

Bachelor in Commerce (Honrs)

Programme Code: BCH

Duration – 3 Years Full Time

Programme Structure
and
Curriculum & Evaluation

2017



AMITY BUSINESS SCHOOL (ABS)

Program Name: Bachelor of Commerce (Hons.)

FIRST SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P)/Field Work (FW) Hours per week	Total Credits
BCH101	Business Organization & Management	CC	2	1	0	3
BCH102	Financial Accounting - I	CC	2	1	0	3
BCH103	Microeconomic Theory & Applications - I	CC	2	1	0	3
BCH120	Business Mathematics	CC	2	1	0	4
Domain Elective-I : Choose any one from the following courses						
BCH105	Business & Economic Laws - I	DE	2	0	0	2
BCH 110	Analytical Skill Building					
	Open Elective/ Track Course-I	OE				3
BCS101	English	VA	1	-	-	1
BSS103	Behavioral Science - I	VA	1	-	-	1
FLN101 FLG101 FLS101 FLJ101 FLC101	Foreign Language - I French German Spanish Japanese Chinese	VA	2	-	-	2
	TOTAL					22



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SECOND SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P)/Field Work (FW) Hours per week	Total Credits
BCH201	Financial Accounting - II	CC	2	1	0	3
BCH202	Microeconomic Theory & Applications - II	CC	2	1	0	3
BCH204	Computer Applications in Business	CC	2	0	2	3
BCH210	Statistical Methods in Research	CC	2	1	0	4
Domain Elective-II : Choose any one from the following courses						
BCH205	Business & Economic Laws - II	DE	2	0	0	2
BCH211	Democracy & Governance in India					
	Open Elective/ Track Course-II	OE				3
BCS201	English	VA	1	0	0	1
BSS203	Behavioural Science - II	VA	1	0	0	1
FLN201 FLG201 FLS201 FLJ201 FLC201	Foreign Language - II French German Spanish Japanese Chinese	VA	2	0	0	2
	TOTAL					22



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THIRD SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P)/Field Work (FW) Hours per week	Total Credits
BCH340	Cost & Management Accounting - I	CC	2	1	0	3
BCH303	Microeconomic Theory & Applications - III	CC	2	1	0	3
BCH309	Income Tax Law & Practice	CC	2	1	0	3
BCH310	Business Research Methods	CC	2	1	0	3
BCH330	Term Paper	CC	0	0	6	3
EVS001	Environmental Studies	CC	4	0	0	4
Domain Elective-III : Choose any one from the following courses						
BCH305	Corporate Laws - I	DE	2	0	0	2
BCH307	E-Commerce					
BCH311	Managerial Competency and Development	DE	2	0	0	
	Open Elective/ Track Course-III					3
BCS301	Business Communication - I	VA	1	0	0	1
BSS303	Behavioral Science - III	VA	1	0	0	1
FLN301 FLG301 FLS301 FLJ301 FLC301	Foreign Language - III French German Spanish Japanese Chinese	VA	2	0	0	2
	TOTAL					28



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FOURTH SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P)/Field Work (FW) Hours per week	Total Credits
BCH440	Cost & Management Accounting - II	CC	2	1	0	3
BCH403	Indian Economy - Performance & Policies	CC	2	1	0	3
BCH409	Indirect Taxes & Amendments	CC	2	1	0	3
BCH410	Operations Research	CC	2	1	0	3
BCH 421	Data Analytics	CC	2	1	0	3
BCH422	Industry & Company Analysis	CC	2	1	0	3
Domain Elective-IV : Choose any one from the following courses						
BCH405	Corporate Laws - II	DE	2	0	0	2
BCH407	Auditing					
BCH427	Management of Personal Finance					
	Open Elective/ Track Course-IV	OE				3
BCS401	Business Communication - II	VA	1	0	0	1
BSS403	Behavioral Science - IV	VA	1	0	0	1
FLN401 FLG401 FLS401 FLJ401 FLC401	Foreign Language - IV French German Spanish Japanese Chinese	VA	2	0	0	2
	TOTAL					27



AMITY BUSINESS SCHOOL (ABS) FIFTH SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P)/Field Work (FW) Hours per week	Total Credits
BCH571	Financial Management - I	CC	2	1	0	3
BCH502	Macro Economics - I	CC	2	1	0	3
BCH549	Entrepreneurship and Small Business	CC	2	1	0	4
BCH550	Summer Internship	CC	0	0	0	6
Domain Elective V: Choose any 4 courses from the following with 2+2						
Finance						
BCH570	Corporate Accounting - I	DE	2	0	0	2
BCH505	Fundamentals of Investment -I	DE	2	0	0	2
BCH506	Financial Markets, Institutions & Financial Services	DE	2	0	0	2
BCH516	Corporate Tax Planning - I	DE	2	0	0	2
BCH561	Regulation of Domestic and Foreign Exchange Markets-I	DE	2	0	0	2
BCH562	Venture Planning-I	DE	2	0	0	2
Marketing and Sales						
BCH508	Principles of Marketing - I	DE	2	0	0	2
BCH509	International Business - I	DE	2	0	0	2
BCH510	Advertising & Personal Selling - I	DE	2	0	0	2
BCH511	Service Marketing - I	DE	2	0	0	2
BCH518	Business Data Processing - I	DE	2	0	0	2
Human Resource						
BCH512	Human Resource Management - I	DE	2	0	0	2
BCH513	Compensation Management - I	DE	2	0	0	2
BCH514	Industrial Relations & Labour Laws - I	DE	2	0	0	2
BCH515	Human Resource Accounting - I	DE	2	0	0	2
	Open Elective/ Track Course-V	OE				3
BCS501	Business Communication - III	VA	1	0	0	1
BSS503	Behavioral Science - V	VA	1	0	0	1
FLN501 FLG501 FLS501 FLJ501 FLC501	Foreign Language - V French German Spanish Japanese Chinese	VA	2	0	0	2
	TOTAL					31



AMITY BUSINESS SCHOOL (ABS)

SIXTH SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P)/Field Work (FW) Hours per week	Total Credits
BCH671	Financial Management - II	CC	2	1	0	3
BCH602	Macro Economics - II	CC	2	1	0	3
BCH655	Dissertation	CC	0	0	0	9
Domain Elective V: Choose any 4 courses from the following with 2+2						
Finance						
BCH670	Corporate Accounting - II	DE	2	0	0	2
BCH605	Fundamentals of Investment - II	DE	2	0	0	2
BCH617	Corporate Tax Planning - II	DE	2	0	0	2
BCH661	Regulation of Domestic and Foreign Exchange Markets-II	DE	2	0	0	2
BCH662	Venture Planning -II	DE	2	0	0	2
BCH663	Banking and Insurance	DE	2	0	0	2
Marketing and Sales						
BCH609	Principles of Marketing - II	DE	2	0	0	2
BCH610	International Business - II	DE	2	0	0	2
BCH611	Advertising & Personal Selling - II	DE	2	0	0	2
BCH612	Service Marketing - II	DE	2	0	0	2
BCH619	Business Data Processing - II	DE	2	0	0	2
Human Resource						
BCH613	Human Resource Management - II	DE	2	0	0	2
BCH614	Compensation Management - II	DE	2	0	0	2
BCH615	Industrial Relations & Labor Laws - II	DE	2	0	0	2
BCH616	Human Resource Accounting - II	DE	2	0	0	2
	Open Elective/ Track Course-VI	OE				3
BCS601	Business Communication - IV	VA	1	0	0	1
BSS603	Behavioral Science - VI	VA	1	0	0	1
FLN601 FLG601 FLS601 FLJ601 FLC601	Foreign Language - VI French German Spanish Japanese Chinese	VA	2	0	0	2
	TOTAL					30

Total Credits (22+22+28+27+31+30) = 160

BUSINESS ORGANIZATION AND MANAGEMENT

Course Code: BCH101

L:2, T:1, P/FW:0 C:03

Course Objective:

This course aims to provide students with an understanding of the principles and practices of organisation and management. This course enables students to understand the fundamental management theories and their evolution, identify the elements of the organizational environments, manage resources and develop the ability to make sound decision within an organization.

Course Contents:

Module I: Introduction

Introduction to business - Business activities - Characteristics - Objectives - Business as a system - Indian Business environment - SWOT Analysis (Strength, Weakness, Opportunities, Threats) .E-commerce and M-commerce.

Business organisation - basic concepts; components; structural design - production, marketing, Human Resource Development and finance functions; differentiation and integration

Module II: Management

Introduction - Meaning, nature and characteristics of Management - Scope and functional areas of management - Social responsibility of management and Ethics.

Module III: Planning

Nature importance and purpose of planning - Planning process, Objectives - Types of plans (Meaning only) - Decision-making - importance & steps

Module IV: Organising & Staffing

Nature and purpose of organisation, Principles of organisation - Types of organization - Departmentation, Committees - Centralisation Vs decentralisation of authority and responsibility - Span of Control - MBO and MBE(Meaning only) - Nature and importance of staffing - Process of selection & recruitment(in brief) - retaining (training and compensation)

Module V: Directing

Meaning and nature of directing - Leadership styles - Motivation theories (Maslow's, Herzberg, mcgregors X & Y theory), Ouchi's Theory- Communication meaning and importance, barriers to communication, types of communication - Coordination meaning and importance

Module VI: Controlling

Meaning and steps in controlling - Essentials of a sound control system - Methods of establishing control (in brief) - Balance score card, Economic value added, Market value added.

Evaluation:

Components	CPA	T	Q/S/CA	A	ME	EE
Weightage (%)	10	-	-	5	15	70

Text & References:

- Jain, V. (2000). Theory of Management, 3rd Ed, International Book House.
- Robbins, S. P., & Judge, T. A. (2013). Organizational Behaviour, 15th Ed, Pearson
- Robbins, S. P. (2002). Organizational Behaviour: Concepts, Controversies, Applications, Prentice Hall

FINANCIAL ACCOUNTING - I

Course Code: BCH102

L:2, T:1, P/FW:0 C:03

Course Objective:

To develop conceptual understanding of the fundamentals of financial accounting system this processes transactions and other events through a book-keeping mechanism to prepare financial statements, and also to impart skills in accounting for recording various kinds of business transactions

Course Contents:

Module I

Basics of bookkeeping and accounting – definition, nature and scope, Branches of accounting, Financial accounting principles, concepts and convention. Accounting Standards – national and international (basic knowledge), Introduction to IFRS

Module II

System of book keeping – Accounting Equation, Double entry system, Books of Prime entry, Subsidiary books, Preparation of Ledger accounts, Preparation of Trial Balance

Module III

Final accounts – Concept of Capital, Revenue and Deferred revenue expenditure, Opening and Closing entries, Adjustment and Rectification entries, Trading, Manufacturing and Profit and loss account and Balance sheet

Module IV

Bank reconciliation statement, Depreciation accounting and its methods, Inventory valuation and its methods

Evaluaiton:

Components	CPA	T	Q/S/CA	A	ME	EE
Weightage (%)	10	-	-	5	15	70

Text & References:

- Banerjee, B. K. (2010). Financial Accounting: Concepts, Analyses, Methods and Uses. PHI Learning
- Hanif, M. (2013). Financial Accounting. McGraw Hill Education
- Maheshwari, S. K. (2013). An Introduction to Accountancy. Vikas Publication.
- Sseghal, D. (2012). Financial Accounting. Taxmann.
- Tulsian, P. C. (2013). Financial Accounting. Pearson Education.
- Rajasekaran, R. L. (2012). Financial Accounting. Pearson Publication.

MICROECONOMIC THEORY AND APPLICATIONS - I

Course Code: BCH103

L:2, T:1, P/FW:0 C:03

Course Objective:

The objective of this paper is to make the student to understand how the business organizations work by applying economic principles in their business management. The course will attempt to relate theory to practice and try to instill in students the ability to apply basic microeconomic concepts to the understanding of everyday phenomena.

Course Contents:

Module I

Nature and scope of economics, Difference between micro and macroeconomics, Demand Analysis: law of demand, type of demand, Determinants of demand, Movement and shift in demand. Elasticity of demand: concept, type (price elasticity, Income elasticity & cross elasticity), Measurement of elasticity of demand, determining factors. Application of the concept of elasticity of demand in business decision making

Module II:

Consumer Behaviour: Cardinal approach-the law of diminishing marginal utility and equi-marginal utility, Ordinal Approach- indifference curve analysis of consumer behaviour; Consumer's equilibrium (necessary and sufficient conditions), price consumption curve, income consumption curve and Engel curve, price effect, Income effect and substitution effect, Analysis of Giffen goods and Inferior goods, Consumer surplus, Derivation of demand curve from Indifference curve, Indifference curves as an analytical tool (cash subsidy v/s. kind subsidy). Revealed Preference theory

Module III: Theory of Production and Cost

Production: Fixed and variable inputs, production function, total, average and marginal products, law of variable proportions, returns to scale. Isoquants, marginal rate of technical substitution, Cost of Production: Social and private costs of production, difference between economic and accounting costs, long run and short run costs of production, economies and diseconomies of scale and the shape of the long run and short run average cost, average variable cost and marginal cost and fixed cost. Supply: Law of supply, determinants. Concept of revenue: Total, Average and Marginal revenue.

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- Koutsoyiannis, A. (2005). Modern Microeconomics, 2nd Ed, Macmillan Press LTD
- Pindyck, R, and Rubinfeld, D. (2001). Microeconomics, 7th Ed, Prentice Hall.
- Ahuja, H.L. (2006). Modern Microeconomics: Theory and Application, 14th Ed, S. Chand Publication.
- Parkin, M. (2008). Microeconomics, 8th Ed, Pearson International.
- Baumol, William J. (2010). Economic Theory and Operations Analysis, 4th Ed, Prentice Hall & PHI Learning
- Varian, H.R. (2009). Intermediate Microeconomics: A Modern Approach, 9th Ed, Affiliated East-West Press
- Salvatore, D. (1991). Schaum's Outline of Theory and Problems of Microeconomic Theory, McGraw-Hill, International Edition

BUSINESS MATHEMATICS - I

Course Code: BCH104

L:2, T:1, P/FW:0 C:03

Course Objective:

To familiarize the students with basic mathematical tools and the application of the same to business and economic situations

Course Contents:

Module I: Set Theory

Set, Subset, Types of Sets Operations on sets Venn Diagram, Demorgan's Laws, Applications of Set theory, Laws of indices.

Module II: Series

Arithmetic Progressions, Geometric progressions and Harmonic Progressions: Definition of A.P, G.P and H.P. Simple Examples

Module III: Compound Interest and Annuities

Certain different types of interest rates; Concept of present value and amount of a sum; Types of annuities; Present Value and amount of an annuity, including the case of continuous compounding; valuation of simple loans and debentures; problems relating Sinking Funds.

Module IV: Matrices and Determinants

Definition of a matrix; Types of matrices; Algebra of matrices; properties of determinants; calculation of values of Determinants upto third order; Adjoint of a matrix, Finding inverse of a matrix; Rank of a matrix, Solution of system of linear equations by Cramer's Rule and Matrix Inverse Method (including not more than three variables).

Evaluation:

Components	CPA	T	Q/S/CA	A	ME	EE
Weightage (%)	10	-	-	5	15	70

Text & References:

- Soni R.S. (1996). Business Mathematics, Pitamber Publishing House
- Sancheti D.C, & Kapoor, V.K, (2011). Business mathematics, 11th Ed, Sultan Chand & Sons
- Sharma R.D, (2010), Mathematics, Vol 1, Dhanpat Rai Publications.

BUSINESS AND ECONOMIC LAWS - I

Course Code: BCH105

L:2, T:0, P/FW:0 C:02

Course Objective:

The objective of the course is to impart basic knowledge that a common person comes across in this various business dealings and, make him aware of the relevant case laws

Course Contents:

Module I: Introduction

Meaning and Scope of business law – Sources of Indian Business Law

Module II: Indian Contract Act

Definition – types of contract – essentials – offer, acceptance, consideration, capacity of parties – free consent (meaning only) – legality of object and consideration – various modes of discharge of a contract – remedies for breach of contract Contract of indemnity and guarantee, law of agency

Module III: Indian Sale of Goods Act

Formation of a contract, Condition and warranties, Transfer of ownership, , Rights of unpaid seller

Module IV: Negotiable Instruments Act

Definition of a negotiable instrument; instruments negotiable by law and by custom; types of negotiable instruments

Evaluation:

Components	CPA	T	Q/S/CA	A	ME	EE
Weightage (%)	5	-	5	5	15	70

Text & References:

- Kuchhal M.C.,(2014), Business Law, Vikas Publishing, 4th edition
- Tulsian (2013), Business Law, Tata Mc graw Hill, New Delhi, 24th edition
- Kapoor N.D. (2011),Business Law, Sultan Chand & Co, 9th edition ,

ANALYTICAL SKILL BUILDING

Course Code: BCH 110

L:2, T:0, P/FW:0 C:02

Course Objective:

To develop the reasoning ability in the students. To acquaint the students with the methods of data interpretation

Course Contents:

Module I: Quantitative Reasoning

Number System & Number Theory, Percentage method, Profit & Loss, Speed, Time & Distance

Module II: Quantitative Reasoning

Ratio, Proportion, Mixtures & Allegations, Ministration

Module III: Data Interpretation

Bar Graph/ Line Graph/ Pie Chart/ Table/ Caselets.

Module IV: Data Sufficiency & Logical reasoning

Mathematical / reasoning based. Data Decoding: Analytical: Assumption, Courses of Action, Argument, Weak / Strong, Pictorial Analysis

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- The practice of Questions can be done from any reasoning book.

ENGLISH

Course Code: BCS101

L:1, T:0, P/FW:0 C:01

Course Objective:

The course is intended to give a foundation of English Language. The literary texts are indented to help students to inculcate creative & aesthetic sensitivity and critical faculty through comprehension, appreciation and analysis of the prescribed literary texts. It will also help them to respond form different perspectives.

Course Contents:

Module I: Vocabulary

Use of Dictionary

Use of Words: Diminutives, Homonyms & Homophones

Module II: Essentials of Grammar - I

Articles, Parts of Speech, Tenses

Module III: Essentials of Grammar - II

Sentence Structure, Subject -Verb agreement, Punctuation

Module IV: Communication

The process and importance

Principles & benefits of Effective Communication

Module V: Spoken English Communication

Speech Drills , Pronunciation and accent, Stress and Intonation

Module VI: Communication Skills-I

Developing listening skills, Developing speaking skills

Module VII: Communication Skills-II

Developing Reading Skills, Developing writing Skills

Module VIII: Written English communication

Progression of Thought/ideas, Structure of Paragraph, Structure of Essays

Module IX: Short Stories

Of Studies, by Francis Bacon, Dream Children, by Charles Lamb, The Necklace, by Guy de Maupassant,A Shadow, by R.K.Narayan, Glory at Twilight, Bhabani Bhattacharya

Module X: Poems

All the Worlds a Stage

Shakespeare

To Autumn

Keats

O! Captain, My Captain.

Walt Whitman

Where the Mind is Without Fear

Rabindranath Tagore

Psalm of Life

H.W. Longfellow

Examination Scheme:

Components	A	CT	HA	EE
Weightage (%)	05	15	10	70

Text & References:

- Madhulika Jha, Echoes, Orient Long Man
- Ramon & Prakash, Business Communication, Oxford.
- Sydney Greenbaum Oxford English Grammar, Oxford.
- Successful Communications, Malra Treece (Allyn and Bacon)
- Effective Technical Communication, M. Ashraf Rizvi.

