

**Mody University of Science and Technology**

**B.A. Economics / B.A. Economics (Hons.) / B.A. Economics (Hons.  
with Research)**

**Academic Year 2025-2026**



**MODY**  
**UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY  
LAKSHMANGARH • RAJASTHAN



**A Leading Women's University**

## Credit Summary

	Discipline Specific Core			Discipline Specific Elective			Generic Elective			Interdisciplinary Course			Ability Enhancement Course			Skill Enhancement Course			Value Added Course			Internship			Total Credit		
	Course	L+T+P	Cr	Course	L+T+P	Cr	Course	L+T+P	Cr	Course	L+T+P	Cr	Course	L+T+P	Cr	Course	L+T+P	Cr	Course	L+T+P	Cr	Course	L+T+P	Cr			
I	DSC-1	3+1+0	4	-	-	-	GE-1	3+1+0	4	IDC-1	3+0+0	3	AEC-1	2+0+0	2	SEC-1	3+0+0	3	-	-	-	-	-	-	25		
	DSC-2	3+1+0	4	-	-	-	-	-	-	-	-	-	AEC-2	0+0+2	1				-	-	-	-	-	-		-	-
	DSC-3	3+1+0	4	-	-	-	-	-	-	-	-	-	-	-	-				-	-	-	-	-	-		-	-
II	DSC-4	3+1+0	4	-	-	-	GE-2	3+1+0	4	IDC-2	3+0+0	3	AEC-3	2+0+0	2	SEC-2	3+0+0	3	-	-	-	-	-	-	25		
	DSC-5	3+1+0	4	-	-	-	-	-	-	-	-	-	AEC-4	0+0+2	1				-	-	-	-	-	-		-	-
	DSC-6	3+1+0	4	-	-	-	-	-	-	-	-	-	-	-	-				-	-	-	-	-	-		-	-
Exit option with Undergraduate Certificate in Economics (50 credits)																											
III	DSC-7	3+1+0	4	-	-	-	GE-3	3+1+0	4	IDC-3	3+0+0	3	AEC-5	0+0+2	1	SEC-3	3+0+0	3	VAC-1	3+0+0	3	-	-	-	26		
	DSC-8	3+1+0	4	-	-	-	-	-	-	-	-	-	-	-	-				-	-	-	-	-	-		-	-
	DSC-9	3+1+0	4	-	-	-	-	-	-	-	-	-	-	-	-				-	-	-	-	-	-		-	-
IV	DSC-10	3+1+0	4	-	-	-	GE-4	3+1+0	4	-	-	-	AEC-6	0+0+2	1	SEC-4	3+0+0	3	VAC-2	3+0+0	3	-	-	-	23		
	DSC-11	3+1+0	4	-	-	-	-	-	-	-	-	-	-	-	-				-	-	-	-	-	-		-	-
	DSC-12	3+1+0	4	-	-	-	-	-	-	-	-	-	-	-	-				-	-	-	-	-	-		-	-
Exit option with Undergraduate Diploma in Economics (99 credits)																											
V	DSC-13	3+1+0	4	-	-	-	GE-5	3+1+0	4	-	-	-	AEC-7	0+0+2	1	SEC-5	3+0+0	3	-	-	-	-	SIP	-	4	24	
	DSC-14	3+1+0	4	-	-	-	-	-	-	-	-	-	-	-	-				-	-	-	-	-	-	-		-
	DSC-15	3+1+0	4	-	-	-	-	-	-	-	-	-	-	-	-				-	-	-	-	-	-	-		-
VI	DSC-16	3+1+0	4	-	-	-	GE-6	3+1+0	4	-	-	-	AEC-8	0+0+2	1	SEC-6	3+0+0	3	-	-	-	-	-	-	20		
	DSC-17	3+1+0	4	-	-	-	-	-	-	-	-	-	-	-	-				-	-	-	-	-	-		-	-
	DSC-18	3+1+0	4	-	-	-	-	-	-	-	-	-	-	-	-				-	-	-	-	-	-		-	-
Exit option with Bachelor of Arts in Economics Degree (143 credits)																											
VII	DSC-19	3+1+0	4	DSE-1	3+0+0	3	GE-7	3+1+0	4	-	-	-	-	-	-	-	-	-	-	-	-	-	DSE-3	3+0+0	3	20	
				DSE-2	3+0+0	3																	DSE-4	3+0+0	3		
				OR																			MNR P	-	6		
VIII	DSC-20	3+1+0	4	DSE-5	3+0+0	3	GE-8	3+1+0	4	-	-	-	-	-	-	-	-	-	-	-	-	-	DSE-7	3+0+0	3	20	
				DSE-6	3+0+0	3																	DSE-8	3+0+0	3		
				OR																			MJRP	-	6		
	DSC		80	DSE		12	GE		32	IDC		9	AEC		10	SEC		18	VAC		6	DSE/RP		16	183		
Award of Bachelor of Arts in Economics (Hons.)/Honours with research degree (183 credits)																											

## Qualification Types and Credit Requirements

NHEQF Level	Qualification Title/ Nomenclature	Credit Requirement
Level 5	UG Certificate in Economics who exit after successful completion of Semester II. (Programme duration: 2 semesters of the undergraduate programme)	50
Level 6	UG Diploma in Economics who exit after successful completion of Semester IV. (Programme duration: 4 semesters of the undergraduate programme)	99
Level 7	Bachelors in Economics (Honors) Degree for those who opt for single discipline core courses and exit after successful completion of Semester VI. (Programme duration: 6 semesters)	143
Level 8	Bachelors in Economics (Honors with Research/Academic Projects/Entrepreneurship) Degree for those who opt for single discipline core courses and exit after successful completion of Semester VIII. (Programme duration: 8 semesters)	183

**B.A. Economics (Hons. / Hons. with Research)**

**Session 2024-2025 onward**

**Programme Level:** Undergraduate

**No. of Seats:** 20

**Duration:** Three Years/Four Years (Six Semesters/Eight Semesters)

**Affiliation:** The proposed programme shall be governed by the School of Business, Mody University of Science & Technology, Lakshmangarh.

**Vision and Mission of the University**

**Vision:** Committed to excellence, we seek to advance education and enhance knowledge to develop transformative skills in women fuelled with innovation, research, integrity, environmental consciousness, social and ethical sensitivity to create the finest women leaders, technocrats and social innovators.

**Mission**

- To create a supportive ambiance in which new ideas and innovation flourish, and from which the leaders and innovators of tomorrow emerge.
- To address contemporary issues and provide solutions at the local, regional, national and global level.
- Advance education and collaborative research that transform pupils through rigorous coursework and intellectual delivery.
- Create a sustainable ecosystem.
- Invent new knowledge by engaging in cutting-edge research and academic growth.
- Undertake collaborative projects which offer opportunities for long-term interaction with academia and industry.
- Develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders can serve in a diverse range of professions.

**Vision and Mission of the School of Business**

**Vision:** To establish ourselves as a world class business school with an environment of academic vibrancy and harnessing the best management practices with the concern for society.

**Mission**

M1	To provide an In-depth knowledge to students so that they add value to the existing treasures of business and managerial concepts.
M2	To promote lateral thinking and a spirit of enquiry through a creative approach for providing simple solutions to complex business problems.
M3	To inculcate entrepreneurial and multidisciplinary approach where ethics and social commitments will be the cornerstones.

**Quality Policy**

To provide education of the highest quality so as to develop skills that serve the industry and society equally well at a global level.

### Program Education Objectives

PEO1	To enable students to understand, analyze and acquire comprehensive knowledge about economic concepts by inculcating critical thinking in the area of economics.
PEO2	To hone their understanding in terms of qualitative and quantitative aspects by developing lateral thinking, analytical approach related to economic concepts and problems.
PEO3	To inculcate a spirit of enquiry, so that Economics students develop the research aptitude that supports critical analysis and decision making.
PEO4	To ignite the passion for economic analysis amongst Economics students by orienting them in the application of Modern tools and make them learn to select and apply in complex decision-making processes.
PEO5	To provide students with the opportunity to focus on applied and policy issues in Economics

### PEO to Mission Statement Mapping

MISSION STATEMENTS	PEO1	PEO2	PEO3	PEO4	PEO5
M1	3	3	2	3	2
M2	2	3	3	3	3
M3	2	2	3	3	3

**Correlation:** 3- High, 2-Medium, 1-Low

### Program Outcomes

<b>PO 1</b>	Develop understanding about economic concepts and theories
<b>PO 2</b>	To equip the students to apply the economic theories in different business Situations
<b>PO 3</b>	Develop the critical thinking among students
<b>PO 4</b>	Develop analytical skills using ICT
<b>PO 5</b>	Ability to communicate effectively and professionally
<b>PO 6</b>	Able to recognize cause-and-effect relationships, define problems, formulate hypotheses
<b>PO 7</b>	Develop Ability to work effectively and responsibly with diverse teams; facilitate cooperative or coordinated

### Mapping of POs TO PEOs

<u>PEO/PO</u>	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
<b>PEO 1</b>	2	3	2	2	3	2	3
<b>PEO 2</b>	3	2	3	3	3	2	3
<b>PEO 3</b>	2	2	3	3	2	3	2
<b>PEO 4</b>	3	3	3	3	3	3	3
<b>PEO 5</b>	3	2	2	2	2	2	1

3-Strong Correlation    2- Medium Correlation    1- Low Correlation

## Program Specific Outcomes

The participant will be able to -

1. Ability to write, communicate, and participate on economic issues effectively.
2. Analyze social and economic implications of global economic fluctuations.
3. Demonstrate the knowledge of economic science to solve complex corporate problems using limited resources.
4. Identify business opportunities, design, and implement innovations in workspace using economic concepts.
5. Apply reasoning informed by the contextual knowledge to assess economic, social, and environmental issues and the consequent responsibilities relevant to economic behaviour.
6. Utilize qualitative and quantitative methods to investigate and solve critical business problems.
7. Incorporate efficiency, diversity, and multicultural perspectives when making business decisions.
8. Integrate tools and concepts from multiple functional areas (i.e. economics, econometrics, public finance, international trade, etc.) to solve business problems.
9. Function effectively as an individual, and as a member or economists in diverse teams, and in multidisciplinary settings.

**Input Qualification:** Candidate should have passed 10+2 from a recognized Board with proficiency in English or equivalent.

### **Evaluation Procedure:**

All the Rules and Regulations as provided in the Ordinances and Regulations of the Mody University of Science & Technology shall be followed. No student shall be admitted as a candidate for the examination for any of the Parts/Semesters after the lapse of five years from the date of admission to the Part-I/Semester-I of the Programme.

**Year up-gradation of the student will be as per the University ordinance.**

## Curriculum Structure

### Curriculum Structure : Session 2024-2025 onwards

Name of the Programme: B.A. Economics / B.A. Economics (Hons.) / B.A. Economics (Hons. with Research)

Year: First

Semester: I (Autumn)

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)			
			L	T	P			CW	MTE	ETE	
<b>Discipline Specific Core (DSC):</b>											
Autumn Semester I	EM23.111	Principles of Economics-I	3	1	-	4	3	25	25	50	
	EM23.121	Environmental Economics	3	1	-	4	3	25	25	50	
	EM23.131	Indian Economy – I	3	1	-	4	3	25	25	50	
	<b>Discipline Specific Elective (DSE):</b>										
				-	-	-	-	-	-	-	-
	<b>Generic Elective (GE): (Choose any one of the following Courses)</b>										
	BM23.131	Business Statistics		3	1	-	4	3	25	25	50
	GE23.111	Business Organisation		3	1	-	4	3	25	25	50
	BM23.121	Financial Accounting		3	1	-	4	3	25	25	50
	GE23.131	Basics of Finance		3	1	-	4	3	25	25	50
	DM23.111	Foundation of Digital Marketing		3	1	-	4	3	25	25	50
	<b>Interdisciplinary Course (IDC): (Choose any one of the following Courses)</b>										
	ID23.111	Culture of India		3	-	-	3	3	20	-	80
		MUE 1		3	-	-	3	3	20	-	80
		MUE 1		3	-	-	3	3	20	-	80
		MUE 1		3	-	-	3	3	20	-	80
		MUE 1		3	-	-	3	3	20	-	80
	<b>Ability Enhancement Course (AEC):</b>										
	EL20.109	Foundation Course in English		2	-	-	2	3	25	25	50
	SF23.101	Personal Grooming & Fine Dining		-	-	2	1	3	50	-	50
<b>Skill Enhancement Course (SEC): (Choose any one of the following Courses)</b>											
FL20.101	French Language & Grammar-I		3	-	-	3	3	25	25	50	
GL20.101	German Language & Grammar-I		3	-	-	3	3	25	25	50	
JL20.101	Japanese Language & Grammar-I		3	-	-	3	3	25	25	50	
SL20.101	Spanish Language & Grammar-I		3	-	-	3	3	25	25	50	
<b>Internship/Apprenticeship/Project/Community Outreach (I/A/P/CO):</b>											
			-	-	-	-	-	-	-	-	
<b>Value Added Course (VAC):</b>											
			-	-	-	-	-	-	-	-	
	<b>Sub Total</b>		<b>20</b>	<b>4</b>	<b>2</b>	<b>25</b>					

### Summary: I Semester (Autumn)

S.N.	Particulars	Credits
1.	<b>Discipline Specific Core (DSC):</b>	12
2.	<b>Discipline Specific Elective (DSE):</b>	-
3.	<b>Generic Elective (GE):</b>	4
4.	<b>Interdisciplinary Course (IDC)</b>	3
5.	<b>Ability Enhancement Course (AEC):</b>	2+1
6.	<b>Skill Enhancement Course (SEC):</b>	3
7.	<b>Internship/Apprenticeship/Project/Community Outreach (I/A/P/CO):</b>	---
8.	<b>Value Added Course (VAC):</b>	---
	<b>Total</b>	<b>25</b>

Curriculum Structure : Session 2024-2025 onwards									
Name of the Programme: B.A. Economics / B.A. Economics (Hons.) / B.A. Economics (Hons. with Research)									
Year: First				Semester:II (Spring)					
Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)		
		L	T	P			CW	MTE	ETE
<b>Discipline Specific Core (DSC):</b>									
EM23.112	Principles of Economics-II	3	1	-	4	3	25	25	50
EM23.122	Advance Statistics	3	1	-	4	3	25	25	50
EM23.132	Indian Economy – II	3	1	-	4	3	25	25	50
<b>Discipline Specific Elective (DSE):</b>									
		-	-	-	-	-	-	-	-
<b>Generic Elective (GE): (Choose any one of the following Courses)</b>									
BM23.112	Business Mathematics	3	1	-	4	3	25	25	50
BM23.122	Communication in Management	3	1	-	4	3	25	25	50
DM23.112	Social Media and E-mail Marketing	3	1	-	4	3	25	25	50
GE23.112	Human Resource Development Systems	3	1	-	4	3	25	25	50
GE23.122	Evolution of Indian Business	3	1	-	4	3	25	25	50
<b>Interdisciplinary Course (IDC): (Choose any one of the following Courses)</b>									
	MUE 2	3	-	-	3	3	20	-	80
	MUE 2	3	-	-	3	3	20	-	80
	MUE 2	3	-	-	3	3	20	-	80
	MUE 2	3	-	-	3	3	20	-	80
	MUE 2	3	-	-	3	3	20	-	80
<b>Ability Enhancement Course (AEC):</b>									
EV20.102	Environmental Studies	2	-	-	2	3	25	25	50
SF23.102	Social Grooming, Home & Décor and Business Communication	-	-	2	1	3	50	-	50
<b>Skill Enhancement Course (SEC): (Choose any one of the following Courses)</b>									
FL20.102	French Language & Grammar-II	3	-	-	3	3	25	25	50
GL20.102	German Language & Grammar-II	3	-	-	3	3	25	25	50
JL20.102	Japanese Language & Grammar-II	3	-	-	3	3	25	25	50
SL20.102	Spanish Language & Grammar-II	3	-	-	3	3	25	25	50
<b>Internship/Apprenticeship/Project/Community Outreach (I/A/P/CO):</b>									
		-	-	-	-	-	-	-	-
<b>Value Added Course (VAC):</b>									
		-	-	-	-	-	-	-	-

Summary: II Semester (Spring)		
S.N.	Particulars	Credits
1.	<b>Discipline Specific Core (DSC):</b>	12
2.	<b>Discipline Specific Elective (DSE):</b>	-
3.	<b>Generic Elective (GE):</b>	4
4.	<b>Interdisciplinary Course (IDC)</b>	3
5.	<b>Ability Enhancement Course(AEC):</b>	2+1
6.	<b>Skill Enhancement Course (SEC):</b>	3
7.	<b>Internship/Apprenticeship/Project/Community Outreach (I/A/P/CO):</b>	---
8.	<b>Value Added Course (VAC):</b>	-
<b>Total</b>		25

**UG Certificate:** Students who opt to exit after completion of the first year and have secured 50 credits will be awarded a UG certificate if, in addition, they complete one vocational course of 4 credits during the summer vacation of the first year. These students are allowed to re-enter the degree programme within three years and complete the degree programme within the stipulated maximum period of seven years.

Curriculum Structure : Session 2024-2025 onwards										
Name of the Programme: B.A. Economics / B.A. Economics (Hons.) / B.A. Economics (Hons. with Research)										
Year: Second					Semester:III (Autumn)					
Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)			
		L	T	P			CW	MTE	ETE	
<b>Discipline Specific Core (DSC):</b>										
EM23.211	Micro Economics –I	3	1	-	4	3	25	25	50	
EM23.221	Macro Economics- I	3	1	-	4	3	25	25	50	
EM23.231	Data Analysis – I	2	1	2	4	3	25	25	50	
<b>Discipline Specific Elective (DSE):</b>										
		-	-	-	-	-	-	-	-	
<b>Generic Elective (GE): (Choose any one of the following Courses)</b>										
EM23.241	Development Economics – I	3	1	-	4	3	25	25	50	
GE23.211	Financial Institutions & Markets	3	1	-	4	3	25	25	50	
GE23.221	Advertising and Brand Management	3	1	-	4	3	25	25	50	
GE23.231	Strategic Human Resource Management	3	1	-	4	3	25	25	50	
DM23.211	SEO and Online Advertising	3	1	-	4	3	25	25	50	
<b>Interdisciplinary Course (IDC): (Choose any one of the following Courses)</b>										
	MUE 3	3	-	-	3	3	20	-	80	
	MUE 3	3	-	-	3	3	20	-	80	
	MUE 3	3	-	-	3	3	20	-	80	
	MUE 3	3	-	-	3	3	20	-	80	
	MUE 3	3	-	-	3	3	20	-	80	
<b>Ability Enhancement Course (AEC):</b>										
SF23.201	Personal Grooming, Fine Dining and Home Safety	-	-	2	1	3	50	-	50	
<b>Skill Enhancement Course (SEC): (Choose any one of the following Courses)</b>										
FL20.201	French Language & Grammar-III	3	-	-	3	3	25	25	50	
GL20.201	German Language & Grammar-III	3	-	-	3	3	25	25	50	
JL20.201	Japanese Language & Grammar-III	3	-	-	3	3	25	25	50	
SL20.201	Spanish Language & Grammar-III	3	-	-	3	3	25	25	50	
<b>Internship/Apprenticeship/Project/Community Outreach (I/A/P/CO):</b>										
		-	-	-	-	-	-	-	-	
<b>Value Added Course (VAC): (Choose any one of the following Courses)</b>										
VA23.211	Export Documentation and Procedures	3	-	-	3	3	25	25	50	
VA23.221	Team Building	3	-	-	3	3	25	25	50	
VA23.231	Yoga & Happiness	3	-	-	3	3	25	25	50	

Autumn Semester III

Summary: III Semester (Autumn)		
S.N.	Particulars	Credits
1.	<b>Discipline Specific Core (DSC):</b>	12
2.	<b>Discipline Specific Elective (DSE):</b>	-
3.	<b>Generic Elective (GE):</b>	4
4.	<b>Interdisciplinary Course (IDC)</b>	3
5.	<b>Ability Enhancement Course (AEC):</b>	1
6.	<b>Skill Enhancement Course (SEC):</b>	3
7.	<b>Internship/Apprenticeship/Project/Community Outreach (I/A/P/CO):</b>	-
8.	<b>Value Added Course (VAC):</b>	3
<b>Total</b>		26

Curriculum Structure : Session 2024-2025 onwards										
Name of the Programme: B.A. Economics / B.A. Economics (Hons.) / B.A. Economics (Hons. with Research)										
Year: Second				Semester:IV (Spring)						
Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)			
		L	T	P			CW	MTE	ETE	
<b>Discipline Specific Core (DSC):</b>										
EM23.212	Micro Economics –II	3	1	-	4	3	25	25	50	
EM23.222	Macro Economics- II	3	1	-	4	3	25	25	50	
EM23.232	Data Analysis – II	2	1	2	4	3	25	25	50	
<b>Discipline Specific Elective (DSE):</b>										
		-	-	-	-	-	-	-	-	
<b>Generic Elective (GE): (Choose any one of the following Courses)</b>										
EM23.242	Development Economics – II	3	1	-	4	3	25	25	50	
GE23.212	Retail Management	3	1	-	4	3	25	25	50	
GE23.222	Personal Financial Planning	3	1	-	4	3	25	25	50	
GE23.232	Organisational Change	3	1	-	4	3	25	25	50	
DM23.212	Web Design and Analytics	3	1	-	4	3	25	25	50	
<b>Ability Enhancement Course (AEC):</b>										
SF23.202	Social Grooming and Professional Skills	-	-	2	1	3	50	-	50	
<b>Skill Enhancement Course (SEC): (Choose any one of the following Courses)</b>										
FL20.202	French Language & Grammar-IV	3	-	-	3	3	25	25	50	
GL20.202	German Language & Grammar-IV	3	-	-	3	3	25	25	50	
JL20.202	Japanese Language & Grammar-IV	3	-	-	3	3	25	25	50	
SL20.202	Spanish Language & Grammar-IV	3	-	-	3	3	25	25	50	
<b>Internship/Apprenticeship/Project/Community Outreach (I/A/P/CO):</b>										
		-	-	-	-	-	-	-	-	
<b>Value Added Course (VAC): (Choose any one of the following Courses)</b>										
VA23.212	Women Leadership in Business	3	-	-	3	3	25	25	50	
VA23.222	Cyber Crime and Laws	3	-	-	3	3	25	25	50	
VA23.232	Social Media Marketing	3	-	-	3	3	25	25	50	

Spring Semester IV

Summary: IV Semester (Spring)		
S.N.	Particulars	Credits
1.	<b>Discipline Specific Core (DSC):</b>	12
2.	<b>Discipline Specific Elective (DSE):</b>	-
3.	<b>Generic Elective (GE):</b>	4
4.	<b>Interdisciplinary Course (IDC)</b>	-
5.	<b>Ability Enhancement Course (AEC):</b>	1
6.	<b>Skill Enhancement Course (SEC):</b>	3
7.	<b>Internship/Apprenticeship/Project/Community Outreach (I/A/P/CO):</b>	-
8.	<b>Value Added Course (VAC):</b>	3
<b>Total</b>		<b>23</b>

**UG Diploma:** Students who opt to exit after completion of the second year and have secured 99 credits will be awarded the UG diploma if, in addition, they complete one vocational course of 4 credits during the summer vacation of the second year. These students are allowed to re-enter within a period of three years and complete the degree programme within the maximum period of seven years.

