at workplace.	Standard safety procedures- Safety standards- Standard procedures in case of fire- Safety signs-Protective gear/equipment- correct emergency procedures-	08

		Knowledge of safety signs- Document first aid treatments and safety procedures- Report to supervisor if any hazard is identified adhere to safety standards.	
Unit-04		Know the typical Foreign/State language queries- Learn keywords- Practise short oral conversations in the language- Listen to recorded sentences as spoken typically to understand diction- Speak without hesitation in complete sentences- Learn basic range of vocabulary and expression- Improve language proficiency to “working knowledge” level- English Communication: English usage with emphasis - Pronunciation- stress- invocation-rhythm - Oral skills for effective communication -Note taking-preparing summaries and abstracts for oral presentation- Restaurant and hotel English-polite and effective enquires and responses.	09
	Practical (H&T Lab)	Practical Training and Report Submission	50

SEMESTER - II

TH-224 (ON JOB PRACTICAL TRAINING AND REPORT)

1.1 Expectations from and benefits of Report Preparation

It is important that students should be motivated about the Report and know what is expected from it.

- Getting familiar with the work environment.
- Getting familiar with modern tools and systems.
- Participating in teamwork- preferably as part of a multi-disciplinary team.
- Getting familiar with the project development cycle
- Improving communication skills.
- Being able to apply the knowledge and skills gained in curriculum to real-life issues and problems.
- Learning new subjects.
- Learning about contemporary issues.
- Understanding of the professional and ethical responsibilities of an employ.
- Making contacts for future employment.

1.2 Recommendations to students for report writing

- Be active- enthusiastic- motivated- energetic and Work hard.
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- Keep a daily/weekly record of the progress of your training.

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The guidelines are classified into two groups:

1. Style and formatting guidelines-
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- Spell-check your report.
- Bind your report. Number the pages.
- Strictly follow the formatting guidelines and be consistent throughout the document. (this duplicates what it says in the header- first sentence!)
- Read and edit your report several times before you submit it.
- Format for the cover page is given at the end of this report.

2.2 Content and organization

- Objectives of the Study
Methodology
- Sequencing of the Study

2.2.1 Dividing the report into sections and logical parts

Below are some guidelines describing what sections are expected in a report and what each section should include.

Abstract: Start your report with a brief abstract that describes in a few sentences where you have done your report- what you have done- and what you have learned.

Introduction: Have an introductory section that will make a smooth beginning to the document. In the introduction section include the following:

- The name of the company and department where you have done your Report- the main focus area of the company- and your motivation for choosing this company as the place for your Report.
- Brief summary of the work you have done the motivation behind it- and the significance of the work that you have done in the overall project.
- Explanation of the organization of the rest of the report.

Company information: Have a section providing detailed information about the company and department where you did your training and resources- its focus and project area- its organization- etc. The name- address- telephone number- email address- and information about the education of your supervisor must be given.

Main Body: This is the most important part of your report. The number of sections in this part- their titles- and their contents depend on the work that you have done and the information you would like to provide.

- This part should include at least the following:
 - Information about the main project.
 - The significance of the work you have done.
 - The motivation behind the particular work that you have done and why it is required.
 - Detailed description of the work done.
- Clearly state your own contribution and clearly identify the distinctions from others' work.

Conclusion: Have a conclusion section where you summarize the work you have done. Clearly re-state your contribution- what you have learned- experienced and acquired.

2.2.2 Other content related guidelines

- Do not copy and paste information from other documents. Always write in your own words.
- If you need to include information from other sources- properly quote or paraphrase- and give citations.
- Be consistent with the use of your abbreviations and state their long form when they are used for the first time.
- Be correct- consistent- and complete.
- Make sure you cite any ideas that you borrow from other sources.

3.0. Evaluation Criteria for Reports

Each student will be required to submit two copies of the project report to the College for the work undertaken for the purpose of evaluation.

Evaluation committee evaluating the reports will use the following criteria for evaluation:

- Report style and content.
(50%)
- Presentation & Viva Voce.
(50%)

For report style and content, the parts mentioned in the table below will be considered while awarding marks and for presentation & Viva voce each student will be required to make a presentation of 15 minutes before the evaluation committee. On completion of presentation the students will be asked questions by the members of evaluation committee- other faculty members and students present.

Report Parts	Marks	Viva-voce Parts	Marks
General style and format	10 %	Content & Clarity	10 %
Introduction & training details	10 %	Delivery & stage presence	20 %
Observations	20 %	Creativity	10 %
Conclusion	10 %	Visual Aid	10 %
Total	50 %	Total	50 %

ASSESSMENT GUIDELINES

The Assessment and Certification for Skill Component of the Curriculum will be the responsibility of the Sector Skill Council.

The assessment by the Sector Council will be independent and out of the University evaluation. The Final grade and certificate will be awarded after successful completion of the evaluations.

The curriculum under Skill Component i.e. Theory, Practical and Internship will be under the purview of this assessment.

There will be two kinds of assessments for Skill Component:

- Internal Assessment (Formative Assessment)
- External Assessment (Summative Assessment)

The Internal Assessment (Formative Assessment):

This assessment will be done during the course of the semester. **It will be a formative assessment which will aim to assess topics which are predominantly beyond purview of QP-NOS.** This assessment will be done by the Training Partner.

Internal Assessment grade/marks will not be factored in the computation of the final External assessment. It will only serve as an input to identify strengths and areas of improvement of the student. This feedback will also provide input to the student for learning during Internship.

Components of Internal / Formative Assessment: Theory

The student will be assessed on the below components in every semester:

Components of Internal Evaluation - Theory	Marks

Attendance	10%
Assignment/Presentation/Viva	40%
Test paper(s) (1 or 2) (1×10 =10; 2×5 =10)	50%
Total	100%

External Assessment (Summative Assessment)

This assessment will be done at the end of semester. **It will be a summative assessment which will aim to assess performance of students on QP-NOS.** This assessment will be used by instructors to assess the student's theoretical and Practical knowledge.

External Assessment grade/marks will be factored in the computation of the final end semester assessment.

The External Assessment will be done on Theory, Practical and Internship.

Theory & Practical Assessment will be done based on defined Assessment framework (**Refer Annexure I**)

The aggregate minimum of 40% are required for a pass for a course for NSQF Level 4 and 5 and 50% for Level 6 and 7, respectively.

CERTIFICATION

On successful completion of the assessments by the assessment agency, the Sector Skill Council (THSC) will issue certificates to the passed students.