* 30 hrs Programme to be continued for Full year

BEHAVIOURAL SCIENCE - I

(UNDERSTANDING SELF FOR EFFECTIVENESS)

Course Code: BSS103
C:01

L:1, T:0, P/FW:0

Course Objective:

This course aims at imparting an understanding of: Self and the process of self exploration Learning strategies for development of a healthy self esteem Importance of attitudes and its effect on personality Building emotional competence

Course Contents:

Module I: Self: Core Competency
Understanding of Self
Components of Self – Self identity
Self concept
Self confidence
Self image

Module II: Techniques of Self Awareness
Exploration through Johari Window
Mapping the key characteristics of self
Framing a charter for self
Stages – self awareness, self acceptance and self realization

Module III: Self Esteem & Effectiveness
Meaning & Importance
Components of self esteem
High and low self esteem
Measuring your self esteem

Module IV: Building Positive Attitude
Meaning and Nature of Attitude , Components and Types of Attitudes
Relevance and Importance of Attitudes, Module V: Building Emotional Competence , Intelligence – Meaning, Components, Importance and Relevance, Positive and Negative Emotions
Healthy and Unhealthy expression of Emotions

Module VI: End-of-Semester Appraisal
Viva based on personal journal
Assessment of Behavioural change as a result of training
Exit Level Rating by Self and Observer

Examination Scheme:

Components	SAP	A	JFS	End Term Written Exam
Weightage (%)	15	05	20	60

SAP: Social Awareness Programme, A: Attendance, JFS: Journal for Success

Text & References:

- Dressler, David and Cans, Donald: The Study of Human Interaction
- Lindzey, G. and Borgatta, E: Sociometric Measurement in the Handbook of Social Psychology, Addison – Welsley, US.
- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company

FRENCH - I

Course Code: FLN101
C:02

L:2, T:0, P/FW:0

Course Objective:

To familiarize the students with the French language

- with the phonetic system
- with the syntax
- with the manners
- with the cultural aspects

Course Contents:

Module A: pp. 01 to 37: Module 1, 2, Module 3 Objectif 1, 2
Only grammar of Module 3: objectif 3, 4 and 5

Contenu lexical : Module 1: Découvrir la langue française : (oral et écrit)

1. se présenter, présenter quelqu'un, faire la connaissance des autres, formules de politesse, rencontres
2. dire/interroger si on comprend
3. Nommer les choses

Module 2: Faire connaissance

1. donner/demander des informations sur une personne, premiers contacts, exprimer ses goûts et ses préférences
2. Parler de soi: parler du travail, de ses activités, de son pays, de sa ville.

Module 3 : Organiser son temps

1. dire la date et l'heure

Contenu grammatical :

1. organisation générale de la grammaire
2. article indéfini, défini, contracté
3. nom, adjectif, masculin, féminin, singulier et pluriel
4. négation avec « de », "moi aussi", "moi non plus"
5. interrogation : Inversion, est-ce que, qui, que, quoi, qu'est-ce que, où, quand, comment, quel(s), quelle(s)
Interro-négatif : réponses : oui, si, non
6. pronom tonique/disjoint- pour insister après une préposition
7. futur proche

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C - Project + Presentation

I - Interaction/Conversation Practice

Text & References:

- le livre à suivre : Campus: Tome 1

GERMAN - I

Course Code: FLG101
C:02

L:2, T:0, P/FW:0

Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language. To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

Course Contents:

Module I: Introduction

Self introduction: heissen, kommen, wohnen, lernen, arbeiten, trinken, etc. All personal pronouns in relation to the verbs taught so far. Greetings: Guten Morgen!, Guten Tag!, Guten Abend!, Gute Nacht!, Danke sehr!, Danke!, Vielen Dank!, (es tut mir Leid!), Hallo, wie geht's?: Danke gut!, sehr gut!, prima!, ausgezeichnet!, Es geht!, nicht so gut!, so la la!, miserabel!

Module II: Interviewspiel

To assimilate the vocabulary learnt so far and to apply the words and phrases in short dialogues in an interview - game for self introduction.

Module III: Phonetics

Sound system of the language with special stress on Diphthongs

Module IV: Countries, nationalities and their languages

To make the students acquainted with the most widely used country names, their nationalities and the language spoken in that country.

Module V: Articles

The definite and indefinite articles in masculine, feminine and neuter gender. All Vegetables, Fruits, Animals, Furniture, Eatables, modes of Transport

Module VI: Professions

To acquaint the students with professions in both the genders with the help of the verb "sein".

Module VII: Pronouns

Simple possessive pronouns, the use of my, your, etc.

The family members, family Tree with the help of the verb "to have"

Module VIII: Colours

All the color and color related vocabulary - colored, colorful, colorless, pale, light, dark, etc.

Module IX: Numbers and calculations - verb "kosten"

The counting, plural structures and simple calculation like addition, subtraction, multiplication and division to test the knowledge of numbers.

"Wie viel kostet das?"

Module X: Revision list of Question pronouns

W - Questions like who, what, where, when, which, how, how many, how much, etc.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C - Project + Presentation

I - Interaction/Conversation Practice

Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

SPANISH - I

Course Code: FLS101
C:02

L:2, T:0, P/FW:0

Course Objective:

To enable students acquire the relevance of the Spanish language in today's global context, how to greet each other. How to present / introduce each other using basic verbs and vocabulary

Course Contents:

Module I

A brief history of Spain, Latin America, the language, the culture...and the relevance of Spanish language in today's global context.

Introduction to alphabets

Module II

Introduction to '*Saludos*' (How to greet each other. How to present / introduce each other).

Goodbyes (*despedidas*)

The verb *llamarse* and practice of it.

Module III

Concept of Gender and Number

Months of the years, days of the week, seasons. Introduction to numbers 1-100, Colors, Revision of numbers and introduction to ordinal numbers.

Module IV

Introduction to *SER* and *ESTAR* (both of which mean To Be).Revision of '*Saludos*' and '*Llamarse*'. Some adjectives, nationalities, professions, physical/geographical location, the fact that spanish adjectives have to agree with gender and number of their nouns. Exercises highlighting usage of *Ser* and *Estar*.

Module V

Time, demonstrative pronoun (*Este/esta, Aquel/aquella* etc)

Module VI

Introduction to some key AR /ER/IR ending regular verbs.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C - Project + Presentation

I - Interaction/Conversation Practice

Text & References:

- Español, En Directo I A
- Español Sin Fronteras

JAPANESE – I

Course Code: FLJ101
C:02

L:2, T:0, P/FW:0

Course Objective:

To enable the students to learn the basic rules of grammar and Japanese language to be used in daily life that will later help them to strengthen their language.

Course Contents:

Module I: Salutations

Self introduction, Asking and answering to small general questions

Module II: Cardinal Numbers

Numerals, Expression of time and period, Days, months

Module III: Tenses

Present Tense, Future tense

Module IV: Prepositions

Particles, possession, Forming questions

Module V: Demonstratives

Interrogatives, pronoun and adjectives

Module VI: Description

Common phrases, Adjectives to describe a person

Module VII: Schedule

Time Table, everyday routine etc.

Module VIII: Outings

Going to see a movie, party, friend's house etc.

Learning Outcome

➤ Students can speak the basic language describing above mentioned topics

Methods of Private study /Self help

➤ Handouts, audio-aids, and self-do assignments and role-plays will support classroom teaching

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C - Project + Presentation

I - Interaction/Conversation Practice

Text & References:

- Teach yourself Japanese
- Shin Nihongo no kiso 1

CHINESE – I

Course Code: FLC101
C:02

L:2, T:0, P/FW:0

Course Objective:

There are many dialects spoken in China, but the language which will help you through wherever you go is Mandarin, or Putonghua, as it is called in Chinese. The most widely spoken forms of Chinese are Mandarin, Cantonese, Gan, Hakka, Min, Wu and Xiang. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I

Show pictures, dialogue and retell.

Getting to know each other.

Practicing chart with Initials and Finals. (CHART - The Chinese Phonetic Alphabet Called “Hanyu Pinyin” in Mandarin Chinese.)

Practicing of Tones as it is a tonal language.

Changes in 3rd tone and Neutral Tone.

Module II

Greetings

Let me Introduce

The modal particle “ne”.

Use of Please ‘qing’ - sit, have tea etc.

A brief self introduction - Ni hao ma? Zaijian!

Use of “bu” negative.

Module III

Attributives showing possession How is your Health? Thank you Where are you from? A few Professions like - Engineer, Businessman, Doctor, Teacher, Worker. Are you busy with your work? May I know your name?

Module IV

Use of “How many” - People in your family? Use of “zhe” and “na”. Use of interrogative particle “shenme”, “shui”, “ma” and “nar”. How to make interrogative sentences ending with “ma”. Structural particle “de”. Use of “Nin” when and where to use and with whom. Use of guixing. Use of verb “zuo” and how to make sentences with it.

Module V

Family structure and Relations. Use of “you” - “mei you”. Measure words Days and Weekdays. Numbers.

Maps, different languages and Countries.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C - Project + Presentation

I - Interaction/Conversation Practice

Text & References:

- “Elementary Chinese Reader Part I” Lesson 1-10

FINANCIAL ACCOUNTING - II

Course Code: BCH201

L:2, T:1, P/FW:0 C:03

Course Objective:

To develop conceptual understanding of the fundamentals of financial accounting system this processes transactions and other events through a book-keeping mechanism to prepare financial statements, and also to impart skills in accounting for recording various kinds of business transactions.

Course Contents:

Module I

Accounting for bills of exchange - bills receivable and payable, acceptance, endorsement, discounting, dishonor and renewal of bills, accommodation bills

Module II

Accounts of non-profit organizations - receipts and payments and income and expenditure accounts and balance sheet; accounts of professionals

Module III

Accounting for Hire Purchase Transactions, Journal entries and ledger accounts in the books of Hire Vendors and Hire purchaser

Module IV

Reserves and Provisions, Indian Government Accounting (Overview), Lease Accounting

Evaluation:

Components	CPA	T	Q/S/CA	A	ME	EE
Weightage (%)	5	-	5	5	15	70

Text & References:

- Banerjee, B. K. (2010). Financial Accounting: Concepts, Analyses, Methods and Uses. PHI Learning Private Limited.
- Hanif, M. (2013). Financial Accounting. Mc Graw Hill Education (India) Private Limited.
- Maheshwari, S. K. (2013). An Introduction to Accountancy. Vikas Publication.
- Sehgal, D. (2012). Financial Accounting. Taxmann.
- Tulsian, P. C. (2013). Financial Accounting. Pearson Education.
- Rajasekaran, R. L. (2012). Financial Accounting. Pearson Publication.

MICROECONOMIC THEORY AND APPLICATIONS - II

Course Code: BCH202

L:2, T:1, P/FW:0 C:03

Course Objective:

The objective of the course is to acquaint the students with various market structures within which a firm operates. The Course also deals with long-term decision making and market efficiency.

Course Contents:

Module I:

Perfect Competition: Features, price and output decisions. Equilibrium of the firm and the industry in the short and the long runs, including industry's long run supply, difference between accounting and economic profits, producer surplus. Stability Analysis: Walrasian and Marshallian. Demand -supply analysis.

Module II:

Monopoly Market: Features, Kinds of monopoly, Monopolist's decision and equilibrium, Shifts in demand curve and the absence of the supply curve, Measurement of monopoly power and the rule of thumb for pricing, Horizontal and vertical integration of firms, Comparison of pure competition and monopoly. The social costs of monopoly power, Price discrimination, Peak-load pricing

Module III:

Monopolistic Competition: Features, Price and output decision in short run and long run, group behavior analysis and economic efficiency. Oligopoly: Features, Interdependence - Cournot's duopoly model, Stackelberg model, kinked demand model. Prisoner's dilemma, collusive oligopoly: price leadership model and cartels

Evaluation:

Components	CPA	T	Q/S/CA	A	ME	EE
Weightage (%)	5	-	5	5	15	70

Text & References:

- Pindyck, R and Rubinfeld, D. (2001). Microeconomics, 7th edition, Prentice Hall.
- Ahuja, H.L. (2006). Modern Microeconomics: Theory and Application, 14th edition, S. Chand Publication.
- Koutsoyiannis, A. (2005). Modern Microeconomics, 2nd edition, Macmillan Press LTD
- Parkin, M. (2008). Microeconomics, 8th edition, Pearson International.
- Baumol, William J. (2010). Economic Theory and Operations Analysis, 4th edition, Prentice Hall UK & PHI Learning Private Ltd. New Delhi.
- Varian, H.R. (2009). Intermediate Microeconomics: A Modern Approach, 9th edition, Affiliated East-West Press, New Delhi.
- Salvatore, D. (1991). Schaum's Outline of Theory and Problems of Microeconomic Theory, McGraw-Hill, International Edition, New Delhi.
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COMPUTER APPLICATIONS IN BUSINESS

Course Code: BCH204

L:2, T:0, P/FW:2 C:03

Course Objective:

To provide computer skills and knowledge for commerce students, and to make them complacent with the use of new tools of IT

Course Contents:

Module I

General features of a Computer. Generation of computers. Personal Computer, Workstation, Mainframe Computer and super Computers. Computer applications – data processing, information processing, commercial, office automation, industry and engineering, healthcare, education, graphics and multimedia.

Module II

Computer organization. Central processing module. Computer memory- primary memory and secondary memory. Secondary storage devices – magnetic and optical media. Input and output modules. OMR, OCR, MICR, scanner, mouse, Modem.

Module III

Computer hardware and software. Machine language and high level language. Application software. Computer program. Operating system. Computer virus, Antivirus and Computer security. Elements of MS DOS and Windows OS. Computer arithmetic. Binary, octal and hexadecimal number systems. Algorithm and flowcharts. Illustrations. Elements of database and its applications.

Module IV

Introduction to MS Office – MS-Word: Editing a Document – Move and Copy text – Formatting text and paragraph – Finding and Replacing text and spelling checking – Using tabs, Tables, and other features, Enhancing document – using mail merge and other features; MS-Excel: Introduction to Worksheet-Getting started with excel – Editing Cells and using commands and functions – Moving And Coping, Inserting and Deleting Rows and Columns – Getting help and formatting a worksheet – Printing the worksheet – Creating Charts – using formulae and functions in excel; MS-PowerPoint: Introduction to Power Point Presentation & MS-Outlook

Module V

Management Information System (MIS) - Concept, need and characteristics of MIS - data, information and data life cycle - Information Requirement Analysis -Flow charts, decision tables, planning MIS techniques, factors important in planning process, systems approach to management, IS, decision support systems - Steps in system analysis, design and implementation of problems - Development of personnel/marketing information system such as:Order processing system, Material purchase system, Pay roll system, Personal record system.

Evaluation:

Components	CPA	T	Q/S/CA	A	ME	EE
Weightage (%)	5	-	5	5	15	70

Text & References:

- Saxena, S., & Chopra, P. (2009). Computer Application in Management, 2nd Ed, Vikas publishing House
- Shrivastava, C. (2009) Fundamentals of Information Technology, 3rd Ed, Kalyani Publishers

STATISTICAL METHODS IN RESEARCH

Course Code: BCH 210

L:3, T:1, P/FW:0 C:04

Course Objective:

The main objective of this course is to familiarize the students with various descriptive and inferential statistical tools and techniques which will help them in carrying out data analysis for research and business decision making.

Course Contents:

Module I: Introduction to Statistics

Statistics in Management; Statistical Applications in Management; Limitations of Statistics, Types of Data and Measurement Scales

Module II: Exploratory Data Analysis

Summarizing categorical and numeric data; Presenting summarized data with graphs and charts; Measures of Central Tendency; Measures of Dispersion; Skewness & Kurtosis

Module III: Foundation of Statistical Inference

Basic Probability Concepts; Types of Probabilities; Probability Distributions: Binomial, Poisson and Normal; Concept of Sampling Distribution; Sampling Distribution of Mean & Proportion

Module IV: Making Statistical Inferences

Confidence Interval Estimation for Single Population Mean & for Population Proportion; Hypothesis Testing Process; Hypothesis testing for single population mean and proportion, Chi Square Test

Module V: Statistical Models for Forecasting

Simple Linear Regression & Correlation Analysis; Coefficient of Determination; Overview of Time Series Analysis: Components and Trend Analysis

Evaluation:

Components	CPA	T	Q/S/CA	A	ME	EE
Weightage (%)	5	-	5	5	15	70

Text & References:

- Rao, A. B. (2012) Quantitative Techniques in Business, Second Edition, Jaico Publications
- Gupta S. P. (2010). Statistical Methods, S. Chand & Co.
- Kapoor, V. K. & Sancheti, (2011). Business Statistics, Sultan Chand & Sons
- Anderson, D. R., Sweeney, D. J, & Williams, T. A. (2002), Statistics for Business and Economics, 11th Ed, South-Western Cengage Learning
- Kothari C. R. (2012). Quantitative Techniques, Third edition, Vikas Publishing House
- Hooda R. P. (2002). Introduction to Statistics, Macmillan
- Sharma, J. K. (2007), Business Statistics, Pearson Education India

BUSINESS AND ECONOMIC LAWS - II

Course Code: BCH205

L:2, T:0, P/FW:0 C:02

Course Objective:

The objective of the course is to impart basic knowledge that a common person comes across in this various business dealings and, make him aware of the relevant case laws

Course Contents:

Module I: Indian Partnership Act

Definition and nature of partnership - Rights and duties of partner - Types of partners - Incoming and outgoing and minor as a partner - Dissolution of partnership - Registration of firm

Module II: Consumer Protection Act. [COPRA] 1986

Back ground - definitions of 1) Consumer 2) Consumer Dispute 3) Complaint 4) Deficiency 5) Service Consumer Protection Council - Consumer Redressal Agencies - District Forum, State Commission and National Commission

Module III: Foreign Exchange Management Act 1999

Objectives, Scope and salient features - offences under the Act

Evaluation:

Components	CPA	T	Q/S/CA	A	ME	EE
Weightage (%)	5	-	5	5	15	70

Text & References:

- Kuchhal, M. C. (2014). Business Laws, 4th Ed, Vikas Publishing
- Tulsian, P. C. (2013), Business Law, 24th Ed, Tata Mc graw Hill, New Delhi
- Kapoor, N. D.(2011) , Business Law, 9th Ed, Sultan Chand & Co.

DEMOCRACY AND GOVERNANCE IN INDIA

Course Code: BCH211

L:2, T:0, P/FW:0 C:02

Course Objective:

The objective of this course is to impart basic and fundamental knowledge of Indian Democracy and Governance systems to students in order to educate them about the political and regulatory environment of business.

Course Contents:

Module I: Structure and Process of Governance

Indian Constitution, Parliament, Federalism, The Supreme Court, Judicial Activism, Panchayat Raj & Municipal Governance - 73rd and 74th amendment of the constitution, Democracy in India, Political Parties, Election, Government and Governance

Module II: Contemporary Political Economy of Development in India

Policy Debates over Models of Development in India, Recent trends of Liberalisation of Indian Economy in different sectors, Development of SCs, STs, OBCs and minorities: Constitutional safeguards/welfare measures, Debates over Reservation Policy, Constitutional safeguards/welfare measures, Planning Commission v. Niti Ayog

Module III: Dynamics of Civil Society

Role of NGO's, The political significance of Media, Modern Thinkers (Swami Vivekanad, Tagore, Mahatma Gandhi, Zakir Hussain, Pt. Jawahar Lal Nehru, and Ambedkar

Evaluation:

Components	CPA	T	Q/S/CA	A	ME	EE
Weightage (%)	5	-	5	5	15	70

Text & References:

- Kohli, A. The Success of India's Democracy, Cambridge University Press.
- Corbridge, Stuart and John Harris, Reinventing India: Liberalisation, Hindu Nationalism and Popular Democracy OUP.
- Dreze, J. & Sen, A, India: Economic Development and Social Opportunity, Clarendon paperbacks.
- Bhagwati, J. India in Transition: Freeing the Economy.
- Patel, I. G., Glimpses of Indian Economic Policy: An Insider View, OUP.

ENGLISH

Course Code: BCS201

L:1, T:0, P/FW:0 C:01

Course Objective:

The course is intended to give a foundation of English Language. The literary texts are intended to help students to inculcate creative & aesthetic sensitivity and critical faculty through comprehension, appreciation and analysis of the prescribed literary texts. It will also help them to respond from different perspectives.