Curriculum Structure : Session 2024-2025 onwards										
Name of the Programme: B.A. Economics / B.A. Economics (Hons.) / B.A. Economics (Hons. with Research)										
Year: Third					Semester: V (Autumn)					
Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)			
		L	T	P			CW	MTE	ETE	
<b>Discipline Specific Core (DSC):</b>										
EM23.311	Public Finance – I	3	1	-	4	3	25	25	50	
EM23.321	International Economics-I	3	1	-	4	3	25	25	50	
EM23.331	Monetary Economics – I	3	1	-	4	3	25	25	50	
<b>Discipline Specific Elective (DSE):</b>										
<b>Generic Elective (GE):</b> (Choose any one of the following Courses)										
BM23.311	Decision Science	3	1	-	4	3	25	25	50	
GE23.311	Marketing of Services	3	1	-	4	3	25	25	50	
GE23.321	Production & Operations Management	3	1	-	4	3	25	25	50	
GE23.331	Industrial Relations	3	1	-	4	3	25	25	50	
DM23.311	Digital Strategic Fundamentals	3	1	-	4	3	25	25	50	
<b>Ability Enhancement Course (AEC):</b>										
SF23.301	Civility & Ethics, Business & Professional Grooming, Corporate Dining Etiquette	-	-	2	1	3	50	-	50	
<b>Skill Enhancement Course (SEC):</b> (Choose any one of the following Courses)										
FL20.301	French Language & Grammar-V	3	-	-	3	3	25	25	50	
GL20.301	German Language & Grammar-V	3	-	-	3	3	25	25	50	
JL20.301	Japanese Language & Grammar-V	3	-	-	3	3	25	25	50	
SL20.301	Spanish Language & Grammar-V	3	-	-	3	3	25	25	50	
<b>Internship/Apprenticeship/Project/Community Outreach (I/A/P/CO):</b>										
SI23.311	Summer Internship Project	-	-	-	4	-	-	-	100	
<b>Value Added Course (VAC):</b>										
		-	-	-	-	-	-	-	-	

Autumn Semester V

Summary: V Semester (Autumn)		
S.N.	Particulars	Credits
1.	<b>Discipline Specific Core (DSC):</b>	12
2.	<b>Discipline Specific Elective (DSE):</b>	-
3.	<b>Generic Elective (GE):</b>	4
4.	<b>Interdisciplinary Course (IDC)</b>	-
5.	<b>Ability Enhancement Course (AEC):</b>	1
6.	<b>Skill Enhancement Course (SEC):</b>	3
7.	<b>Internship/Apprenticeship/Project/Community Outreach (I/A/P/CO):</b>	4
8.	<b>Value Added Course (VAC):</b>	-
<b>Total</b>		<b>24</b>

Curriculum Structure : Session 2024-2025 onwards										
Name of the Programme: B.A. Economics / B.A. Economics (Hons.) / B.A. Economics (Hons. with Research)										
Year: Third					Semester: VI (Spring)					
Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)			
		L	T	P			CW	MTE	ETE	
<b>Discipline Specific Core (DSC):</b>										
EM23.312	Public Finance – II	3	1	-	4	3	25	25	50	
EM23.322	International Economics-II	3	1	-	4	3	25	25	50	
EM23.332	Monetary Economics – II	3	1	-	4	3	25	25	50	
<b>Discipline Specific Elective (DSE):</b>										
		-	-	-	-	-	-	-	-	
<b>Generic Elective (GE): (Choose any one of the following Courses)</b>										
EM23.342	Financial Economics	3	1	-	4	3	25	25	50	
GE23.312	Negotiation Skills for Managers	3	1	-	4	3	25	25	50	
GE23.322	Sustainable Finance	3	1	-	4	3	25	25	50	
BM23.312	Project Management	3	1	-	4	3	25	25	50	
BM23.322	Goods & Services Tax	3	1	-	4	3	25	25	50	
<b>Ability Enhancement Course (AEC):</b>										
SF23.302	Soft Skills and Interview Skills	-	-	2	1	3	50	-	50	
<b>Skill Enhancement Course (SEC): (Choose any one of the following Courses)</b>										
FL20.302	French Language & Grammar-VI	3	-	-	3	3	25	25	50	
GL20.302	German Language & Grammar-VI	3	-	-	3	3	25	25	50	
JL20.302	Japanese Language & Grammar-VI	3	-	-	3	3	25	25	50	
SL20.302	Spanish Language & Grammar-VI	3	-	-	3	3	25	25	50	
<b>Internship/Apprenticeship/Project/Community Outreach (I/A/P/CO):</b>										
		-	-	-	-	-	-	-	-	
<b>Value Added Course (VAC):</b>										
		-	-	-	-	-	-	-	-	

Spring Semester VI

Summary: VI Semester (Spring)		
S.N.	Particulars	Credits
1.	<b>Discipline Specific Core (DSC):</b>	12
2.	<b>Discipline Specific Elective (DSE):</b>	-
3.	<b>Generic Elective (GE):</b>	4
4.	<b>Interdisciplinary Course (IDC)</b>	-
5.	<b>Ability Enhancement Course (AEC):</b>	1
6.	<b>Skill Enhancement Course (SEC):</b>	3
7.	<b>Internship/Apprenticeship/Project/Community Outreach (I/A/P/CO):</b>	-
8.	<b>Value Added Course (VAC):</b>	-
<b>Total</b>		20

**3-year UG Degree:** Students who wish to undergo a 3-year UG programme will be awarded UG Degree in the Major discipline after successful completion of three years, securing 143 credits and satisfying the minimum credit requirement as per University norms.

Curriculum Structure : Session 2024-2025 onwards									
Name of the Programme: B.A. Economics / B.A. Economics (Hons.) / B.A. Economics (Hons. with Research)									
Year: Fourth					Semester: VII (Autumn)				
Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)		
		L	T	P			CW	MTE	ETE
<b>Discipline Specific Core (DSC):</b>									
BM23.411	Business Ethics and Corporate Governance	3	1	-	4	3	25	25	50
EM23.411	Minor Research Project	-	-	-	6	-	-	-	100
<b>Discipline Specific Elective (DSE): (Choose any two of the following Courses)</b>									
EM23.421	DSE1 Behavioural Economics	3	-	-	3	3	25	25	50
EM23.431	DSE2 Elementary Econometrics	3	-	-	3	3	25	25	50
FA23.431	DSE3 Banking and Insurance	3	-	-	3	3	25	25	50
<b>Generic Elective (GE): (Choose any one of the following Courses)</b>									
GE23.411	Design Thinking	3	1	-	4	3	25	25	50
GE23.421	Business Analytics	3	1	-	4	3	25	25	50
GE23.431	Indian Ethos and Management	3	1	-	4	3	25	25	50
GE23.441	Disaster Management	3	1	-	4	3	25	25	50
<b>Ability Enhancement Course (AEC):</b>									
		-	-	-	-	-	-	-	-
<b>Skill Enhancement Course (SEC):</b>									
		-	-	-	-	-	-	-	-
<b>Internship/Apprenticeship/Project/Community Outreach (I/A/P/CO):</b>									
		-	-	-	-	-	-	-	-
<b>Value Added Course (VAC):</b>									
		-	-	-	-	-	-	-	-

Summary: VII Semester (Autumn)		
S.N.	Particulars	Credits
1.	<b>Discipline Specific Core (DSC):</b>	10
2.	<b>Discipline Specific Elective (DSE):</b>	6
3.	<b>Generic Elective (GE):</b>	4
4.	<b>Interdisciplinary Course (IDC)</b>	-
5.	<b>Ability Enhancement Course (AEC):</b>	-
6.	<b>Skill Enhancement Course (SEC):</b>	-
7.	<b>Value Added Course (VAC):</b>	-
<b>Total</b>		20

Curriculum Structure : Session 2024-2025 onwards									
Name of the Programme: B.A. Economics / B.A. Economics (Hons.) / B.A. Economics (Hons. with Research)									
Year: Fourth					Semester: VIII (Spring)				
Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)		
		L	T	P			CW	MTE	ETE
<b>Discipline Specific Core (DSC):</b>									
BM23.412	Business Environment & Public Policy	3	1	-	4	3	25	25	50
EM23.412	Major Research Project	-	-	-	6	-	-	-	100
<b>Discipline Specific Elective (DSE): (Choose any two of the following Courses)</b>									
EM23.422	DSE4 Gender Economics	3	-	-	3	3	25	25	50
EM23.432	DSE5 Applied Econometrics	3	-	-	3	3	25	25	50
FA23.432	DSE6 Behavioural Finance	3	-	-	3	3	25	25	50
<b>Generic Elective (GE): (Choose any one of the following Courses)</b>									
GE23.412	Advanced Business Research	3	1	-	4	3	25	25	50
GE23.422	Rural Development	3	1	-	4	3	25	25	50
GE23.432	Event Management	3	1	-	4	3	25	25	50
GE23.442	Tourism Management	3	1	-	4	3	25	25	50
<b>Ability Enhancement Course (AEC):</b>									
		-	-	-	-	-	-	-	-
<b>Skill Enhancement Course (SEC):</b>									
		-	-	-	-	-	-	-	-
<b>Internship/Apprenticeship/Project/Community Outreach (I/A/P/CO):</b>									
		-	-	-	-	-	-	-	-
<b>Value Added Course (VAC):</b>									
		-	-	-	-	-	-	-	-

### Summary: VII Semester (Spring)

S.N.	Particulars	Credits
1.	<b>Discipline Specific Core (DSC):</b>	10
2.	<b>Discipline Specific Elective (DSE):</b>	6
3.	<b>Generic Elective (GE):</b>	4
4.	<b>Interdisciplinary Course (IDC)</b>	-
5.	<b>Ability Enhancement Course (AEC):</b>	-
6.	<b>Skill Enhancement Course (SEC):</b>	-
7.	<b>Value Added Course (VAC):</b>	-
<b>Total</b>		<b>20</b>

**4-year UG Degree (Honours):** A four-year UG Honours degree in the major discipline will be awarded to those who complete a four-year degree programme with 183 credits and have satisfied the credit requirements as University norms.

**4-year UG Degree (Honours with Research):** Students who secure 75% marks and above in the first six semesters and wish to undertake research at the undergraduate level can choose a research stream in the fourth year. They should do a research project or dissertation under the guidance of a faculty member of the University/College. The research project/dissertation will be in the major discipline. The students who secure 183 credits, including 12 credits from a research project/dissertation, are awarded UG Degree (Honours with Research).

**FIRST YEAR**  
**AUTUMN SEMESTER**  
**(Semester – I)**

EM23.111

**Principles of Economics-I**

**3-1-0-4**

(Contact hrs.:39)

**Basic Concepts of Economics:** Scope, Fields and Methods of Economics, The Economic Policy, PPF, Different economic systems, Graphs and its uses, Slope: nature and measurement, Demand and supply and their determinants, Market Equilibrium, Price rationing and alternative Rationing Mechanisms, Price Elasticity and its determinants [10]

**Consumption and Production:** Utility, Diminishing MU, Meaning and Properties of Indifference curves, Budget constraints, Consumers' optimum choice, Income and Substitution effects, Consumer Surplus, Production, Productivity, Behaviour of profit maximizing firms, Production Functions with one variable factor and with two variables factor of production, Isoquant and Isocost lines [8]

**Perfect and Imperfect Market:** Cost and Revenue Functions: Accounting and Economic costs, Costs in the short run, Fixed costs, variable costs, Marginal costs, Long run AC and MC, TR,MR,AR,Output decision taking Costs and Revenues (Total and Marginal methods), Features of Perfect and Imperfect Perfect Competition [7]

**Input Markets:** Input Markets: Labour, Land and Capital Markets, Demand for inputs, Diminishing Returns, Marginal Revenue Product, Input demand curve, Labour Market and demand for labour, Shifts in input demand curves, Land markets and rent, Capital Market, Capital Income-Interest and profit [7]

**International Economics:** Trade surpluses and deficits, The economic basis for trade--absolute advantage and comparative advantage, Terms of trade, Exchange rates, Trade Barriers--tariffs, subsidies and quotas, The cases for free trade or protection [7]

**Text Book:**

1. Case Karl E. and Fair Ray C. Principles of Economics, Pearson Education Asia.

**References:**

1. Mankiw N. Gregory. Principles of Economics, Thomson.
2. Stiglitz J.E. and Walsh C.E. Principles of Economics, W.W. Norton & Co, New York.

2

EM23.121

**Environmental Economics**

**3-1-0-4**

(Contact hrs.:39)

**Introduction:** Key environmental issues and problems, Economic way of thinking about these problems, Basic concepts from economics, Pareto optimality and market failure in the presence of externalities, Property rights and other approaches

[12]

**The Design and Implementation of Environmental Policy:** Overview, Pigouvian taxes and effluent fees, Tradable permits, Implementation of environmental policies in India and international experience, Transboundary environmental problems, Economics of climate change

[12]

**Environmental Valuation Methods and Applications:** Valuation of non-market goods and services--theory and practice, Measurement methods, Cost-benefit analysis of environmental policies and regulations

[8]

**Sustainable Development:** Concepts, Measurement, Perspectives from Indian experience

[7]

**Text Book:**

1. Roger Perman, Yue Ma, Michael Common, David Maddison and James McGilvray, Natural Resource and Environmental Economics, Pearson Education/Addison Wesley, 4th edition, 2011.

**References:**

1. Charles Kolstad, Intermediate Environmental Economics, Oxford University Press, 2nd edition, 2010.
2. Robert N. Stavins (ed.), Economics of the Environment: Selected Readings, W.W. Norton, 6th edition, 2012.
3. Robert Solow, An Almost Practical Step toward Sustainability, Resources for the Future 40th anniversary lecture, 1992.

**EM23.131**

**Indian Economy-I**

**3-1-0-4**

(Contact hrs.:39)

**Colonialism and Underdevelopment of the Indian Economy:** Meaning of Colonialism, British Rule and the Exploitation of India, The British Rule and India's Underdevelopment, State Policies and Economic Underdevelopment, The theory of drains — its pros and cons, Indian Economy at the Time of Independence, Planning exercises in India - National Planning Committee, Bombay Plan, People's Plan, Gandhian Plan, The Planning Commission [10]

**Structure of the Indian Economy:** Nature of the Indian Economy- Developing, Dualistic and Mixed Economy, Natural Resources and Ecological Issues- Land, water, Mineral and forest resources, Ecological Imbalance [07]

**Broad demographic features:** Population size and growth rates, Sex composition, Rural-urban migration, Occupational distribution, Problem of over-population, Population policy, Infrastructure development - Energy, Energy Crisis and Strategy, Transport and Communication [10]

**Planning in India:** Objectives, Strategy, Broad achievements and failures, Planning Commission and NITI Aayog, New economic reforms — Liberalization, privatization and globalization, Rationale behind economic reforms, Progress of privatization and globalization [12]

**Text Book:**

1. Mishra and Puri (Latest Edition): Indian Economy, Himalaya Publication, New Delhi.

**References:**

1. R Dutt and K P M Sundaram: Indian Economy, S Chand.
2. A.N.Agarwal: Indian Economy, Problems of Development and Planning, New Age.
3. Planning Commission: Eleventh Five Year Plan, Vol I, II and III, Academic Foundation.
4. Government of India: Economic Survey (latest issue).

BM23.131

**Business Statistics**

**3-1-0-4**

(Contact hrs.:39)

### Course Objective

To familiarize students with the basic statistical tools used to summarize and analyze quantitative information for decision making.

### Course Content

**Introduction to Statistics:** Meaning, Definition, Scope, uses and limitations of statistics, Collection of primary and secondary data, Classification and tabulation of data, Graphs of frequency distribution and Curves. **Measures of Central Tendency** - arithmetic mean, geometric mean and harmonic mean. Median and Mode (and other partition values including quartiles, deciles, and percentiles). [10]

**Measures of Dispersion:** absolute and relative, Range, quartile deviation, mean deviation, standard deviation, and their coefficients, Properties of standard deviation/variance. **Moments** - Calculation and significance, Skewness: Meaning, Measurement using Karl Pearson and Bowley's measures; Concept of Kurtosis. [09]

**Correlation Analysis** - Meaning of Correlation: simple, multiple and partial; linear and non-linear, Correlation and Causation, Scatter diagram, Pearson's co-efficient of correlation; Rank Correlation **Regression Analysis** - Principle of least squares and regression lines, Regression equations and estimation; Properties of regression coefficients; Relationship between Correlation and Regression. [13]

**Index Numbers:** Meaning and uses of index numbers. Construction of index numbers: fixed and chain base: univariate and composite. Aggregate and average of relatives – simple and weighted, Tests of adequacy of index numbers, Base shifting, splicing and deflating, Problems in the construction of index numbers, Construction of consumer price indices. Important share price indices, including BSE SENSEX and NSE NIFTY [07]

### Text Books

1. Vohra N. D., "*Business Statistic's*", McGraw Hill New Delhi
2. Gupta, S.P., and Archana Gupta., "*Statistical Methods*", Sultan Chand and Sons, New Delhi.

### References:

1. Levin, Richard, David S. Rubin, Rastogi, and Siddiqui., "*Statistics for Management*", Pearson Education.
2. Berenson and Levine., "*Basic Business Statistics: Concepts and Applications*", Pearson Education.
3. Siegel Andrew F., "*Practical Business Statistics*", McGraw Hill.



**GE23.111**

**Business Organisation**

**3-1-0-4**

(Contact hrs.:39)

**Course Objective**

This course will help the students to understand the nature, objectives and forms of business, describe the different forms of organizations, understand the basic concepts of management and different types of business combinations.

**Content**

**Introduction:** Concept, nature and scope, Business as a system, Business objectives, Business and environment interface, Distinction between business, commerce and trade. [5]

**Forms of Business Organization:** Sole proprietorship, Partnership, Joint stock company, Types of company cooperative societies, Multinational corporations. [4]

**Business Unit,** Establishing a new business unit. Meaning of Promotion. Features for business, Plant location, Plant Layout & size of business unit. [7]

**Organisation Theory:** Concept, Classical organisation theory, Neoclassical organisation theory, Modern organisation theory, System approach, Contingency approach. [7]

**Design of Organization Structure:** Concept of organization structure, Need for formal Organization Structure, Contingent factors in organization design, Mechanism for designing structure, Departmentation, Span of management, Delegation of authority. [8]

**Forms of Organization Structure:** Line organization structure, Line and staff organization structure, Functional organization structure, Divisional organization structure, Project organization structure, Matrix organization structure, Virtual structure, Organization culture. [8]

**Text Book**

1. Tulsian, P.C., Business Organisation and Management, Pearson Education, New Delhi

**Reference Book**

1. Vasishth, Neeru, Business Organisation, Taxmann, New Delhi
2. C B. Gupta - Business Organisation and Management, Sultan Chand & Sons.

BM23.121

**Financial Accounting**

**3-1-0-4**

(Contact hrs.:39)

### Course Objective

To acquire conceptual knowledge of the financial accounting and to provide knowledge about the techniques for preparing accounts in different business organizations.

### Course Content

**Theoretical Framework:** Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting. Functions, advantages and limitations of accounting. Branches of accounting. Bases of accounting; cash basis and accrual basis. Generally Accepted Accounting Principles and Conventions, Accounting Standard v/s International Accounting Standards. **Accounting Process:** From recording of a business transaction to preparation of trial balance including adjustments: Capital and Revenue expenditures & Receipts, Depreciation, Preparation of Profit and Loss Account and Balance Sheet. (Sole Proprietorship only). [12]

**Sectional and Self-balancing System:** Introduction, advantages and disadvantages, scheme of entries (including effect and rectification of errors), transfer from one ledger to another, contra balances in ledger, self balancing ledgers vs. sectional balancing ledgers. [08]

**Insurance Claims:** Claims on account of loss of stock, loss of profit or consequential loss, loss of fixed assets, application of average clause, self-insurance and co-insurance, Entries in books of accounts, Workmen compensation insurance. [08]

**Consignment Accounts:** Important terms, Accounting records, Books of Consigner and consignee, Valuation of unsold stock, Conversion of consignment into branch, loss of goods—normal and abnormal. **Joint Venture Accounts:** Meaning of Joint Venture, Accounting records, Difference between Joint Venture and Partnership, Joint Venture vs. Consignment. [11]

### Text Books

1. Mohamed Hanif and Mukherjee Amitabha., “*Financial Accounting*”, McGraw Hill Education, New Delhi.
2. Maheshwari, S.N., and Maheshwari, S. K., “*Financial Accounting*”, Vikas Publishing House, New Delhi.

### References:

1. Anthony, R.N. and Reece, J.S., “*Accounting Principles*”, Richard Irvin Inc.
2. Lal, Jawahar., and Srivastava, Seema., “*Financial Accounting Text & Problems*”, Himalaya Publishing House, New Delhi.
3. Tulsian, P.C., “*Financial Accounting*”, Tata McGraw Hill, New Delhi.
4. Elliott, Barry., and Elliott, Jamie., “*Financial Reporting and Analysis*”, Prentice Hall International.
5. Horngren, Charles T., “*Introduction to Financial Accounting*”, Pearson Education.

**Note: Latest edition of text book and references must be used.**

GE23.131

**Basics of Finance**

3-1-0-4

(Contact hrs.:39)

**Course Objective:** The course aims to offer an integrated approach to the understanding of concepts and applications of financial planning.

**Introduction:** Meaning, importance and scope of financial literacy; Prerequisites of Financial Literacy – level of education, numerical and communication ability; Various financial institutions – Banks, Insurance companies, Post Offices; Mobile App based services. Need of availing of financial services from banks, insurance companies and postal services. [05]

**Financial Planning and Budgeting:** Concept of economic wants and means for satisfying these needs; Meaning, importance and need for financial planning; Personal budget, family budget, business budget and national budget; Procedure for financial planning and preparing a budget; Budget surplus and budget deficit, Sources for meeting the deficit. [11]

**Banking Services:** Types of banks; Banking products and services – Various services offered by banks; Types of bank deposit accounts – savings bank account, term deposit, current account, recurring deposit; Various types of loans – education loan, consumer durable loan, vehicle loan, housing loan, short term, medium term, long term, microfinance, bank overdraft, cash credit, mortgage, reverse mortgage, hypothecation, pledge. [10]

**Financial Services from India Post Office:** Post office savings schemes: savings bank, recurring deposit, term deposit, monthly income scheme, kisan vikas patra, NSC, PPF, senior citizen savings scheme, sukanya samridhi yojana; India post payments bank. money transfer: money order, e-money order. instant money order, collaboration with the western union financial services; mo videsh, international money transfer service, money gram international money transfer, Indian postal order. [08]

**Insurance Services:** Life insurance policies: life insurance, term life insurance, endowment policies, pension policies, ULIP, health insurance plans, comparison of policies offered by various life insurance companies, comparison of policies offered by various health insurance companies. Property insurance policies. Post office life insurance schemes: postal life insurance and rural postal life insurance. [06]

**Stock Markets – Some Basic Concepts:** Terms used in stock markets: SENSEX, NIFTY, primary markets, secondary markets, initial public offering(IPO), follow-on public offering (FPO), offer for sale (OFS), block deal, equity shares, preference shares, debentures, bonus shares, stock split, dividend, buyback, DEMAT account, trading account, delivery instruction slip (DI Slips), blue chips, defensive stocks, face value, market value, market capitalisation, pre-opening session, trading session, opening price, closing price, business days, bull, bear, bull market, bear market, risk, stop loss, derivatives, call option, put option, hedge, holding period; Tax on short term capital gains and long-term capital gains, Mutual Fund and its various schemes. [12]

**Text Books:**

1. Batra, J.K., “Accounting and Finance for Non-finance Managers”, Sage Textbook
2. Avadhani, V. A., “Investment Management” Himalaya Publishing House Pvt. Ltd., Mumbai.

**Reference Books:**

1. Bhattacharya., “Indian Financial System”, Oxford University Press.
2. Chandra, P., “Investment Game: How to Win,” Tata McGraw Hill Education, New Delhi.

**DM23.111**

**Foundation of Digital Marketing**

**3-1-0-4** (Contact Hrs: 39)

**Course Objective**

This course Introduction to Digital Marketing, demystifying Smart Objectives, performing in-depth digital marketing research and having meaningful conversations with prospects across touch points. Creating highly engaging and intuitive content that resonates with audience, defining a content marketing strategy to drive thought leadership and conversions organically, measuring success of content marketing efforts and initiatives

**Course Content**

**Introduction to Digital Marketing**

**8**

Overview of Digital Marketing

- Digital marketing evolution and its significance.
- Evolution from traditional to digital marketing (Traditional vs. Digital Marketing).

Digital Marketing Channels

- Exploring various digital marketing channels (SEO, SEM, SMM, Email marketing, etc.).
- Understanding the role of each channel in a digital marketing strategy.

Setting Digital Marketing Goals

- 3i Principles
- Defining SMART goals for digital marketing campaigns.

Digital Research

- Audience Research and listening tools.
- Cultural Research.
- Understanding Buyer's Journey.

**Content Marketing**

**11**

Content Marketing Concepts and Strategy

- Understanding Content Marketing.
- Types of Content Marketing.

Using Content Research

- Social Listening.
- Competitor Analysis.
- Content Audit.

Developing a Content Marketing Plan

- Setting Content Goals.
- Creating Buyer Personas.
- Content Topics and Calendars.

Creating and Curating Content

- Content Creation and Tools.
- Content Curation and Tools.
- Brand Storytelling and Personalization.

**Content Publishing and Distribution**

**7**

Publishing and Distributing Content

- Content Platforms.
- Content Seeding and Scheduling.
- Content Promotion and Repurposing.

Metrics and Marketing Performance

- Content Marketing ROI.
- Key Metrics and Tools.

## **Key Social Media Platforms**

7

### Social Media Marketing Concepts

- Role of Social Media in Digital Marketing.
- Aligning Social Media with the Buyer's Journey.

### Setting up Social Media Experience

- Setting up Social Media for Business.
- Setting up Social on Key Platforms.

### Growing and Engaging an Audience

- Building a Social Media Community.
- Engagement on Facebook, LinkedIn, Twitter, Instagram, Snapchat.

## **Practical Application and Case Studies**

6

### Case Studies

- Case Study on Cartier (from Digital Research).
- Case Study on Content Marketing Strategies.
- Case Study on Social Media Marketing Success Stories.

## **Reference Books:**

1. "Inbound Marketing: Attract, Engage, and Delight Customers Online" by Brian Halligan and Dharmesh Shah.
2. "Social Media Marketing Workbook: How to Use Social Media for Business" by Jason McDonald.
3. "Killing Marketing: How Innovative Businesses Are Turning Marketing Cost into Profit" by Joe Pulizzi and Robert Rose.

**ID23.111**

**Culture of India**

**3-0-0-3**

(Contact hrs.:39)

**Course Objectives:**

The objective of this course is to expose students of management to different aspects of Indian society and culture. Students will develop an understanding of the societal and cultural dimensions of the dynamic nature of society and the environment in which they will live and work as managers and entrepreneurs. More specifically, they will get an appreciation of how societal and cultural issues interface with business in the context of the overall development of the country.