Course Contents:

Module I: Vocabulary

Use of Dictionary

Use of Words: Diminutives, Homonyms & Homophones

Module II: Essentials of Grammar - I

Articles, Parts of Speech, Tenses

Module III: Essentials of Grammar - II

Sentence Structure, Subject -Verb agreement, Punctuation

Module IV: Communication

The process and importance, Principles & benefits of Effective Communication

Module V: Spoken English Communication

Speech Drills, Pronunciation and accent, Stress and Intonation

Module VI: Communication Skills-I

Developing listening skills, Developing speaking skills

Module VII: Communication Skills-II

Developing Reading Skills, Developing writing Skills

Module VIII: Written English communication

Progression of Thought/ideas, Structure of Paragraph, Structure of Essays

Module IX: Short Stories

Of Studies, by Francis Bacon, Dream Children, by Charles Lamb, The Necklace, by Guy de Maupassant
A Shadow, by R.K.Narayan, Glory at Twilight, Bhabani Bhattacharya

Module X: Poems

All the Worlds a Stage

Shakespeare

To Autumn

Keats

O! Captain, My Captain.

Walt Whitman

Where the Mind is Without Fear

Rabindranath Tagore

Psalm of Life

H.W. Longfellow

Examination Scheme:

Components	A	CT	HA	EE
Weightage (%)	05	15	10	70

Text & References:

- Madhulika Jha, Echoes, Orient Long Man
- Ramon & Prakash, Business Communication, Oxford.
- Sydney Greenbaum Oxford English Grammar, Oxford.
- Successful Communications, Malra Treece (Allyn and Bacon)
- Effective Technical Communication, M. Ashraf Rizvi.

BEHAVIOURAL SCIENCE - II

(PROBLEM SOLVING AND CREATIVE THINKING)

Course Code:

BSS203

L:1, T:0, P/FW:0 C:01

Course Objective:

To enable the students: Understand the process of problem solving and creative thinking. Facilitation and enhancement of skills required for decision-making.

Course Contents:

Module I: Thinking as a tool for Problem Solving

What is thinking: The Mind/Brain/Behaviour Thinking skills Critical Thinking and Learning: , Making Predictions and Reasoning , Memory and Critical Thinking , Emotions and Critical Thinking

Module II: Hindrances to Problem Solving

Perception, Expression, Emotion, Intellect, Work environment

Module III: Problem Solving Process

Recognizing and Defining a problem, Analyzing the problem (potential causes), Developing possible alternatives, Evaluating Solutions, Resolution of problem, Implementation

Module IV: Plan of Action

Construction of POA, Monitoring, Reviewing and analyzing the outcome

Module V: Creative Thinking

Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation, Debating, The six-phase model of Creative Thinking: ICEDIP model

Module VI: End-of-Semester Appraisal

Viva based on personal journal

Assessment of Behavioural change as a result of training

Exit Level Rating by Self and Observer

Examination Scheme:

Components	SAP	A	JFS	End Term Written Exam
Weightage (%)	15	05	20	60

SAP: Social Awareness Programme, A: Attendance, JFS: Journal for Success

Text & References:

- Michael Steven: How to be a better problem solver, Kogan Page, New Delhi, 1999
- Geoff Petty: How to be better at creativity; Kogan Page, New Delhi, 1999
- Phil Lowe Koge Page: Creativity and Problem Solving, New Delhi, 1996
- Bensley, Alan D.: Critical Thinking in Psychology – A Unified Skills Approach, (1998), Brooks/Cole Publishing Company.

FRENCH - II

Course Code: FLN201

L:2, T:0, P/FW:0 C:02

Course Objective:

To enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French.

To make them learn the basic rules of French Grammar.

Course Contents:

Module A : pp.38 - 47 : Module 3 : Objectif 3, 4, 5, 6

Module B: pp. 47 to 75 Module 4, 5

Contenu lexical:

Module 3: Organiser son temps

1. donner/demander des informations sur un emploi du temps, un horaire
SNCF - Imaginer un dialogue
2. rédiger un message/ une lettre pour ...
 - i) prendre un rendez-vous/ accepter et confirmer/ annuler
 - ii) inviter/accepter/refuser
3. Faire un programme d'activités
imaginer une conversation téléphonique/un dialogue
Propositions- interroger, répondre

Module 4: Découvrir son environnement

1. situer un lieu
2. s'orienter, s'informer sur un itinéraire.
3. Chercher, décrire un logement
4. connaître les rythmes de la vie

Module 5: s'informer

1. demander/donner des informations sur un emploi du temps passé.
2. donner une explication, exprimer le doute ou la certitude.
3. découvrir les relations entre les mots
4. savoir s'informer

Contenu grammatical:

1. Adjectifs démonstratifs
2. Adjectifs possessifs/exprimer la possession à l'aide de :
 - i. « de »
 - ii. A+nom/pronom disjoint
3. Conjugaison pronominale - négative, interrogative -
construction à l'infinitif
4. Impératif/exprimer l'obligation/l'interdiction à l'aide de « il
faut... »/ «il ne faut pas... »
5. passé composé
6. Questions directes/indirectes

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C - Project + Presentation

I - Interaction/Conversation Practice

Text & References:

- le livre à suivre : Campus: Tome 1

GERMAN – II

Course Code: FLG201

L:2, T:0, P/FW:0 C:02

Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

Introduction to Grammar to consolidate the language base learnt in Semester I

Course Contents:

Module I: Everything about Time and Time periods

Time and times of the day., Weekdays, months, seasons. ,Adverbs of time and time related prepositions

Module II: Irregular verbs

Introduction to irregular verbs like to be, and others, to learn the conjugations of the same, (fahren, essen, lesen, schlafen, sprechen und ähnliche).

Module III: Separable verbs

To comprehend the change in meaning that the verbs undergo when used as such, Treatment of such verbs with separable prefixes

Module IV: Reading and comprehension

Reading and deciphering railway schedules/school time table , Usage of separable verbs in the above context

Module V: Accusative case

Accusative case with the relevant articles, Introduction to 2 different kinds of sentences – Nominative and Accusative

Module VI: Accusative personal pronouns

Nominative and accusative in comparison, Emphasizing on the universal applicability of the pronouns to both persons and objects

Module VII: Accusative prepositions

Accusative prepositions with their use, Both theoretical and figurative use

Module VIII: Dialogues

Dialogue reading: 'In the market place', 'At the Hotel'

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

SPANISH – II

Course Code: FLS201

L:2, T:0, P/FW:0 C:02

Course Objective:

To enable students acquire more vocabulary, grammar, Verbal Phrases to understand simple texts and start describing any person or object in Simple Present Tense.

Course Contents:

Module I

Revision of earlier modules.

Module II

Some more AR/ER/IR verbs. Introduction to root changing and irregular AR/ER/IR ending verbs

Module III

More verbal phrases (eg, Dios Mio, Que lastima etc), adverbs (*bueno/malo, muy, mucho, bastante, poco*). Simple texts based on grammar and vocabulary done in earlier modules.

Module IV

Possessive pronouns

Module V

Writing/speaking essays like my friend, my house, my school/institution, myself....descriptions of people, objects etc, computer/internet related vocabulary

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- Español, En Directo I A
- Español Sin Fronteras

JAPANESE - II

Course Code: FLJ201

L:2, T:0, P/FW:0 C:02

Course Objective:

To enable the students to converse in the language with the help of basic particles and be able to define the situations and people using different adjectives.

Course Contents:

Module I: Verbs

Transitive verbs, intransitive verbs

Module II: More prepositions

More particles, articles and likes and dislikes.

Module III: Terms used for instructions

No parking, no smoking etc.

Module IV: Adverbs

Different adverbial expression.

Module V: Invitations and celebrations

Giving and receiving presents,

Inviting somebody for lunch, dinner, movie and how to accept and refuse in different ways

Module VI: Comprehension's

Short essay on Family, Friend etc.

Module VII: Conversations

Situational conversations like asking the way, At a post office, family

Module VIII: Illness

Going to the doctor, hospital etc.

Learning Outcome

- Students can speak the language describing above-mentioned topics.

Methods of Private study /Self help

- Handouts, audio-aids, and self-do assignments.
- Use of library, visiting and watching movies in Japan and culture center every Friday at 6pm.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C - Project + Presentation

I - Interaction/Conversation Practice

Text & References:

Text:

- Teach yourself Japanese
- Shin Nihongo no kiso 1

CHINESE – II

Course Code: FLC201

L:2, T:0, P/FW:0 C:02

Course Objective:

Chinese is a tonal language where each syllable in isolation has its definite tone (flat, falling, rising and rising/falling), and same syllables with different tones mean different things. When you say, “ma” with a third tone, it mean horse and “ma” with the first tone is Mother. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I

Drills, Practice reading aloud, Observe Picture and answer the question., Tone practice., Practice using the language both by speaking and by taking notes., Introduction of basic sentence patterns., Measure words., Glad to meet you.

Module II

Where do you live? , Learning different colors., Tones of “bu”, Buying things and how muchit costs?, Dialogue on change of Money., More sentence patterns on Days and Weekdays., How to tell time. Saying the units of time in Chinese. Learning to say useful phrases like – 8:00, 11:25, 10:30 P.M. everyday, afternoon, evening, night, morning 3:58, one hour, to begin, to end etc., Morning, Afternoon, Evening, Night.

Module III

Use of words of location like-li, wais hang, xia, Furniture – table, chair, bed, bookshelf,.. etc., Description of room, house or hostel room.. eg what is placed where and how many things are there in it?, Review Lessons – Preview Lessons., Expression ‘yao’, “xiang” and “yaoshi” (if)., Days of week, months in a year etc., I am learning Chinese. Is Chinese difficult?

Module IV

Counting from 1-1000, Use of “chang-chang” ., Making an Inquiry – What time is it now? Where is the Post Office?

Days of the week. Months in a year., Use of Preposition – “zai”, “gen” ., Use of interrogative pronoun – “duoshao” and “ji” ., “Whose”??? Sweater etc is it?, Different Games and going out for exercise in the morning.

Module V

The verb “qu”, Going to the library issuing a book from the library, Going to the cinema hall, buying tickets, Going to the post office, buying stamps, Going to the market to buy things.. etc, Going to the buy clothes Etc., Hobby. I also like swimming., Comprehension and answer questions based on it.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- “Elementary Chinese Reader Part I” Lesson 11-20

COST AND MANAGEMENT ACCOUNTING - I

Course Code: BCH 340

L:2, T:1, P/FW:2 C:03

Course Objective:

To get an expert knowledge in the area of cost accounting and management accounting to enable effective management decisions.

Course Contents:

Module I: Introduction

Introduction to Management and Cost Accounting, Nature, Scope, Meaning, Definition & Objectives of Management Accounting, Comparison between Management Accounting and Financial Accounting, Management Accounting and Cost Accounting - Utility & Limitations of Management Accounting, Meaning of Cost, costing and Cost Accounting - Comparison between Financial Accounts and Cost Accounts - Application of Cost Accounting - Cost concepts and Classification of Costs

Module II: Costing Methods

Introduction- Job Costing & Process Costing, Distinction between Process and Job - Preparation of process accounts - treatment of normal loss - abnormal loss - abnormal gain

Module III: Material and Inventory Cost

Classification of materials - Material Control - Purchasing procedure- techniques of Inventory control - Methods of pricing materials issues - LIFO - FIFO - Weighted Average Method - Simple Average Method - Problems.

Module IV: Labour Cost

Control of labour cost - Labour Turnover - Causes and effects of labour turnover, Time keeping and Time booking - Idle time, causes and treatment - Overtime - Methods of Wage Payment, Time rate and Piece Rate - Incentive Schemes - Halsey Premium Plan - Rowan Bonus Plan - Taylor's and Merrick's differential piece rate systems.

Module V: Overheads

Definition, Classification of overheads, Allocation of overheads, Apportionment of Service department costs to production departments, Repeated Distribution method, Simultaneous equation method, Absorption of OH's, Methods of Absorption

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- Arora, M. N. (2015) *Cost and Management Accounting (Theory and Problems)*, 4th Edition, Himalaya Publishing House.
- Jawahar, L & Srivastava, S (2013) *Cost Accounting*, 5th edition, Mc Graw Hill Education.
- Jain, P. K. (2013) *Cost Accounting*, 3rd edition, Tata Mc Graw Hill Education
- Maheshwari, S.N. & Maheswari, S.K. (2012) *Cost Accounting*, 10th Edition, Sultan Chand Publication.

MICROECONOMIC THEORY AND APPLICATIONS - III

Course Code: BCH 303

L:2, T:0, P/FW:2 C:03

Course Objective:

The objective of the course is to acquaint the students with various factor market structures within which a firm operates. The Course also deals with long-term decision making and market efficiency.

Course Contents:

Module I

Market for Factor Inputs: Marginal productivity theory, Concept of Marginal Revenue Product (MRP) and Value of Marginal Product (VMP), Determination of factor rewards in competitive input market monopsony, monopolistic and monopsonistic under conditions of perfect and imperfect commodity markets. Exploitation of labour, Role of trade unions. General equilibrium and economic efficiency: Concept of general equilibrium, Two interdependent market-moving towards general equilibrium, Efficiency: Efficiency in exchange, efficiency in production and efficiency in product mix (optimum direction of production).

Module II

Information: Quality uncertainty and the market for lemons, Market Signaling, Moral Hazard, Principle agent problem and Managerial Incentives in an integrated firm. Asymmetric information in labour Markets with Asymmetric market

Inter-temporal Analysis and Choice under Uncertainty: Intertemporal choice – Stocks versus flows, present discounted values, capital investment decisions, investment decisions by consumers, determination of interest rates. Risk and decision making, preferences towards risk and reducing risk

Module III

Externalities and public goods: Externalities – Negative externalities and inefficiency, positive externalities and inefficiencies. Ways to correcting market failure: An emissions standard, an emission fee, standard vs fees, transfer emission permits, recycling. Public Good: Criterion to define public good, efficiency & public good, public good and market failure.

Evaluation:

Components	CPA	T	Q/S/CA	A	ME	EE
Weightage (%)	5	-	5	5	15	70

Text & References:

- Pindyck, R and Rubinfeld, D. (2001). Microeconomics, 7th edition, Prentice Hall.
- Ahuja, H.L. (2006). Modern Microeconomics: Theory and Application, 14th edition, S. Chand Publication.
- Salvatore, D. (1991). Schaum's Outline of Theory and Problems of Microeconomic Theory, McGraw-Hill, International Edition, New Delhi.
- Gould, J. P., & E.P. Lazear. Microeconomic Theory. All India Traveller Bookseller, New Delhi
- Lipsey, R.G., and K.A. Chrystal. Economics. Oxford University Press.

INCOME TAX LAWS AND PRACTICES

Course Code: BCH 309

L:2, T:0, P/FW:2 C:03

Course Objective:

To provide students with the knowledge of Basic concepts of Income Tax, to introduce them with provisions of Income Tax Act 1961 and Income Tax Rules 1962, to train them for application of these principal s and provisions.

Course Contents:

Module I

Brief History of Income Tax, Legal Frame work, Cannons of Taxation - Finance Bill - Scheme of Income Tax. Definition: Assessee, Person, assessment year, previous year, income, Gross Total Income, Total Income, Agricultural Income , Revenue and Capital (a) Receipts (b) Expenditure (c) Loss, Exempted income under section 10. Residential Status & Incidence of Tax

Module II

Introduction on incomes under different heads-salary, income from house property, profits & gains of business and profession, capital gains, income from other source, Income from Salary - Features of Salary Income - Basic Salary - Treatment of Provident fund, Allowance u/s 17(3) including problems on House Rent Allowance, Death-cum-Retirement Gratuity, Commutation of Pension, Leave Encashment, compensation received on voluntary retirement.

Module III

Total Income & Computation of Tax, Aggregation of income and set off and carry forward of losses, Perquisites section 89(1), Deductions u/s 80C - Problems.

Module IV

Preparation of return of Income :PAN
-Manually, online filing of return of Income

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- Singhania, Vinod K & Singhania Monica. (2015) *Students' guide to Income Tax*, 53 Edition. New Delhi: Taxmann Publication.
- Ahuja, Girish & Ravi Gupta. *Systematic Approach to Income Tax*. Delhi: Bharat Law House.
- Pagare, Dinkar. *Law and Practice of Income Tax*. New Delhi: Sultan Chand and Sons.
- Lal, B.B. *Income Tax Law and Practice*. New Delhi: Konark Publications.

BUSINESS RESEARCH METHODS

Course Code: BCH310

L:2, T:1, P/FW:0 C:03

Course Objective:

To provide an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic techniques and tools of business research methods and report preparation

Course Contents:

Module I: Introduction

Objectives, Significance & Types of Research; Hallmarks of Scientific Research; Management information System & Decision Support System; Theory Building: Research Concept, Construct, Propositions, Variable, and Hypothesis; Business Research Process; Ethical Issues in Business Research.

Module II: Research Methods

Problem identification & specification; Building Theoretical Framework; Generation of Hypothesis; Components of Research Design; Exploratory Research Design; Descriptive Research Design: Survey Method, Observation Method; Experimental Research Design

Module III: Measurement & Sampling

Levels of scale measurement; Criteria for Good measurement; Techniques for Measuring Attitudes; Questionnaire Design; Sampling Design: Probability and Non Probability Sampling Techniques; Sample Size Determination; Sampling and Non Sampling Errors

Module IV: Data Collection & Analysis

Fieldwork Management; Principles of Good Interviewing; Editing & Coding the data; Descriptive Data Analysis: Percentage, Mean, Standard Deviation; Hypothesis testing procedure, Inferential Data Analysis: t-test, chi-square test, F-test, One Way ANOVA, Overview of SPSS

Module V: Report Writing

Purpose and Components of Research Proposal; Components of Written Research Report.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

- Zikmund, Babin, Carr, Adhikari, Griffin., Business Research Methods, Cengage Learning, 1e, 2012
- Aaker, David A; Kumar V and George S., Marketing Research, Sixth edition, John Wiley & Sons
- Boyd, Harper W, Westphall, Ralph & Stasch, Stanely F, Market Research - Text & Cases, Richard D. Irwin Inc. Homewood, Illinois.
- Luck, David J and Rubin, Ronald S., Marketing Research, Seventh edition, Prentice Hall of India

ENVIRONMENTAL STUDIES - II

Course Code:

EVS 001

L:3, T:1, P/FW:0 C:04

Course Objective:

The term environment is used to describe, in the aggregate, all the external forces, influences and conditions, which affect the life, nature, behaviour and the growth, development and maturity of living organisms. At present a great number of environment issues, have grown in size and complexity day by day, threatening the survival of mankind on earth. A study of environmental studies is quite essential in all types of environmental sciences, environmental engineering and industrial management. The objective of environmental studies is to enlighten the masses about the importance of the protection and conservation of our environment and control of human activities which has an adverse effect on the environment.

Course Contents:

Module I: Environmental Pollution

Definition, Causes, effects and control measures of:

- a. Air pollution
- b. Water pollution
- c. Soil pollution
- d. Marine pollution
- e. Noise pollution
- f. Thermal pollution
- g. Nuclear pollution

Solid waste management: Causes, effects and control measures of urban and industrial wastes.

Role of an individual in prevention of pollution.

Pollution case studies.

Disaster management: floods, earthquake, cyclone and landslides.

Module II: Social Issues and the Environment

From unsustainable to sustainable development

Urban problems and related to energy

Water conservation, rain water harvesting, watershed management

Resettlement and rehabilitation of people; its problems and concerns. Case studies.

Environmental ethics: Issues and possible solutions

Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.