**Course Contents**

**Indian Culture:** Characteristics of Indian culture, Society in India through ages - [6]  
Ancient period- varna and jati, family and marriage in India, position of women in ancient India, Contemporary period; Caste system and communalism, Religion and Philosophy in India, Pre-Vedic and Vedic Religion, Sanatan, Buddhism and Jainism.

**Indian Languages, Literature and Business:** Evolution of script and languages in India [7]  
- Harappan Script and Brahmi Script; Short History of the Sanskrit literature - The Vedas, The Brahmanas and Upanishads & Sutras, *Epics* - Ramayana and Mahabharata & Puranas; History of Buddhist and Jain Literature in Pali, Prakrit and Sanskrit, Effects of languages and literature on business decisions.

**Indian Arts and Architecture:** Gandhara School and Mathura School of Art; Hindu [7]  
Temple architecture, Buddhist Architecture, Medieval Architecture and Colonial Architecture; Indian Painting Tradition - ancient, medieval, Modern Indian painting; Performing Arts - Divisions of Indian classical music; Hindustani and Carnatic, Dances of India - Classical and Regional, Rise of modern theatre and Indian cinema.

**Indian Traditional Dresses and Textile Industry:** Himachal Pradesh, Haryana, Punjab, [8]  
Rajasthan, Gujarat, Maharashtra, Karnataka, Kerala, Tamil Nadu, Andhra Pradesh, Odisha, Madhya Pradesh, Uttar Pradesh, Bihar, Jharkhand, West Bengal, Sikkim, Assam, Arunachal Pradesh, Nagaland, Manipur, Mizoram, Tripura, Meghalaya, Business ideas in Garment Industry.

**Contemporary Changes in Indian Culture :** Globalization and its impact on Indian [6]  
culture; Changing family structures and gender roles; Influence of technology and media on cultural practices; Rise of consumerism and its effects on cultural values; Navigating tradition and modernity in contemporary India.

**Spread of Indian Culture Abroad:** Causes, Significance and Modes of Cultural [5]  
Exchange - Through Traders, Teachers, Emissaries, Missionaries and Gypsies; Indian Culture in South East Asia; Central Asia and Western World through ages.

**Text Books:**

- Nitin Singhania, Indian Art and Culture (2022), 4th Edition, McGraw Hill, India.

**Reference Book:**

- Devdutt Pattanaik, Indian Culture Art and Heritage (2022), Pearson Education, India.

**EL20.101**

**Foundation Course in English**

**2-0-0-2**

(Contact hrs:26)

**Course Objectives:**

- To enable the students to communicate effectively and appropriately in real life situation.
- To use English effectively for study purpose across different disciplines/modes of curriculum.
- To develop and integrate the use of the four language skills i.e. Reading, Listening, Speaking and Writing.

**Course Contents**

**Sentence Structure:** Elements of a sentence (Subject, Verb, Object, Complement and Adjunct). [4]

**Transformation of Sentence Structure:** Degrees of adjectives, Active and Passive Voice Statement, Negative, interrogative and imperative, Direct and Indirect narration (statement, negative, interrogative and imperative). [4]

**Correct Usage of Language:** Tenses (Present, Past and Future), Modals (can, could, will, would, shall, should, may, might, must, ought to, need) Phrasal verbs, Determiners (a, an, the, little, a little, few, a few, much, more, most). [4]

**Writing Skills:** Theme (Paragraph) writing, Letter (formal, informal, business letters) and application writing, report writing, résumé writing. [6]

**Common Errors in Effective Communication:** How to avoid common sentence– structural errors, vocabulary and pronunciation. [4]

**Reading Comprehension:** Efficient reading and note taking. [4]

**Text Book:**

1. Leech Geoffery, English Grammar for today, Longman, Delhi.

**References Books:**

1. Hornby A.S.: A Guide to patterns and usage, Oxford University Press, Delhi.
2. Murphy and Reynold: Essentials of English grammar, Cambridge University Press.
3. Wren & Martin: English Grammar & Composition, S.Chand & Co, Delhi.
4. Sharma, R.C. & Krishna Mohan: Business Correspondence & Report writing; McGraw Hill.

SF23.101

**Personal Grooming and Fine Dining**

**0-0-2-1**

**Course Objective**

This course is designed to enable the students to identify the different components of grooming, dressing and hygiene through various interactive activities. This will help students to improve their style and image quotient and also improve their confidence levels.

Students will also get familiar with International Dining Etiquette and Standards, Basic Service Rules, The basics of Oenology, Wine and Food pairing and Food Preparation and Presentation Essentials. This will equip students to understand Fine Dining Etiquette and enable them to confidently navigate various Social and Business situations in addition to learning how to entertain elegantly and be a courteous patron.

**Section -A: Personal Grooming**

**Course Content**

**Personal Hygiene:** Understanding the definition and importance of Personal Hygiene, Understanding elements of hygiene and identifying good hygiene practices, Self-care, Dos and Don'ts in hygiene regimen, Common mistakes to avoid. [02]

**Art of Dressing:** Understanding Image and its components, Linkage of Image with Self-Esteem, Projecting confidence through apparel, Body Shape Analysis, Enhance and Camouflage variations, Colour Psychology, Impact and use of colours in clothing, Creating Various Hairdos, Chignon, Coiffure, Understanding and using various types of accessories, Face Shape Analysis, Dos and Don'ts of accessorizing. [04]

**Art of Maquillage:** Understanding the importance and types of Maquillage, Basic, Natural, Dramatic, Party, Formal etc. Understanding makeup products as per the skin type, Accessories and their uses, creating various looks, Dos and don'ts of Maquillage, Creating a Maquillage Kit. [02]

**Section- B: Fine Dining**

**Dining Etiquette:** Understanding Table Manners and their importance, Elements of various Course Dining, Types of Table Settings, Understanding various types of cutlery and crockery, Understanding the rules of Utensils and Dining Tools, How to Dine with Finesse, Silent Service Code, Eating various difficult to eat foods. [04]

**Rudimentary of Wine & Food:** Understanding basics of Wine and its types, Origin of Wine and Wine Production Methods, Wine Regions of the world, Wine Tasting Methods, Basics of Wine Glassware, Identifying Wine Labels, Wine and Food Pairing Rules, Matching Weights, Complementing and Contrasting Rules, Physical Properties, Various Pairing Principles. [02]

**Culinary Art:** Understanding Culinary Art, Basics of Food Preparation, Identifying and using various types of Kitchen Equipment, Safety procedures to be followed in the kitchen, Understanding various Culinary Terms, Introduction to International Cuisines, Basic Food Preparation. [04]

**References: Section –A**

1. Todd, K. (2019). *Style Session: Perfecting the Art of Dressing*. New Holland Publishers.
2. Karbo, K. (2009). *The Gospel According to Coco Chanel: Life Lessons from the World's Most Elegant Woman*. Rowman & Littlefield.

**References: Section- B**

1. Dhawan, V. (1990). *Food and Beverage Service*. Frank Brothers
2. Johnson, H., & Robinson, J. (1994). *The World Atlas of Wine*. New York, NY.: Simon & Schuster.

**FIRST YEAR**  
**SPRING SEMESTER**  
**(Semester – II)**

**EM23.112**

**Principles of Economics-II**

**3-1-0-4**

(Contact hrs.:39)

**Introduction to Macroeconomics:** The roots of macroeconomics, Difference between micro and macro economics, Macroeconomic concerns, Role of government in the macro economy, Components and Methodology of the macro economy, National Income Accounting, Black economy, The Classical System: The Full-Employment Model: Macroeconomic Equilibrium, the labour market, the product market, the capital market, extending the full employment model [13]

**The Simple Keynesian Model:** Aggregate expenditure and equilibrium output--aggregate output and aggregate income, Equilibrium aggregate output, Government participation in the economy, Fiscal policy at work- -The Multiplier effect, Money in the Modern Economy, Characteristics of a monetary economy, The demand for money, The supply of money and overall liquidity position, Credit creation [14]

**Inflation and Open Economy:** The causes of inflation, Level of prices and the value of money, Fisher effect, Cost of inflation, Balance of Payments--The current and capital account, Determining equilibrium output in an open economy, Open economy with flexible exchange rates--Markets for foreign exchange, Factors affecting exchange rates, Effects of exchange rates on the economy [12]

**Text Book:**

1. Mankiw N. Gregory. Principles of Economics, Thomson.

**References:**

1. Stiglitz J.E. and Walsh C.E. Principles of Economics, W.W. Norton & Co, New York.
2. Stone R. and Stone G. National Income and Expenditure, Bowes and Bowes London.
3. Case Karl E. and Fair Ray C. Principles of Economics, Pearson Education Asia.

**EM23.122**

**Advance Statistics**

**3-1-0-4**

(Contact hrs.:39)

**Sampling Theory and Probability:** Methods of sampling, Types, Properties of random samples, Non-random sampling, Sampling vs. non-sampling errors, Probability: Concepts of Sample Space and Events, Probability of an Event, Addition and Multiplication Theorems, Conditional Probability and Independence of Events, Bayes theorem [12]

**Probability Distributions:** Concept of a Random Variable, Discrete and Continuous Random Variable, Probability Density Function, Mathematical Expectation and its Properties, Sampling Distribution of Sample Mean and Variance, Theoretical Distributions: Binomial, Poisson and Normal distribution-its properties, Central Limit Theorem [13]

**Estimation and Hypothesis Testing:** Parameter and statistic, Estimates and estimators, Point estimators and its properties, Confidence intervals for population parameters, Hypothesis: null vs alternative hypotheses, Type I and Type II errors, Power of a test, Concept of degrees of freedom, Hypotheses testing related to population parameters based on *Z-test, t-test,  $\chi^2$ -test, and F-test* [14]

**Text Book:**

1. Gupta, S.P. Statistical Methods, Sultan Chand & Sons, New Delhi.

**References:**

1. Goon A. M, Gupta M. K. and Dasgupta B. Fundamentals of Statistics, Vol-I WorldPress, Kolkata.
2. Mood. A. M, Graybill, F A. and Boes D. C. Introduction to the Theory of Statistics, McGraw Hill.
3. Mukyopadhyay P. Mathematical Statistics. Kolkata Publishing House.
4. Murray R. Speigel Theory & Problems of Statistics, Schaum's Publishing Series.
5. Nagar and Das, Basic Statistics, OUP.
6. Gupta, S.C. and Kapoor, V. K. Fundamentals of Mathematical Statistics, Sultan Chand & Sons, New Delhi.

**EM23.132**

**Indian Economy-II**

**3-1-0-4**

(Contact hrs.:39)

**Important Areas of Concern:** Poverty and inequality, Unemployment, Rising prices, Industrial relations [07]

**Agriculture:** Nature and importance, Trends in agricultural production and productivity, Factors determining productivity, Land Reforms, New agricultural strategy and green revolution, Rural credit, Agricultural marketing [10]

**Industry:** Industrial development during the planning period, Some Major Industries in India-Iron and Steel, Sugar Industry. Industrial licensing policy — MRTP Act, Competition Act, FERA and FEMA, Growth and problems of small-scale industries, Role of public sector enterprises in India's industrialization [10]

**External Sector:** Role of foreign trade, Trends in exports and imports; Composition and direction of India's foreign trade, Balance of payments crisis and the New economic reforms — Export promotion measures and the new trade policies, Foreign capital — FDI, Aid, Multinational corporations (MNCs) [12]

**Text Book:**

1. Mishra and Puri (Latest Edition): Indian Economy, Himalaya Publication, New Delhi.

**References:**

1. R Dutt and K P M Sundaram: Indian Economy, S Chand.
2. A.N.Agarwal: Indian Economy, Problems of Development and Planning, New Age.
3. Planning Commission: Eleventh Five Year Plan, Vol I, II and III, Academic Foundation.
4. Government of India: Economic Survey (latest issue).

BM23.112

**Business Mathematics**

**3-1-0-4**

(Contact hrs.:39)

### Course Objective

To familiarize the students with the basic mathematical tools with emphasis on applications to business and economic situations.

### Course Content

**Matrices and Determinants:** Algebra of matrices. Inverse of a matrix, Matrix Operation – Business Application; Solution of system of linear equations (having unique solution and involving not more than three variables) using matrix inversion Method and Cremer's Rule, The Leontief Input Output Model (Open Model Only). [10]

**Calculus I:** Mathematical functions and their types- linear, quadratic, polynomial, exponential, logarithmic and logistic function. Concepts of limit, and continuity of a function; Concept and rules of differentiation; Maxima and Minima involving second or higher order derivatives; Concept of Marginal Analysis, Concept of Elasticity, Applied Maximum and Minimum Problems including effect of Tax on Monopolist's Optimum price and quantity, Economic Order Quantity. [16]

**Calculus II:** Partial Differentiation. Partial derivatives up to second order. Homogeneity of functions and Euler's theorem. Total differentials. Differentiation of implicit functions with the help of total differentials; Maxima and Minima in cases of two variables involving not more than one constraint including the use of the Lagrangean multiplier. **Integration** - Standard forms. Methods of integration – by substitution, by parts and by use of partial fractions. Definite integration. Finding areas in simple cases; Application of Integration to marginal analysis. Consumer's and Producer's Surplus, Rate of Sales; the Learning Curve. [15]

**Mathematics of Finance:** Rates of interest-nominal, effective– and their inter-relationships in different compounding situations; Compounding and discounting of a sum using different types of rates; Types of annuities, like ordinary, due, deferred, continuous, perpetual, and their future and present values using different types of rates of interest. Depreciation of Assets. Valuation of simple loans and debentures. Sinking Fund. [11]

### Text Books

1. Singh J. K., “*Business Mathematics*”, Himalaya Publishing House.
2. Kapoor V.K., “*Business Mathematics*”, Sultan Chand & Sons, Delhi.

### References:

1. Anthony, M. and N. Biggs., “*Mathematics for Economics and Finance*”, Cambridge University Press.
2. Ayres, Frank Jr., “*Theory and Problems of Mathematics of Finance*”, Schaum's Outlines Series. McGraw Hill Publishing Co.

**BM23.122**

**Communication in Management**

**3-1-0-4**

(Contact hrs.:39)

### Course Objective

To train students to enhance their skills in written as well as oral Communication through practical conduct of this course. This course will help students in understanding the principles & techniques of business communication.

### Course Content

**Introduction:** Nature, Process and Importance of Communication, Types of Communication (verbal & Non Verbal), Different forms of Communication. Barriers to Communication: Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers. **Non-Verbal Aspects of Communication:** Body language, Kinesics, Proxemics, Para language. [10]

**Business Correspondence:** Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter -office Memo, Notices, Agenda, Minutes, Job application letter, preparing the resume. **Effective Listening:** Principles of effective listening, Factors affecting listening exercises, Oral, Written, Video sessions and Seminars. [10]

**Report Writing:** Identify the types of reports, define the basic format of a report, identify the steps of report writing, write a report meeting the format requirements, determine the process of writing a report, importance of including visuals such as tables, diagrams and charts in writing report, apply citation rules (APA style documentation) in reports. [08]

**Business language and presentation:** Importance of Business language, Vocabulary Words often confused, Words often misspelt, Common errors in English. Oral Presentation Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. **Technology and Business Communication:** Role, effects and advantages of technology in Business Communication like email, text messaging, instant messaging and modern techniques like video conferencing, social networking. Strategic importance of e-communication. [11]

### Text Books

1. Kaul, “*Business Communication*”, Prentice Hall, New Delhi.
2. Gupta, C.B., “*Business Communication*”, Sulthan Chand & Sons, New Delhi.

### References:

1. Lesikar, R.V. & Flatley, M.E.; *Basic Business Communication Skills for Empowering the Internet Generation*, Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Bovee, and Thill, *Business Communication Today*, Pearson Education
3. Shirley, Taylor, *Communication for Business*, Pearson Education

**DM23.112**

**Social Media and E-Mail Marketing**

**3-1-0-4**

(Contact hrs.:39)

**Course Objective:** Students will gain a deep understanding of social media marketing concepts, audience engagement, and campaign success measurement, while also acquiring the skills to create effective email and display advertising campaigns.

**Content**

**Introduction to Social Media Marketing**

**6**

- Key Social Media Platforms for Digital Marketing
- Social Media Marketing Concepts
- Buyer's Journey and Social Media Marketing
- Social Media Metrics and Analytics
  - Introduction to social media metrics and analytics.
  - How to measure the success of social media campaigns.

**Setting up Social Media Experience for Business**

**6**

- Setting up Social on Key Platforms
- Growing and Engaging an Audience using social media
- Content Strategy for social media
- Developing a content strategy for different social media platforms.
  - Identifying content types, scheduling, and best practices.
- Social Media Advertising and Paid Promotion
  - Introduction to social media advertising.
  - Setting up and managing paid campaigns on various platforms.

**Email Marketing Fundamentals**

**6**

- Email Marketing Fundamentals - Key Concepts
- Inbound Email Marketing - Legislation and Regulations
- Email Marketing Tools and Strategy
- Email Marketing Automation
  - Implementing email marketing automation.
  - Building automated email sequences for nurturing leads.

**Email Design and Campaign Creation**

**6**

- Email Design - Email Components and Audience
- Creating an Effective Email Campaign
- Testing and Optimizing an Email Campaign
- Personalization and Segmentation in Email Marketing
  - Using personalization and segmentation to create more targeted email campaigns.
  - Strategies for improving email engagement and conversion rates.

**Marketing Automation and Display Advertising**

**6**

- Marketing Automation Overview
- Fundamentals of Display and Video Advertising
- Creating and Managing a YouTube Channel
- Display and Video Ad Performance Metrics
  - Analyzing key metrics for display and video ad performance.
  - Making data-driven decisions for campaign optimization.
  -

## Social Media Advertising

9

- **Facebook Ads - Setup and Campaign Creation:** Setting up and optimizing Facebook ad campaigns for marketing goals.
- **Instagram Ads - Strategies and Best Practices:** Crafting and implementing effective Instagram ad campaigns.
- **LinkedIn Ads - B2B Advertising and Targeting:** Creating and managing LinkedIn ad campaigns for B2B marketing.
- **WhatsApp Ads - Messaging App Advertising:** Utilizing WhatsApp for marketing and creating ad campaigns.
- **YouTube Ads - Video Advertising on the Platform:** Strategies for creating video ads and running campaigns on YouTube.
- **Snapchat Ads - Targeting and Engagement:** Setting up and optimizing Snapchat ad campaigns for engaging with a younger audience.

## Reference Book:

1. "Email Marketing Rules: Checklists, Frameworks, and 150 Best Practices for Business Success" by Chad S. White.
2. "Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World" by Gary Vaynerchuk.
3. "Email Persuasion: Captivate and Engage Your Audience, Build Authority and Generate More Sales With Email Marketing" by Ian Brodie.

**GE23.112 Human Resource Development Systems**

**3-1-0-4**  
(Contact hrs.:39)

**Course Objective**

The aim of this course is to facilitate the learning concepts and practices related to HRD. This course will elaborate on the purposes and advantages of needs assessments explain and demonstrate the contribution of HRD in an organization. It will enable student to develop an ability to decide learning and training needs; and have competence in the design and delivery of learning programmes.

**Content**

**Concept of HRD:** Definition, Evolution of HRD, Goals, structure and functions, Roles and competencies of HRD professionals, Challenges to HRD Professionals, HRD at Macro and Micro level. [6]

**Role Analysis:** Concept of Role and its Process, Competency mapping-methods and process & assessment centers-tools and procedure [5]

**Training and Development:** Need Assessment Process, Systematic approach to need assessment, Designing, Transfer of learning, Evaluating training program, Special issues in training and development. [7]

**Motivational Aspect of HRD:** Performance review- its process, Coaching-objectives, Elements and sequential process, counseling methods and process, Mentoring- its process. [7]

**Career Management and Development:** Definition, Models, Issues affecting career management. Organization Development-: Definition, Theories and concepts in OD, Roles & Strategies, Change Management. [7]

**HRD Audit:** Need for HRD Audit, Concepts of HRD Audit, and methodology of audit and HRD audit failures. Elements of Good HRD, Approaches to Evaluate the HR Function and Its Impact, HRD Audit and the HRD Score Card [7]

**Text Book**

1. Haldar, U.K. Human Resource Development, Oxford. University Press

**Reference Book**

1. DeSimone, R. L., Werner, J. M., Human Resource Development (6th International Edition), 1. South-Western, Cengage Learning, 2012

**GE.23.122**

**Evolution of Indian Business**

**3-1-0-4**

(Contact hrs.:39)

### Course Objective

To understand the irreducible complexity of organizing business in society and to highlight the importance of strategic decisions by business actors in response to changing business context.

The study the business history in India provides an engaging account of the business methods and families that makes Indian business what it is today.

### Course Content

**Indian business at the time of colonization:** Early colonial rule and the fate of indigenous merchants in different parts of India. The origins of Agency houses and their failure in Calcutta in early nineteenth century, Indian partners and early entrepreneurial initiatives, The maturation of the managing agency system and their decline in the twentieth century. [7]

**The Rise and Maturation of Indian Industry:** The rise of Indian industry in Western India— profits from opium trade and the rise of cotton textile industry in the second half of the nineteenth century, British dominance of industry in Eastern India, Multinationals, Agency houses and rise of Marwari industrialists in Eastern India in the early twentieth century, The impact of two World Wars and the Great Depression on the rise of Indian industry, Swadeshi enterprises and other challenges to British domination of business. [7]

**Indigenous capital and the bazaar economy:** Between traditional subsistence economy and the modern European enclave economy, Traditional commission agencies (arhat) and financial instruments (hundi). The cotemporary relevance of the concept of the bazaar economy, Dominant business communities in colonial India—Parsees, Marwaris and Nattukottai Chettiars. [8]

**Independent India and the planning period:** The conceptual division of the economy into sectors and the place of private industry in economic planning, Growth of traditional big business groups during the Nehru era, Development of capitalism, The story of powerloom, The external environment -Sterling balances controversy and the loss of access to capital for investment in the early plan period. The restrictions on private business in late 1960s through 1970s and business response. [9]

**Alternative models of business success:** Case studies - Amul and the cooperative model, Maruti and the state-initiated revolution in the automobile market, Industrial cluster in the Tiruppur area, Evolution of Indian business groups in the post-reforms era, The salience of family business, The rise of new industrial elites, Trends in industrial concentration, History of the software industry. [8]

### Text Books

1. Tripathi Dwijendra and Jumani Jyoti, “*The Concise Oxford History of Indian Business*”, 1<sup>st</sup> Edition, Oxford University Press, India.

### References:

1. Piramal Gita, “*Business Maharajas*”, Penguin India.
2. Tripathi Dwijendra and Jumani Jyoti , “*The Oxford History of Contemporary Indian Business*”, Oxford University Press.
3. Kudaisya M (ed), “*The Oxford India Anthology of Business History*”, Oxford University Press, New Delhi.

**Note: Latest edition of text book and references must be used.**

**EV20.102**

**Environmental Studies**

**2-0-0-2**

(Contact hrs.:26)

**Course Objectives:**

The course envisages that the students are aware of our natural resources, ecosystems, and their linkages to society, livelihood, environment, and conservation.

**The Multidisciplinary Nature of Environmental Studies:** Definition, scope and importance, Need for public awareness [2]

**Natural Resources (Renewable and Non-renewable Resources):** Natural resources and associated problems. Forest resources – Use and over-exploitation, Mining, Dams and their effects on forest and tribal people. Water resources – Use and over- utilization of surface and Ground Water, Floods, Water Logging, Salinity, Drought, Dams – Benefits and problems. Mineral resources. [5]

**Ecosystems:** Ecosystem, Structure and function of an ecosystem, Energy flow in ecosystem, Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structures and functions of Forest, Grassland and Desert ecosystems [4]

**Biodiversity and its Conservation:** Introduction to Genetics, Species and Ecosystem Diversity, Population Growth, Variation among Nations, Value of Biodiversity, consumptive use, productive use, social, ethical, aesthetic and option values, Biodiversity at global, national and local level, Hot-spots of biodiversity, Threats to biodiversity, Conservation of biodiversity – In-situ and Ex-situ conservation of biodiversity. [5]

**Environmental Pollution:** Definition, Causes, Effects and Control measures of Air Pollution, Water Pollution, Soil Pollution, Marine Pollution, Noise Pollution and Thermal Pollution, Nuclear hazards. Disaster management – Floods, Earthquakes, Cyclones and Landslides [5]

**Social Issues and the Environment:** Urban problems related to Energy, Water conservation, Rainwater Harvesting, Watershed management, Environmental ethics – Issues and possible solutions, Climate change, Global Warming, Acid Rain, Ozone layer depletion, Nuclear accidents and holocaust, Environmental Protection Laws in India [5]

**Text Book:**

1. Singh, J.S., Singh, S.P., and Gupta, S.R. (2017). *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi.

**Reference Books:**

1. Brusseau, M.L., Pepper, I.L., and Gerba, C.P. (2019). *Environmental and Pollution Science*, 3rd Edition. Academic Press, USA. (pp. 1-520).
2. Divan, S. and Rosencranz, A. (2002). *Environmental Law and Policy in India: Cases, Material & Statutes*, 2nd Edition. Oxford University Press, India. (pp. 1-837).
3. Gadgil, M., and Guha, R. (1993). *This Fissured Land: An Ecological History of India*. University of California Press, Berkeley, USA. (pp. 1-245).
4. Raven, P.H, Hassenzahl, D.M., Hager, M.C, Gift, N.Y., and Berg, L.R. (2015). *Environment*, 8th Edition. Wiley Publishing, USA. (pp. 1-472).