Wasteland reclamation

Consumerism and waste products

Environmental Protection Act

Air (Prevention and Control of Pollution) Act

Water (Prevention and control of Pollution) Act

Wildlife Protection Act

Forest Conservation Act

Issues involved in enforcement of environmental legislation

Public awareness

Module III: Human Population and the Environment

Population growth, variation among nations

Population explosion – Family Welfare Programmes

Environment and human health

Human Rights

Value Education

HIV / AIDS

Women and Child Welfare

Role of Information Technology in Environment and Human Health

Case Studies

Module IV: Field Work

Visit to a local area to document environmental assets-river / forest/ grassland/ hill/ mountain.

Visit to a local polluted site – Urban / Rural / Industrial / Agricultural

Study of common plants, insects, birds

Study of simple ecosystems-pond, river, hill slopes, etc (Field work equal to 5 lecture hours)

Evaluation:

Components	CT	HA	S/V/Q	A	EE
Weightage (%)	15	5	5	5	70

Text & References:

- Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
- Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad 380 013, India, Email:mapin@icenet.net (R)
- Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
- Clark R.S., Marine Pollution, Clanderson Press Oxford (TB)
- Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumbai, 1196p
- De A.K., Environmental Chemistry, Wiley Eastern Ltd.
- Down to Earth, Centre for Science and Environment (R)
- Gleick, H.P. 1993. Water in Crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
- Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
- Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
- Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.
- Mckinney, M.L. & School, R.M. 1996. Environmental Science Systems & Solutions, Web enhanced edition. 639p.
- Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB)
- Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
- Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
- Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p.
- Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
- Survey of the Environment, The Hindu (M)
- Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science
- Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances and Standards, Vol I and II, Enviro Media (R)
- Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB)
- Wanger K.D., 1998 Environnemental Management. W.B. Saunders Co. Philadelphia, USA 499p

TERM PAPER

Course Code:

BCH 330

Credit Units: 03

METHODOLOGY

A term (or research) paper is primarily a record of intelligent reading in several sources on a particular subject.

The students will choose the topic at the beginning of the session in consultation with the faculty assigned. The progress of the paper will be monitored regularly by the faculty. At the end of the semester the detailed paper on the topic will be submitted to the faculty assigned. The evaluation will be done by Board of examiners comprising of the faculties.

GUIDELINES FOR TERM PAPER

The procedure for writing a term paper may consists of the following steps:

1. Choosing a subject
2. Finding sources of materials
3. Collecting the notes
4. Outlining the paper
5. Writing the first draft
6. Editing & preparing the final paper

1. Choosing a Subject

The subject chosen should not be too general.

2. Finding Sources of materials

- a) The material sources should be not more than 10 years old unless the nature of the paper is such that it involves examining older writings from a historical point of view.
- b) Begin by making a list of subject-headings under which you might expect the subject to be listed.
- c) The sources could be books and magazines articles, news stories, periodicals, scientific journals etc.

3. Collecting the notes

Skim through sources, locating the useful material, then make good notes of it, including quotes and information for footnotes.

- a) Get facts, not just opinions. Compare the facts with author's conclusion.
- b) In research studies, notice the methods and procedures, results & conclusions.
- c) Check cross references.

4. Outlining the paper

- a) Review notes to find main sub-divisions of the subject.
- b) Sort the collected material again under each main division to find sub-sections for outline so that it begins to look more coherent and takes on a definite structure. If it does not, try going back and sorting again for main divisions, to see if another general pattern is possible.

5. Writing the first draft

Write the paper around the outline, being sure that you indicate in the first part of the paper what its purpose is. You may follow the following:

- a) statement of purpose
- b) main body of the paper
- c) statement of summary and conclusion

Avoid short, bumpy sentences and long straggling sentences with more than one main ideas.

6. Editing & Preparing the final Paper

- a) Before writing a term paper, you should ensure you have a question which you attempt to answer in your paper. This question should be kept in mind throughout the paper. Include only information/ details/ analyses of relevance to the question at hand. Sometimes, the relevance of a particular section may be clear to you but not to your readers. To avoid this, ensure you briefly explain the relevance of every section.
- b) Read the paper to ensure that the language is not awkward, and that it "flows" properly.
- c) Check for proper spelling, phrasing and sentence construction.

- d) Check for proper form on footnotes, quotes, and punctuation.
- e) Check to see that quotations serve one of the following purposes:
 - (i) Show evidence of what an author has said.
 - (ii) Avoid misrepresentation through restatement.
 - (iii) Save unnecessary writing when ideas have been well expressed by the original author.
- f) Check for proper form on tables and graphs. Be certain that any table or graph is self-explanatory.

Term papers should be composed of the following sections:

- 1) Title page
- 2) Table of contents
- 3) Introduction
- 4) Review
- 5) Discussion & Conclusion
- 6) References
- 7) Appendix

Generally, the introduction, discussion, conclusion and bibliography part should account for a third of the paper and the review part should be two thirds of the paper.

Discussion

The discussion section either follows the results or may alternatively be integrated in the results section. The section should consist of a discussion of the results of the study focusing on the question posed in the research paper.

Conclusion

The conclusion is often thought of as the easiest part of the paper but should by no means be disregarded. There are a number of key components which should not be omitted. These include:

- a) summary of question posed
- b) summary of findings
- c) summary of main limitations of the study at hand
- d) details of possibilities for related future research

References

From the very beginning of a research project, you should be careful to note all details of articles gathered.

The bibliography should contain ALL references included in the paper. References not included in the text in any form should NOT be included in the bibliography.

The key to a good bibliography is consistency. Choose a particular convention and stick to this.

Bibliographical conventions

Monographs

Crystal, D. (2001), *Language and the internet*. Cambridge: Cambridge University Press.

Edited volumes

Gass, S./Neu, J. (eds.) (1996), *Speech acts across cultures. Challenges to communication in a second language*. Berlin/ NY: Mouton de Gruyter.

[(eds.) is used when there is more than one editor; and (ed.) where there is only one editor. In German the abbreviation used is (Hrsg.) for Herausgeber].

Edited articles

Schmidt, R./Shimura, A./Wang, Z./Jeong, H. (1996), *Suggestions to buy: Television commercials from the U.S., Japan, China, and Korea*. In: Gass, S./Neu, J. (eds.) (1996), *Speech acts across cultures. Challenges to communication in a second language*. Berlin/ NY: Mouton de Gruyter: 285-316.

Journal articles

McQuarrie, E.F./Mick, D.G. (1992), *On resonance: A critical pluralistic inquiry into advertising rhetoric*. *Journal of consumer research* 19, 180-197.

Electronic book

Chandler, D. (1994), *Semiotics for beginners* [HTML document]. Retrieved [5.10.'01] from the World

Wide Web, <http://www.aber.ac.uk/media/Documents/S4B/>.

Electronic journal articles
Watts, S. (2000) Teaching talk: Should students learn 'real German'? [HTML document]. German as a Foreign Language Journal [online] 1. Retrieved [12.09.'00] from the World Wide Web, <http://www.gfl-journal.com/>.

Other websites
Verterhus, S.A. (n.y.), Anglicisms in German car advertising. The problem of gender assignment [HTML document]. Retrieved [13.10.'01] from the World Wide Web, <http://olaf.hiof.no/~sverrev/eng.html>.

Unpublished papers
Takahashi, S./DuFon, M.A. (1989), Cross-linguistic influence in indirectness: The case of English directives performed by native Japanese speakers. Unpublished paper, Department of English as a Second Language, University of Hawai'i at Manoa, Honolulu.

Unpublished theses/ dissertations
Möhl, S. (1996), Alltagssituationen im interkulturellen Vergleich: Realisierung von Kritik und Ablehnung im Deutschen und Englischen. Unpublished MA thesis, University of Hamburg.
Walsh, R. (1995), Language development and the year abroad: A study of oral grammatical accuracy amongst adult learners of German as a foreign language. Unpublished PhD dissertation, University College Dublin.

Appendix
The appendix should be used for data collected (e.g. questionnaires, transcripts, ...) and for tables and graphs not included in the main text due to their subsidiary nature or to space constraints in the main text.

Assessment Scheme:

Continuous Evaluation: 40%
(Based on abstract writing, interim draft, general approach, research orientation, readings undertaken etc.)

Final Evaluation: 60%
(Based on the organization of the paper, objectives/ problem profile/ issue outlining, comprehensiveness of the research, flow of the idea/ ideas, relevance of material used/ presented, outcomes vs. objectives, presentation/ viva etc.)

CORPORATE LAWS - I

Course Code: BCH 305

L:2, T:0, P/FW:0 C:02

Course Objective:

To develop an understanding of the regulation of registered companies and to provide thorough understanding of the various provisions of the Indian Company Law

Course Contents:

Module I: Introduction

Meaning, characteristics & Types of companies

Module II

Promotion & incorporation of companies

Module III

Memorandum of Association, articles of association, Prospectus, Borrowing Power, Mortgages & charges

Module IV

Directors- appointment, powers & legal position

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- M.C. Shukla & Gulshan: Principles of Company Law.
- N.D. Kapoor: Company Law and Secretarial Practice.
- M.C. Bhandari: Guide to Company Law Procedures.
- Tuteja: Company Administration and Meetings.
- S.C. Kuchehal: Company Law and Secretarial Practice.
- Dr. P.N. Reddy and H.R. Appanaiah: Essentials of Company Law and Secretarial Practice, Himalaya Publishers.

E - COMMERCE

Course Code:BCH 307

L:2, T:0, P/FW:0 C:02

Course Objective:

The subject will provide students with the knowledge to cover wide-ranging aspects of conducting business on the Internet.

Course Contents:

Module I

Meaning, definition, concept, features, function of E-Commerce, E-Commerce practices v/s traditional practices, scope and basic models of E-Commerce, limitations of E-Commerce, precaution for secure E-Commerce, proxy services. Concept of EDI, difference between paper based Business and EDI Based business, Advantages of EDI, Application areas for EDI, Software Concept of Electronic Signature

Module II

Meaning of B2C, B2B, C2C, P2P. Applications in B2C- E-Banking, E-Trading. E-Auction - Introduction and overview of these concepts. Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement, Just in time delivery. Consumer to consumer and peer to peer business model Introduction and basic concepts

Module III

Traditional Marketing V/S E-Marketing, Impact of Ecommerce on markets, Marketing issue in E-Marketing, E-Banking, traditional v/s E-Banking, operations in E-Banking, E-Trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading

Module IV

Transactions through Internet, Requirements of E-Payment system, Post paid payment system- Credit card solutions, cyber cash Internet cheques. Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- Bajaj. (2000). E-Commerce: The Cutting Edge of Business (1 ed.). McGraw Hill.
- Joseph, P. (2008). E-Commerce:An Indian Perspective (3 ed.). PHI.

MANAGERIAL COMPETENCY & CAREER DEVELOPMENT

Course Code: BCH311

L:2, T:0, P/FW:0 C:02

Course Objective:

The main objective of this course is to enable students to think strategically and professionally about building their managerial competencies and career development.

Course Contents:

1. Landscape of Learning
2. Modes of Learning
3. Professionalism
4. Career Planning
5. The Concept of Career Anchor
6. The Concept of Competence
7. Developing a Personal Career Strategy
8. Preparing Individual Development Plan
9. Dual Ladder for Career Development
10. Managing Yourself

Evaluation:

Components	Report	Presentations	Continuous Assessment	Attendance	Viva	EE
Weightage (%)	25	25	25	05	20	NA

BUSINESS COMMUNICATION - I

Course Code: BCS 301

L:1, T:0, P/FW:0 C:01

Course Objective:

To form written communication strategies necessary in the workplace

Course Contents:

Module I: Introduction to Writing Skills

Effective Writing Skills
Avoiding Common Errors
Paragraph Writing
Note Taking
Writing Assignments

Module II: Letter Writing

Types
Formats

Module III

Memo
Agenda and Minutes
Notice and Circulars

Module IV: Report Writing

Purpose and Scope of a Report
Fundamental Principles of Report Writing
Project Report Writing
Summer Internship Reports

Evaluation:

Components	CT1	CT2	CAF	V	GD	GP	A
Weightage (%)	20	20	25	10	10	10	5

CAF - Communication Assessment File

GD - Group Discussion

GP - Group Presentation

Text & References:

- Business Communication, Raman -Prakash, Oxford
- Creative English for Communication, Krishnaswamy N, Macmillan
- Textbook of Business Communication, Ramaswami S, Macmillan
- Working in English, Jones, Cambridge
- A Writer's Workbook Fourth edition, Smoke, Cambridge
- Effective Writing, Withrow, Cambridge
- Writing Skills, Coe/Rycroft/Ernest, Cambridge
- Welcome!, Jones, Cambridge

Cambridg

BEHAVIOURAL SCIENCE - III
(INTERPERSONAL COMMUNICATION AND RELATIONSHIP
MANAGEMENT)

Course Code: BSS 303

L:1, T:0, P/FW:0 C:01

Course Objective:

This course aims at imparting an understanding of Interpersonal communication and relationship.

Strategies for healthy interpersonal relationship Effective management of emotions. Building interpersonal competence

Course Contents:

Module I: Interpersonal Communication

Importance of Behavioural/ Interpersonal Communication Rapport Building – NLP, Communication Mode Steps to improve Interpersonal Communication

Module II: Interpersonal Styles

Transactional Analysis Life Position/Script Analysis Games Analysis Interpersonal and Transactional Styles Bridging differences in Interpersonal Relationship through TA Communication Styles

Module III: Conflict Management and Negotiation

Meaning and Nature of conflicts Styles and techniques of conflict management Meaning of Negotiation Process and Strategies of Negotiation Interpersonal Communication: Conflict Management and Negotiation

Module IV: Interpersonal Relationship Development

Importance of Interpersonal Relationships Interpersonal Relationship Skills Types of Interpersonal Relationships

Relevance of Interpersonal Communication in Relationship Development

Module V: Impression Management

Meaning & Components of Impression Management Impression Management Techniques Impression Management Training-Self help and Formal approaches

Module VI: End-of-Semester Appraisal

Viva based on personal journal Assessment of Behavioural change as a result of training Exit Level Rating by Self and Observer

Evaluation:

Components	SAP	A	JFS	End Term Written Exam
Weightage (%)	15	05	20	60

SAP: Social Awareness Programme, A: Attendance, JFS: Journal for Success

Text & References:

- Vangelist L. Anita, Mark N. Knapp, Inter Personal Communication and Human Relationships: Third Edition, Allyn and Bacon
- Julia T. Wood. Interpersonal Communication everyday encounter
- Beebe, Beebe and Redmond; Interpersonal Communication, 1996; Allyn and Bacon Publishers.
- Rosenfeld, P., Giacalone, R.A. and Catherine, A.R. (2003). Impression Management: Building and Enhancing Reputations at Work. Thomson Learning, Singapore

FRENCH - III

Course Code: FLF 301

L:2, T:0, P/FW:0 C:02

Course Objective:

To provide the students with the know-how

- To master the current social communication skills in oral and in written.
- To enrich the formulations, the linguistic tools and vary the sentence construction without repetition.

Course Contents:

Module B: pp. 76 – 88 Module 6

Module C: pp. 89 to 103 Module 7

Contenu lexical: Module 6: se faire plaisir

1. acheter : exprimer ses choix, décrire un objet (forme, dimension, poids et matières) payer
2. parler de la nourriture, deux façons d'exprimer la quantité, commander un repas au restaurant
3. parler des différentes occasions de faire la fête

Module 7: Cultiver ses relations

1. maîtriser les actes de la communication sociale courante
(Salutations, présentations, invitations, remerciements)
2. annoncer un événement, exprimer un souhait, remercier,
s'excuser par écrit.
3. caractériser une personne (aspect physique et caractère)

Contenu grammatical:

1. accord des adjectifs qualificatifs
2. articles partitifs
3. Négations avec de, ne...rien/personne/plus
4. Questions avec combien, quel...
5. expressions de la quantité
6. ne...plus/toujours - encore
7. pronoms compléments directs et indirects
8. accord du participe passé (auxiliaire « avoir ») avec
l'objet direct
9. Impératif avec un pronom complément direct ou indirect
10. construction avec « que » - Je crois que/ Je pense que/ Je
sais que

Evaluation:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C - Project + Presentation

I - Interaction/Conversation Practice

Text & References:

- le livre à suivre : Campus: Tome 1

GERMAN - III

Course Code: FLG 301

L:2, T:0, P/FW:0 C:02

Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

Course Contents:

Module I: Modal verbs

Modal verbs with conjugations and usage

Imparting the finer nuances of the language

Module II: Information about Germany (ongoing)

Information about Germany in the form of presentations or "Referat"- neighbors, states and capitals, important cities and towns and characteristic features of the same, and also a few other topics related to Germany.

Module III: Dative case

Dative case, comparison with accusative case

Dative case with the relevant articles

Introduction to 3 different kinds of sentences - nominative, accusative and dative

Module IV: Dative personal pronouns

Nominative, accusative and dative pronouns in comparison

Module V: Dative prepositions

Dative preposition with their usage both theoretical and figurative use

Module VI: Dialogues

In the Restaurant,

At the Tourist Information Office,

A telephone conversation

Module VII: Directions

Names of the directions

Asking and telling the directions with the help of a roadmap

Module VIII: Conjunctions

To assimilate the knowledge of the conjunctions learnt indirectly so far

Evaluation:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C - Project + Presentation I - Interaction/Conversation Practice

Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

SPANISH – III

Course Code: FLS 301

L:2, T:0, P/FW:0 C:02

Course Objective:

To enable students acquire knowledge of the Set/definite expressions (idiomatic expressions) in Spanish language and to handle some Spanish situations with ease.

Course Contents:

Module I

Revision of earlier semester modules

Set expressions (idiomatic expressions) with the verb *Tener, Poner, Ir...*

Weather

Module II

Introduction to *Gustar...* and all its forms. Revision of *Gustar* and usage of it

Module III

Translation of Spanish-English; English-Spanish. Practice sentences.

How to ask for directions (using *estar*)

Introduction to IR + A + INFINITIVE FORM OF A VERB

Module IV

Simple conversation with help of texts and vocabulary

En el restaurante

En el instituto

En el aeropuerto

Module V

Reflexives

Evaluation:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C - Project + Presentation

I - Interaction/Conversation Practice

Text & References:

- Español, En Directo I A
- Español Sin Fronteras -Nivel Elemen

CHINESE – III

Course Code: FLC301

L:2, T:0, P/FW:0 C:02

Course Objective:

Foreign words are usually imported by translating the concept into Chinese, the emphasis is on the meaning rather than the sound. But the system runs into a problem because the underlying name of personal name is often obscure so they are almost always transcribed according to their pronunciation alone. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I

Drills, Dialogue practice, Observe picture and answer the question., Introduction of written characters. Practice reading aloud, Practice using the language both by speaking and by taking notes. Character writing and stroke order

Module II

Measure words, Position words e.g. inside, outside, middle, in front, behind, top, bottom, side, left, right, straight., Directional words – beibian, xibian, nanbian, dongbian, zhongjian., Our school and its different building locations., What game do you like? Difference between “hui” and “neng”, “keyi”.

Module III

Changing affirmative sentences to negative ones and vice versa
Human body parts.

Not feeling well words e.g. ; fever, cold, stomach ache, head ache.

Use of the modal particle “le”

Making a telephone call Use of “jiu” and “cal” (Grammar portion)

Automobiles e.g. Bus, train, boat, car, bike etc.

Traveling, by train, by airplane, by bus, on the bike, by boat.. etc.

Module IV

The ordinal number “di”

“Mei” the demonstrative pronoun e.g. mei tian, mei nian etc.

use of to enter to exit Structural particle “de” (Compliment of degree). Going to the Park. Description about class schedule during a week in school. Grammar use of “li” and “cong”. Comprehension reading followed by questions.

Module V

Persuasion-Please don't smoke. Please speak slowly Praise – This pictorial is very beautiful

Opposites e.g. Clean-Dirty, Little-More, Old-New, Young-Old, Easy-Difficult, Boy-Girl, Black-White, Big-Small, Slow-Fast ... etc. Talking about studies and classmates Use of “it doesn't matter” Enquiring about a student, description about study method.