SF23.102      **Social Grooming, Home & Décor and Business Communication**      **0-0-2-1**

### Course Objective

This course will empower students to build their social skills and enable them to leave a positive impression in various social situations. Students will get acquainted with the rules of proper posture and deportment in addition to the social and business rules of using telephones and cell phones.

They will also learn the Fine Art of Ballroom Dancing. Knowledge of the basics of housekeeping and home maintenance will make them experts at home management so that they can boast of efficiently managed, clean and beautifully decorated homes. In addition, this course educates students on the Art of Floriography so that they can avoid Faux Pas' in social situations.

### Section -A: Social Grooming

#### Course Content

**Social Etiquette:** Understanding the definition and importance of Social Etiquette, Social Etiquette in Indian Society, Road Rage and Driving Etiquette, Anger Management, Giving Feedback, Importance of Posture, Art of Sitting, Standing and Walking, Understanding Elegance, Being Graceful and Charming. [02]

**Telephone & Cellphone Etiquette:** Definition of Telephone Etiquette and its importance, Types of Callers, Different Styles of Communicating, Telephone Etiquette Rules and Their Importance, Importance of Paralinguistic elements in telephone communication. Basic Cellphone etiquette rules. Impact of poor telephone etiquette in social and business situations. [02]

**Positive Thinking:** Definition and importance of Positive Thinking, The 3 Cs approach for developing the right attitude, Circle of Influence Vs. Concern, Tips for building a positive attitude. [02]

**Dance:** What is Ballroom Dancing, Importance and use of Ballroom Dancing knowledge, Dance Forms, Understanding Beats, Importance of Coordination, Dance Steps. [02]

### Section- B: Home and Decor

**Home Upkeep:** Home Upkeep and its importance, Selection of Fabric, Colour Schemes, Bed Making Basics, Towel Art, Arranging Items in the Bedroom, Drawing Room and Bathroom [02]

**Flower Arrangement:** Introduction to various types of flowers, Understanding and using materials required for flower arrangement, Rules of Flower Arrangement, Types of Flower Arrangements, Flower Gifting Options, The Language of Flowers, Indoor and Outdoor plants. [02]

### Section- C: Business Communication

**Cycle of Communication and Barriers:** Understanding the Meaning and Types of Communication, The Communication Cycle, Barriers to Communication. [01]

**Language Tree & Introduction to Sounds:** Parameters for English Communication, Language Tree, English as a Non-Phonetic Language, Understanding Accents, MTI, FLI & RI, Word Composition. Understanding Phonetics. [01]

**Consonant Sounds:** Understanding Consonant Sounds and their characteristics, What are Articulators, Paired and Non-Paired Consonant Sounds, Place and Manner of Articulation, Tongue Twisters and Sound [02]

Drills.

**Vowel Sounds:** Understanding Vowel Sounds and their characteristics, Difference between Consonant sound and Vowel Sounds, Short and Long Vowel Sounds, Diphthongs, Tongue Twisters and Sound Drills. Basic Transcription [02]

**Syllables and Syllabic Stress:** What are Syllables, What is Syllabic Stress, Components of Stress, Rules of Syllabic Stress, Word Stress, its impact and importance, Pacing and Pausing. [01]

**Grammar 101:** Parts of Speech, Commonly Confused Tenses, Common Prepositional Errors, Commonly Confused Words, Basic Error Correction. [01]

**Public Speaking Presentation:** Types of Public Speeches, How to Overcome the fear of Public Speaking, Steps to Prepare for a Speech, Most Effective Way to Deliver a Public Speech. [02]

### References: Section -A

1. Sanghi, S. (2007). *Towards personal excellence: Psychometric tests and self improvement techniques for managers*. SAGE Publications India.
2. Covey, S. R. (2004). *The 7 habits of highly effective people: Powerful lessons in personal change*. Simon and Schuster.

### References: Section- B

1. Raghubalan, G., & Raghubalan, S. (2009). *Hotel housekeeping: operations and management*. Oxford University Press
2. Sawyer, B. (2008). *Napkin Origami*. Sterling Pub. Co., Inc

### References: Section- C

1. Carnegie, D. (2016). *How to Develop Self-Confidence and Improve Public Speaking*. Simon & Schuster
2. Jones, D. (2006). *Cambridge English Pronouncing Dictionary*. Cambridge University Press.
3. Wren, P.C. and Martin, H. (2018). *High School English Grammar & Composition*. S. Chand Publishing
4. Booher, D. (2015). *What More Can I Say*. Penguin Books.

**Note: Latest edition of text book and references must be used.**

**SECOND YEAR**  
**AUTUMN SEMESTER**  
**(Semester – III)**

**EM23.211**

**Micro Economics-I**

**3-1-0-4**

(Contact hrs.:39)

**Analysis of Competitive Markets-I:** Properties of Perfect Competition, elasticity and market demand, Elasticity and revenue, Income elasticity and Cross elasticity, Pure competition, Supply decision of a competitive firm, Shut-down condition, Inverse supply function, Profits and producer's surplus in the short run, Long-run supply curve of a competitive firm, Industry supply curve in the short-run, Elasticity and market supply, Industry long-run supply curve, Profits and producer's surplus in the long-run [13]

**Analysis of Competitive Markets-II:** Evaluation of government policies- consumer and producer surplus, Efficiency of a competitive market, Minimum prices, Price support and Production quotas, Competitive factor market- the market demand and market supply of inputs, Equilibrium in a competitive factor market [13]

**Monopoly, Monopsony and Monopolistic Market:** Characteristics of Monopoly, Output decision of a monopolist- short-run and long-run equilibrium, Equilibrium of a multiplant Monopolist, Monopoly power and its sources, Deadweight loss from monopoly power, Natural monopoly, Monopsony and monopsony power, Price discrimination, Selling cost and excess capacity in monopolistic competition [13]

**Text Book:**

1. Ahuja H. L. Advanced Economic Theory, S Chand & Sons, New Delhi.

**References:**

1. Pindyck R S. and Rubinfeld D. L. Micro Economics. Prentice Hall, India.
2. Koutsoyiannis, A: Modern Microeconomics, ELBS.
3. Kreps, D. (1990): A Course in Microeconomic Theory. Princeton, N.J.: Princeton University Press.
4. Stonier, A.W. and D.C. Hague (1972): A Textbook of Economic Theory, ELBS & Longman Group, London.
5. D. N. Dwivedi. Micro Economics Theory and Applications. Pearson Education.
6. Nicholson Walter and Snyder Christopher, Microeconomic Theory-Basic Principles and Extensions, Cengage Learning.
7. Maddala G. S. and Miller E. Micro Economics. McGraw-Hill International Editions.
8. Varian H. R. Intermediate Micro Economics: A Modern Approach, Affiliated East -West Press

**EM23.221**

**Macro Economics-I**

**3-1-0-4**

(Contact hrs.:39)

**IS-LM Curves Model:** The Goods Market and Money Market; The Derivation of the IS Curve and the LM Curve; Intersection of IS-LM Curves; The Critique of IS-LM Curves Model; Simultaneous Equilibrium of the Goods Market and Money Market; Deriving Aggregate Demand Curve with IS-LM Model; IS-LM Curve Model – Explaining Roles of Fiscal and Monetary Policies [14]

**Inflation-Unemployment Trade-off – Phillips Curve and Rational Expectation Theory:** Natural Rate Hypothesis and Adaptive Expectations; Long-Run Phillips Curve, Rational Expectations; Sacrifice Ratio and Policy of Disinflation [06]

**Stagflation and Supply-Side Economics:** Causes of Stagflation; Reaganomics and Supply-Side Economics [05]

**The New Classical Economics – Rational Expectation Model:** Keynesian Theory and its New Classical (Lucas) Critique; Policy implications of New Classical Approach; Rational Expectations and Business Cycles; A Critical Evaluation of Rational Expectation Theory [08]

**The New Keynesian Economics:** Introduction, Mankiw's New Keynesian Model; Price Adjustments and Coordination Failures [06]

**Text Book:**

1. Ahuja H. L: Macro Economic Theory and Policy, S Chand & Sons, New Delhi.

**References:**

1. Shapiro, E. (1996), Macroeconomic Analysis, Galgotia Publications, New Delhi.
2. Ackley, G. (1976), Macroeconomics: Theory and Policy, Macmillan Publishing Company.
3. Dornbusch, Fischer and Startz, Macroeconomics, McGraw Hill, 11th edition, 2010.
4. Stonier, A.W. and D.C. Hague (1972): A Textbook of Economic Theory, ELBS & Longman Group, London.
5. Errol D'Souza, Macro Economics, Pearson Education, 2009.
6. D. Dasgupta. The Macroeconomy, Oxford University Press, 1997
7. Hejindra, B.J. and F.V. Ploeg (2001): Foundations of Modern Macroeconomics, Oxford University Press.
8. N. Gregory Mankiw. Macroeconomics, Worth Publishers, 7th edition, 2010.

**EM23.231**

**Data Analysis-I**

**2-1-2-4**

**Describing Data:** Construction of graphs and its interpretation, Measure of central tendency-- Mean, Median and Mode and its interpretation, Measures of Deviation and Dispersion, and its uses in economic theory, Skewness and Kurtosis, Dot and Box plots and its explanation on Excel and SPSS statistical Package

[18]

**Bivariate Analysis:** Correlation and its coefficient, Coefficient of determination, Testing the significance of the coefficient of correlation, Least square principle, Drawing the regression line, Assumption underlying linear regression on Excel and SPSS statistical Package

[21]

**Text Books:**

1. Darren, G.: SPSS for Windows Step by Step: A Simple Guide and References 18.0update (11<sup>th</sup> edition), Prentice Hall, New Delhi.
2. Lind, Marchal and Wathen: Basic Statistics for Business & Economics, McGraw Hill, New Delhi.

**References:**

1. Jaggia and Kelly : Business Statistics, McGraw Hill, New Delhi.
2. Bowerman, O'Connell and Murphree : Business Statistics in Practice, McGraw Hill, New Delhi.
3. Doane and Seward: Applied Statistics in Business and Economics, Tata McGraw-Hill, New Delhi.
4. Davis and Pecar: Business Statistics using EXCEL, Oxford University Press, New Delhi.

**EM23.241**

**Development Economics-I**

**3-1-0-4**

(Contact hrs.: 39)

**Economic Growth and Development:** Meaning of development and growth, Characteristics of less developed countries, Factors in Economic development, Measuring development and development gap  
— per capita income, inequality of income and wealth, Gini coefficient, Human Development Index , Physical Quality of Life Index, and other indices of development [13]

**Theories of Economic Development:** Classical (Smith, Ricardo, Malthus), Marxian – Theory of Social change, Immutable laws, Crisis in capitalism, Schumpeter and capitalist development, Rostow's stages of growth [13]

**Approaches to Economic Development:** Partial theories of growth and development, Vicious circle of Poverty, Circular causation, Theory of unlimited supply of labour, Big push, Balanced growth, Unbalanced growth, Circular causation theory, Critical Minimum Effort Thesis, Low level of equilibrium trap, Dualism: Technical, Behavioural and Social [13]

**Text Book:**

1. Ghatak, S. An Introduction to Development Economics, Allen and Unwin, London.

**References:**

1. Adelman, I. Theories of Economic Growth and Development. Stanford University.
2. Chenery, H. and T.N. Srinivasan (Eds) Handbook of Development Economics, Vols 1 & II Elsevier, Amsterdam.
3. Kindleberger, C. P. Economic Development, McGraw Hill, New York
4. Myint, H. Economic Theory and Underdeveloped Countries. Oxford University Press, New York.
5. Thirwal, A. P. Growth and Development, Macmillan, U. K.

**GE.23.211** **Financial Institutions and Markets** **3-1-0-4**  
(Contact hrs.: 39)

**Course 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**

**Structure of Indian Financial System:** An overview of the Indian financial system, financial sector reforms: context, need and objectives; major reforms in the last decade; RBI and Functions, Role of RBI as a central banker; Products offered by Banks and Financial Institutions (FI), Retail banking and corporate banking products. Universal Banking: need, importance, trends and RBI guidelines, core banking solution (CBS); RTGS and internet banking, NBFCs and its types. [08]

**Introduction to Financial Markets in India:** Role and Importance of Financial Markets, Types of Financial Markets; Factors affecting Financial Markets, Linkages Between Economy and Financial Markets, Integration of Indian Financial Markets with Global Financial Markets, Primary and secondary market, Currency Market, Debt Market- role and functions of these markets. 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, Disinvestment of PSU, Employees Stock Options, Preferential Issue of Shares, Venture Capital, Private Equity, Performance of Primary Market in India, Corporate Listings : Listing and Delisting of Corporate Stocks. [11]

**Secondary Market in India:** Introduction to Stock Markets, Regional and Modern Stock Exchanges, International Stock Exchanges, Demutualization of exchanges, Raising of funds in International Markets: American Depositary Receipt (ADRs) and global depositary receipt (GDRs), foreign currency convertible bond (FCCB) and Euro Issues; Indian Stock Indices and their construction, maintenance, adjustment for corporate actions on index with numerical, free float vs. full float methodology, Classification of Securities to be included in the Index, Bulls and Bears in Stock Markets, Factors influencing the movement of stock markets, indicators of maturity of stock markets, Major Instruments traded in stock markets: Equity Shares, Debentures, Trading of securities on a stock exchange; Selection of broker, capital and margin requirements of a broker, MTM and VAR Margins, kinds of brokers, opening of an account to trade in securities, DEMAT System, placing an order for purchase/sale of shares, margin trading and margin adjustment, contract note and settlement of contracts, Algorithmic trading, Settlement mechanism at BSE and NSE. [10]

**Money Markets and 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. Role of Securities Trading Corporation of India (STCI) and Discount and Finance House of India (DFHI) in money market, Debt Market: Introduction and meaning, Market for Government/Debt Securities in India, Secondary market for government/debt securities, Oversubscription and devolvement of Government Securities, Government securities issued by State Governments, Municipal Bonds, Corporate Bonds vs. Government Bonds. [10]

**Text Books**

1. Vohra N.D., “*Quantitative Techniques in Management*”, Tata McGraw Hill, New Delhi.
2. Tulsian, Pandey, “*Quantitative Techniques*”, Pearson Education, New Delhi .

**References:**

1. Hira, D.S. and Gupta, P. K., “*Problems in Operation Research*”, S. Chand, New Delhi
2. Khan and Jain, “*Financial Service*”s, Tata McGraw Hill

**GE.23.221**

**Advertising and Brand Management**

**3-1-0-4**

(Contact hrs.: 39)

### Course Objective

To equip the students with the nature, purpose and complex constructions in the planning and execution of a successful advertising program. The course will expose student to issues in brand management, faced by firms operating in competitive markets.

### Course Content

**Introduction:** Advertising need and importance; growth of modern advertising; advertising and the marketing mix; types and classification of advertisement; advertising spiral; social and economic aspects of advertising; Marketing communication models- AIDA, hierarchy of effect, innovation adoption model, action first model, quick decision model; Planning framework of promotional strategy. [09]

**Contd.:** Exposure, salience, familiarity, low involvement, central route and peripheral route and cognitive learning; positioning strategies ; Associating feelings with a brand; Developing brand personality; creating copy strategies- Rational and emotional approaches; selection of an endorser; creative strategy and style- brand image, execution, USP, common touch and entertainment; message design strategy; format and formulae for presentation of appeals (slice of life, testimonials, etc.); different types of copy; art and layout of an advertisement- principles of design, layout stages, difference in designing of television, audio and print advertisement. [10]

**Introduction to broadcast and non -broadcast media;** Budgeting decision rule- percentage of sales method, objective to task method, competitive parity, and all you can afford; Key factors influencing media planning; Media decisions- media class, media vehicle and media option; Scheduling- flighting, pulsing, and continuous Importance and need for sales promotion; planning for consumer schemes and contests; different types of consumer schemes. [10]

**Concept of a brand:** brand evolution; branding challenges and opportunities; strategic brand management process; Identifying and establishing brand positioning and values; Brand building, brand positioning and values brand repositioning; Designing and implementing brand strategies; brand extension; brand hierarchy-Kapferer. Brand equity; brand personality; brand image; managing brands overtime. [10]

### Text Books

1. Chunawalla S.A. (2015), “*Advertising and Sales Promotion Management*”, Himalaya Publishing House
2. Keller, K.L., Parameswaran, A.M.G. and Jacob, I., “*Strategic Brand Management: Building, Measuring and Managing Brand Equity*”, Pearson Education India

### References:

1. Kazmi, S.H.H and Batra, S., “*Advertising and Sales Promotion Management*”, Excel Books.
2. Kapferer J N,” *The new Strategic Brand Management: Creating and Sustaining Brand Equity Long Term*, Kogan Page.

**GE.23.231 Strategic Human Resource Management**

**3-1-0-4**  
(Contact hrs.: 39)

**Course Objective**

This course will help the student to get exposure on Strategic Human Resource Management. Understand the different strategies relating to human resource management.

**Course Content**

- Human Resource functions in India** – Emergence of Human Resource Management – Distinctive features of human resource management – Strategic Human Resource Management – Aligning human resource to corporate strategy **[08]**
- Organization Socialization process** – Mentoring – Organizational Culture – Organizational Change – Human Resource Planning – Employee Resourcing – Recruitment & Selection process Placement **[09]**
- Performance Management** – Performance Appraisal System – Reward & Performance Management – Motivation – Job Redesign – Job Enlargement – Wage Structuring – Wages & Salary policies – Legal frame work – Wage differentials – Job Evaluation – Incentive Payment system – Payment by result. **[12]**
- Training Methodologies** – Management Development – Career Development – Succession Planning – Welfare & Health – Industrial Relations – Concept, Scope & Objectives – Changing Values & impact **[10]**

**Text Books**

1. Randy L. Desimone, Jon M. Werner – David M. Mathis, “*Human Resource Development*”, Cengage Learning.
2. Paul Boselie. “*Strategic Human Resource Management*”. Tata McGraw Hill.

**References:**

1. Randall S Schuler and Susan E Jackson. “*Strategic Human Resource Management*”. Wiley India. 2nd edition
2. Robert L. Mathis and John H. Jackson, “*Human Resource Management*”, Cengage Learning.
3. Tanuja Agarwal, Strategic Human Resource Management, Oxford  
Jeffrey A Mello, *Strategic “Human Resource Management”*, Cengage Learning, Southwestern.
4. Monir Tayeb. “*International Human Resource Management*”. Oxford.
5. McLeod. “*The Counsellor’s workbook*”. Tata McGraw Hill.

**DM23.211**

**SEO and Online Advertising**

**3-1-0-4** (Contact hrs: 39)

**Course Objective:** To equip students with a comprehensive understanding of SEO and online marketing, enabling them to effectively use both paid and organic search strategies, conduct keyword research, create high-quality content, manage paid search campaigns, measure performance, and apply best practices for SEO and online marketing success.

**Content**

**Introduction to SEO and Online Marketing (5 lectures)**

**[7]**

Introduction to SEO and Online Marketing

- What is SEO?
- The importance of online marketing
- Overview of the course structure

Paid vs. Organic Search

- Understanding the fundamental differences between paid and organic search
- How search engines work
- The role of keywords in search

Keyword Research and Analysis

- Importance of keyword research
- Tools and techniques for keyword research
- Analyzing keyword competitiveness

Search Engine Results Pages (SERPs)

- Understanding SERPs
- The anatomy of a search result page
- Click-through rates and user behavior on SERPs

Aligning SEO with Business Objectives

- Types of SEO objectives (e.g., brand visibility, lead generation, e-commerce sales)
- Setting SMART objectives for SEO campaigns

**Keywords and Building an SEO Content Plan (7 lectures)**

**[6]**

Types of Keywords

- Understanding different types of keywords
- Intent behind keywords

Conducting Keyword Research

- Step-by-step guide to conducting keyword research
- Using keyword research tools

Turning Keyword Research into Content

- Content planning based on keyword research
- Strategies for content creation and optimization

Technical Optimization

- On-page SEO best practices
- Off-page SEO strategies
- Crafting an SEO action plan

Measuring SEO Performance

- Analyzing traffic sources
- Types of SEO metrics
- How to measure the success of an SEO campaign

**Fundamentals of Paid Search (6 lectures)**

**[6]**

Paid vs. Organic Search Revisited

- A deeper comparison between paid and organic search

- Benefits and limitations of paid search advertising
- ROI in paid advertising

## Search Engines for Paid Advertising

- Overview of popular advertising platforms (Google Ads, Bing Ads, etc.)
- How paid search engines work?

## Campaign Elements in Paid Search

- Creating ad campaigns
- Ad groups and ad copy
- Setting budgets and bids

## Creating a Paid Search Campaign with Google Ads

- Setting up a Google Ads account
- Account structure and elements
- Keyword research for paid search

## Managing a Paid Search Campaign

- Budget management in paid search
- Bidding strategies
- Campaign optimization techniques

## **Measuring Paid Search Campaigns (7 lectures)**

[7]

### Paid Search Key Performance Indicators (KPIs)

- Important KPIs for paid search
- Defining success in paid advertising

### Conversion Tracking

- Setting up conversion tracking
- Understanding conversion data

### Paid Search Metrics and Reports

- Analyzing key metrics
- Reporting tools and dashboards

### Advanced Measurement in Paid Search

- A/B testing and split testing
- Analyzing advanced performance data
- Optimizing for maximum ROI

## **SEO and Online Marketing Best Practices (7 lectures)**

[7]

### Content Marketing for SEO

- The role of content in SEO
- Content promotion strategies

### Link Building and Off-page SEO

- Building high-quality backlinks
- Off-page SEO techniques

### Local SEO

- Local SEO strategies
- Optimizing for local search results

### Mobile SEO

- Importance of mobile optimization
- Mobile-friendly website design

### Social Media and SEO

- The relationship between social media and SEO
- Integrating social media into your marketing strategy

### E-commerce SEO

- SEO strategies for e-commerce websites

- Product page optimization

#### Technical SEO

- Website Speed Optimization
- Structured Data Markup (Schema Markup)

#### **Google Display Network, Video Ad Formats, and Optimization (4 lectures)**

[6]

- Google Display Network and Video Ad Formats  
Measuring and Optimizing Display and Video Campaigns  
Campaign Optimization
- Reporting and ROI Analysis
- Understanding the importance of reporting and return on investment (ROI) analysis.
- Calculating the ROI of different marketing campaigns.

#### **Reference Book:**

1. "Pay-Per-Click Search Engine Marketing: An Hour a Day" by David Szetela and Joseph Kerschbaum
2. "Performance Marketing with Google Analytics" by Sebastian Tonkin, Caleb Whitmore, and Justin Cutroni
3. "Digital Marketing for Dummies" by Ryan Deiss and Russ Henneberry

SF23.201

**Personal Grooming, Fine Dining and Home & Safety**

**0-0-2-1**

### Course Objective

This course is designed for students to enrich their grooming standards to an advanced level. It would help them to present themselves as confident and elegant women. They would learn the techniques of enhancing their image with appropriate choices of dressing and maquillage. Students will also learn the rules and manners followed in a Formal Dining Environment.

These skills would enable them to create their mark once they enter the professional arena. Culinary Art classes have been designed to teach the art of preparing and presenting Exotic foods. In addition, they will learn life skills like First Aid Basics and Fire Safety. This will help them to become leaders in the social scenario and also improve their confidence levels. They will also learn the basics of how to maintain and design a beautiful home which will further increase their sense of refinement.

### Section -A: Personal Grooming

#### Course Content

**Art of Dressing-** Students will learn the art of arranging their wardrobe appropriately. The various styles of wearing scarves with the suitable attire will be taught through practical demonstration. They would learn to select specific gowns as per their body shape. Students will learn, discuss and practice different styles of wearing the Saree along with the variations of fabric. [02]

**Art of Maquillage-** This topic consists the revision of their previous understanding of the basic skincare. It would further teach them how to select and use the right make-up according to the time, occasion and purpose such as 'creating a natural day look' and a look for the social dos. [02]

**Restaurant & Party Etiquette-** Students would learn to send and accept invitations for the party, and would also get introduced to the concepts of RSVP in addition to Host & Guest Duties. They will learn Menu Planning, 'How to eat difficult foods' to avoid embarrassment in Fine Dining situations. The commonly used glassware and their uses would be taught in Wine Etiquette. The basic guidelines of Restaurant Etiquette would be discussed along with Tipping Etiquette. Students will also receive practical knowledge of Laying out a table, napkin folding and preparing Mocktails through activities. [03]

### Section- B: Fine Dining

**Wine & Cheese Connoisseur-** This topic will introduce students to the Elegant World of Wine and Cheese. How cheese is manufactured, the different classifications will be discussed. Demonstration of cutting and serving the cheese in professional manner would be covered. Students will also get to know the right pairing of cheese with wine and food. [02]

**Cocktails & Mock tails Collectif** – Introduction to various Beverages, Understanding the different sorts of cocktails and mocktails & the practical exposure of preparing classic mocktails. They would learn the classic recipes of preparing cocktails. [03]

**Culinary Art-** Students will learn the art of preparing international cuisines such as Chinese, French, Italian, Mexican, American, Japanese and Indian, equivalent to learning the basic culinary techniques. They would also get a practical exposure to prepare a three to five course menu in a fully equipped & professionally stacked kitchen. [04]

### Section- C: Home & Safety

**Tips on First Aid and Fire Safety:** Understanding First Aid, Contents of a First Aid Kit, Emergency Management Process, Identifying and Managing Situations where First Aid is Required, What is a Fire, Types of Fire and Extinguishers, C.A.R.E, How to use a Fire Extinguisher, Guidelines for Fire Safety [04]

**Home Upkeep:** What is Interior Decoration, Objectives of Interior Decoration, Colour Wheel and Colour Schemes, Complementary, Monochromatic, Triad and Analogous colours, Warm and Cool Colours, Law of Chromatic Distribution, Preferred Placement of Items in a Room, Maximizing Space, Tips on Interior Decoration. [02]

## References: Section –A

1. Sabbath, A. M. (2004). *Beyond Business Casual: What to wear to work if you want to get ahead.* IUniverse.
2. Bixler, S. (1997). *The New Professional Image: Dress your best for every business situation.* Adams Media Corporation.
3. Woodall, T and Constantine, S. (2003). *What Not To Wear for Every Occasion.* Riverhead Trade.
4. Bott, D. (2007). *Chanel: Collection & Creation.* Thames & Hudson.

## References: Section- B

1. Donnelly, C. (2016). *The Oxford Companion to Cheese.* Oxford University Press.
2. LaVilla, J. (2015). *The Wine, Beer, and Spirits Handbook: A Guide to Styles and Service.* Wiley.
3. Lillicrap, D. R. (2010). *Food & Beverage Service.* Hodder Education.

## References: Section- c

1. Raghubalan, G., & Raghubalan, S. (2009). *Hotel housekeeping: Operations and Management.* Oxford University Press.
2. Mendelson, C. (1999). *Home comforts – The Art and Science of Keeping House.* Scribner.

**3-0-0-3**

**VA23.211 Export Documentation and Procedures**

(Contact hrs.: 39)

**Course Objectives:**

To develop an understanding of the export –import practices, rules, documentation and procedures. The following are the course objectives to be undertaken under this content:

1. To familiarize students to the meaning of exports and imports.
2. To know about organization and government bodies support the export –import.
3. To understand the documentation required for the export and import
4. To gain knowledge about procedures carried out in the export and import.
5. To understand the policy and institutional framework for the export and import.

**Course Contents:**

**Preliminaries for Exports and Imports:** Meaning and Definition of Export – Classification – Strategy and Preparation for Export Marketing – Export Marketing Organizations – Registration Formalities – IEC – RCMC – Export Licensing – Selection of Export Product – Identification of Markets – Methods of Exporting – Pricing Quotations – Payment Terms – Letter of Credit. Liberalization of Imports – Negative List for Imports – Categories of Importers – Special Schemes for Importers [7]

**Export Documentation:** Aligned Documentation System – Commercial Invoice – Shipping Bill – Certificate of Origin – Consular Invoice – Mate's Receipt – Bill of Lading – GR Form – ISO 9000 – Procedure for obtaining ISO 9000 – BIS 14000 Certification – Types of Marine Insurance Policies. [5]

**Import Documentation:** Import Documents – Transport Documents – Bill to Entry – Certificate of Inspection – Certificate of Measurements – Freight Declaration. [4]

**Export Procedure:** Steps in Export Procedure – Export Contract – Forward Cover – Export Finance – Institutional framework for Export Finance – Excise Clearance – Pre-shipment Inspection – Methods of Pre-shipment Inspection – Marine Insurance – Role of Clearing and Forwarding Agents – Shipping and Customs Formalities – Customs EDI System – Negotiation of Documents – Realisation of Exports Proceeds. [8]

**Import Procedure:** Steps in Import Procedure – Legal Dimensions of Import Procedure – Customs Formalities for Imports – Warehousing of Imported goods – Exchange Control Provisions for Imports – Retirement of Export Documents. [7]

**Policy and Institutional Framework for Exports and Imports:** Foreign Trade Policy – Highlights – Special Focus Initiatives – Duty Drawback – Deemed Exports – ASIDE – MAI & MDA – Star Export Houses – Town of Export Excellence – EPCG Scheme – Incentives for Exporters. Export Promotion Councils-Commodity Boards – FIEO – IIFT – EOUs – SEZs – ITPO – ECGC – EXIM Bank. [8]

**Text Books:**

1. Export Management, D.C. Kapoor, Vikas Publishing House
2. Export Documentation and Procedures, , Nabhi Publications, New Delhi.

**Reference Books:**

1. Handbook of Import-Export Procedures – Ministry of Commerce, -, Government of India, New Delhi
2. Export: What, Where and How, Paras Ram, Anupam Publishers, Delh
3. Export-Import – Do it Yourself, M. I. Mahajan, Snow White Publications, New Delhi

**VA23.221**

**Team Building**

**3-0-0-3**

(Contact hours: 39)

**Course Objective**

This course will help students to understand the meaning of a team, building a high-performance, formulate team goals and develop a plan of action to achieve them, find opportunity to enhance self-management.

**Content**

**Introduction:** Overview of team, Difference between Groups and Teams, Tuckman and Jensens Four phase model, Characteristics of effective and ineffective teams. [6]

**Types of Teams:** Traditional teams, Problem-solving Teams, Self-Managed Teams, Cross-functional teams, E-teams. [4]

**Team Development:** Stages of team development, Identify own strengths and areas for development, Analyse yourself, Personal Development Plan, Strengths and Areas of Development Of Team, Teams and management functions Management of team behaviours. [8]

**Implement a Plan of Action to Strengthen a Team:** Implement an action plan, Managing resources, communication, monitor progress. [7]

**Evaluate Team Performance:** Value proposition, plan and evaluate performance, Set strategic marketing goals and performance indicators Predict trends, Strategies best suited to enhance market advantages Maximise planning and monitoring frameworks. [7]

**Team building Activities:** Benefits and disadvantages, conduct of different team building activities, solving problems as a team, encouraging team work and building consensus [7]

**Text Book:**

1. Dyer, W. G., Jr., Dyer, J. H., & Dyer, W. G. (2013).Team building: Proven strategies for improving team performance (5<sup>th</sup> ed.). San Francisco, CA: Jossey-Bass.

**Reference Books:**

1. Haldar, U.K., Leadership and Team Building, Oxford University Press, (2010).
2. Mackin, Deborah. (2007).The team building toolkit. Second Ed. New York: AmaCom.

**VA23.231**

**YOGA & HAPPINESS**

**3-0-0-3**

(Contact hours: 39)

**Course Objective**

This course aims to introduce the principles and practices of yoga, as well as its impact on personal well-being and happiness. Through a combination of theoretical knowledge and practical exercises, students will explore various yoga techniques, mindfulness practices, and positive psychology strategies to enhance their overall happiness and well-being. The course will also emphasize the application of these practices in the context of business and professional life.

**Content**

**Introduction to Yoga & Happiness:** Understanding the concept of happiness and its significance in personal and professional life, Introduction to the philosophy and principles of yoga, Exploring the relationship between yoga and happiness, Basics of mindfulness and stress management through yoga. [7]

**Yogic Practices for Happiness:** Asanas (yoga postures) for physical well-being and mental clarity, Pranayama (breathing exercises) for energy management and emotional balance, Meditation techniques for cultivating inner peace and happiness, Yoga Nidra for deep relaxation and rejuvenation. [4]

**Emotional Intelligence and Yoga:** Understanding emotional intelligence and its role in personal and professional relationships, Yoga practices to develop self-awareness and emotional regulation, Techniques for enhancing empathy, compassion, and effective communication, Yoga for conflict resolution, and building positive relationships. [7]

**Yoga for Stress Management:** Identifying Sources of stress in Academic and professional life, Yogic tools for stress reduction and resilience building, Yoga practices for managing anxiety, depression, and other mental health challenges, and Incorporating mindfulness and relaxation techniques into daily routines. [7]

**Yogic Lifestyle and Happiness:** Exploring the yogic principles of healthy living and balance, Yogic diet and nutrition for physical and mental well-being, Yogic routines and rituals for holistic self-care, Integrating yoga into daily life for sustained happiness and well-being. [7]

**Applying Yoga in Business and Leadership:** Yoga as a tool for enhancing leadership qualities and decision-making skills, Incorporating mindfulness and yoga practices in the workplace, Creating a culture of well-being and happiness in business organizations, Case studies and practical exercises on applying yoga principles in business contexts. [7]

**Text Book**

1. "Yoga Wisdom at Work: Finding Sanity Off the Mat and On the Job" by Maren Showkeir and Jamie Showkeir.

**Reference Book**

1. "The Business Yogi: How to Achieve Happiness and Success in Business and Life" by Vish Chatterji - Combining principles from yoga and business.

**SECOND YEAR  
SPRING SEMESTER  
(Semester – IV)**

**EM23.212**

**Micro Economics-II**

**3-1-0-4**

**Game Theory:** Game Theory: The pay-off matrix of a game, Two person zero sum and constant – sum game, Pure strategy and saddle point solutions, Concept of Nash equilibrium, Method of dominance and mixed strategies, Prisoner's Dilemma and the Commons problem [08]

**Oligopoly:** Characteristics and sources of oligopoly, Price and Output Determination under Oligopoly, Duopoly, Kinked Demand curve, Collusive Oligopoly: Cartels-Joint profit maximization and market sharing; Price Leadership – model of low cost firm, large dominant firm and barometric price leadership, Concepts of single and multiple basing point price system [07]

**General Equilibrium and Welfare Economics:** Interrelations and Interdependence of Markets, General Equilibrium in Exchange and Production, General Equilibrium in Competitive Product Market, Pareto optimality, Competitive equilibrium and pareto optimality, Welfare theorems, Social welfare functions, Concept of fairness, Arrow's impossibility theorem [08]

**Information Economics :** The economics of search, search cost, role of consumer report, search and advertisement; Asymmetric information and adverse selection; Moral hazard and principal-agent problems; Signaling and screening in markets; Applications to insurance and finance [08]

**Factor Markets:** Demand and supply of factors of production; Marginal productivity theory of resource demand; Factor pricing and income distribution; Human capital and labor market issues; Wage determination and income inequality; Economic rent and resource allocation [08]

**Text Book:**

1. Ahuja H. L: Advanced Economic Theory, S Chand & Sons, New Delhi.

**References:**

1. Pindyck R S. and Rubinfeld D. L. Micro Economics. Prentice Hall, India.
2. Koutsoyiannis, A: Modern Microeconomics, ELBS.
3. Kreps, D. (1990): A Course in Microeconomic Theory. Princeton, N.J.: Princeton University Press.
4. Stonier, A.W. and D.C. Hague (1972): A Textbook of Economic Theory, ELBS & Longman Group, London.
5. D. N. Dwivedi. Micro Economics Theory and Applications. Pearson Education.
6. Nicholson Walter and Snyder Christopher, Microeconomic Theory- Basic Principles and Extensions, Cengage Learning.
7. Maddala G. S. and Miller E. Micro Economics. McGraw-Hill International Editions.
8. Varian H. R. Intermediate Micro Economics: A Modern Approach, Affiliated East -West Press.

**EM23.222**

**Macro Economics-II**

**3-1-0-4**

<b>Analysis of Business Cycles:</b> Phases of Business Cycles; Theories of Business Cycles – Sun-Spot Theory, Hawtrey’s Monetary Theory of Business Cycles, Under-Consumption Theory, Over-Investment Theory; Keynes’ Theory of Business Cycles; Samuelson’s Model of Business Cycles – Interaction between Multiplier and Accelerator; Hicks’ Theory of Business Cycles	[13]
<b>Kaldor and Goodwin’s Model of Business Cycles:</b> Kaldor’s Model of Business Cycles; Goodwin’s Model of Business Cycles	[06]
<b>Monetarist and New Classical (Rational Expectation) Theories of Business Cycles:</b> Friedman’s Monetarist Theory of Business Cycles; Lucas’s New Classical (Rational Expectation) Theory of Business Cycles	[05]
<b>Real Business Cycle Theory:</b> Introduction to Real Business Cycle Theory; Real GDP and Price Level; Critique of Real Business Cycle Theory	[05]
<b>Economic Stabilization - Fiscal Policy:</b> Macroeconomic Policy objectives and Stabilization; Discretionary Fiscal Policy; Non- Discretionary Fiscal Policy; Crowding out effect and Effectiveness of Fiscal Policy	[05]
<b>Economic Stabilization - Monetary Policy:</b> Expansionary and Contractionary Monetary policies; Keynesian View on Monetary Policy; Monetarist View on Monetary Policy	[05]

**Text Book:**

1. Ahuja H. L: Macro Economic Theory and Policy, S Chand & Sons, New Delhi.

**References:**

1. Shapiro, E. (1996), Macroeconomic Analysis, Galgotia Publications, New Delhi.
2. Ackley, G. (1976), Macroeconomics: Theory and Policy, Macmillan Publishing Company.
3. Dornbusch, Fischer and Startz, Macroeconomics, McGraw Hill, 11th edition, 2010.
4. Stonier, A.W. and D.C. Hague (1972): A Textbook of Economic Theory, ELBS & Longman Group, London.
5. Errol D’Souza, Macro Economics, Pearson Education, 2009.
6. D. Dasgupta. The Macroeconomy, Oxford University Press, 1997
7. Hejindra, B.J. and F.V. Ploeg (2001): Foundations of Modern Macroeconomics, Oxford University Press.
8. N. Gregory Mankiw. Macroeconomics, Worth Publishers, 7th edition, 2010.

**EM23.232**

**Data Analysis-II**

**2-1-2-4**

**Multivariate Analysis:** Multiple regression and correlation analysis, Multiple standard error of estimate, ANOVA table and its interpretation, Adjusted coefficient of determination, Evaluating the assumption of Multiple regression on Excel and SPSS statistical package [21]

**Hypothesis Tests:** One-tailed and Two-Tailed tests of significance: *t-test*, *ANOVA*, *Chi-Square-test* and explanation of result on Excel and SPSS statistical package [18]

**Text Books:**

1. Lind, Marchal and Wathen: Basic Statistics for Business & Economics, McGraw Hill, New Delhi.
2. Darren, G.: SPSS for Windows Step by Step: A Simple Guide and References 18.0update (11<sup>th</sup> edition), Prentice Hall, New Delhi.

**References:**

1. Jaggia and Kelly : Business Statistics, McGraw Hill, New Delhi.
2. Bowerman, O'Connell and Murphree : Business Statistics in Practice, McGraw Hill, New Delhi.
3. Doane and Seward: Applied Statistics in Business and Economics, Tata McGraw-Hill, New Delhi.
4. Davis and Pecar: Business Statistics using EXCEL, Oxford University Press, New Delhi.

**EM23.242**

**Development Economics-II**

**3-1-0-4**

(Contact hrs.: 39)

**Economic Development and Institutions:** The choice of technology, Appropriate technology and employment in LDCs, Efficiency of small- scale vs. large-scale production, Markets and market failure, State and state failure, Issues of good governance, Need for investment criteria in LDCs: Types, Cost Benefit Analysis, Alternative investment criteria [13]

**International aspects of Economic Development:** International trade as an engine of growth, Static and dynamic gains from trade, Prebisch, Singer and Myrdal theses vs. free trade, Export-led growth, Tariffs and effective protection, WTO and developing countries, External resources, FDI, Aid vs. trade, Need for planning, Types – Democratic, [13]  
Decentralized and Indicative planning, Micro-level planning

**Development and Environment:** Environment- Economy linkage, Environment as a necessity and luxury, Population environment linkage, Allocation problem, Market failure for environmental goods, Environment as a public good, Common Property Resources, Property right approach to environmental problem-property rights approach, Property rights and environmental problems, Coarse theorem, Coarse theorem and transaction cost, Prevention, Control and abatement of pollution, Concept and indicators of sustainable development [13]

**Text Book:**

1. Ghatak, S: An Introduction to Development Economics, Allen and Unwin, London.

**References:**

1. Todaro, M. P. Economic Development, Longman, London.
2. Thirwal, A. P. Growth and Development, Macmillan, U. K.
3. Kindleberger, C. P. Economic Development, McGraw Hill, New York.
4. Myint, H. Economic Theory and Underdeveloped Countries. Oxford University Press, New York.
5. Adelman, I. Theories of Economic Growth and Development. Stanford University Press, Stanford.
6. Behrman, S. and Srinivasan T. N. Handbook of Development Economics. Vol.I to III, Elsevier, Amsterdam.
7. Mishra and Puri: Growth and Development, Himalya Publishing House, Delhi.

**GE.23.212**

**Retail Management**

**3-1-0-4**

(Contact hrs.: 39)

## Course 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 Content

**Introduction:** Introduction to retailing, definition, characteristics, Evolution of retailing in India, Retailing in India, Emerging trends in retailing, Factors Behind the change of Indian retail industry. [11]

**Retail Formats:** Retail Sales by ownership, On the basis of Merchandise offered, non-store Based retail mix and Non- traditional selling; Store Planning: Design and Layout, Location Planning and its importance, retailing image mix, Effective Retail Space Management, Floor Space Management. [15]

**Retail Marketing:** Advertising and Sales Promotion, Store Positioning, Retail Marketing. Mix, CRM, Advertising in Retailing; Retail Merchandising: Buying function, Markups and Markdown in merchandise management, shrinkage in retail merchandise management. [12]

**Merchandise Pricing:** Concept of Merchandise Pricing, Pricing Options, Pricing Strategies, Pricing Objectives, Types of Pricing; 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. [14]

## Text Books

1. Harjit Singh, “*Retail Management*”, S. Chand Publication, New Delhi
2. Berman and Evarv, “*Retail Management*”, Prentice Hall

## References:

1. Gibson G Vedamani, “*Retail Management: Functional principles and practices*”, Jaico Publishing House
2. Cullen and Newman, “*Retailing – Environment and Operations*”, Cengage Learning EMEA
3. Bajaj, Tuli and Srivastava, “*Retail Management*”, Oxford University Publications

**GE23.222**

**Personal Financial Planning**

**3-1-0-4**

### Course Objective

The students will address three broad themes of personal financial planning: 1) The importance of financial planning; 2) Exposure to a broad spectrum of financial planning strategies; 3) Learn the tools, models and frameworks behind financial planning. Sustainable finance planning integrates the impacts in investment decisions to ensure the lasting benefit of both clients and society at large.

### Content

**Introduction to Personal Financial planning:** Understand the Concept of Financial Planning, Understand the need for Financial Planning, Scope of financial planning, role of financial planner, how is financial planning different from a typical financial advisory service. Detailed Personal financial analysis. Financial Planning process, Understanding Client-planner relationship, Clients needs and financial goals. Understand the financial advisory and execution. [9]

**Time Value of Money:** Understanding time value of money. Present Value, Future Value, Rate of return, Periodic investments or pay outs (PMT), Number of compounding periods (NPER), Annuity (Annuity due, Ordinary annuity) [8]

**Cash Flow Management and Budgeting;** Importance of cash flow in management of personal finances, Preparation of household Budget, Cash inflows and outflows, Cash management, Income and expenditure statement, Budgeting and forecasting, Contingency planning, Evaluating the financial position of clients, Saving Ratio & Expenses Ratio, Total Assets, Total Liabilities, Leverage Ratio, Net Worth, Solvency Ratio, Liquid Assets, Liquidity Ratio, Financial Assets Ratio, Debt to Income Ratio [8]

**Debt Management and Loans:** Understand the purpose/ need of debt, Role and impact of debt in cash flow management, Difference between consumption expenditure and investment expenditure, Identifying holes in the household budget, Allocation to various categories of expenses, Windfalls, Discuss about Leverage and Debt Counselling, Purpose of the debt, Cost of debt, Maturity of debt, Debt Rescheduling, Calculate the debt servicing requirements, Discuss the role of credit bureaus and the credit score - How to access credit score - RBI's regulation about availing free credit score [8]

**Understanding various Loan calculations:** Loan restructuring – present value of future payments, Repayment schedules with varying interest rates, Criteria to evaluate various loans. Strategies to get rid of debt faster, Avalanche, Snowball, Blizzard [9]

**Investment Products:** Introduction to investment, types of investments, Investing in fixed income and variable income securities. Qualitative evaluation of stocks, Fundamental and technical analysis. Tools of technical analysis. Dow theory. [10]

### Text Book

1. Personal Finance (11th ed.), Jack Kapoor, Les Dlabay and R. J. Hughes, McGraw Hill.

### Reference Book

1. Khan, M.Y. and Jam, P.K.: Financial Management, McGraw Hill, 2001.
2. William Forbes, Behavioral Finance, John Wiley.

**GE23.232**

**Organisational Change**

**3-1-0-4**

(Contact hours: 39)

**Course Objective**

Students will learn how to improve individual, group/team and organizational performance through the use of OD techniques or interventions like group dynamics, training, culture change, and work-life balance.

**Content**

**Organizational change:** Introduction, Nature of change, Internal & External changes, Types of change, Models of change- Lewis's Force field, Systems Model, Action research model, Organizational vision and strategic planning. [6]

**Resistance to change:** Reasons for the resistance, Overcoming resistance for the change, Change and person and manager, Systematic approach to making change - Factors for effective change, Skills of leaders in change management, Designing the change. [6]

**Diagnosing Organizations:** Need for diagnostic models, Organization, Group, Individual level diagnosis, Collecting and analyzing the diagnostic information, Feeding Back of diagnostic information, Designing interventions, Overview of interventions, Evaluating and Institutionalizing OD Interventions. [7]

**Organization Development:** Introduction, History, Evolution of OD, OD interventions: Definition, Actors to be considered, Choosing and sequencing, Intervention activities, Classification of OD interventions, Typology of interventions based on target groups. [6]

**Human Process Interventions:** Individual, Group and inter-group human relations, Individual based - Coaching, Counselling, Training, Behavioral modelling, Delegating, Leading, Mentoring, Group based - Conflict management, Group facilitation, Group learning, Self-directed work teams, Team building, and virtual teams. [9]

**The Future of OD:** The changing environment, Fundamental strengths of OD, Implications of OD for the client, Ethical standards in OD, OD's future. [5]

**Text Book**

1. Cummings, Thomas G. and Worley, Christopher G. (2012) Theory of Organization Development and Change. 9th Edition. Delhi: Cengage Learning.

**Reference Book**

1. Ramanarayan, S. and Rao, T. V. (2012) Organization Development: Accelerating Learning and Transformation, Sage Publications, New Delhi.



- Assessing, Improving, and Optimizing UX
- Web Design Tools and Platforms (e.g., WordPress, Wix)

## **Website Metrics and Developing Insight**

5

- Understanding Website Metrics
- Evaluating a Website's Performance
- Monitoring and Reporting Website Analytics
- Using Metrics to Develop Actionable Insights
- Case Studies and Real-World Applications

### **Reference Book:**

1. "Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics" by Jennifer Niederst Robbins
2. "Website Optimization: Speed, Search Engine & Conversion Rate Secrets" by Andrew King
3. "A/B Testing: The Most Powerful Way to Turn Clicks Into Customers" by Dan Siroker and Pete Koomen

SF23.202

**Social Grooming and Professional Skills**

**0-0-2-1**

### Course Objective

This module is designed with an objective of upgrading one's social etiquette & skills. This would empower students to confidently strike up a conversation in any social circumstances and events. They would also learn about our roots through Indian cultural values & ethics and social dance styles.

Students will also learn to become professionals in office and business scenarios. Various forms of Etiquette required in the professional scenario like Email Etiquette, Office and Business Etiquette and other soft skills like leadership, teamwork, time management will help the students to be well equipped for their professional life. Not only will such skills help them to leave a good impression professionally, but also help to advance their career.