Grammar: Negation of a sentence with a verbal predicate.

Evaluation:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C - Project + Presentation

I - Interaction/Conversation Practice

Text & References:

- “Elementary Chinese Reader Part I, Part-2” Lesson 21-30

COST AND MANAGEMENT ACCOUNTING - II

Course Code: BCH 440

L:2, T:1, P/FW:2 C:03

Course Objective:

To get an expert knowledge in the area of cost accounting and management accounting to enable effective management decisions.

Course Contents:

Module I: Marginal Costing and Cost Volume Profit Analysis

Marginal Costing – Fixed & variable cost, meaning & characteristics of marginal costing profit/volume ratio, break-even analysis and calculation of sales for desired profit and numerical on the same.

Module II: Budgetary Control

Budgetary Control, objective of budgetary control, preparation of purchase budget, production budget, cash budget, fixed & flexible budgets and zero base budgeting.

Module III: Variance Analysis

Concept of variance. Material Cost Variance, Material Price Variance and numerical on the same. Labour cost Variance, Labour Rate Variance and numericals on the same. Concept of overhead variance.

Module IV: Financial statement analysis

Financial Statement Analysis: Interpretation & Analysis of fund flow statement, cash flow statement, financial ratio, common size statement, Comparative statement, trend analysis.

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

Text Book:

- Arora, M. N. (2015) *Cost and Management Accounting (Theory and Problems)*, 4th Edition, Himalaya Publishing House.

Reference Books:

- Jawahar, L & Srivastava, S (2013) *Cost Accounting*, 5th edition, Mc Graw Hill Education.
- Jain, P. K. (2013) *Cost Accounting*, 3rd edition, Tata Mc Graw Hill Education
- Maheshwari, S.N. & Maheswari, S.K. (2012) *Cost Accounting*, 10th Edition, Sultan Chand Publication.

INDIAN ECONOMY – PERFORMANCE AND POLICIES

Course Code: BCH 403

L:2, T:1, P/FW:2 C:03

Course Objective:

The objective of this subject is to provide the basic knowledge of the structure and the Current developments in the Indian Economy.

Course Contents:

Module I

Concept of Economic Growth and Economic Development; Meaning and indicators of Underdeveloped and Developing Economy; Population Growth and Economic Development; Causes and effects rapid growth of population in economic development of Indian Economy, Remedies for population explosion. Sex Composition of population in India, Migration of Rural population to urban Areas in India; Concepts of Relative Poverty, Absolute Poverty, Human Poverty, Rural Poverty and Poverty Line; Unemployment: types, causes and effects.

Module II

Nature and importance of agriculture in Indian Economy, agricultural production and productivity, Factors determining productivity; Land Reforms; New agricultural strategy and Green Revolution; Agricultural Finance and Marketing, WTO and Indian Agriculture: Challenges and Priorities in the Global Economy.

Module III

New economic reforms - Liberalization, privatization and globalization; Rationale behind economic reforms; progress of privatization and globalization; Public Sector: Performance, Problems and its role in Indian Economy, Small Scale and Cottage Industries: Performance, Problems and its role in Indian Economy, Private Sector: Problems of private sector and its role in the post liberalisation phase, Competition Act 2002 and Competition (Amendment) Bill 2007.

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- Datt, R. and K.P.M. Sundharam, Indian Economy, S. Chand & Company Ltd., New Delhi.
- Dhingra, I.C, The Indian economy: Environment and Policy, Sultan Chand & Sons, New Delhi.
- Dutt, R.C, The Economic History of India Under Early British Rule, Low Price Publications, Delhi.
- Misra, S.K. and V.K. Puri, Indian Economy - Its Development Experience, Himalaya Publishing House, Mumbai.

INDIRECT TAXES AND AMENDMENTS

Course Code:BCH 409

L:2, T:0, P/FW:2 C:03

Course Objective

To provide students with the knowledge of Basic concepts of Indirect Taxes in India, to introduce them with GST and Implementation of GST, to train them for application of these principals and provisions and implementation of GST.

Module I

Overview of Indirect Taxation in India. Overview of GST-Implementation of GST, Liability of the Tax Payer, GST Network, GST Council. Levy of an Exemption from Tax, Levy of GST - Introduction, Composition Scheme, Remission of Tax / Duty, Self-Examination Questions Registration-Introduction, Registration Procedure, Important Points, Special Persons, Amendments / Cancellation.

Module II

Meaning and Scope of Supply-Taxable Supply, Supply of Goods and Supply of Services, Course or Furtherance of Business, Special Transactions. Time of Supply-Time of Supply - Goods, Time of Supply - Services, Other Points,Valuation in GST-Transaction Value, Valuation Rules. Payment of GST-Introduction, Time of GST Payment, How to make payment, Challan Generation & CPIN, TDS & TCS

Module III

Electronic Commerce-Tax Collected at Source (TCS), Procedures for E-commerce Operator. Job Work- Introduction, Part II, Input Tax Credit- Important Points, Job Worker. Input Service Distributors-Concept of Input Service Distributor, Legal Formalities for an ISD, Distribution of Credit, Matching of Input Tax Credit- Returns,GSTR-2, Other Taxable Persons, Annual Return.

Module IV

Overview of the IGST Act- Other Provisions, Place of Supply of Goods & Services-Introduction, Registered and Unregistered Persons, GST Portal- GST Eco-system, GST Suvidha Provider (GSP), Uploading Invoices.

Evaluation

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- Reports from Central Board of Excise & Custom- www.cbec.gov.in
- Systematic Approach to Taxation: Containing Income Tax and GST-Girish Ahuja, Ravi Gupta, Pub. Walters Kluwer
- GST Manual (November 2017 Edition)-Taxma

OPERATIONS RESEARCH

Course Code: BCH 410

L:2, T:1, P/FW:0 C:03

Course Objective:

The objective of this paper is to make students familiar with basic concept and tools in Operations Research. These techniques assist in solving complex problems and help in decision making.

Course Contents:

Module I: Introduction

Introduction to Operations Research, Definition, scope and limitations of Operations Research

Module II: Linear Programming

Linear Programming – Basic Concepts, Model formulation; Solution methods – Graphical Solution method, Simplex method (problems involving only upto 3 constraints and of inequality <), Application of LPP in business decision making.

Module III: Transportation Problem

Transportation problem- Initial Basic feasible solution (North West corner rule, Vogel's approximation method), Test for optimality (The Modified Distribution (MODI) method)

Module IV: Assignment Problem

Assignment Problem – Introduction, Approach of the Assignment model, Solution Methods (Hungarian method)

Module V: Game Theory

Game Theory- Concept and definition; Solution methods of Pure Strategy games (with saddle point), Significance of Game Theory.

Module VI: Queuing & Simulation

Introduction, Elementary queuing system, Introduction to Single – channel queuing model (with Poisson arrivals and Exponential service times), (no numerical); Introduction to Simulation, applications, advantages and drawbacks of simulation, Introduction to Monte – Carlo Simulation, Role of computers in Simulation

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

Kapoor V K, Operations Research (Techniques for Management), Seventh edition, Sultan Chand & Sons

Sharma J K, Operations Research (Theory & Practices), Second edition, Macmillan India Ltd.

Hamdy A Taha, Operations Research, Seventh edition, Prentice Hall India

Kothari C R, An introduction to Operations Research, Third edition, Vikas Publishing House

Data Analytics

Course Code: BCH421

L:2, T:1, P/FW:0 C:03

Course Objective:

This course has been designed with an objective to familiarize students with MS Excel and SPSS for carrying out data analysis for research and business decision making.

Course Contents:

Module I: Basics of MS Excel

Understanding Basics of Spreadsheet; Sorting Data; Filtering Data; Conditional Formatting; Inserting and Copying Formulas; Freeze Panes; Range Names, Paste Special Command, Text Functions, Count Functions, Text Functions

Module II: Data Presentations: Graphs & Charts

Bar Chart, Line Chart, Column Chart, Pie Chart, Area Chart, Stock Chart, Surface Chart, Doughnut Chart, Scatter Diagram, Bubble Diagram, Radar diagram,

Module III: Data Analysis using MS Excel

Basic Pivot Tables, Pivot Charts, What if Analysis: Goal Seek, Data Table, Scenario Manager; Using Data Analysis Tool for Statistical Analysis; Using Solver, NPV, IRR,

Module IV: Data Analysis Using SPSS

Basics of SPSS, Building Variable View; Summarizing Non Parametric Data; Descriptive Statistics, Cross Tabulation, Inferential Statistics: Chi Square Test, t-test, One Way ANOVA, Correlation & Regression Analysis

Examination Scheme

Components	CA	Attd.	MTE	ETE
Weightage (%)	95	5	00	00

Text & Reference Books

- Winston, W. L., (2014). Microsoft Excel 2013: Data Analysis & Business Modeling
- Landau, S., & Everitt, B.S., (2004), A Handbook of Statistical Analysis Using SPSS, Chapman & Hall/CRC

INDUSTRY & COMPANY ANALYSIS

Course Code: BCH422

L:3, T:0, P/FW:0 C:03

Course Objective:

The course is designed to give the student basic understanding about various industries such as market structure, trends of key indicators, major players and other important dimensions.

Course Contents:

The student needs to submit a detailed study report (on the prescribed format) and present their findings on the chosen industry from the following. The discussion will lead to understanding of basic functionality of various industries, trends of key indicators, products and players & other important decisions.

Agriculture and Allied Industries	Insurance	Telecommunications
Automobiles	IT & ITeS	Textiles
Aviation	Manufacturing	Tourism and Hospitality
Banking	Media and Entertainment	Healthcare
Cement	Metals and Mining	Infrastructure
Consumer Durables	Oil and Gas	Renewable Energy
Ecommerce	Pharmaceuticals	Retail
Education and Training	Power	Gems and Jewellery
Financial Services	Railways	
FMCG	Real Estate	

Evaluation:

Components	Report	Presentations	Continuous Assessment	Attendance	Viva	EE
Weightage (%)	25	25	25	05	20	NA

References:

ANUUAL SERVEY OF INDUSTRIES
UNCOMTRADE
INTERNATIONAL TRADE CENTER

CORPORATE LAWS - II

Course Code: BCH 405

L:2, T:0, P/FW:0 C:02

Course Objective:

To develop an understanding of the regulation of registered companies and to provide thorough understanding of the various provisions of the Indian Company Law

Module I

Company Meetings-kinds, quorum, voting, resolutions & minutes

Module II

Dividends - Dividend to Equity & Preference shareholders, Rules regarding dividends, Declaration of Dividend out of Reserves, Rules regarding unpaid or unclaimed dividend

Module III

Audit of Limited Companies-Company Auditor-appointment, powers, duties & liabilities, auditors report.

Module IV: Winding up of Company

Types of winding up, Grounds for winding up by court, Appointment, Duties & Powers of official Liquidator, Manner of voluntary winding up, Consequences & types of voluntary winding up

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- M.C. Shukla & Gulshan: Principles of Company Law.
- N.D. Kapoor: Company Law and Secretarial Practice.
- M.C. Bhandari: Guide to Company Law Procedures.
- Tuteja: Company Administration and Meetings.
- S.C. Kuchehal: Company Law and Secretarial Practice.
- Dr. P.N. Reddy and H.R. Appanaiah: Essentials of Company Law and Secretarial Practice, Himalaya Publishers.

AUDITING

Course Code: BCH 407

L:2, T:0, P/FW:0 C:02

Course Objective:

To provide knowledge of auditing principles, procedures and techniques in accordance with the professional standards and requirements

Course Contents:

Module I

Introduction to auditing Introduction - meaning - definition - difference between accountancy and auditing - types of audit - advantages of auditing - preparation before commencement of new audit

Module II

Internal check Meaning and objects of internal check - internal control-meaning definition-fundamental Principles-internal check as regards wages, cash sales, cash purchases - internal check in a departmental stores-internal audit - meaning-importance - advantage and disadvantages.

Module III

Verification and valuation of assets and liabilities: Meaning and objectives - position of an auditor as regards to the valuation of assets - verification and valuation of different items - assets -fixed assets - goodwill - stock in trade - investments - liabilities - capital - debentures - bills payable sundry creditors - contingent liabilities -

Module IV

Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form, Preparation of clean and qualified audit report with special reference to manufacturing and other Companies Audit Report 1975

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- TR Sharma, Auditing.
- BN Tandon, Practical Auditing.
- MS Ramaswamy, Principles and Practice of Auditing.
- Dinakar Pagare, Practice of Auditing.
- Kamal Gupta, Practical Auditing.
- P N Reddy & Appannaiah, Auditing.
- Shekar, Auditing.
- Pradeep Kumar, Auditing.
- Jagadeesh Prakash, Auditing

Management of Personal Finance

Course Code: BCH427

L:2, T:0, P/FW:0C:02

Course Objective:

Post Liberalization, India has witnessed a phenomenal growth in her GDP. With the advent of MNC's, and growth in private business, individual's income and saving pattern has changed. Therefore the need arises to manage these funds in a manner that it is no more called as savings but addressed as a need for Management of Personal Finance. This course is essential for every student irrespective of the specialization as every individual needs to plan his finances.

Course Contents:

Module I: Introduction to personal financial planning

Concept of Personal Financial Planning: Need, Significance, Scope; Ethical issues in Personal Financial Planning.

Module II: Investment Avenues

Real Assets: Investment in Real Assets: Real Estate, Their relative merits & demerits. Commercial Vs Residential Property

Financial Assets: Bank Saving Schemes, Insurance Policies, Post Office instruments, Government Saving Schemes, Bullions.

Capital Assets: Investments in securities: Primary & Secondary Market. Investment in G-sec; Debt instruments, Mutual Funds.

Module III: Goal Planning

Concept of risk assessment of individual, Introduction to portfolio management, Investment for major goals: House, Family, Education, Medical. Retirement planning & investment: Income generation after retirement, liability management, anticipation of expenses.

Examination Scheme:

Components	P-1	C-1	CT-1	Attendance	EE1
Weightage (%)					

Text & References:

Text:

- Chandra P, Investment analysis and Portfolio Management, 3rd edition, Tata McGraw Hill

References:

- CPFA NISM Module

BUSINESS COMMUNICATION - II

Course Code: BCS 401

L:1, T:0, P/FW:0C:01

Course Objective:

To teach the participants strategies for improving academic reading and writing.

Emphasis is placed on increasing fluency, deepening vocabulary, and refining academic language proficiency.

Course Contents:

Module I: Social Communication Skills

Small Talk

Conversational English

Appropriateness

Building rapport

Module II: Context Based Speaking

In general situations

In specific professional situations

Discussion and associated vocabulary

Simulations/Role Play

Module III: Professional Skills

Presentations

Negotiations

Meetings

Telephony Skills

Evaluation:

Components	CT1	CT2	CAF	V	GD	GP	A
Weightage (%)	20	20	25	10	10	10	5

CAF - Communication Assessment File

GD - Group Discussion

GP - Group Presentation

Text & References:

- Essential Telephoning in English, Garside/Garside, Cambridge
- Working in English, Jones, Cambridge
- Business Communication, Raman -Prakash, Oxford
- Speaking Personally, Porter-Ladousse, Cambridge
- Speaking Effectively, Jermy Comfort, et.al, Cambridge
- Business Communication, Raman -Prakash, Oxford

Course Objective:

The course objective is to inculcate an elementary level of understanding of group/team functions, team-spirit and to know the importance of working in teams.

Course Contents:

Module I: Group formation

Definition and Characteristics, Importance of groups, Classification of groups, Stages of group formation
Benefits of group formation

Module II: Group Functions

External Conditions affecting group functioning: Authority, Structure, Org. Resources, Organizational policies etc. Internal conditions affecting group functioning: Roles, Norms, Conformity, Status, Cohesiveness, Size, Inter group conflict. Group Cohesiveness and Group Conflict Adjustment in Groups

Module III: Teams

Meaning and nature of teams External and Internal factors effecting team Building Effective Teams
Consensus Building ,Collaboration

Module IV: Leadership

Meaning, Nature and Functions, Self leadership, Leadership styles in organization, Leadership in Teams

Module V: Power to empower: Individual and Teams

Meaning and Nature , Types of power, Relevance in organization and Society

Module VI: End-of-Semester Appraisal

Viva based on personal journal, Assessment of Behavioural change as a result of training, Exit Level Rating by Self and Observer

Evaluation:

Components	SAP	A	JFS	End Term Written Exam
Weightage (%)	15	05	20	60

SAP: Social Awareness Programme, A: Attendance, JFS: Journal for Success

Text & References:

- Organizational Behaviour, Davis, K.
- Hoover, Judhith D. Effective Small Group and Team Communication, 2002, Harcourt College Publishers
- Dick, Mc Cann & Margerison, Charles: Team Management, 1992 Edition, viva books
- LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
- Smither Robert D.; The Psychology of Work and Human Performance, 1994, Harper Collins College Publishers

FRENCH - IV

Course Code:

FLN401

L:2, T:0, P/FW:0C:02

Course Objective:

To enable students:

- To develop strategies of comprehension of texts of different origin
- To present facts, projects, plans with precision

Course Contents:

Module C: pp. 104 – 139 : Module 8,9

Contenu lexical : Module 8: Découvrir le passé

1. parler du passé, des habitudes et des changements.
2. parler de la famille, raconter une suite d'événements/préciser leur date et leur durée.
3. connaître quelques moments de l'histoire

Module 9: Entreprendre

1. faire un projet de la réalisation: (exprimer un besoin, préciser les étapes d'une réalisation)
2. parler d'une entreprise
3. parler du futur

Contenu grammatical:

1. Imparfait
2. Pronom « en »
3. Futur
4. Discours rapporté au présent
5. Passé récent
6. Présent progressif

Evaluation:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C - Project + Presentation

I - Interaction/Conversation Practice

Text & References:

- le livre à suivre : Campus: Tome 1

GERMAN - IV

Course Code: FLG401

L:2, T:0, P/FW:0C:02

Course Objective:

The course objective is to enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language. Further, to give the students an insight into the culture, geography, political situation and economic opportunities available in Germany and an introduction to Advanced Grammar Language and Professional Jargon

Course Contents:

Module I: Present perfect tense

Present perfect tense, usage and applicability, Usage of this tense to indicate near past, Universal applicability of this tense in German

Module II: Letter writing

To acquaint the students with the form of writing informal letters

Module III: Interchanging prepositions

Usage of prepositions with both accusative and dative cases, Usage of verbs fixed with prepositions, Emphasizing on the action and position factor

Module IV: Past tense

Introduction to simple past tense, Learning the verb forms in past tense, Making a list of all verbs in the past tense and the participle forms

Module V: Reading a Fairy Tale

Comprehension and narration , Rotkäppchen, Froschprinzessin, Die Fremdsprache

Module VI: Genitive case

Genitive case - Explain the concept of possession in genitive
Mentioning the structure of weak nouns

Module VII: Genitive prepositions

Discuss the genitive prepositions and their usage: (während, wegen, statt, trotz)

Module VIII: Picture Description

Firstly recognize the persons or things in the picture and identify the situation depicted in the picture;
Secondly answer questions of general meaning in context to the picture and also talk about the personal experiences which come to your mind upon seeing the picture.

Evaluation:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C - Project + Presentation

I - Interaction/Conversation Practice

Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

SPANISH - IV

Course Code: FLS401

L:2, T:0, P/FW:0C:02

Course Objective:

To enable students acquire working knowledge of the language; to give them vocabulary, grammar, voice modulations/intonations to handle everyday Spanish situations with ease.

Course Contents:

Module I

Revision of earlier semester modules

Introduction to Present Continuous Tense (Gerunds)

Module II

Translation with Present Continuous Tense

Introduction to Gustar, Parecer, Apetecer, doler

Module III

Imperatives (positive and negative commands of regular verbs)

Module IV

Commercial/business vocabulary

Module V

Simple conversation with help of texts and vocabulary

En la recepcion del hotel

En el restaurante

En la agencia de viajes

En la tienda/supermercado

Evaluation:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C - Project + Presentation

I - Interaction/Conversation Practice

Text & References:

- Español Sin Fronteras (Nivel - Elemental)

CHINESE – IV

Course Code: FLC 401

L:2, T:0, P/FW:0C:02

Course Objective:

How many characters are there? The early Qing dynasty dictionary included nearly 50,000 characters the vast majority of which were rare accumulated characters over the centuries. An educate person in China can probably recognize around 6000 characters. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I

Dialogue Practice

Observe picture and answer the question

Pronunciation and intonation

Character writing and stroke order.

Electronic items

Module II

Traveling – The Scenery is very beautiful

Weather and climate

Grammar question with – “bu shi Ma?”

The construction “yao ... le” (Used to indicate that an action is going to take place)

Time words “yiqian”, “yiwai” (Before and after).

The adverb “geng”.

Module III

Going to a friend house for a visit meeting his family and talking about their customs.

Fallen sick and going to the Doctor, the doctor examines, takes temperature and writes prescription.

Aspect particle “guo” shows that an action has happened some time in the past.

Progressive aspect of an actin “zhengzai” Also the use if “zhe” with it.

To welcome someone and to see off someone I cant go the airport to see you off... etc.

Module IV

Shipment. Is this the place to checking luggage?

Basic dialogue on – Where do u work?

Basic dialogue on – This is my address

Basic dialogue on – I understand Chinese

Basic dialogue on – What job do u do?

Basic dialogue on – What time is it now?

Module V

Basic dialogue on – What day (date) is it today? Basic dialogue on – What is the weather like here.

Basic dialogue on – Do u like Chinese food? Basic dialogue on – I am planning to go to China.

Evaluation:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- “Elementary Chinese Reader, Part-2” Lesson 31-38

FINANCIAL MANAGEMENT - I

Course Code: BCH 571

L:2, T:01, P/FW:0 C:03

Course Objective:

The aim of this course is to develop the analytical skills for making corporate investment and financial decisions and risk analysis.

Course Contents:

Module I: Introduction

Financial Management, Finance function, Aims of finance function, Financial management – Goals, Financial decisions, Financial planning – objectives and principles of Sound financial planning, Long term and short term financial plan, Factors affecting financial plan.

Module II: Investment Decisions

Valuation Concepts: Time Value of Money – Discounting and Compounding techniques; Investment Decisions: Cash flow and Free Cash Flow; Capital budgeting – Significance, Techniques of evaluation of investment Proposals, Payback method, Return on investment method, Net present value method, Internal Rate of Return, Investment Analysis Case Studies; Risk Analysis in Investment decisions – Scenario Analysis and Sensitivity Analysis

Module III: Financing Decisions

Financing Decisions, Optimal Capital structure, Factors influencing capital structure; EBIT-EBT-EPS Analysis, Impact of Leverage; Cost of Funding Options; Weighted Average Cost of Capital

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- Brearly, R. A., S. C. Myers, & F. Allen. (2011). Principles of Corporate Finance, 10th Ed, McGraw-Hill Irwin
- Chandra, P. (2008). Financial Management., 7th Ed, Tata McGraw-Hill
- Damodaran, A. (2005). Corporate Finance: Theory and Practice, 2nd Ed, Wiley & Sons
- Khan M. Y. & P. K. Jain (2009). Financial Management, 9th Ed, Tata McGraw Hill.
- Pandey, I. M. (2010). Financial Management, 9th Ed., Vikas Publishing House
- Pike, R. & B. Neale (1998). Corporate Finance and Investment: Decisions and Strategies, Prentice Hall of India
- Ross, S. A., R. W. Westerfield, & J. Jaffe. (2008) Corporate Finance. 8th Ed, McGraw-Hill Irwin.
- Ross, S. A., R. W. Westerfield, & B. D. Jordan. (2002). Fundamentals of Corporate Finance, 6th Ed, Tata McGraw Hill
- Rustagi, R. P. (1999). Financial Management: Theory, Concepts and Problems, Galgotia Publishing Company
- Van Horne, J. C. (1995). Financial Management and Policy, 10th Ed, Prentice Hall of India

MACRO ECONOMICS-I

Course Code: BCH 502

L:2, T:1, P/FW:0 C:03

Course Objective:

This course is to familiarize the students with the concepts of macro economics so that they can use these as inputs in decision making process. Emphasis would be laid on the understanding of key economic variables which influence the individual life and the business environment in which the business operations and strategies of the firm take place.

Course Contents:

Module I

National Income and its dimensions: GDP, GNP, NNP and NDP at market price and at factor cost, Measurements of national income: income method, expenditure method and value added method, problems in the estimation of national income, Concepts of real and nominal: income at current price and income at constant price

Module II

Meaning of inflation, deflation and stagflation, demand pull and cost push inflation, Measurement of Inflation: wholesale price index, consumer price index and GDP deflator, economic and social effects of inflation

Module III

Function of commercial bank and Central Bank, Money: Definition, function and Demand and supply of Money, Aggregate demand and Aggregate supply, Keynesian equilibrium output and price, Real Business Cycles

Module IV

Monetary Policy: meaning objectives and instruments of monetary policy, monetary policy development in India, Limitation of monetary policy. Fiscal Policy: meaning objectives and instruments of fiscal policy, fiscal policy and stabilization in the economy, Limitation of fiscal policy

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- Souza, Errol D (2012). Macroeconomics, 2nd Ed, Pearson Education
- Dornbusch, R., Fischer, S., & Startz, R. (2004). Macroeconomics, 9th Ed, McGraw-Hill
- Ahuja, H. L. (2006). Macro Economics, S. Chand & Company Ltd.
- Agarwal, V. (2010). Macroeconomics Theory and Policy, 1st Ed, Pearson India
- Mankiw, N. G. (2012). Macroeconomics, 8th Ed, Worth Publishers
- Barro, R. J. (1997). Macroeconomics, 5th Ed, The MIT Press
- Salvatore, D. (2012). Introduction to International Economics, 3rd Ed, John Wiley & Sons
- Branson, W. H. (1989). Macroeconomic Theory and Policy, 3rd Ed, HarperCollins India
- Shapiro, E. (1982). Macro Economic Analysis, 5th Edition, Tata McGraw Hill.
- Dwivedi, D. N. (2003). Macroeconomics Theory and Policy, 4th Ed, Tata McGraw Hill.

ENTREPRENEURSHIP DEVELOPMENT AND SMALL BUSINESS MANAGEMENT

Course Code: BCH 549

L:3, T:0, P/FW:2 C: 04

Course Objective: The objective of the course is to provide students an understanding of entrepreneurship & the process of creating and grooving a new venture. The course also focuses on giving the students the concept of entrepreneurs who is willing to accept all the risks & put forth the effort necessary to create a new venture.

Course Contents:

Module I: Basic Concepts:

Entrepreneurship: meaning, importance of entrepreneurship, concepts, Characteristics, classifications of entrepreneurship, problems faced by entrepreneurs in India. Entrepreneur v/s intrapreneur, entrepreneurial models

Module II: Legal issues for Entrepreneur

Types of Ownership, Legal issues for Entrepreneur: Intellectual property rights: Copyrights, Trademarks, Trade secrets, Patents.

Module III: Building the business plan- Feasibility study

Idea generation, opportunity screening, Marketing: Marketing considerations- selecting the target market, market strategy. Marketing Mix strategies, Financial Considerations: Basic financial statements, Managing Cash Flows, Preparation of projected financial statements, Break even analysis, Sources of finance: Debt and Equity.

Module IV: Women Entrepreneurs and SHG's

Women Entrepreneurs, working environment, challenges in the path of women entrepreneurs, empowerment, Grassroots entrepreneurs through self help groups (SHG).

Module V: Small Business Management

Building the business plan- Feasibility study: Setting up of Small business enterprises, Institutions supporting small business enterprises and other agencies. Sickness in small business enterprises: Definition and status of Sickness of SSI's in India, causes of sickness, Symptoms and cure of sickness.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

Text & References:

- Arya Kumar, Entrepreneurship, Pearson, Delhi, 2012.
- Poornima M.CH., Entrepreneurship Development –Small Business Enterprises, Pearson, Delhi,2009
- Michael H. Morris, ET. al., Entrepreneurship and Innovation, Cenagage Learning, New Delhi, 2011
- KanishkaBedi, Management and Entrepreneurship, Oxford University Press, Delhi, 2009
- Anil Kumar, S., ET.al., Entrepreneurship Development, New Age International Publishers, New Delh
- Khanka, SS, Entrepreneurship Development, S. Chand, New Delhi.
- Peter F. Drucker, Innovation and Entrepreneurship. 8. A.Sahay, M. S. Chhikara, New Vistas of Entrepreneurship: Challenges &Opportunities.
- Developing Entrepreneurship, Udai Pareek Sanjeev & Rao T.V, Printers, Ahmedabad
- A Practical Guide to Industrial Entrepreneurs; Srivastave, S.B., Sultan Chand & Sons
- Entrepreneurship Development; Bhanussali, Himalaya Publishing, Bombay

SUMMER INTERNSHIP

Course Code:

BCH 550

L:0, T:0, P/FW:0 C:06

GUIDELINES FOR INTERNSHIP FILE

There are certain phases of every Intern's professional development that cannot be effectively taught in the academic environment. These facets can only be learned through direct, on-the-job experience working with successful professionals and experts in the field. The internship program can best be described as an attempt to institutionalise efforts to bridge the gap between the professional world and the academic institutions. Entire effort in internship is in terms of extending the program of education and evaluation beyond the classroom of a university or institution. The educational process in the internship course seeks out and focuses attention on many latent attributes, which do not surface in the normal class room situations. These attributes are intellectual ability, professional judgment and decision making ability, inter-disciplinary approach, skills for data handling, ability in written and oral presentation, sense of responsibility etc.

In order to achieve these objectives, each student will maintain a file (Internship File). The Internship File aims to encourage students to keep a personal record of their learning and achievement throughout the Programme. It can be used as the basis for lifelong learning and for job applications. Items can be drawn from activities completed in the course modules and from the workplace to demonstrate learning and personal development.

The File will assess the student's analytical skills and ability to present supportive evidence, whilst demonstrating understanding of their organization, its needs and their own personal contribution to the organization.

The layout guidelines for the Internship File:

- A4 size Paper
- font: Arial (10 points) or Times New Roman (12 points)
- line spacing: 1.5
- top and bottom margins: 1 inch/ 2.5 cm; left and right margins: 1.25 inches/ 3 cm

The File will include *five sections* in the order described below. The content and comprehensiveness of the main body and appendices of the report should include the following:

1. **The Title Page**--Title - An Internship Experience Report For (Your Name), name of internship organization, name of the Supervisor/Guide and his/her designation, date started and completed, and number of credits for which the report is submitted.
2. **Table of Content**--an outline of the contents by topics and subtopics with the page number and location of each section.
3. **Introduction**--short, but should include how and why you obtained the internship experience position and the relationship it has to your professional and career goals.
4. **Main Body**--should include but not be limited to daily tasks performed. Major projects contributed to, dates, hours on task, observations and feelings, meetings attended and their purposes, listing of tools and materials and their suppliers, and photographs if possible of projects, buildings and co-workers.
5. **Appendices**--include pamphlets, forms, charts, brochures, technical and descriptive literature, graphs and other information related to your Internship experience.

The Main Body will have three sections and will include the following items which will be evaluated for the final assessment:-

1. An analysis of the company/organization in which the student is working
2. A personal review of the student's management skills and how they have been developed through the programme.
3. The research report that the student has prepared on the project assigned to him by the organization. (Incase a student is not assigned a specific research project in the organization, he has to select any one aspect of the organization and prepare a research report on it).

ASSESSMENT OF THE INTERNSHIP FILE

The student will be provided with the Student Assessment Record (SAR) to be placed in front of the Internship File. Each item in the SAR is ticked off when it is completed successfully. The faculty will also assess each item as it is completed. The SAR will be signed by the student and by the faculty to indicate that the File is the student's own work. It will also ensure regularity and meeting the deadlines.

STUDENT ASSESSMENT RECORD (SAR)

Management File Item	Criteria for successful completion of the item
1. Analysis of organization (1500- 2000 words)	<ul style="list-style-type: none"> • Clear presentation of ideas and analysis • Provides an organizational diagram, following organization presentation conventions • Analysis covers the organization's: <ul style="list-style-type: none"> ➤ Business strategy and mission ➤ Structure ➤ Resources and assets ➤ Current financial performance ➤ Leadership/decision-making style ➤ Staffing and skill base ➤ Products/services and customers
2. Personal review of Management skills development (1000-1500 words)	<ul style="list-style-type: none"> • Clear presentation of ideas and analysis • Demonstrate awareness of own management skills • Presents critical analysis of own management effectiveness, supported with examples • Provides evidence of development of specific management skills e.g. strategic, financial, leadership • Explains how new skills and learning have benefited the organization and self
3. Design of Research Project (1500- 2000 words)	<ul style="list-style-type: none"> • Clear presentation of ideas and analysis • Justifies the choice of subject for the research project and why this might be beneficial to the organization • Selects and justifies appropriate research methods for the project • Demonstrate understanding of the key stages in undertaking a research project • Indicates which analytical/statistical tools would be most appropriate and why • The design plan takes account of the resourcing implications of carrying out the research e.g. staffing and other costs

Evaluation:

Report by Student (Internship File)

a. Organization & Presentation/Language and clarity / substance of Contents covered and Comprehensiveness	20%
b. Research Report	30%
Industry Feedback (continuous)	20%
Presentation & Viva (At the end)	30%
Total	100%

CORPORATE ACCOUNTING - I

Course Code: BCH 570

L:2, T:0, P/FW:0 C:02

Course Objective:

This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

Course Contents:

Module I

Accounting for share capital transactions - issue of shares at par, at premium and at discount; forfeiture and re-issue of shares; buy-back of shares; Issue and redemption of preference shares under the companies Act 2013.

Module II

Issue of debentures under the Companies Act 2013, accounting treatment and procedures; redemption of debentures-Rules, sources, methods.

Module III

Underwriting of shares - SEBI (ICDR) Regulations for Underwriting, payment of underwriting commission, types of Underwriting agreement, Marked and unmarked applications, Full and Partial Underwriting, Determination of Liability in respect of underwriting Contract

Module IV

Amalgamation-Forms, Motives, requirements of the Companies Act 2013, Types of Amalgamation. Internal reconstruction- Objectives & Forms

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- Hanif M & Mukherjee A (2017) Corporate Accounting 2nd Edition, Mc GrawHill Education
- Rajasekaran V. & Lalitha R. (2013) Corporate Accounting, 5th Edition, Pearson publication
- Maheshwari S N (2014) Corporate Accounting, 5th Edition, Vikas Publishing House
- Goyal V K, Goyal Ruchi (2012) Corporate Accounting, 6th Edition, PHI Learning Pvt.Ltd.

FUNDAMENTALS OF INVESTMENTS - I

Course Code: BCH 505

L:2, T:0, P/FW:0 C:02

Course Objective:

To introduce students to different investment alternatives – its valuation analysis and investor protection.

Course Contents:

Module I: The Investment Environment

The investment decision process, Types of Investments – Commodities, Real Estate and Financial Assets, the Indian securities market, the market participants and trading of securities, security market indices, sources of financial information, concept of risk and return, Impact of Taxes and inflation on return.

Module II

Sources of Financial Information, Efficient Market Theory

Module III: Risk and Return

Total risk and its factors

Module IV

Valuation of Fixed Income Securities

Module V

Fundamental Analysis: Economic Analysis, Industry Analysis, Company Analysis, Technical Analysis

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- Bhalla, V.K., "Investment Management", S. Chand & Co.
- Prasanna, Chandra, "Investment analysis and portfolio management", Tata McGraw Hill.

FINANCIAL MARKETS, INSTITUTIONS AND FINANCIAL SERVICES

Course Code: BCH 506

L:2, T:0, P/FW:0 C:02

Course Objective:

To introduce students to different financial institutions, Markets and the services which are available in India.

Course Contents:

Module I: Money Market

Call money market, Treasury bills market, Commercial bills market, Commercial papers and certificates of deposits, Discount and Finance House of India, Government Securities Market, Recent developments.

Module II: Capital Market

Impact of monetary policy, Industrial securities market, Primary market and Secondary market. Nature and role of financial system: Financial system and markets, Efficiency and stability, Technology, Government intervention in the financial system.

Module III: Mutual funds

Meaning, types, functions, advantages; Private and public sector mutual funds; Performance and growth of mutual funds in India; SEBI guidelines.

Module IV: Factoring

The concept, significance, types; Factoring mechanism; Factoring vs. leasing; Factoring in India and abroad; Forfeitures; Kalyanasundaram Committee recommendations. Credit card: The concept, types, advantages and disadvantages. Credit Rating: Mechanism, Role of CRISIL and ICRA.

Module V: Non-Banking Finance Companies

Evolution and present status. Insurance Companies: Economics of insurance, The insurance industry and its regulation; LIC, GIC. Development finance institutions: Concept, role of DFIs, Sources of funds, DFIs in

India, Khan Committee Report and Universal banking; Recent trends.

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- Gordon and Natarajan, Financial Markets and Services, Himalaya Publishing House.
- Khan, M.Y, Financial Services, Tata McGraw Hill.
- Jeff Madura, Financial Markets and Institutions, South-Western College Publishing.
- B.C Vasant Desai, The Indian Financial System, Himalaya Publishing House.
- Bhole L.M, Financial Institutions and Markets, Tata McGraw Hill.

REGULATIONS OF DOMESTIC & FOREIGN EXCHANGE MARKETS - I

Course Code: BCH 561

L:2, T:1, P/FW:0 C:02

Course Objective

The course is intended to provide students understanding of the exchange markets. The students will be acquainted with the regulations for domestic as well as foreign markets in India.

Course Contents

Module I

Introduction: Role of Government in Regulating Domestic and Foreign Exchange Market, Market Efficiency and Failure: Concept & Causes, Market Structure & Regulations

Module II

Foreign Trade Policy: Features, Schemes & Procedures

Module III

Overview of Industrial Policy, Regulations of Industrial Development, Regulatory framework, Acts & Bodies, Office of Chairman & other Persons: Term, Duties, Powers and Functions

Evaluation

Components	CPA	T	Q/S/CA	A	ME	EE
Weightage (%)	5	-	5	5	15	70

Text & References

Lipsey, R.G. & Chrystal, K.A. *Economics*, Oxford Univ. Press.

Taxmann's Students Guide to *Economics Laws*, Taxman Allied Services Pvt. Ltd, New Delhi.

Taxmann's, *Consumer Protection Law Manual with Practice Manual*, Taxmann Allied Services Pvt. Ltd., New Delhi.

Viswanathan, S.T., *Law & Practice of Competition Act. 2002*, Bharat Law House, New Delhi.

CORPORATE TAX PLANNING - I

Course Code: BCH 516

L:2, T:0, P/FW:0 C:02

Course Objective:

To help students to understand the concept of Corporate Tax planning and give them a practical exposure to the method of computing corporate tax.

Course Contents:

Module I

Basic Concepts - Assessment year - Previous year - Person - Assessee -Income - Gross Total income - Total income - Capital Asset - Company - Capital Receipts Vs Revenue Receipts -Capital Expenditure Vs Revenue Expenditure - Method of Accounting - Amalgamation. Residential status and Tax incidence - Incomes exempt from tax.

Module II

Computation of Profits and Gains of Business or Profession - General Principles - Deductions and Allowances - Deemed Profits – Income from undisclosed sources - Valuation of stock - Problems on computation of Income from Business or Profession.

Module III: Taxation of Companies

Definitions of Indian Company, Domestic Company, Foreign Company, Industrial Company, Widely held company, closely held company, Investment company, consultancy service company and Trading Company. Deductions available to company - Carry forward and set -off of losses in case of certain companies - Tax on undistributed profits of domestic companies - Problems on computation of taxable income of corporate assesseees.