### Section -A: Social Grooming

#### Course Content

**Social Etiquette-** Students will learn the importance of Social Etiquette and the various factors contributing to build a strong character. They would understand the concept of First Impression, its impact and the art of creating a positive First Impression. Topics such as art of introduction, how to make an ideal handshake, how to a confident conversation, the art of accepting and giving compliments, the skill of saying no politely and basic travel etiquette would be covered. [02]

**Understanding Indian Culture Values & Ethics** – Students will get familiarized to our country's rich heritage. They will understand the value of age old Sanskrit Language and other languages based on Sanskrit. Introduction to Indian scriptures filled with ancient wisdom such as Vedas, Bhagwad Gita, Ramayana, Bhagwad Puran will be done. [02]

**Dance-** Students will get introduced to basic ballroom style of dancing. How to warm up before dancing, understanding the music beats, correcting the form & techniques of the graceful style of Ballroom dancing like Waltz, Foxtrot will be taught. [02]

### Section- B: Professional Skills

**Effective Time Management and Documentation:** Understanding the meaning and importance of Time Management, Pillars of Time Management, Pareto Principle, Time Wasters and how to avoid them, Documentation Techniques, Types of Files and Folders, Time Management Matrix, Efficiency Vs. Effectiveness. [02]

**Office and Business Etiquette:** Understanding Business Etiquette and its Importance, Basic Etiquette in various Business Situations: Elevator Etiquette, Cafeteria Etiquette, Cubicle Etiquette, Washroom Etiquette, Meeting Etiquette, Non Negotiable behaviours, Honesty and Integrity [01]

**Email Etiquette:** Understanding the meaning and importance of Email Etiquette, Formal Vs. Informal Emails, Formal Email Guidelines, Creating a Professional Signature, Importance of Grammar and Spelling, Importance of Subject Lines, Understanding Email Structures. [01]

**Leadership Skills:** Understanding the meaning and concept of Leadership, Manager Vs. Leader, Core Values of a Leader, Leadership Competencies, Identifying your Leadership Style, Types of Leaders. [01]

**Team Building:** What is a Team, Team Work, Team Building and it's Importance, Stages in Team Building, Recipe for a Successful Team, Different Key Roles in a Team, How to be an Effective Team Player. Good Teamwork Vs. Bad Teamwork, Impact of Team Building, Stories of Successful Teams [01]

**Group Discussion:** Understanding the definition and importance of Group Discussions, Skills needed in a Group Discussion, How to interrupt others, Various roles in a Group Discussion, Typical GD Mistakes. [02]

**Confidence Building & Enhancing Self Esteem:** Understanding the meaning and importance of Self-Confidence. How to be Self-Confident, How to Build Self-Esteem, Positive Affirmations, Success Stories, Modeling Positive Behaviours [02]

**Communication Skills 101:** 7 Cs of Communication. Communication Cycle and Barriers to Communication, Importance of Listening, Listening Vs. Hearing, Types of Communication, Mehrabian Theory, Body Language Techniques and Congruent Communication [02]

## References: Section –A

1. Forni, P.M. (2002). *Choosing Civility*. St Martin's Griffin
2. Lickona, T. (2004). *Character Matters*. Atria Books
3. Easwaran, E. (2007). *The Bhagavad Gita:(Classics of Indian Spirituality) (Vol. 1)*. Nilgiri Press.
4. Bayer, L. (2016). *The 30% Solution*. Motivational Press.

## References: Section- B

1. Covey, S. (2008). *The Leader in Me*. Simon & Schuster.
2. Bixler, S. (1991). *Professional Presence*. Adams Media.
3. Covey, S. (2013). *The Seven Habits of Highly Effective People*. Simon & Schuster.
4. Reiman, T. (2007). *The Power of Body Language*. Simon & Schuster
5. Di'Falco, M., and Greenky H, J. (2004). *The Big Sister's Guide to the World of Work*. Simon & Schuster.
6. Gross, R. (1988). *Peak Learning*. Tarcher Perigee.

**Note: Latest edition of text book and references must be used.**

VA23.212

**Women Leadership in Business**

3-0-0-3

(Contact hrs.:39)

**Course Objectives:**

- The primary objective of this course is to begin to uncover and understand the unique challenges, constraints, and opportunities that face women today as they ascend to leadership positions in organizations.
- A secondary objective of the course is to encourage students to think critically about the kinds of interpersonal, social, and cultural changes that are necessary to support women's advancement in positions of power and authority.

**Course Contents**

**Women in Management:** Current status of women leaders, Concepts of gender and leadership in Indian culture, Global gender perspectives in business, Confronting problems faced by women in organizations, Human resource management for gender diversity, Identity and social networking, Legal perspectives for women in India, Working women in emerging markets. [6]

**Leadership:** Concept, Leadership development for women, Leadership identity, Leadership assessment, Aligning leadership strategy and style with personal values and self-image, Personal brand in the workplace, Successful women leadership models abroad. [6]

**Building Leadership Potential** Self-awareness, Emotional intelligence, Leading and managing teams, Interpersonal skills, Conflict management, Managing and leading teams, Effective negotiations. [8]

**Leadership Communication:** Persuasion and argumentation, Thinking through a management situation, Presentation skills, Communication analytics. [6]

**Developing a Leadership Style:** Leading with authenticity, Strategies for implementing personal change, Leveraging talent in teams, Diversity inclusion, Coaching sessions in small groups. [5]

**Managing in a digital age:** Data Analytics, Digital Marketing, Identity and social networking [3]

**Business Transformation:** Bird's eye view of organizational functioning – Finance, Marketing, HR and Operations Management of systems - Entrepreneurial skills, Strategic leadership. [5]

**Text Book:**

1. Eagly, A. H., & Carli, L. L. (2007). *Through the labyrinth: The truth about how women become leaders*. Boston, MA: Harvard Business School Press.

**Reference Book:**

1. Northouse, P. G. (2016). *Leadership: Theory and practice* (7th ed). Thousand Oaks, Sage.

**VA23.222**

**Cyber Crime and Laws**

**3-0-0-3**

(Contact hrs: 39)

**Course Objective:**

This paper intends to create an understanding towards the cyber-crimes and to familiarize the students with the application of Cyber laws in general. This course is an emerging specialization that develops deep understanding into the legal issues and solutions surrounding the world wide web. Students in this shall attain a deep understanding of criminal activities carried out on the internet like fraud, forgery, defamation, theft etc. along with the understanding of how to overcome the same.

**Course Contents:**

**Introduction to Cyber-crimes:** Introduction- Computer Crimes and Cyber Crimes; Distinction between Cyber Crime and Conventional Crimes; Cyber Forensic; Kinds of Cyber Crimes- Cyber Stalking, Cyber Terrorism, Forgery and Fraud, Crimes related to IPR's, Computer Vandalism, Privacy of Online Data. [7]

**Information Technology Act, 2000:** Evolution of the IT Act, Genesis and Necessity, Salient features of the IT Act, 2000, Various authorities under IT Act and their powers; Penalties and Offences, Amendments, Cyber Space Jurisdiction, Jurisdiction Issues under IT Act, 2000. [6]

**E-Commerce and Laws in India:** Digital/Electronic Signature in Indian Laws, E-Commerce; Issues and Provisions in Indian Laws, E-Governance; Concept and Practicality in India, e-taxation issues in Cyberspace, E-contracts and its validity in India, Cyber Tribunal & Appellate Tribunal, and Cyber Regulations. [7]

**Intellectual Property Rights:** Meaning and Types of IPR's, Domain Names and Trademark Disputes, Concept of Trademark/in Internet Era, Cyber Squatting, Reverse Hijacking, Jurisdiction in Trademark Disputes, Copyright in the Digital Medium, Copyright in Computer Programs, Copyright and WIPO Treaties, Concept of Patent Rights, Relevant Provisions of Patent Act, 1970. [8]

**Personal Data Security:** Sensitive Personal Data or Information (SPDI) in Cyber Law, SPDI Definition and Reasonable Security Practices in India. Reasonable Security Practices- International Perspectives, Cloud Computing and Law. [5]

**Cyber Law:** Cyber Law- Meaning and Objectives, International perspectives, EDI: Concepts and Legal Issues, UNCITRAL Model Law, Electronic Signatures, Electronic Signature laws of major countries, Cryptography Laws, Cyber Laws of Major countries, EU Convention on Cyber Crime. [6]

**Text book:**

- Kumar, Santosh, Cyber Laws and Cyber Crimes (2021), Delhi Whitesmann, 2<sup>nd</sup> Edition.

**Reference books:**

1. Verma, S.K., Legal Dimensions of Cyberspace (2004), New Delhi Indian Law Institute, 2<sup>nd</sup> Edition.
2. Chaubey, R.K., Introduction to Cyber Crime and Cyber Laws (2008), Kolkata Kamal Law House, 2<sup>nd</sup> Edition.

**VA23.232**

**Social Media Marketing**

**3-0-0-3**

(Contact hrs: 39)

**Objectives:**

The aim of this course is to enable students to develop understanding of the principles and practices involved in social media marketing. It focuses on utilizing various social media platforms as effective tools for marketing products or services. By the end of the course, students will be equipped with the knowledge and skills necessary to leverage different social media platforms strategically and efficiently for promoting and marketing their products or services.

**Introduction to Social Media Marketing:** Fundamentals of Social Media Marketing & its significance; Necessity of social media marketing; Building a Successful strategy: Goal Setting, Implementation; Social Media Optimization. [5]

**Facebook Marketing:** Facebook for Business, Facebook Insight, Different types of Ad formats, setting up Facebook Advertising Account, Facebook audience & types, Designing Facebook Advertising campaigns, Facebook Avatar, Apps, Live, Hashtags [7]

**LinkedIn Marketing:** Importance of LinkedIn presence, LinkedIn Strategy, Content Strategy, LinkedIn analysis, Targeting, Ad Campaign [6]

**Twitter Marketing:** Basics, Building a content strategy, Twitter usage, Twitter Ads, Twitter ad campaigns, Twitter Analytics, Twitter Tools and tips for managers. [6]

**YouTube Marketing:** YouTube and the Video Revolution; The Three Uses of Video: Supportive, SEO, and Viral; YouTube Channel Basics and Video Tips; Deliverable: YouTube Marketing Plan, Instagram & Snapchat basics [7]

**Evaluating Social Media:** Strategy Plan for Social Media Management, Touchpoint, Analysis Scheduling; Evaluation of Social Media Platforms; Tools to manage and measure performance of social media content and campaigns; Handling critical issues in social media management and legal aspects of social media. [8]

**Text Books:**

1. Digital Marketing, S.Gupta, McGraw Hill
2. Digital Marketing, Kamat and Kamat, Himalaya Publication

**Reference Book:**

1. Social Media Marketing: Strategies for Engaging In Facebook, Twitter and other Social Media, Liana Li Evans, Pearson Education India
2. Social Media Marketing: A Comprehensive Guide to Growing Your Brand on Social Media, Jason Lazar, Ingram Publishing

**THIRD YEAR**  
**AUTUMN SEMESTER**  
**(Semester – V)**

**EM23.311**

**Public Finance-I**

**3-1-0-4**

(Contact hours: 39)

**Public Goods:** Meaning and scope of public finance, Public finance vs. private finance, Fiscal functions allocation, Distribution and stabilisation role of government, Public goods - pure and partial public goods, Private goods and merit goods, Characteristics of public goods, Rationale of public provision of public goods, Free rider problem and externality, Role of government – taxes vs. regulation, Fundamental principle of public finance – Maximum Social Advantage [12]

**Public Expenditure:** Classification and growth of public expenditure, Wagner's law of increasing state activity, Peacock- Wiseman Hypotheses, Canon of public expenditure, Effects of public expenditure on production, Distribution and economic activities, Public sector pricing policy-average cost and marginal cost pricing, Criteria for public investment- Social cost-benefit analysis, Evaluation under risk and uncertainty [13]

**Public Revenue:** Sources and classification of public revenue- tax and non tax revenue, Direct and indirect taxes, Effects of tax on production, Distribution and economic activities, Principles of taxation – Benefit theory, Ability to pay theory, Burden of taxation, Neutrality in taxation, Shifting and incidence of taxation, Taxable capacity, Allocative and equity aspect of taxation [14]

**Text Book:**

1. Tyagi, B.P. Public Finance (Latest edition), Jai Prakash Nath & Company, Meerut.

**References:**

1. Atkinson and Stiglitz. Lectures on Public Economics.
2. Ghosh Ambar and Ghosh Chandana Economics of the Public Sector, PHI.
3. Musgrave, R.A, The Theory of Public Finance.
4. Houghton J. M. The Public Finance: Selected Reading, Penguin.
5. Goode R. Government Finance in Developing Countries. Tata McGraw Hill.
6. Ghosh Ambar and Ghosh Chandana Economics of the Public Sector, PHI.
7. Musgrave, R.A. Public Finance in Theory and Practices. McGraw Hill.

**EM23.321**

**International Economics-I**

**3-1-0-4**

(Contact hrs: 39)

**Importance of Trade and Trade Theories:** Importance of the study of International Economics, Inter-regional and international trade, Theories of absolute advantage, Comparative advantage and opportunity cost, Factor Endowments and Heckscher-Ohlin theory of trade — its main features, assumptions and limitations, Empirical studies - Leontief Paradox, Rybzynski effect, Factor price equalization and Stolper- Samuelson Theorem [13]

**Trade and Economic Growth:** Gains from trade— their measurement and distribution, Technical Progress and International Trade, Growth and Trade: Small and Open country cases, Concepts of terms of trade and their importance in the theory of trade, Doctrine of reciprocal demand — its importance and limitations in the theory of trade [14]

**International Trade Policy:** Trade restrictions: Tariff, Partial Equilibrium analysis of Tariff, Theories of Tariff structure, Import Quotas and other Non-tariff barriers, Economic Integration: Customs Union and Free Trade Areas, WTO and India [12]

**Text Book:**

1. Salvatore, Dominick: International Economics, John Wiley Publisher, London.

**References:**

1. Cherunilam, Francis: International Economics, Tata McGraw-Hill Companies, Delhi.
2. Sodersten, BO & Reed, Geoffrey: International Economics, McMillan Press Ltd, London.
3. Bhagawati, Jagdish: In Defence of Globalisation, 2004 Oxford University Press, Oxford.
4. Walter, Krause : International Economics, Houghton Mifflin Publisher, Boston.
5. Dwivedi, D.N.: International Economics, Vikash Publishing House, New Delhi.
6. Mithani, D.M.: International Economics, Himalya Publishing House, Delhi.

**EM23.331**

**Monetary Economics-I**

**3-1-0-4**

(Contact hrs: 39)

**Demand for Money:** Classical and Keynesian approaches to demand for money, Post-Keynesian approaches to demand for money — Patinkin and the Real Balance Effect, Approaches of Baumol and Tobin, Friedman and the modern quantity theory

[13]

**Supply of Money:** RBI approach to money supply, High powered money and money multiplier, Money supply and open economy, Mechanistic and behavior model of money supply, Control of money supply

[13]

**Commercial Banking:** Meaning, Functions of commercial banks, the process of credit creation and its limitations, Balance sheet of Commercial banks, Investment policy, Recent reforms in banking sector in India

[13]

**Text Book:**

1. Hajela, T N (2008). Monetary Economics, Konark Publisher Pvt. Ltd., New Delhi.

**References:**

1. Lewis M. K. and P.D.Mizen (2000): Monetary Economics, Oxford.
2. Jadhav Narendra (2006): Monetary Policy, Financial Stability & Central Banking, Macmillan.
3. Baye and Jansen(1996): Money, Banking and Financial Markets, AITBS.
4. Gail E. Makinen (1978): Macroeconomics: Concepts, Theories and Policies, Money, The Price Level and Interest Rate, Prentice hall India Ltd.
5. David E.W.Laidler(1977): The Demand for Money: Theories & Evidence, Dun-Donnelly.
6. O. P. Kotwal (1987): Theories of Inflation: A Critical Survey, Tata-McGraw-Hill Publishing Co. Ltd.
7. Ackley G, (1978): Macroeconomics: Theory & Policy, New York, Macmillan.

**BM23.311**

**Decision Science**

**3-1-0-4**

(Contact hrs: 39)

**Course Objectives:** The objective of this course is to equip students with tools to apply mathematical models in decision making. The quantitative analysis approach is used which consists of defining a problem, developing a model, acquiring input data, developing a solution, testing the solution and analyzing and implementing the results.

**Introductory Concepts:** Definition of a problem, problem structure, understanding a problem, the business / corporate environment, aims and objectives of an organization, decision making within an organisation, decision-making criteria and metrics. [05]

**Tools for Decision Making:** Linear Programming: Basic Assumptions, Formulating LP problems, Graphical Analysis, Solving Minimization problems, Simplex Method—Setting up initial Simplex Solution, Simplex solution procedures, Solving LP Maximization Problems, Surplus and Artificial variables, Solving Minimization problems, Special cases, [10]

**Transportation Models:** Setting up a Transportation problem, Initial Solution: Northwest Corner Rule, Stepping-Stone method, MODI method, Vogel's Approximation method, Unbalanced transportation problems, Special Cases, [09]

**Assignment Models:** Approach of Assignment Model, Hungarian Method/Flood's Technique, Unbalanced Assignment problems, Maximization Assignment Problems. [08]

**Decision Theory:** Decision making under Uncertainty—Maximax, Maximin, Criterion of Realism, Equally likely, Minimax Regret, Decision making under Risk—Expected monetary value, Expected value of perfect information, Expected Opportunity loss, Decision Trees, Utility Theory [10]

**Queuing Theory:** Characteristics of a Queuing System, Single channel queuing model with Poisson Arrivals and Exponential Service, Multiple channel queuing model with Poisson Arrivals and Exponential Service, Constant Service time model. [10]

**Text Books:**

1. Hillier, Frederick, Gerald , Nag and Basu; Introduction to Operations Research (10th Edition). McGraw-Hill
2. Render, Barry, Ralph M. Stair, Jr. and Michael E. Hanna (2014) Quantitative Analysis for Management (12th edition) Pearson Education.

**Reference Books:**

1. Taha, H.A. (2005) Operations Research: An Introduction. (9th Edition) Pearson Education
2. Hillier & Hillier: Introduction to Management Science: Text & cases using spreadsheet, McGraw-Hill

**GE23.311**

**Marketing of Services**

**3-1-0-4**

(Contact hrs.: 39)

### Course Objective

The course is designed to equip students with the knowledge of marketing of all types of services.

### Course Content

**The emergence of service economy:** contributory factors, consumption pattern analysis, economic transformation unique aspects of services: goods, services, products, managerial challenges. [8]

**Marketing mix:** concept of value and value drivers, extended framework Service marketing system: production, marketing, human resources, sequential analysis. [11]

**Service system positioning:** service delivery process, blueprinting Service buying behaviour; difference in perspective, risk analysis, decision process.

**Service marketing:** strategy; segmentation, targeting and positioning, market innovation Competitive differentiation; competitive advantage and value chain analysis [8]

**Service quality:** concept, technical and functional quality, Service quality models and measurement Demand and supply imbalances management; challenges and strategies; Service culture; managing by values, recovery and empowerment; Relationship building: relationship marketing, bonding and life time value Service industries: insurance, banking, air transportation, courier, education etc. [12]

### Text Books:

- Shanker, R., “*Services Marketing: The Indian perspective*”, Excel Books

### Reference Books:

1. Glynn, W. J., and Barnes, J. G., “*Understanding services management - Integrating Marketing, Organizational Behaviour, Operations and Human Resources Management*”, Prentice Hall.
2. Fisk, R. P., Grove, S. J., and John, J. *Interactive Services Marketing*. New York. Houghton Mifflin

GE.23.321

**Production and Operations Management**

**3-1-0-4**

(Contact hrs: 39)

**Course Objective**

This course introduces the students to the theory and practice of production management as a functional area in the management of business enterprise.

**Course Content**

- Introduction:** Evolution, Need, Nature, Importance, Scope and Forecasting. [07]
- Plant Location and Utilities:** Steps in Location, Location Models. Utilities— Lighting, Ventilation, Air-conditioning, Sanitation, Noise Control.
- Plant Layout:** Objectives of a good layout, Factors influencing layout, Principles of layout, Types, Significance, Layout Tools and Techniques. [05]
- Job Design and Ergonomics:** Objectives, Factors affecting Job design, Techniques of Job design, Machine- Worker interaction, Ergonomics- Meaning and Applications. [07]
- Work Study:** Definition, Importance, Benefits, Steps in work study. Method Study—Objectives, Advantages, Factors facilitating Method Study, Method Study Procedure, Recording Techniques, Motion Study—Importance, Principles, Work Measurement- Time Study. **Quality Control:** Definition, Importance, Quality Control Techniques, Statistical Quality Control- Advantages, Types of Control Charts—X, R,  $p$ ,  $\sigma$ ,  $np$ , C, OC-curve, Total Quality Management, Quality Circle. [20]

**Text Books**

1. Aswathappa. K & Bhat, Shridhar. K; *Production and Operations Management*, Himalaya Publishing House, New Delhi.
2. Heizer Jay and Render Barry, “*Production & Operations Management*”, Pearson Edu.

**References:**

1. Goel, B.S; *Production Operations Management*, Pragati Prakashan, Meerut.
2. Adam & Ebert; *Production and Operations Management*, PHI, New Delhi.
3. Buffa & Sarin; *Modern Production/Operation Management*, John Wiley & Sons, New Delhi.
4. *Production/Operations Management*, MS-53 (IGNOU), New Delhi
5. Chase R B, Aquilano N J , Jacobs F R and Agarwal N, “*Production & Operations Management Manufacturing and Services*”, Tata McGraw Hill

**GE.23.331**

**Industrial Relations**

**3-1-0-4**

(Contact hrs: 39)

**Course Objective:**

The aim of this course is to make participants conversant regarding conflict management in legal perspective and judicial system pertaining to labor management relations. Participants will be familiar with the various techniques of Industrial Relations and futuristic issues in era of dynamic technological changes. This course also allows participants to view industrial relations within an international context as well as providing an insight into the workings of the Indian labour market.

**Course Contents**

**Industrial relations:** Definition – Nature - Evolution of IR in India - Context and environment of IR - Three actors and their roles in IR -Approaches to IR and HR Relations - Gandhian approach - Marxian approach and Dunlop's Systems approach. Emerging Trends in IR, Future of IR in India [9]

**Role of trade unions:** Trade union in India, National level federations, Goals and objectives of unions and union leadership, Weaknesses in trade unions, Types of trade unions, Theories of trade unionism, Cross cultural aspects of union management relations, Trade Union Act 1926 - An overview, Union recognition, De-unionization strategies. IR policies: The state and IR policies - Evolution of IR policies - National Commission on Labor and IR policy (1969). [10]

**Grievance procedure:** discipline - Labor courts - Collective bargaining: concept and development - Industrial unrest in India. Industrial Disputes Act 1947 - Objects Of The Act - Important Definitions: Authorities Under The Act - Causes Of Industrial Disputes - Types Of Industrial Disputes - Prevention Of Industrial Disputes - Reference Of Disputes Settlement - Strikes - Lockouts - Lay Off-Retrenchment - Unfair Labor Practices - Standing Orders - Service Rules –Misconduct - Principles Of Natural Justice - Domestic Enquiry - Remedial Counseling. [10]

**Industrial Democracy:** Concept and scope of industrial democracy, Worker's participation, Objectives for successful participation, Strategy, Practices, Behavioral science contribution and models, Rationale for participation, Issues in participation, Strategies for making participation work and making participation more effective. Labor legislation in India - Social security and welfare legislations - Concept of social security - ILO and social security -Social security measures in India - Workmen's Compensation Act,1923 - Employees State Insurance Act, 1948 -Employees Provident Fund and (Miscellaneous Provisions) Act, 1952 - Maternity benefit Act,1961,Payment of Gratuity Act 1972, Payment of Bonus Act 1965. International experiences, Emerging trends and Future role of IR. [10]

**Text Book**

1. Sinha, P.R.N., Sinha I.B. and Shekhar, S.P. (2013), "*Industrial Relations: Trade Unions and Labour Legislation*", 2<sup>nd</sup> Edition, New Delhi: Pearson Education.

**References Book**

1. Bray, M., Deery, S., Walsh, J. and Waring, P. (2011), "*Industrial Relations*", 3<sup>rd</sup> Edition, New Delhi: McGraw Hill Education.
2. Monappa, A., Nambudiri, R. and Selvaraj, P. (2012), "*Industrial Relations and Labour Laws*", 2<sup>nd</sup> Edition, New Delhi: McGraw Hill Education.



**SF23.301 Civility & Ethics, Business & Professional Grooming and Corporate Dining Etiquette 0-0-2-1**

**Course Objective**

This course is designed for students to make them ready to face the world of business, entrepreneurship and globalization. It is targeted at third year students, to prepare them for their professional entry so that they are able to have a positive impact in various professional and business events. In addition, this course equips students with mastery in the arena of soft skills and civility along with putting their best foot forward which will help them to stand apart from the crowd and become a leader in the official and professional scenario.

**Section -A: Civility & Ethics**

**Course Content**

**Character, Values and Credibility:** A crucial module to aid character development, this will help students build the foundation of their personality. This will make them solid, dependable people who are assets to their workplaces, homes and society. In a world where materialistic show has become very common this will enable students to stay grounded in their values and be good human beings. [2]

**Section- B: Business and professional grooming**

**Cross Cultural Communication and Business Travel Etiquette:** In this world of Globalization, it is crucial to understand diversity and cultural differences so as to avoid faux pas, create global business relationships and overcome cultural barriers while embracing various cultures. This module will develop a fine sense of blending cultures and also include business travel etiquette basics to enable the new generation of global travelers to leave the right impression even while travelling. [2]

**Business Dressing :** In this sub section the dressing and maquillage relating to formal office dressing will be taught pertaining to different dressing needs for different professions [4]

**Self Defense:** As women, it is important to be able to protect oneself in both social and professional world by learning self-defense technique. This module is aimed at enabling women to protect themselves and others which will further contribute to building a safe society. [2]

**Office party etiquette:** in this section certain techniques of dance will be taught, which are commonly a part of social and business parties. [2]

**Section – C: Corporate Dining Etiquette**

**High Tea Guardian:** Elegance should be the hallmark of every lady and how one carries herself in various social/ business occasions contributes greatly to that image. This module will impart knowledge on High Tea Etiquette, a British Tradition which is now enjoyed globally as a business protocol [2]

**Soiree Protocol:** Students will learn the art of hosting parties, host and guest duties, the various kinds of parties and balls and the code of etiquette for each including dressing, deportment, behavior and others. Parties being a social and professional inclusion today, this will help students to leave a positive impression. [2]

**Culinary Art:** Students will learn the art of baking, including various techniques like creaming, docking, folding, marbling etc. and understanding how various kinds of cakes (dry cakes, icing cakes) and cookies like butter cookies, oatmeal cookies, choco chip cookies etc. are prepared in a fully equipped & professionally stacked kitchen. [2]

**References: Section –A**

1. Valentine, S. R. D. (2004). *Guide to cross-cultural communication* (Vol. 26). Upper Saddle River, NJ: Prentice Hall.
2. Winston, P. J. (2005). *Guide to Cross-Cultural Communication. Business*

*Communication Quarterly*, 68(3), 374-379.

## References: Section- B

1. Valentine, S. R. D. (2004). *Guide to cross-cultural communication* (Vol. 26). Upper Saddle River, NJ: Prentice Hall.
2. Winston, P. J. (2005). *Guide to Cross-Cultural Communication*. *Business Communication Quarterly*, 68(3), 374-379.
3. Sabbath, Ann Marie (2004). *Beyond Business Casual: What to wear to work if you want to get ahead*. IUniverse
4. Bixler, Susan (1997). *The New Professional Image: Dress your best for every business situation*. Adams Media Corporation
5. Woodall, Trinny; Constantine, Susannah (2003). *What Not To Wear for Every Occasion*. Riverhead Trade
6. Bott, Daniele (2007). *Chanel: Collection & Creation*. Thames & Hudson

## References: Section- C

1. Lillicrap, Dennis R (2010). *Food & Beverage Service*. Hodder Education
2. Arora, K. (2005). *Theory of Cookery*. Frank Bros. & Co. Ltd.
3. Dubey, S. C. (2007). *Basic Baking. The Society of Indian Bakers*.

**Note: Latest edition of text book and references must be used.**

**THIRD YEAR**  
**SPRING SEMESTER**  
**(Semester – VI)**

**EM23.312**

**Public Finance - II**

**3-1-0-4**

(Contact hours: 39)

**Public Debt:** Sources of public borrowing, Importance of public borrowing, Effects of public debt, Tax vs. Debt, Burden of public debt- classical approach, Shifting of debt burden, Intergenerational shifting, Methods of debt redemption, Debt management [12]

**Budget:** Concepts, Balanced vs. unbalanced budget, Balanced budget theorem and its criticism, Budgetary deficits and their limitations, Budget as an instrument of Economic policy, Zero based budgeting, Salient features of the recent union budget of India [13]

**Issues in Indian Public Finance:** Black money, Taxation of agriculture, Subsidies, Tax reforms in India: DTC and GST, Tax evasion, Trends in deficit spending, Expenditure reform, Shrinking size of development finance through budgets, Financial autonomy: centre state financial relation [14]

**Text Book:**

1. Tyagi, B.P. Public Finance (Latest edition), Jai Prakash Nath & Company, Meerut.

**References:**

1. Atkinson and Stiglitz. Lectures on Public Economics.
2. Ghosh Ambar and Ghosh Chandana Economics of the Public Sector, PHI.
3. Musgrave, R.A, The Theory of Public Finance.
4. Houghton J. M. The Public Finance: Selected Reading, Penguin.
5. Goode R. Government Finance in Developing Countries. Tata McGraw Hill.
6. Ghosh Ambar and Ghosh Chandana Economics of the Public Sector, PHI.
7. Musgrave, R.A. Public Finance in Theory and Practices. McGraw Hill.

**EM23.322**

**International Economics-II**

**3-1-0-4**

(Contact hours: 39)

**Exchange Rate:** Concept and Types of Exchange Rate, Fixed versus Flexible exchange rate, Demand for and Supply of foreign exchange, Exchange Rate Determination: Trade or Elasticity Approach, Purchasing-Power Parity Theory, The Monetary Model to Exchange Rates, Asset or Portfolio Model of Exchange Rates,

[13]

**Balance of Trade and Payments:** Concepts and components of balance of trade and balance of payments, Equilibrium and disequilibrium in balance of payments, Consequences of disequilibrium in balance of payments, Various measures to correct deficit in the balance of payments, Monetary approach to Balance of Payments, Concept and implications of foreign trade multiplier

[14]

**International Economic Institution:** Functions of GATT/WTO (TRIPS, TRIMS), UNCTAD, IMF, World Bank and Asian Development Bank — achievements and failures, Forms of economic co-operation, Reforms for the emergence of international monetary system and trading blocs at the global level

[12]

**Text Book:**

1. Salvatore, Dominick: International Economics, John Wiley Publisher, London.

**References:**

1. Cherunilam, Francis: International Economics, Tata McGraw-Hill Companies, Delhi.
2. Sodersten, BO & Reed, Geoffrey: International Economics, McMillan Press Ltd, London.
3. Bhagawati, Jagdish: In Defence of Globalisation, 2004 Oxford University Press, Oxford.
4. Walter, Krause : International Economics, Houghton Mifflin Publisher, Boston.
5. Dwivedi, D.N.: International Economics, Vikash Publishing House, New Delhi.
6. Mithani, D.M.: International Economics, Himalya Publishing House, Delhi.

**EM23.332**

**Monetary Economics-II**

**3-1-0-4**

(Contact hours: 39)

**Central Banking:** Functions of a central bank, Quantitative and qualitative methods of credit control — The Reserve Bank of India: Roles and Functions, Monetary Policy of the RBI, Liquidity Adjustment Facility (LAF), Limitations of monetary policy of RBI [13]

**Financial Markets:** Structure of money market and capital market — Call money market, Treasury bill market, Commercial bill market including commercial paper and certificate of deposits, Government securities market, Primary and secondary market for securities [12]

**NBFIs:** Definition and Types of NBFIs: UTI, Mutual Funds, Insurance Companies, Provident Funds and Pension Funds, Growth and impact of NBFIs, Control of NBFIs, The Securities and Exchange Board of India - Genesis, Organization, Objectives and Functions, Performance of SEBI, IRDAI and its role in financial markets, Financial Sector reforms in India [14]

**Text**

**Book:**

1. Hajela, T N (2008): Monetary Economics, Konark Publisher Pvt. Ltd., New Delhi.

**References:**

1. Lewis M. K. and P.D.Mizen (2000): Monetary Economics, Oxford.
2. Jadhav Narendra (2006): Monetary Policy, Financial Stability & Central Banking, Macmillan.
3. Baye and Jansen(1996): Money, Banking and Financial Markets, AITBS.
4. Gail E. Makinen (1978): Macroeconomics: Concepts, Theories and Policies, Money, The Price Level and Interest Rate, Prentice hall India Ltd.
5. David E.W.Laidler(1977): The Demand for Money: Theories & Evidence, Dun-Donnelly.
6. O. P. Kotwal (1987): Theories of Inflation: A Critical Survey, Tata-McGraw-Hill Publishing Co. Ltd.
7. Ackley G, (1978): Macroeconomics: Theory & Policy, New York, Macmillan.

**EM23.342**

**Financial Economics**

**3-1-0-4**

**Introduction:** Evolution of limited liability companies, Alternative sources of fund for a firm, Debt and equity instruments of various types-a brief discussion of advantages and disadvantages associated with each type of instrument due to asymmetric information and agency problems

-Concepts of Primary market and Secondary market

[11]

**Concept of Present Value and its use in Finance:** Time value of money and opportunity cost of capital, Investment decisions based on the concept of present value, Basics of bond valuation, Basic of stock valuation

[10]

**Financial Statement Analysis:** Analysis of financial statement and ratios, Accounting concepts, Profit and loss accounts and cash flow statements, Ratio analysis

[11]

**Financial derivatives:** Various forms of derivatives, Functioning of derivative markets

[8]

**Text Book:**

1. Gupta, S.B, Monetary Economics- Institutions, Theory and Policy, S. Chand & Sons, New Delhi.

**References:**

1. John Hull : Fundamentals of futures and options market, Prentice Hall; 5th edition.
2. P.Chandra : Financial management theory and practice, Mc Graw Hill, (2004)
3. Bharati.V. Pathak. The Indian Financial System : Markets , Institutions and Services, Pearson Longm, 2nd edition, (2007).
4. Bhole. LM.- Financial Institutions and Markets.

**GE.23.312**

**Negotiation Skills for Managers**

**3-1-0-4**

(Contact hrs: 39)

### Course Objective

Understand significance of conflict and locate fertile areas for conflicts to resolve conflicts effectively.

Understanding the term negotiation and the processes involved in negotiation to know issues associated with negotiation.

Learning strategy and tactics of distributive and integrative bargaining.

Sharpening negotiating skills in a variety of interpersonal and intergroup situations.

### Course Content

**Introduction:** Nature of Negotiation and Conflicts, Dynamics of Negotiation and Conflict management. [04]

**Conflict Management:** Levels of conflict, Sources of conflict [04]

**Managing Conflict:** Managing interpersonal conflict; Managing team and organizational conflict; Conflict resolution process [06]

**Negotiation:** Types of negotiation-Distributive, Integrative, Attitudinal structuring and Intra-organizational negotiation; Negotiation process-Preparation, Developing and choosing a strategy, Opening moves, Bargaining and problem solving and Closure and implementation. [10]

**Two Party Distributive (Win-Lose) Negotiations:** Introducing complexities, Fundamental strategies and complexities [03]

**Two Party Integrative (Win-Win) Negotiations:** Key features of Integrative negotiation process, Facilitating factors for successful Integrative negotiation, Template design, evaluation and analysis. [03]

**Many Party Negotiations:** Group decisions, Consensus, Coalitions and Voting [03]

**Behaviour of Successful Negotiator:** Measuring your progress [03]

**Negotiation Styles:** Measuring your style with countering measures [03]

### Text Books

1. Rout Eirene Leela and Omiko Nelson, “*Corporate Conflict Management*”, Prentice Hall of India Private Limited, New Delhi, 2010

### References:

1. Lewicki Roy J, Saunders David M and Barry Bruce, “*Negotiation*”, Fifth Edition, Tata McGraw-Hill, 2010.
2. Corvette Barbara A Budjac, “*Conflict Management: A Practical Guide to Developing Negotiation Strategies*”, Pearson Education, 2007.

**Note: Latest edition of text book and references must be used.**

GE23.322

SUSTAINABLE FINANCE

3-1-0-4

(Contact hrs.: 39)

### Course Objectives:

- Explains the potential contribution of sustainable finance to achieving the Sustainable Development Goals and the goals of the Paris Agreement on Climate Change;
- Explains the core concepts of sustainable finance and the relevance of sustainability considerations for the key actors in the financial system;
- Describes the role that regulation and industry initiatives (self-regulation) play in shaping sustainable finance;
- Describes different sustainable finance products, such as bonds and loans, that may be available to provide the capital needed to support the delivery of the Sustainable Development Goals and the goals of the Paris Agreement on Climate Change.

### Course Contents

**Fundamentals of Sustainable Finance:** What is Sustainable Finance?, Sustainable Finance and International Agreements, Incorporating Sustainability into Organizations and the Financial System, Key Challenges for Sustainable Finance. [10]

**Introduction to Environmental, Social and Governance (ESG) Risk Management:** [10]  
Which industries have the highest ESG risk, The impact of key MEIs (Material ESG Issues) within these sectors and beyond, How Sustainalytics assesses the material ESG issues impacting companies and evaluates corporate ESG risk management, The actions companies can take to effectively address these issues.

**Sustainable Finance Market:** The Five Pillars of Sustainable Finance Concept, [10]  
Overview of Sustainable Finance Market Participants, Sustainable Finance: Policies and Regulation, Impact Reporting and Communication.

**Sustainable Finance Products:** Green Bonds and Green Loans, Sustainable Finance [9]  
Products, The Green Bond Market, The Green Loan Market, Green Bond Projects around the World - Examples

### Text Book:

- H. Kent Baker Hunter M. Holzhauser & John R. Nofsinger, Sustainable Investing: What Everyone Needs to Know, OUP India.

### Reference Book:

- Shah, Atul K., Inclusive and Sustainable Finance, Taylor & Francis.

**BM.23.312**

**Project Management**

**3-1-0-4**

(Contact hrs: 39)

### Course Objective

To enable the student to evolve a suitable framework for the preparation, appraisal, monitoring and control and hedge risk of industrial project.

### Course Content

**Introduction:** Objectives of Project, monitoring and control of investment projects, role of strategic resource allocation, identification of investment and project ideas. Feasibility / viability analysis. [07]

**Project Preparation:** Marketing and demand analysis, Technical feasibility,; financial planning; Estimation of fund requirements, sources of funds. Loan syndication for the projects. Tax considerations in project preparation and the legal aspects. [11]

**Project appraisal/selection:** Business criterion of growth by: Investment criteria, Project risk analysis ,social cost benefit analysis in public and private sectors, investment criterion and choice of techniques. Estimation of shadow prices and social discount rate. [11]

**Issues in Project Planning and Management:** Networking techniques for Project Management: PERT and CPM, Project Review and Administrative Aspects. [10]

### Text Books

1. Chandra. Prasanna, "*Projects Planning, Analysis, Selection, Financing, Implementation, and Review*", McGraw Hill.
2. Gray, Clifford .F. *Project Management*. McGraw Hill.

### References:

1. Gopalakrishnan. P. and Ramamurthy, V.E., "*Text Book of Project Management*", Macmillan India Ltd.
2. JyotsnaBapat, "*Development Projects and critical theory of Environment*", Sage Publication, New Delhi.
3. John M. Nicholas, "*Project Management for Business and technology: Principles and Practice*", Pearson Prentice Hall, New Delhi.
4. David I. Cleland, "*Project Management: Strategic Design and implementation*", McGraw Hill Inc.

**Note: Latest edition of text book and references must be used.**

BM23.322

**Goods and Services Tax**

**3-1-0-4**

### Course Objective

To acquire the ability to analyze and interpret the provisions of goods and services tax law and recommend solutions to practical problems. To develop an understanding of the customs laws and acquire the ability to analyze and interpret the provisions of such laws.

### Course Content

Definition of tax, meaning of direct tax, meaning of indirect tax, difference between direct and indirect tax, features of indirect tax, introduction to GST, cascading effect of tax, classification of GST (CGST, SGST/UTGST, IGST), GST council, GST common portal, GSTIN, constitution amendment 101.	[10]
Input tax, output tax, electronic ledger (electronic cash ledger, electronic credit ledger, electronic liability ledger), challan, interest under GST, compensation cess, E-way bill	[10]
Registration under GST, compulsory registration under GST, process of registration, aggregate turnover, reverse charge mechanism, composition levy scheme, Tax invoice, bill of supply, refund voucher, debit note, credit note, receipt voucher, payment voucher.	[10]
Introduction to supply under GST, exempt supply, zero rated supply, nil rated supply, non-taxable supply, time of supply, value of supply, place of supply, input tax credit, manner of utilization of input tax credit.	[09]

### Text Books

1. Patel & Chaudhary., *Indirect Tax Laws*, Chaudhary Prakashan, Jaipur
2. Singhania, V. K. and Monica Singhania, *Student Guide to Indirect Tax Laws*, Taxmann's New Delhi.

### References:

1. Sisodia Pushpendra, *Indirect Tax Laws*, Bharat Law House.
2. Ahuja, G. & Ravi Gupta, "*Practical Approach to Direct and Indirect Taxes*", Bharat Law House.
3. Datey, V.S., "*Indirect Taxes Law and Practice*", Taxmann's New Delhi.
4. Sareen, V.K. and Sharma Ajay, "*Indirect Tax Laws*", Kalyani

**Note: Latest edition of text book and references must be used.**

SF 302

**Soft Skills and Interview Skills**

**0-0-2-1**

### Course Objective

All employers today want employees with not just a good academic record and technical skills but also excellent soft skills, communication and interpersonal skills, negotiation, team work, conflict handling and presentation skills. These employability skills are in huge demand and indeed play a crucial role in developing the personality of students so that they can set themselves apart from the competition, crack interviews and transition into various leadership roles. These life skills will help build the attitude and dynamism so that they become go-getters in life.

### Section -A: Soft Skills

#### Course Content

**Goal Setting + SWOT Analysis:** As students venture into their careers it is important to be able to look at the bigger picture. This module will enable students to list down and subsequently achieve their short, long and mid-term goals. They will identify what prevents people from achieving their goals and how to ensure that they achieve their goals each time following the SMART goal methodology. They will also understand their skills better by listing them in the SWOT (Strengths, Weaknesses, Opportunities and Threats) as per their goals. [02]

**Stress Management:** In this fast paced world where everyone is running the rat race and wants to achieve everything in life. This results in an incredible amount of multi-tasking which results in high stress situations which eventually affects physical and mental health. This module will enable students to handle high stress situations with aplomb [02]

**Negotiation & Conflict Handling:** We all want leaders who can get us what we want by negotiating on our behalf and manage situations of conflict. These life skills will empower student to build this extremely crucial skill and make them excellent negotiators, whether it is for a salary or a business deal. Being able to maturely handle both internal and external conflict will make them leaders at the forefront of their teams. [02]

**EQ + IQ + SQ:** Blending together Emotional Quotient, Intelligence Quotient and Spiritual Quotient will enable the students to lead fulfilling and balanced lives. Not only is emotional intelligence a valued skill in employees, knowledge of this module will enable the young prospective employees to build the right habits of work life balance right from the beginning of their professional careers. [02]

**Presentation Techniques:** PowerPoint presentations are an integral part of our professional lives. Knowledge of designing a powerful, high impact presentation along with the skill of stage presence and excellent public speaking skills makes this module a must-have in today's world. This will enable students to become excellent presenters by improving their confidence, delivery and designing skills. [04]

### Section – B: Interview Skills

**Group Discussion (Level 2):** This module further builds up on the previous understanding of various group discussion techniques like PREP, SPELT, KWA approaches to enable excellence in Group Discussions which are an important part of the recruitment process. Focus will also be on rigorous practice sessions with extensive feedback which will make students ready and confident for such activities in real life situations. [04]

**Micro Presentations:** All presentations don't require PowerPoint Slides. Short, [04]

powerful presentation and talks which leave a huge impact on the audience and drive them to action is the crux of this module. Again, a must have skill which includes excellent communication skills, compelling body language and dynamic stage presence.

**Interview Techniques:** Interviews are usually a student's first interaction with the professional world. With a low rate of conversion in most interviews and the pressure of landing a good job, a lot of students find it difficult to put their best front. This module will enable students to master the end to end interview process, right from designing the right resume, professional dressing and body language to interview techniques including handling difficult questions and honing in on their unique skills and capabilities.

[02]

## References: Section –A

1. Covey, S. (2013). *The Seven Habits of Highly Effective People*. Simon & Schuster
2. Covey, Stephen (2008). *The Leader in Me*. Simon & Schuster
3. Goleman, D. (1998). *Working with emotional intelligence*. Bantam.
4. Brewer, M. Dr.(2008). *What is your spiritual quotient*

## References: Section- B

1. Gorden, R. L. (1998). *Basic interviewing skills*. Waveland Press.
2. Gallo, C. (2014). *Talk like TED: the 9 public-speaking secrets of the world's top minds*. St. Martin's Press.

**Note: Latest edition of text book and references must be used.**

**FOURTH YEAR  
AUTUMN SEMESTER  
(Semester – VII)**

**BM.23.411 Business Ethics and Corporate Governance**

**3-1-0-4**

(Contact hrs: 39)

**Course Objective**

The main objective of this course is to provide students with the basic skills concerning business ethics, governance and corporate social responsibility. Additionally, students should understand the role of ethics, corporate responsibility and sustainability in business activities and evaluate business practices in these fields.

**Course Content**

**Introduction:** Business Ethics, Business Values, Inner Consciousness, Ethical Theories [12]  
**Indian Management Ethos -** Basic Principles of Indian Ethos for Management, Ethics in work life according to Bhagvad-Gita, Detached Involvement (Nishkam-Karma) and Attached Involvement (Sakam-Karma), Kautilya and Management. Relevance of Gandhian thought for the contemporary managers, Ethics and Corporate Excellence.

**Corporate Social Responsibility:** CSR in India, Social Responsibility of Business, Social [10]  
Responsibility of Business towards different groups, Promoting Value-based Governance in organizations.

**Corporate Governance:** Introduction, Evolution of Corporate Governance and development [08]  
in India, Shareholder Rights, Overview of Corporate Governance Forums, Corporate Governance and other stakeholders, Whistle- Blower Policies, Ombudsman.

**Sustainability:** Meaning, Scope, Sustainability Terminologies and Meanings, Corporate [09]  
Sustainability Reporting Frameworks- Global Reporting Initiative Guidelines, National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business.

**Text Books**

1. Bob Tricker, *Corporate Governance-Principles, Policies, and Practice* (Indian Edition), Oxford University Press, New Delhi.
2. Balasubramanian, N., "*Corporate Governance and Stewardship*", Tata McGrawHill, New Delhi

**References:**

1. Mallin, Christine A., *Corporate Governance (Indian Edition)*, Oxford University Press, New Delhi.
2. S.A. Sherlekar, *Ethics in Management*, Himalaya Publishing House, 2009
3. Beeslory, Michel and Evens, *Corporate Social Responsibility*, Taylor and Francis,
4. Bob Tricker, *Corporate governance- Principles, policies and practices*, Oxford University Press.
5. W.H. Shaw, *Business Ethics*, Cengage Learning.

**Note: Latest edition of text book and references must be used.**

**EM23.421**

**Behavioural Economics**

**3-0-0-3**

(Contact hours: 39)

**Course Objective**

To equip students with fundamentals of behavioural economics and also expose them to practical applications. The course will enhance the understanding regarding the behavioural traits and explanation of complex economic phenomenon.

**Content**

**Foundations of Behavioural Economics:** Nature of Behavioural Economics; Behavioural Economics: Past, Present and Future; Rationality Assumptions and Behaviour; Methodological Approach – Origins of Behavioural Economics – Neo-Classical and Behavioral Approaches to Studying Economics; Perspective on Psychology and Economics; Kahneman and Behaviouralism [6]

**Preferences, Choices and Decision Making:** Values, Preferences and Choices; Choice Under Uncertainty – The Standard Model; Axioms, Assumptions and Definitions; The Neuro-Scientific Basis of Utility; Decision Making Under Risk and Uncertainty: Prospect Theory; Reference Points; Risk Concept and Understanding – Loss Aversion – Shape of Utility Function – Decision Weighting – Probabilistic Judgment. [8]

**Beliefs, Heuristics and Biases:** The Standard Model: Probability Estimation; Self-Evaluation Bias – Projection Bias - Causes of Irrationality; Behavioural Law and Economics – Selection Among Multiple Strict Equilibria Via Structure, Framing, Fairness, Complexity; Revealed Preference; Belief; Game Theory; Nature and Components of Mental Accounting – Framing and Editing – Budgeting and Fungibility – Choice Bracketing and Dynamics – Time Discounting. [9]

**Text Books**

1. David, J. R., "Introduction to Behavioral Economics", Wiley, 2014.

**Reference Books**

1. Morris, A, "Contemporary Behavioral Economics: Foundations and Developments", M E Sharpe.
2. Erik, A, "A Course in Behavioural Economics", Palgrave Macmillan.
3. Peter, D & Variainen, "Behavioural Economics and its applications"
4. Wilkinson N and Hales M, "An Introduction to Behavioural Economics", Palgrave

**EM23.431 Elementary Econometrics**

**3-0-0-3**

**Introduction:** Definition, Nature and Methodology of Econometrics [6]

**Regression Models:** Two-variable linear regression model, Assumptions, OLS method of estimation, Importance of stochastic error term, Gauss-Markov theorem, Standard Errors of regression coefficients, Concepts and derivation of  $R^2$  and adjusted  $R^2$ , ANOVA, Normality assumptions, Maximum likelihood estimation, K-variable linear regression model, estimation of the model [18]

**Problems in Regression Analysis:** Multicollinearity- sources, effects, detection and solution; Heteroscedasticity- tests, consequences, solution; Autocorrelation- sources, consequences, detection, remedies [15]

**Text Book:**

1. Gujrati, D.N. & Sangeetha : Basic Econometrics, Tata McGraw Hill Education Private Limited, New Delhi.

**References:**

1. Koutsoyiannis, A.: Theory of Econometrics, Macmillan Press Ltd, London.
2. Johnston, J. & Dinardo, J.: Econometric Method, Wiley & Sons, New York.
3. Woolridge, J.F. : Introductory Econometrics: A Modern Approach, South-Western College Publication, Mason.
4. Gupta S.C and Kapoor V.K., Fundamentals of Mathematical Statistics, Sultan Chand & Sons, New Delhi.
5. Kmenta J., Elements of Econometrics, University of Michigan Press.

**FA 23.431**

**Banking and Insurance**

**3-0-0-3**

(Contact hrs.:39)

**Course Objective**

In this Course students will be introduced with the basic concepts of Banking and Insurance. Students will understand the career opportunities available in this field. Knowledge of Banking and Insurance helps the students to find positions in insurance, personal loans, mortgages, collections and back office operations which are generally vacant and offer opportunities to average students.

**Content**

**Introduction to Indian Banking System:** Historical aspects of Banking in India; [7]  
Commercial & Co-operative Banks: Structure of Commercial Banks, Private Sector Banks, Public Sector Banks, Foreign Banks, Categories & Features of Co-operative Banks, Introduction to Regional Rural Banks.