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- Lakhotia, R.N., and S.Lakhotia, Corporate Tax Planning Hand Book, Vision Books, New Delhi.
- Vinod K. Singhania, Direct Taxes: Law and Practice, Taxmann publications, New Delhi.
- Mehrotra and Goyal, Income Tax Law and Practice, Sahitya Bhawan, Agra.
- Palkivala, N.A. and Palkivala B.A., Kanga and Palkivalaís Law & practice of Income Tax, N.M. Tripathi.
- Bhagwati Prasad, Direct Taxes Law and Practice, Wishwa Prakash, New Delhi.
- B.B. Lal, Direct Taxes Practice and Planning, Konark

VENTURE PLANNING - I

Course Code: BCH 562

L:1, T:0, P/FW:2 C: 02

Course Objective:

The course aims at acquaint students with different aspects of starting new business. The students will be given an understanding the creative processes in generating new ideas.

Course Contents:

Module I

Generation of New Idea: Creative Thinking, Brain Storming, Different other Techniques of generating New Ideas, Imagination, research & Identification of opportunities,

Module II

New Venture creation or acquiring an established venture, opportunities, Legal framework, and regulation, Issues related to creating acquiring venture or franchising.

Module III

Intellectual Property Protection: Patents, Trademarks, and Copyrights. Requirements and Procedure for filing a Patent, Trademark, and Copyright. Legal acts governing businesses in India. Identifying Form of Organization; Sole Proprietorship, Partnership, Limited Liability Partnership and Company

Examination Scheme:

Components	CPA	TP	Q/S	A	ME	EE
Weightage (%)	5	5	5	5	10	70

Text & References:

Kuratko, D.F., and T. V. Rao, *Entrepreneurship: A South-Asian Perspective*, Cengage Learning
Robert, H. M., Manimala, M. Peters, and D. Shepherd, *Entrepreneurship*, Tata McGraw Hill, India
Barringer, B. R., and R. D. Ireland, *Entrepreneurship: Successfully Launching New Ventures*, Pearson Education, India
Hishrich., Peters, *Entrepreneurship: Starting, Developing and Managing a New Enterprise*, Irwin.
Ramachandran, K., *Entrepreneurship Development*, Tata McGraw Hill, India.
7. Roy, Rajeev, *Entrepreneurship*, Oxford University Press.
Kumar, Arya, *Entrepreneurship: Creating and Leading an Entrepreneurial Organization*, Pearson, India.
Holt, David H., *Entrepreneurship: New Venture Creation*, PHI Learning
Nickels, William G; McHugh, James M, and Susan M McHugh; *Understanding Business*, Tata McGraw Hill.

PRINCIPLES OF MARKETING - I

Course Code: BCH 508

L:2, T:0, P/FW:0 C:02

Course Objective:

To help students to understand the concept of marketing and its applications, also to expose the Students to the latest trends in marketing.

Course Contents:

Module I: Introduction

Nature and scope of marketing- Importance of marketing as a business function - and in the economy - Marketing concepts - Traditional and Modern, Selling V/S marketing - Marketing Environment.

Module II

Markets and Segmentation. Meaning of Market - Various types of markets and their characteristics. Concept of market segmentation and its Importance - bases for market segmentation.

Module III

A): Product - concept of product - consumer and Industrial goods - product planning and development packaging - role and functions - Brand name and Trademark - after sale service - product life cycle concept. B) Price - Importance of price in the marketing mix, factor affecting price of a product / service,

Module-IV

Distribution channels - concept and role - types of distribution channels - Factors affecting choice of a distribution channel.

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- Philip Kotler: Marketing Management, Prentice Hall of India Ltd, New Delhi.
- Dr. C. N. Sontakki: Marketing Management Kalyani Publications New Delhi.
- Marchand & B. Vardharajan: An introduction to Marketing, Vikas Publishing House, Delhi.
- Mohammad Amanatullah: Principles of Modern Marketing. Kalyani Publications New Delhi.

INTERNATIONAL BUSINESS - I

Course Code: BCH 509

L:2, T:0, P/FW:0 C:02

Course Objective:

To help students to understand the concepts and various dimensions of international business.

Course Contents:

Module I: International Business

Definition evaluation, nature, international business approaches theories of International business, problems of international business.

Module II: International Economic Environment

Business, Social, Cultural, technological, economic and political environment. International trade policies and relations – tariffs, subsidies, import quota, voluntary export restraints, administrative policies, international Law and business firms.

Module III: Modes of Entering International Business

Modes of entry-exporting, licensing, Franchising, contracts, contracts of manufacturing, management contracts, turnkey projects, mergers, acquisitions. Joint ventures.

Module IV: World Trade Organization and Trade Blocks

Economic Integrations – free trade area, custom unions, common markets, economic unions, GATT, GATS, liberalization of agriculture trade, EEC, ASEAN, SAARC, AAFTA.

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- Frame Works - International Business - II Edition by Roger Benneet - Financial Times management - Pitman Publishing, London.
- International Business - Text and cases. By P. Subba Rao, Himalaya Publishing House.

ADVERTISING AND PERSONAL SELLING - I

Course Code: BCH 510

L:2, T:0, P/FW:0 C:02

Course Objective:

To help students to understand the concept of advertising and personal selling used in marketing for communicating with customers.

Course Contents:

Module I: Advertising management

Introduction & basic concepts. History of advertising; Advertising purpose and functions; Economic, social & ethical aspects of advertising; Advertising & the marketing mix, Advertising as a communication process; types of advertising; Major Institutions of advertising management

Module II

Advertising and campaign planning Marketing strategy & situation analysis; Advertising plan; Advertising objectives; DAGMAR approach; advertising strategy; Advertising campaign-planning process.

Module III: Creative strategy & advertising budget

Creative approaches; the art of copywriting; Advertising copy testing; creativity in communication, motivational approaches & appeals, advertising budget process; methods of determining advertising appropriations.

Module IV

Advertising media strategy. Role of media; types of media; their advantages and disadvantages; media research & advertising decisions; media planning, selection & scheduling strategies.

Module V

Advertising effectiveness & organising advertising Functions. Methods of measuring advertising effectiveness; advertising research; structure & functions of an advertising agency; selection & co-ordination of advertising agency; Advertising regulations; Internet advertising.

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- R. Still, W. Cundiff, A.P. Govoni, Sales Management Decisions Strategies and Cases, P.H.I, New Delhi.
- M. Johnson, L. Kurtz, E. Scheuing, Sales Management Concepts, Practices & Cases, Mcgraw Hill International, New York.
- W. Stern, El-Ansary, T. Coughlan, Marketing Channels, 5th Edition, P.H.I, New Delhi.
- Guptha. S. L, Sales & Distribution Management, Excell Books, New Delhi.

SERVICE MARKETING - I

Course Code: BCH 511

L:2, T:0, P/FW:0 C:02

Course Objective:

The course has been designed to familiarize students with characteristics of services, their design and delivery and the complexities of handling intangibles.

Course Contents:

Module I: Services an Overview

Services: concept, characteristics. Goods v/s services.. Scope and Significance of services marketing. Role of services sector in economy. Introduction to service marketing mix. Services Marketing (PEST) environment. Growth of service sector. Services- Global and Indian Scenario

Module II: Consumer Behaviour in Services

Consumer decision making process. Consumer Expectations: Concept. Factors influencing customer expectation of services. Service encounter and moments of truths. Service failure and recovery Service recovery strategies. Segmentation, Targeting, Positioning (STP) of Services

Module III: Service Quality & Productivity

Concept of service quality. GAP Model of service quality. Measuring and improving service quality. Concept of productivity in service context. Approaches to improve productivity.

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

Text:

- Valarie A Zeithaml and mary J Bitner, Services Marketing, Third Edition, Tata McGraw Hill Companies Christopher lovelock , Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.
- Christopher lovelock , Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.

References:

- Clow Kenneth E. and Kurtz David L. , Services marketing operations, management and strategy, biztantra innovations in management, John Willey & Sons
- Rampal M.K., Gupta S.L., Service Marketing, 2006 Galgotia Publishing Company.

BUSINESS DATA PROCESSING - I

Course Code: BCH 518

L:2, T:0, P/FW:0 C:02

Course Objective:

To help students to understand the DBMS concepts with oracle as a tool.

Course Contents:

Module I: Introduction to DBMS

Basics of Business Data Processing, Concept of Database, Table, (Relation), Attributes, Primary Key, Foreign Key, Concept of RDBMS. Introduction to ORACLE Features, DSS, Data warehouse, Data Mart, Web Server, Role & responsibilities of ORACLE DBA.

Module II: Introduction to SQL

Features of SQL, SQL statements ,i.e. DDL - CREATE, ALTER - ADD, MODIFY, DELETE clauses , DML - INSERT, UPDATE, DELETE SELECT statement with WHERE, ORDER BY, GROUP BY, HAVING Clauses, Set operations in SQL, Nested queries, GRANT and REVOKE

Module III: Functions

MAX, MIN SORT, COUNT, AVERAGE Numeric, String Functions, Conversion Functions like TO_CHAR, TO_DATE, Date Functions.

Module IV: Introduction to PL / SQL

Difference between SQL AND PL/SQL, Block definition structure, Block Functions - %Type, %RowType, IF.....ELSE ...END IF Statement, FOR....LOOP.. END LOOP, WHILE...LOOP... END LOOP,

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- An introduction to database:- Date C.J.
- Commercial Application Development Using Developer 2000 by Ivan Bayross.
- Structured Query Languages (SQL) By Osborne.
- SQL - Scott Urman
- Teach yourself ORACLE 8 - Ed.Whalen in 21 days.

HUMAN RESOURCE MANAGEMENT - I

Course Code: BCH 512

L:2, T:0, P/FW:0 C:02

Course Objective:

To help students to understand the concept of human resource management to enable them to better manage the most important asset of any organisation which are people.

Course Contents:

Module I

Human Resource Management – Meaning of HRM, Importance of HRM, Objectives and functions, Process of HRM, systems and techniques, Role of human resource manager, duties and Responsibilities of human resource manager.

Module II

Human Resource planning, Recruitment, Selection and Placement – Meaning and importance of Human resource planning, benefits of human resource planning, Meaning of recruitment, selection, Placement and training – Methods of Recruitment and selection – Uses of tests in selection, Problems involved in placement.

Module III

Promotion and Transfers – Purpose of promotion, basis of promotion, meaning of transfer, reasons for transfer, types of transfer, right sizing of work force. Need for right sizing.

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- C.B. Mamoria, Personnel Management.
- Edwin Flippo, Personnel Management.
- Aswathappa. K, Human Resource Management
- Subba Rao, Human Resources Management.
- Michael Porter, HRM and Human Relations.
- Biswanath Chosh, Human Resource Development and Management.

COMPENSATION MANAGEMENT - I

Course Code: BCH 513

L:2, T:0, P/FW:0 C:02

Course Objective:

To help students to understand the concept of compensation management and wage policies keeping in view the labour legislations.

Course Contents:

Module I

Introduction, Basic concept of compensation, classical theories on wages, elements of labour economics, establishing pay rates, Importance of an ideal compensation plan, broad branding, Compensation plan and business strategy, devising a compensation plan, challenges affecting Compensation.

Module II

Industrial engineering - Pricing managerial and professional jobs, job evaluation, job structure.

Module III

Wage Policy - Concept of wage, Wage policy in India, determinants of wage policy, Impact of income tax on Wage and salary administration, Tools used for fixation of wages.

Module IV

Pay Packet - Constituents - Basic, D A, H R A, and other allowance, Perquisites.

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- A.M. Sharma, Understanding Wage System.
- N.D. Kapoor, Labour Legislation.
- C.B. Memoria, Personnel management.

INDUSTRIAL RELATIONS AND LABOUR LAWS - I

Course Code: BCH 514

L:2, T:0, P/FW:0 C:02

Course Objective:

To help students to understand the importance and various aspects of industrial relations and labour laws.

Course Contents:

Module I

Introduction to Industrial Relation Definition, Concepts, Nature of industrial relations, Importance of industrial relations, Approaches to industrial relations, The Labour movement, Characteristics of Indian Labour.

Module II

Indian Trade Union Movement Nature of Trade Unions, Trade Union movement in 3 stages (First world war period - socialist Period - Communist Stage - Post Independence Stage), Reasons for employees to join trade Unions, Problems of Trade Unions & Remedies, Trade Union Act 1926, Trends in Trade Union Movement in India.

Module III

Collective Bargaining Meaning of collective bargaining, Concept of collective bargaining, Prerequisites for collective bargaining, the collective bargaining process, Principles of Collective Bargaining, Essential conditions for the success of collective bargaining, Collective Bargaining in India.

Module IV

Grievance handling and Industrial Discipline to Maintain Effective Industrial Relations Meaning & Concept of grievance - causes of grievance - effects of grievance - Grievance redressal procedure, purview of Industrial Employment (standing orders) Act 1946, Discipline, Meaning & Importance, Disciplinary Procedure and domestic enquiry.

Module V

Industrial Disputes Meaning of Industrial Conflicts, Causes of Industrial Conflicts, Types of Industrial Conflicts - Strikes & Lockouts, Machinery for resolving Industrial Disputes under the Industrial Disputes Act 1947, Arbitration, Adjudication, Prevention of Industrial Conflicts, Approaches to Conflict, Settlement of Conflicts.

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- Davar, Personnel management and Industrial Relations.
- C.B. Memoria, Dynamics of industrial Relations in India.
- Johnson, Introduction to Industrial Relations.
- Sharma A.M, Industrial Relations.
- Biswanth Ghosh, Personnel management and Industrial Relations.
- Bhagdiwall- Flippo, Personnel management and Industrial Relations.
- Arora, Labour law.
- D. Sanjeeviah, Labour problems and Industrial Developments in India.
- Sharma A .M, Aspects of Labour welfare and social security
- Prasanna Chandra, Labour problem Social Security and Welfare.
- Punekar and Deodhan, Labour Welfare, Trade Unionism and industrial Relations.

HUMAN RESOURCE ACCOUNTING - I

Course Code BCH 515

L:2, T:0, P/FW:0 C:02

Course Objective:

To help students to understand the concepts of Human resource accounting, its importance and various methods of human resource accounting.

Course Contents:

Module I: Introduction

The Development and State of the Art of Human Resource Accounting
Role of Human Resource Accounting
Uses for Managers and Human Resource Professionals
Uses in Corporate Financial Reporting

Module II

Accounting for Human Resource Costs
Measuring Human Resource Costs: Concepts and Methods
First-Generation Accounting Systems for Human Resource Costs
Second-Generation Accounting Systems for Human Resource Costs

Module

III

Accounting for Human Resource Value
Determining Human Resource Value: Concepts and Theory
Monetary Measurement Methods
Nonmonetary Measurement Methods

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- Human Resource Accounting, by Gupta, R.K.; Anmol Publications.
- Human Resource Accounting, by Saha, Malayendu; Discovery Publishing House.
- Human Resource Accounting, by Flamholtz, Eric; Kluwer Academic Publishers.

BUSINESS COMMUNICATION - III

Course Code:

BCS501

L:1, T:0, P/FW:0 C:01

Course Objective:

To equip the participant with linguistic skills required in the field of science and technology while guiding them to excel in their academic field.

Course Contents:

Module I

Reading Comprehension

Summarising

Paraphrasing

Module II

Essay Writing

Dialogue Report

Module III

Writing Emails

Brochure

Leaflets

Module IV: Introduction to Phonetics

Vowels

Consonants

Accent and Rhythm

Accent Neutralization

Spoken English and Listening Practice

Evaluation:

Components	CT1	CT2	CAF	V	GD	GP	A
Weightage (%)	20	20	25	10	10	10	5

CAF - Communication Assessment File

GD - Group Discussion

GP - Group Presentation

Text & References:

- Effective English for Engineering Students, B Cauveri, Macmillan India
- Creative English for Communication, Krishnaswamy N, Macmillan
- A Textbook of English Phonetics, Balasubramanian T, Macmillan

BEHAVIOURAL SCIENCE - V (INDIVIDUAL, SOCIETY AND NATION)

Course Code: BSS503 L:1, T:0, P/FW:0 C:01

Course Objective:

This course aims at enabling students towards: Understand the importance of individual differences
Better understanding of self in relation to society and nation Facilitation for a meaningful existence and adjustment in society To inculcate patriotism and National pride. To enhance personal and professional excellence

Course Contents:

Module I: Individual differences & Personality

Personality: Definition & Relevance, Importance of nature & nurture in Personality Development, Importance and Recognition of Individual differences in Personality, Accepting and Managing Individual differences (Adjustment Mechanisms), Intuition, Judgment, Perception & Sensation (MBTI), BIG5 Factors

Module II: Socialization

Nature of Socialization, Social Interaction, Interaction of Socialization Process, Contributions to Society & Nation

Module III: Patriotism and National Pride

Sense of Pride and Patriotism, Importance of Discipline and hard work, Integrity and accountability

Module IV: Human Rights, Values and Ethics

Meaning of Human Rights, Human Rights Awareness, Importance of human rights, Values and Ethics- Learning based on project work on Scriptures like Ramayana, Mahabharata, Gita etc

Module V: Personal and Professional Excellence

Personal excellence: Identifying Long-term choices and goals, Uncovering talent, strength and style

Alan P. Rossiter's eight aspects of Professional Excellence, Resilience during challenge and loss, Continued Reflection (Placements, Events, Seminars, Conferences, Projects, Extracurricular Activities, etc.)

Module VI: End-of-Semester Appraisal

Viva based on personal journal, Assessment of Behavioural change as a result of training, Exit Level Rating by Self and Observer

Evaluation:

Components	SAP	A	JFS	End Term Written Exam
Weightage (%)	15	05	20	60

SAP: Social Awareness Programme, A: Attendance, JFS: Journal for Success

Text & References:

- Bates, A. P. and Julian, J.: Sociology - Understanding Social Behaviour
- Dressler, David and Cans, Donald: The Study of Human Interaction
- Lapiere, Richard. T - Social Change
- Rose, G.: Oxford Textbook of Public Health, Vol.4, 1985.
- Robbins O.B. Stephen; Organizational Behaviour

FRENCH - V

Course Code:

FLN501

L:2, T:0, P/FW:0 C:02

Course Objective:

To furnish some basic knowledge of French culture and civilization for understanding an authentic document and information relating to political and administrative life

Course Contents:

Module D: pp. 131 – 156 Module 10,11

Contenu lexical :

Module 10: Prendre des décisions

1. Faire des comparaisons
2. décrire un lieu, le temps, les gens, l'ambiance
3. rédiger une carte postale

Module 11: faire face aux problèmes

1. Exposer un problème.
2. parler de la santé, de la maladie
3. interdire/demander/donner une autorisation
4. connaître la vie politique française

Contenu grammatical:

1. comparatif - comparer des qualités/ quantités/actions
2. supposition : Si + présent, futur
3. adverbe - caractériser une action
4. pronom "Y"

Evaluation:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- le livre à suivre : Campus: Tome 1

GERMAN - V

Course Code:

FLG501

L:2, T:0, P/FW:0 C:02

Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

Introduction to Advanced Grammar and Business Language and Professional Jargon

Course Contents:

Module I: Genitive case

Genitive case - Explain the concept of possession in genitive

Mentioning the structure of weak nouns

Module II: Genitive prepositions

Discuss the genitive prepositions and their usage: (während, wegen, statt, trotz)

Module III: Reflexive verbs

Verbs with accusative case

Verbs with dative case

Difference in usage in the two cases

Module IV: Verbs with fixed prepositions

Verbs with accusative case

Verbs with dative case

Difference in the usage of the two cases

Module V: Texts

A poem 'Maxi'

A text Rocko

Module VI: Picture Description

Firstly recognize the persons or things in the picture and identify the situation depicted in the picture;

Secondly answer questions of general meaning in context to the picture and also talk about the personal experiences which come to your mind upon seeing the picture.