**Banking, Monetary Policy and Regulation:** The RBI as a Central Bank: Role and [6]  
Functions of RBI, Reforms; The Current Regulatory Structure. Accounts: Types of Customer Accounts, Procedure for opening an account, KYC norms, Risks in account opening, Closure; Loans and Advances: Principles of lending; Different types of loans Profitability of Banks. The issue of NPAs & capital adequacy.

**Definition, Role and procedure of Banking Ombudsman:** Recent mergers and [5]  
Acquisition in banking and their Impact. Acts in bank – SARFESI Act, IBC 2016. BASEL NORMS-introduction and significance

**Insurance:** Concept, functions, Types (Life and General) , New Insurance Products. [10]  
Integration of third party and Re-insurance, Co-existence of Banking and Insurance – their problems. Insurance as a cover to Banking risks Types of Risks, (systematic and unsystematic) Bank Assurance

**Privatization of Insurance Business in India:** Banking and Insurance Regulation Self- [6]  
Regulation and Installation of Corporate Governance. Future strategies for promoting insurance in India. Implications for Risk Management, Derivatives in Banking.

**Salient features of IRDA Act:** Life insurance: Annuities, Measurement of risk and Morality , [5]  
Human Resource Management in Banking and Insurance, Business Ethics and Corporate Governance, Project Presentation of Banking and Insurance

**Text Books:**

1. J.N. Jain & R.K. Jain: Modern Banking and Insurance, Regal Publications
2. A. Ranga Reddy, C. Rangarajan: Rural Banking and Overdues Management, Mittal Publication

**Reference Book:**

1. MadhuVij: Management of Financial Institutions in India, Anmol Publications

GE 23.411

**Design Thinking**

**3-1-0-4**

(Contact hrs.:39)

## Course Objective

This course looks at how individuals and organizations use creativity and design thinking skills to identify and choose opportunities that enable innovation. Creative problem solving skills are developed and enhanced through a range of real world activities. An overview of design thinking tools is provided to help students understand design thinking as a problem solving approach. Ideas developed through these processes are then applied to a customer discovery approach to understand their value in the market place.

## Course Content

**Design thinking for innovation:** Introduction to Design Thinking and its role in creativity and innovation. **Empathy: The Foundation of Human Centered Design:** How do we learn what people want?; How we ensure learning fits people's needs; The role of empathy in the design thinking process and the tools we can use. [15]

**Making Sense of The Data:** Synthesizing the Data; Persona mapping; **The design sprint** - Principles of a design sprint and how to make it happen [9]

**Moving from ideas to impact:** Bring the ideas presented in this course together and show how organizations can create impact from ideas [8]

**Prototype & Test** - Bringing ideas to life; **Making the pitch** - Using Storytelling to make the case for design thinking [7]

## Text Books

1. Jeanne Liedtka and Tim Ogilvie; “*Designing for Growth: A Design Thinking Tool Kit for Managers*”, (New York: Columbia University Press, 2011) (referred to below as Designing for Growth).

GE23.421

**Business Analytics**

**3-1-0-4**

(Contact hrs.:39)

**Course Objectives:** This paper deals with the study, analysis and interpretation of big data of organizations whether, profit making or non-profit making. It is emerging as an important part of management science. In the Organization, decision making process is buy and large data-driven.

**Introduction:** Meaning, Definition and Importance of Business Analytics – Analytics v/s Analysis –Business Analytics v/s Business Intelligence and Data Mining – Applications of Analytics – Different Kinds of Analytics – Types of Analytical Tools – Identifying Problems & Opportunities through Data Analytics – Framing a Business Problem as an Analytical Problem. [7]

**Descriptive Analytics Tools and Techniques:** Concept of Descriptive Analytics – Meaning, Nature, Importance and Applications – Data Analysis – Data visualization – visualization techniques – Tables, Charts, Cross-tabulations, Dash boards. [7]

**Predictive Analytics Tools & Techniques:** Concept of Predictive Analytics: – Linear Regression (Theory and Problems) – Factor Analysis (Theory) – Cluster Analysis (Theory) – Econometrics and Time Series Forecasting (Theory and Problems). [7]

**Prescriptive Analytics:** Concept of Descriptive Analytics – Meaning, Nature, Importance and applications [6]

**Contemporary Analytics:** Financial Analytics, HR Analytics, Customer Analytics for New Product Development, Retail Analytics, Sales force Analytics, Web and Social Media Analytics, and Supply Chain and Logistics Analytics (Theory). [7]

**Decision tree analysis** –Risk Analytics – Text Analytics – Web Analytics (Theory). [5]

**Text Books:**

1. Shmueli, Patel and Bruce, Data Mining for Business Intelligence, Concepts, Techniques and Applications, Wiley.
2. James Evans, Business Analytics, Pearson, 2nd Edition, 2017.

**Reference Books:**

1. Winston Wayne L., Microsoft Excel 2013: Data Analysis and Business Modeling, Microsoft Press, USA
2. Ledolter, Data Mining and Business Analytics with R, Wiley.

**Note: Latest edition of text book and references must be used.**

**GE 23.431**

**Indian Ethos and Management**

**3-1-0-4**

(Contact hrs.:39)

### Objectives

Identify ethical behavior of the individuals and the challenges posed by organized business activity and Evaluate legal, social and ethical matters in business and identify their influence on business decisions.

### Course Contents:

**Indian Ethos:** Meaning, Features, Need, History, Relevance, Principles practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Management Practices. Work Ethos- Meaning, Levels, Dimensions, Steps, Factors Responsible for poor Work Ethos. [7]

**Value System:** Meaning, Features, Values for Indian Managers, Relevance of Value based Management in Global change, Impact of values on stakeholders: Employees, Customers, Government, Competitors and Society. Values for Managers, Trans-Cultural Human Values in Management and Management Education, Secular v/s Spiritual Values in Management, Importance of Value system in work culture, Indian Heritage in Business Management, Production and Consumption, Indian Management v/s Western Management. [7]

**Business Ethics:** Business Ethics- Concept Characteristics, Importance and Need for Business Ethics. Ethics v/s Ethos. Indian Ethos, Ethics, Values, Sources of Ethics, Concept of Corporate Ethics, Code of Ethics- Guidelines for developing code of ethics, Ethics Management Program, Ethics Committee. [6]

**Approaches to Business Ethics:** Various Approaches to Business Ethics- Theories of Ethics- Friedman's Economic Theory, Kant's Deontological Theory, Mill & Bentham's Utilitarianism Theory, Gandhian Approach in Management and Trusteeship, Importance and relevance of trusteeship principal in modern business, Gandhi's Doctrine of Satya and Ahimsa. [8]

**Emerging Issues:** Emergence of New Values in Indian Industries after Economic Reforms of 1991. Corporate Governance, Ethics in Marketing and Advertising, Human Resource Management. A Holistic Management System; Corporate Social Responsibility. [6]

**Motivation in Indian Thoughts:** Productive Practices and Team Motivation, Prospects of Virtues in Business Ethics and Management Theory. Models of Leadership and Motivation in Indian Thoughts, Examples from Scriptures. [5]

### Suggested Readings:

1. R. Nandgopal, Ajith Shankar RN: Indian Ethics and Values in Management, Tata Mc Graw Hill.
2. Chakraborty, S.K. Management by Values, Oxford University Press.
3. Joseph Des Jardins, An Introduction to Business Ethics, Tata Mc. Graw Hill.

**GE23.441**

**Disaster Management**

**3-1-0-4**

(Contact hours: 39)

**Course Objective**

This course aims to equip students with a comprehensive understanding of the principles, strategies, and practices related to disaster management in the business context. Students will develop the knowledge and skills necessary to effectively analyse, plan, and implement disaster management strategies to safeguard businesses and communities.

**Content**

**Introduction to Disaster Management:** Definition, scope, and objectives of disaster management, Understanding different types of disasters (natural, technological, man-made), Disaster risk reduction and resilience, Legal and policy framework for disaster management Role of Government, NGOs, and international organizations in disaster management. [7]

**Risk Assessment and Preparedness:** Hazard identification and vulnerability assessment, Risk mapping and analysis techniques, Emergency planning, and preparedness measures, Early warning systems and communication strategies. [4]

**Emergency Response and Crisis Management:** Incident command system and emergency response frameworks, Roles and Responsibilities of key stakeholders during emergencies, Crisis communication, and media management, Coordination with external agencies and resources. [7]

**Business Impact Analysis and Recovery:** Assessing the potential impacts of disasters on business operations, Developing business continuity and recovery plans, Supply chain management in disaster situations, and Financial and operational recovery strategies. [7]

**Psychological Support and Humanitarian Assistance:** Psychological and emotional support for disaster-affected individuals and post-disaster counselling, Community engagement, and social support systems, Ethical considerations in disaster management. [7]

**Evaluation and Lessons Learned:** Post-disaster evaluation and assessment techniques, Monitoring and evaluating the effectiveness of disaster management strategies, Incorporating lessons learned into future disaster preparedness plans, Continuous improvement and adaptation in disaster management, Case studies, and real-world examples of successful disaster management practices. [7]

**Text Book**

1. "Introduction to Emergency Management" by George Haddow, Jane Bullock, and Damon P. Coppola, Butterworth-Heinemann

**Reference Book**

1. "Principles of Emergency Management and Emergency Operations Centers (EOC)" by Michael J. Fagel, CRC Press

**FOURTH YEAR  
SPRING SEMESTER  
(Semester–VIII)**

**BM23.412 Business Environment and Public Policy 3-1-0-4**  
(Contact hrs.:39)

**Course Objectives:.** The objective of this course is to give students an insight into the relationship between firms, markets and public policy using the theory of industrial organization, and game theory.

**Introductory Concepts:** Macroeconomic Crises, Causes, implications and policy response associated with the Global Financial crisis; the role of banks (including shadow banks), asset price bubbles and conventional and unconventional monetary and fiscal policy. [7]

**Sustainable Development:** Concepts, Theories and Principles of Sustainable Development. Externalities: Public Goods, Market Failure, Property rights. [6]

**General equilibrium model of trade:** Offer curve, Terms of trade; Trade and welfare; Immiserizing growth; Policy analysis in the standard trade model. [7]

**Modern trade theories:** Imperfect competition and economies of scale; Intra-industry trade. Political economy of Trade policy: Controversies in trade policy; Multilateral trading arrangements; Introduction to WTO and an overview of its functioning. [6]

**Theory and Growth of the Firm:** Characteristics, Boundaries of the firm, Transaction cost theory of the firm, Separation of ownership and control—Agency problem, Size and growth, Vertical Organization, Product diversification, Mergers and Acquisitions, Horizontal and Vertical Differentiation [7]

**Public Policy:** Law and Economics, Antitrust legislation, Regulation and Deregulation [6]

**Recommended Books:**

1. Sikdar, S. : Contemporary Issues in Globalization: An Introduction to Theory and Policy in India, Oxford University Press: New Delhi.
2. Hanley, Nick, Jason F Shogren & Ben White, . Environmental Economics, Macmillan.
3. Tremblay, Victor J., and Carol Horton Tremblay. (2012) New Perspectives on Industrial Organization. New York: Springer.
4. De Souza, E. (2008) : “Macroeconomics”, Pearson Education : New Delhi.

**EM23.422**

**Gender Economics**

**3-0-0-3**

(Contact hours: 39)

**Course Objective**

The objective of this course is to provide students with a comprehensive understanding of gender economics in the context of the Indian economy. It aims to broaden their perspective on different gender identities, analyze gender-related issues, and explore strategies for achieving gender equity and empowerment.

**Content**

**Introduction to Gender Economics:** Defining gender and its significance in society; Patriarchy and its influence on gender roles and stereotypes; Approaches to women and development: WAD, WID, GAD; Gender Development Index (GDI) and Gender Empowerment Measure (GEM) [6]

**Gender Equity and Economic Resources:** Understanding gender equity and equality; Gender gaps in access to resources and economic opportunities; Gender budgeting and its importance in promoting gender equality; Women's participation in the workforce; Gender wage differential and glass ceiling challenges [8]

**Gender and Poverty:** Women and poverty: Feminization of poverty; Gender inequalities in education, healthcare, and public services; Women's access to finance: Microfinance and self-help groups; Promoting gender-inclusive poverty reduction strategies [9]

**Gender in International Perspective:** Women's empowerment: Concepts and dimensions; Gender aspects of migration and its impact on individuals and society; International initiatives for women's development; Contemporary gender-related issues and challenges [8]

**Gender and Economic Development:** Women's role in economic development - Lessons from Boserup's theory; Strategies for empowering women for sustainable development; Gender mainstreaming in economic policies and programs [4]

**Gender and Society:** Intersectionality - Understanding gender in relation to other social identities; Gender-responsive governance and policy-making; Promoting gender equality in social and cultural contexts [4]

**Text Books**

2. Aneja Anu. Women and Gender Studies in India. Routledge India.
3. Vishwanthan N. (Ed.). The Women Gender and Development Reader. Zubaan, New Delhi.

**Reference Books**

5. Boserup Ester. Women's Role in Economic Development. George Allen and Unwin, London.
6. Devasia Leelamma. Empowering Women for Sustainable Development. Ashish Publishing House, New Delhi.
7. Dreze J & Sen A. India Economic Development and Social Support Module. OUP, New Delhi.
8. Gupta A. S. et. al (Eds.). Reflections of the Right to Development. Centre for Development and Human Rights. Sage Publication, New Delhi.
9. Gupta Nirmal K. and Sudan Falendra K. Women at Work in Developing Economy. Anmol Publications, New Delhi.
10. Misra Roli. Migration and Gender Construction: Women in Transition (Ed.) Sage Street, New Delhi.
11. Misra Roli. Rethinking Gender (Ed.) Rawat Publications, Jaipur.

**EM23.432**

**Applied Econometrics**

**3-0-0-3**

**Regressions with Qualitative Independent Variables:** Dummy variable technique — Testing structural stability of regression models comparing to regressions, Interaction effects, Seasonal analysis, Piecewise linear regression, Use of dummy variables, Regression with dummy dependent variables — Applications [13]

**Time Series Analysis:** Stationarity, unit roots, Co-integration-spurious regression, Dickey-Fuller test, Engle-Granger test, Random walk model, Forecasting with ARIMA modelling, Box-Jenkins methodology, Vector Autoregression, Problems with VAR modelling — Applications [13]

**Panel Data Techniques:** Panel data techniques — Random coefficients model, Fix effects model, Random effect model [13]

**Text Book:**

1. Gujrati, D.N. & Sangeetha : Basic Econometrics, Tata McGraw Hill Education Private Limited, New Delhi.

**References:**

1. Koutsoyiannis, A.: Theory of Econometrics, Macmillan Press Ltd, London.
2. Johnston, J. & Dinardo, J.: Econometric Method, Wiley & Sons, New York.
3. Woolridge, J.F. : Introductory Econometrics: A Modern Approach, South-Western College Publication, Mason.
4. Gupta S.C and Kapoor V.K., Fundamentals of Mathematical Statistics, Sultan Chand & Sons, New Delhi.
5. Kmenta J., Elements of Econometrics, University of Michigan Press.

**FA23.432**

**Behavioural Finance**

**3-0-0-3**

(Contact hours: 39)

### Course Objective

The students will be able to have theoretical and practical understanding of behavioral finance.

Understand how cognitive disposition affects the financial decision-making of investors, portfolio managers, and firms, and how this results in market anomalies. Develop prudent and productive disposition wisely and effectively for financial decision making. Understand behavioral biases and psychological characteristics of investors affecting investment decisions.

### Content

**Introduction:** Conceptual, theoretical foundations and evolution of behavioral finance, Nature and scope of behavioral finance, behavioral finance and conventional finance: A comparison. [7]

**Understanding Investor psychology:** Beliefs, Attitude, Learning, Herding, Momentum, Biases and Heuristics, Over-confidence and optimism, winners' curse, over reaction and under reaction and cross-cultural behavior. [4]

**Investor Preferences;** Framing, Irrationality and violation of expected utility, mental accounting, Prospect theory and attention, Saving behavior. [6]

**Investment Anomalies:** Accounting based anomalies, Calendar anomalies, Attention based anomalies: Value v/s Growth, size, equity premium, myopia in investment decision making. [6]

**Behavioural Corporate:** Introduction, limits to Arbitrage, aggregation. Contemporary issues in Behavioral Finance [6]

**Efficient Market Hypothesis:** Theoretical foundations of efficient market hypothesis (EMH). 3 steps of efficient market hypothesis. Rational investors. Irrational investors: number and the correlation of trading strategies. The case with correlated trading strategies: arbitrage & close substitutes. The future of irrational investors. Empirical tests of efficient market hypothesis. Testing quick and correct price reactions to the news. Testing no reaction of asset prices to no news. The value of stale information. 3 forms of EMH [10]

### Text Book

1. William Forbes, *Behavioral Finance*, John Wiley.
2. Mihe Elvin, *An Introduction to the psychology of Trading and Behavioral Finance*, John Wiley.

### Reference Book

1. James Montier, *Behavioral Investing: A Practitioners Guide to Applying Behavioral Finance*, John Wiley.
2. Paragh Parikh, *Value Investing and Behavioral Finance*, Tata McGraw-Hill.

**GE23.412      Advanced Business Research**

**3-1-0-4**

(Contact hours: 39)

**Course Objective**

This course builds on the foundations of research methods and aims to develop students' skills in conducting advanced business research.

**Content**

**Introduction:** Overview of advanced research methodologies, The role of research in business decision-making, Research ethics and responsible conduct of research, Formulating research questions and objectives, Conducting a literature review, Hypothesis development [4]

**Quantitative Research Design:** Experimental research design, Non-experimental research designs, Survey research methods, Sampling techniques and sample size determination [7]

**Qualitative Research Methods:** Overview of qualitative research methods, Data collection techniques: interviews, focus groups, observation; Data analysis techniques: content analysis, thematic analysis, grounded theory, Validity and reliability in qualitative research [7]

**Advanced Data Collection Techniques:** Questionnaire design and measurement scales, Online surveys and data collection tools, Secondary data collection and analysis, Big data and analytics in business research [7]

**Data Analysis: Descriptive and Inferential Statistics:** Data preparation and cleaning, Descriptive statistics: central tendency and variability; Inferential statistics: hypothesis testing and significance; Correlation and regression analysis [7]

**Data Analysis: Multivariate Techniques:** Factor analysis and principal component analysis, Cluster analysis and market segmentation, Discriminant analysis and logistic regression, Structural equation modeling (SEM) [7]

**Text Book**

Sekaran, U., & Bougie, R. (2019). *Research Methods for Business: A Skill-Building Approach* (8th ed.). Wiley.

**Reference Book**

William G. Zikmund et al. (2016). *Business Research Methods: A South-Asian Perspective with CourseMate* (8<sup>th</sup> ed.). Cengage Learning.

**GE23.422**

**Rural Development**

**3-1-0-4**

(Contact hrs.: 39)

### Course Objective

1. The students are able to understand the issues prevailing in rural areas and students will be able to invent solutions for better rural development.
2. The rural development course makes students to understand the socio economic conditions of rural folk.

### Course Content

**Introduction:** Concepts of Rural Development, Basic Elements of Rural Development, Why Rural Development?, Human Beings as the Cause and Consequence of Development, Some Dilemmas in Development, Measures of Development, Materialist Marxian Theory, The Human Capital Model of Development, The Gandhian Model of Rural Development. [8]

**Rural Economy of India:** Introduction, Size and Structure of the Rural Economy, Characteristics of the Rural Sector, Role of the Agricultural Subsector, Role of the Non-Agricultural Subsector, Challenges and Opportunities, Determinants of Rural Development - Changes in Output, Natural Resources, Human Resources, Capital, Technology, Organizational and Institutional Framework. [8]

**Policy and Programmes for Rural Development:** Freedom, Control and Public Policy, Rural Development Policies in India - Community Development Programme, IRDP from 1952 to 2012, NRESA, SGSY, Administrative machinery at the State, District, Tehsil and Village level, People's participation in development process, Globalization and Rural Development. [8]

**Rural Industrialization:** History of Indian Rural Industries, Importance of rural industrialization in rural development, Rural Industries and de-centralization of rural economy - Khadi & village industries, Functions & Problems of KVIC, Silk & Coir board, Handloom Development Board, Opportunities and problems in Agro- Industries, Need of rural small & cottage industries, Essential Qualities in Rural Entrepreneur, Regional Directorate of Skill Development & Entrepreneurship Centre, Role of District Industrial Centers (DIC). [8]

**Rural Finance and Self-help Groups in Rural India:** Features of Agricultural Finance, Types of Credit, Financial Institutions in Rural India, Co-operatives, Commercial Banks including Regional Rural Banks, Self Help Group – Concept, Classification, Characteristics and Function of Self Help Groups, Management of Self Help Group Self Help Group, National Agriculture Insurance Scheme (NAIS), Pilot Weather-Based Crop Insurance Scheme (WBCIS). [7]

**GE23.432**

**Event Management**

**3-1-0-4**

(Contact hrs.:39)

The course aims to provide knowledge in the field of event management and develop skills in planning, promoting, implementing, and evaluating special events. Further to provide ample opportunities to apply knowledge and skills in the event industry.

**Introduction to MICE:** Components of MICE; Evolution of Meetings; Incentives, [7]  
Conference/Convention and Expositions. Event Business: Types of Events - Size of  
Events - Five C's of Event Management - Trends of Event Business - Scope of Event  
Business.

**Conference Market:** The nature of conference markets; the demand for conference [4]  
facilities; role of travel agencies in the management of conferences.

**Planning and Scheduling Events:** Managing Events Corporate Events – Meetings, [7]  
Trade Shows and Exhibitions - Events in Educational Institutions - Budgeting of MICE  
- Use of Budget Preparation - Estimating Fixed and Variable Costs - Cash Flow -  
Sponsorship and Subsidies -Ethical Behavioural Practices in MICE industry.

**Selection of Event Site:** Layouts and Designs - Site Map or Plan-Audiovisual – [7]  
Lighting and Sound - Special Effects and Video - Event Technology, Event Laws &  
Regulations - Permissions Required for Holding an Event.

**Logistics:** Procedures - Performance Standards - Event Networks and Supply Chain - [7]  
Handling Vendors and Service Contractors - Negotiating with Vendors and Service  
Contractors.

**Impact of Events:** The impact of conventions on local and national communities. [7]  
Emerging dimensions of convention business in India. ICBP.

**Text book**

1. Fenich, G.G. (2005). Meetings, Expositions, Events and Conventions- An Introduction to the Industry. New Delhi: Pearson/Prentice Hall.

**Reference books**

1. Montgomery, R.J. and Strick, S.K. (1995). Meetings Conventions and Expositions- An Introduction to the Industry. New York: Van Nostrand Reinhold.
2. Weirich, M.L. (1992). Meetings and Conventions Management. New York: Delmar Publishers Inc.

**GE23.442**

**Tourism Management**

**3-1-0-4**

(Contact hrs.:39)

The primary objective of this course is to cultivate a comprehensive understanding of the fundamental nature of tourism and its various components. Additionally, the course explores the planning aspect of tourism, emphasizing the importance of infrastructure and the significant role of the tourism industry in the economy.

**Introduction to Tourism Management:** Concept of tourism resource, attraction, [6]  
product, market, industry and destination in the context of tourism; Components and  
elements of tourism: Intermediaries and suppliers; The tourism system; Approaches to  
study tourism.

**Nature and Classification of Tourism:** Basic nature of tourism, Nature of tourism: [6]  
Leiper's Model, Tourist Generating Regions (TGR), Transit Regions (TR), Tourism  
Destination Regions (TDR). Classification of tourism and types of tourism.

**Concept of Demand and Supply in Tourism:** Unique features of tourist demand; [7]  
Constraints in creating ideal destination. Tourism Demand, Motivation of Tourism  
Demand. Measuring Tourism Demand. Pattern & characteristic of tourism supply Factors  
influencing tourism supply.

**Tourism Planning:** Need for tourism planning, Essentials of planning, Eight point [6]  
planning process, Aims of tourism planning, Significance of planning.

**Infrastructure of Tourism Management:** Structural components, Important tourist [7]  
services, The seasonal character of tourism, Suggestions for improvement of tourism,  
Tourism organisational set up in India- Structure of department of tourism, NTO & its  
Functions.

**Significance of Tourism Industry:** Economic impacts of tourism: income and [7]  
employment, multipliers of tourism, balance of payments, foreign exchange etc.; Socio-  
cultural impacts of tourism: cultural exchange among nations and international  
understanding; Impacts of tourism on ecology and environment.

#### **Text Book**

1. Kamra & Chand (2002): Basics of Tourism, Theory Operation and Practice; Kanishka Publishers, New Delhi-02
2. Bhatia, A. K. (1991): Tourism Development: Principles and Practices, Starling Publishers Pvt. Ltd, New Delhi

#### **Reference Books**

1. Chottopadhyay, K. (1995): Economic Impact of Tourism Development; An Indian Experience, Kanishka Publishers, Delhi.
2. Cooper, C, Fletcher, J, Gilbert, D and Wanhill, S. (2002): Tourism: Principles and Practice, Addison Wesley Longman Publishing, New York, USA