Evaluation:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C - Project + Presentation

I - Interaction/Conversation Practice

Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

SPANISH - V

Course Code:

BLS 501

L:2, T:0, P/FW:0 C:02

Course Objective:

To enable students acquire working knowledge of the language; to give them vocabulary, grammar, voice modulations/intonations to handle everyday Spanish situations with ease.

Course Contents:

Module I

Revision of earlier semester modules

Module II

Future Tense

Module III

Presentations in English on
Spanish speaking countries'

Culture

Sports

Food

People

Politics

Society

Geography

Module IV

Situations:

En el hospital

En la comisaria

En la estacion de autobus/tren

En el banco/cambio

Module V

General revision of Spanish language learnt so far.

Evaluation:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C - Project + Presentation

I - Interaction/Conversation Practice

Text & References:

- Español Sin Fronteras, Greenfield

CHINESE – V

Course Code:

FLC501

L:2, T:0, P/FW:0 C:02

Course Objective:

What English words come from Chinese? Some of the more common English words with Chinese roots are ginseng, silk, dim sum, fengshui, typhoon, yin and yang, Tai chi, kung-fu. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I

Drills

Dialogue practice

Observe picture and answer the question.

Pronunciation and intonation.

Character writing and stroke order

Module II

Intonation

Chinese foods and tastes – tofu, chowmian, noodle, Beijing duck, rice, sweet, sour....etc. Learning to say phrases like – Chinese food, Western food, delicious, hot and spicy, sour, salty, tasteless, tender, nutritious, good for health, fish, shrimps, vegetables, cholesterol is not high, pizza, milk, vitamins, to be able to cook, to be used to, cook well, once a week, once a month, once a year, twice a week.....

Repetition of the grammar and verbs taught in the previous module and making dialogues using it.

Compliment of degree “de”.

Module III

Grammar the complex sentence “suiran ... danshi....”

Comparison – It is colder today than it was yesterday.....etc.

The Expression “chule....yiwai”. (Besides)

Names of different animals.

Talking about Great Wall of China

Short stories

Module IV

Use of “huozhe” and “haishi”

Is he/she married?

Going for a film with a friend.

Having a meal at the restaurant and ordering a meal.

Module V

Shopping – Talking about a thing you have bought, how much money you spent on it? How many kinds were there? What did you think of others?

Talking about a day in your life using compliment of degree “de”. When you get up? When do you go for class? Do you sleep early or late? How is Chinese? Do you enjoy your life in the hostel?

Making up a dialogue by asking question on the year, month, day and the days of the week and answer them.

Evaluation:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- “Elementary Chinese Reader ” Part-II Lesson 39-46

FINANCIAL MANAGEMENT - II

Course Code: BCH 671

L:2, T:1, P/FW:0 C:03

Course Objective:

The aim of this course is to develop the analytical skills for analyzing short term investment requirements and financing, valuation concepts, asset based financing including real estate and infrastructure investment and introduce the concept of dividends.

Course Contents:

Module I: Working Capital Management

Working Capital Management – meaning – importance of adequate working capital- excess or inadequate working capital – determinants of working capital requirement – cash management, Receivable management and inventory management – sources of working capital.

Module II: Advance Concepts

Valuation for Mergers and Acquisitions, Asset Based Financing, Valuation of Real Estate Investments, Infrastructure Investment – PPP Concept, Structure and Financing

Module III: Introduction to Dividends

Dividend Decisions, dividend policy – determinants of dividend policy – types of dividend policy – forms of dividend

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- Brearly, R. A., S. C. Myers, & F. Allen. (2011). Principles of Corporate Finance, 10th Ed, McGraw-Hill Irwin
- Chandra, P. (2008). Financial Management., 7th Ed, Tata McGraw-Hill
- Damodaran, A. (2005). Corporate Finance: Theory and Practice, 2nd Ed, Wiley & Sons
- Khan M. Y. & P. K. Jain (2009). Financial Management, 9th Ed, Tata McGraw Hill.
- Pandey, I. M. (2010). Financial Management, 9th Ed., Vikas Publishing House
- Pike, R. & B. Neale (1998). Corporate Finance and Investment: Decisions and Strategies, Prentice Hall of India
- Ross, S. A., R. W. Westerfield, & J. Jaffe. (2008) Corporate Finance. 8th Ed, McGraw-Hill Irwin.
- Ross, S. A., R. W. Westerfield, & B. D. Jordan. (2002). Fundamentals of Corporate Finance, 6th Ed, Tata McGraw Hill
- Rustagi, R. P. (1999). Financial Management: Theory, Concepts and Problems, Galgotia Publishing Company
- Van Horne, J. C. (1995). Financial Management and Policy, 10th Ed, Prentice Hall of India

MACRO ECONOMICS-II

Course Code: BCH 602

L:2, T:1, P/FW:0 C:03

Course Objective:

This course is to familiarize the students with the concepts of macro economics so that they can use these as inputs in decision making process. Emphasis would be laid on the understanding of key economic variables which influence the individual life and the business environment in which the business operations and strategies of the firm take place.

Course Contents:

Module I

Balance of Payments: Meaning and structure of balance of payments, kinds of disequilibrium in balance of payments, process of adjustment in balance of payments, Analysis of performance of Indian economy in the external sector

Module II

Foreign Exchange: foreign exchange market, exchange rate systems, exchange rate determination, fixed versus flexible exchange rate, Real Exchange Rate and Net Exports, Marshall-Lerner Condition, The J Curve, Devaluation in developing countries, Purchasing Power Parity

Module III

Walras' law, IS Curve: parametric shifts of IS Curve, Slope of IS Curve, LM Curve: impact of varying money supply, slope of LM curve, IS and LM- Fiscal and Monetary Policy; IS-LM in India

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- Souza, Errol D (2012). Macroeconomics, 2nd Ed, Pearson Education
- Dornbusch, R., Fischer, S., & Startz, R. (2004). Macroeconomics, 9th Ed, McGraw-Hill
- Ahuja, H. L. (2006). Macro Economics, S. Chand & Company Ltd.
- Agarwal, V. (2010). Macroeconomics Theory and Policy, 1st Ed, Pearson India
- Mankiw, N. G. (2012). Macroeconomics, 8th Ed, Worth Publishers
- Barro, R. J. (1997). Macroeconomics, 5th Ed, The MIT Press
- Salvatore, D. (2012). Introduction to International Economics, 3rd Ed, John Wiley & Sons
- Branson, W. H. (1989). Macroeconomic Theory and Policy, 3rd Ed, HarperCollins India
- Shapiro, E. (1982). Macro Economic Analysis, 5th Edition, Tata McGraw Hill.
- Dwivedi, D. N. (2003). Macroeconomics Theory and Policy, 4th Ed, Tata McGraw Hill.

DISSERTATION

Course Code: BCH 655

L:0, T:0, P/FW:0 C:09

The Aims of the Dissertation

The aim of the dissertation is to provide you with an opportunity to further your intellectual and personal development in your chosen field by undertaking a significant practical unit of activity, having an educational value at a level commensurate with the award of your degree

The dissertation can be defined as a scholarly inquiry into a problem or issues, involving a systematic approach to gathering and analysis of information / data, leading to production of a structured report.

The Dissertation Topic

It is usual to give you some discretion in the choice of topic for the dissertation and the approach to be adopted. You will need to ensure that your dissertation is related to your field of specialisation.

Deciding this is often the most difficult part of the dissertation process, and perhaps, you have been thinking of a topic for some time.

It is important to distinguish here between 'dissertation topic' and 'dissertation title'. The topic is the specific area that you wish to investigate. The title may not be decided until the dissertation has been written so as to reflect its content properly.

Few restrictions are placed on the choice of the topic. Normally we would expect it to be:

- relevant to business, defined broadly;
- related to one or more of the subjects or areas of study within the core program and specialisation stream;
- clearly focused so as to facilitate an in-depth approach, subject to the availability of adequate sources of information and to your own knowledge;
- of value and interest to you and your personal and professional development.

Planning your dissertation

This will entail following:

- Selecting a topic for investigation.
- Establishing the precise focus of your study by deciding on the aims and objectives of the dissertation, or formulating questions to be investigated. Consider very carefully what is worth investigating and its feasibility.
- Drawing up initial dissertation outlines considering the aims and objectives of the dissertation. Workout various stages of dissertation
- Devising a timetable to ensure that all stages of dissertation are completed in time. The timetable should include writing of the dissertation and regular meetings with your dissertation guide.

The dissertation plan or outline

It is recommended that you should have a dissertation plan to guide you right from the outset. Essentially, the dissertation plan is an outline of what you intend to do, chapter wise and therefore should reflect the aims and objectives of your dissertation.

There are several reasons for having a dissertation plan

- It provides a focus to your thoughts.
- It provides your faculty-guide with an opportunity, at an early stage of your work, to make constructive comments and help guide the direction of your research.
- The writing of a plan is the first formal stage of the writing process, and therefore helps build up your confidence.

- In many ways, the plan encourages you to come to terms with the reading, thinking and writing in a systematic and integrated way, with plenty of time left for changes.
- Finally, the dissertation plan generally provides a revision point in the development of your dissertation report in order to allow appropriate changes in the scope and even direction of your work as it progresses.

Keeping records

This includes the following:

- Making a note of everything you read; including those discarded.
- Ensuring that when recording sources, author's name and initials, date of publication, title, place of publication and publisher are included. (You may consider starting a card index or database from the outset). Making an accurate note of all quotations at the time you read them.
- Make clear what is a direct a direct quotation and what is your paraphrase.

Dissertation format

All students must follow the following rules in submitting their dissertation.

- Front page should provide title, author, Name of degree/diploma and the date of submission.
- Second page should be the table of contents giving page references for each chapter and section.
- The next page should be the table of appendices, graphs and tables giving titles and page references.
- Next to follow should be a synopsis or abstract of the dissertation (approximately 500 words) titled: Executive Summary
- Next is the 'acknowledgements'.
- Chapter I should be a general introduction, giving the background to the dissertation, the objectives of the dissertation, the rationale for the dissertation, the plan, methodological issues and problems. The limitations of the dissertation should also be hinted in this chapter.
- Other chapters will constitute the body of the dissertation. The number of chapters and their sequence will usually vary depending on, among others, on a critical review of the previous relevant work relating to your major findings, a discussion of their implications, and conclusions, possibly with a suggestion of the direction of future research on the area.
- After this concluding chapter, you should give a list of all the references you have used. These should be cross - references with your text. For articles from journals, the following details are required e.g.
Draper P and Pandyal K. 1991, The Investment Trust Discount Revisited, Journal of Business Finance and Accounting, Vol18, No6, Nov, pp 791-832.

For books, the following details are required:

Levi, M. 1996, International Financial Management, Prentice Hall, New York, 3rd Ed, 1996

- Finally, you should give any appendices. These should only include relevant statistical data or material that cannot be fitted into the above categories.

Guidelines for the assessment of the dissertation

While evaluating the dissertation, faculty guide will consider the following aspects:

1. Has the student made a clear statement of the objective or objective(s).
2. If there is more than one objective, do these constitute parts of a whole?
3. Has the student developed an appropriate analytical framework for addressing the problem at hand.
4. Is this based on up-to-date developments in the topic area?
5. Has the student collected information / data suitable to the frameworks?
6. Are the techniques employed by the student to analyse the data / information appropriate and relevant?
7. Has the student succeeded in drawing conclusion form the analysis?
8. Do the conclusions relate well to the objectives of the project?
9. Has the student been regular in his work?
10. Layout of the written report.

Evaluation:

Dissertation:	75
Viva Voce:	25

Total:	100
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CORPORATE ACCOUNTING - II

Course Code: BCH 670

L:2, T:0, P/FW:0 C:02

Course Objective:

This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

Course Contents:

Module I

Holding and subsidiary companies –Meaning, Requirements of Companies Act 2013, consolidation of Financial Statements and Accounting Standards and presentation of consolidated Financial Statements.

Module II

Valuation of goodwill and shares

Good will - Meaning - Definition - Elements of goodwill - Types of Goodwill - Valuation of Purchased Goodwill - Valuation of Non-purchased or inherent Goodwill -Average Profit Method - Super Profit Method - Capitalization of Average Profit Method - Capitalization of Super Profit Method - annuity method. Shares - Meaning - need for valuation - factors affecting valuation - methods of valuation - Asset Backing or Intrinsic Value Method -Yield Valuation Method - Dividend Yield -Fair Value method.

Module III

Liquidation of Companies - Meaning and modes of winding up and Liquidation, Modes of Winding Up, Preparation of Liquidator's Statement of affairs -, Adjustments of Right of Contributories, Payment and their order, preferential creditors, Unsecured Creditors, Liquidator's Remuneration

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- Hanif M & Mukherjee A (2017) Corporate Accounting 2nd Edition, Mc GrawHill Education
- Rajasekaran V. & Lalitha R. (2013) Corporate Accounting, 5th Edition, Pearson publication
- Maheshwari S N (2014) Corporate Accounting, 5th Edition, Vikas Publishing House
- Goyal V K, Goyal Ruchi (2012) Corporate Accounting, 6th Edition, PHI Learning Pvt.Ltd.

FUNDAMENTALS OF INVESTMENTS - II

Course Code: BCH 605

L:2, T:0, P/FW:0 C:02

Course Objective:

To introduce students to different investment alternatives – its valuation analysis and investor protection

Module I: Portfolio risk and return

Portfolio and diversification, portfolio Risk and Return (up to portfolio of 3 securities)

Module II: Portfolio Analysis and selection

Capital Asset Pricing Model; Security Market Line; Arbitrage Pricing Theory, Diversification, Markowitz risk return optimization, Single Index model, Sharpe Index Model, Portfolio Beta and efficient frontier

Module III: Financial derivatives

Introduction to Financial derivatives, Financial derivatives Markets in India.

Module IV

Introduction to mutual funds, commodities and real estate

Module V

Investor Protection – SEBI & role of stock exchange in investor protection, investor grievances and their redressal system, insider trading, investors' awareness and activism.

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- Bhalla, V.K., "Investment Management", S. Chand & Co.
- Prasanna, Chandra, "Investment analysis and portfolio management", Tata McGraw Hill.

CORPORATE TAX PLANNING - II

Course Code: BCH 617

L:2, T:0, P/FW:0 C:02

Course Objective:

To help students to understand the concept of Corporate Tax planning and give them a practical exposure to the method of computing corporate tax.

Course Contents:

Module I

Tax Consideration in specified managerial decisions and their implications on cash flow, make or buy, own or lease, retain or replace, export or domestic sales, shut down or continue, purchase by installment or hire, Expand or Reduce the size of business.

Module II

Tax consideration in special areas - Foreign collaboration agreements, Mergers, Amalgamation, Reconstructions and Acquisitions - Capital structure and dividend policy - depreciation and other allowances - New Industrial undertakings and tax reliefs - Personnel compensation plan.

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- Lakhotia, R.N., and S.Lakhotia, Corporate Tax Planning Hand Book, Vision Books, New Delhi.
- Vinod K. Singhania, Direct Taxes: Law and Practice, Taxmann publications, New Delhi.
- Mehrotra and Goyal, Income Tax Law and Practice, Sahitya Bhawan, Agra.
- Palkivala, N.A. and Palkivala B.A., Kanga and Palkivala's Law & practice of Income Tax, N.M. Tripathi.
- Bhagwati Prasad, Direct Taxes Law and Practice, Wishwa Prakash, New Delhi.
- B.B. Lal, Direct Taxes Practice and Planning, Konark

REGULATIONS OF DOMESTIC & FOREIGN EXCHANGE MARKETS - II

Course Code: BCH 661

L:2, T:0, P/FW:0 C:02

Course Objective

The course is intended to provide students understanding of the Foreign and domestic exchange markets. The students will be acquainted with the regulations, Transactions, procedures of Foreign exchange markets. Impact of Foreign & domestic exchange market on economy will be illustrated.

Course Contents

Module I

Industries Development and Regulation Act, 1951, The Micro, Small and Medium Enterprises Development Act, 2006, WTO, economic impact of Foreign & domestic exchange market, BOP

Module II

Foreign Exchange Markets; Concepts; Definitions; Authorized Person, Capital Account Transaction Currency, Current Account Transaction, Foreign Exchange, Person, Person Resident in India, Repatriate to India. Exchange rates & their determination, currency derivatives

Module III

Regulations & control of Foreign Markets; Dealing in Foreign Exchange, Holding of Foreign Exchange, current Account & Capital Account Transactions, Export of Goods and Services, Realization and Repatriation of Foreign Exchange, Contravention and Penalties, Enforcement of the Orders of Adjudicating Authority, Adjudication and Appeal.

Evaluation

Components	CPA	T	Q/S/CA	A	ME	EE
Weightage (%)	5	-	5	5	15	70

Text & References

Lipsey, R.G. & Chrystal, K.A. *Economics*, Oxford Univ. Press. [L] [SEP]

Taxmann's Students Guide to *Economics Laws*, Taxman Allied Services Pvt. Ltd, New [L] [SEP] Delhi. [L] [SEP]

Taxmann's, *Consumer Protection Law Manual with Practice Manual*, Taxmann Allied [L] [SEP] Services Pvt. Ltd., New Delhi.

Viswanathan, S.T., *Law & Practice of Competition Act. 2002*, Bharat Law House, [L] [SEP] New Delhi.

VENTURE PLANNING - II

Course Code: BCH 662

L:1, T:0, P/FW:2 C: 02

Course Objective:

The course aims at introducing students with the knowledge of implementation of new ideas and starting a business. They will be introduced with various sources of Finance. Except finance students will be introduced with marketing of new business, how market research is done etc. and conceptual & technical aspects of business plan.

Course Contents:

Module I

The Entrepreneur's Search for Capital, The Venture Capital Market, Criteria for evaluating New- Venture Proposals Evaluating the Venture Capitalist. Financing stages. Alternate Sources of Financing for Indian Entrepreneurs, Bank Funding, Government Policy Packages, State Financial Corporations (SFCs), Business Incubators and Facilitators, Informal risk capital: Angel Investors

Module II

Developing a Marketing Plan: Customer Analysis, Sales Analysis and Competition Analysis. Market Research. Sales Forecasting. Evaluation. Pricing Decision.

Module III

Business Plan: Concept. Pitfalls to Avoid in Business Plan, Benefits of a Business Plan, Developing a Well-Conceived Business Plan. Elements of a Business Plan: Executive Summary. Business Description. Marketing: Market Niche and Market Share. Research, Design and Development, Operations Management, Finances. Critical-Risk. Harvest Strategy. Milestone Schedule.

Examination Scheme:

Components	CPA	TP	Q/S	A	ME	EE
Weightage (%)	5	5	5	5	10	70

Text & References:

Kuratko, D.F., and T. V. Rao, *Entrepreneurship: A South-Asian Perspective*, Cengage Learning

Robert, H. M., Manimala, M. Peters, and D. Shepherd, *Entrepreneurship*, Tata McGraw Hill, India

Barringer, B. R., and R. D. Ireland, *Entrepreneurship: Successfully Launching New Ventures*, Pearson Education, India

Hishrich., Peters, *Entrepreneurship: Starting, Developing and Managing a New Enterprise*, Irwin.

Ramachandran, K., *Entrepreneurship Development*, Tata McGraw Hill, India. Roy, Rajeev, *Entrepreneurship*, Oxford University Press.

Kumar, Arya, *Entrepreneurship: Creating and Leading an Entrepreneurial Organization*, Pearson, India.

Holt, David H., *Entrepreneurship: New Venture Creation*, PHI Learning

Nickels, William G; McHugh, James M, and Susan M McHugh; *Understanding Business*, Tata McGraw Hill.

Banking & Insurance

Course Code: BCH 663

L:2, T:1, P/FW:0 C:02

Course Objective

The course is intended to acquaint students with basic concepts & principles of Banking and Insurance industry.

Course Contents

Module I

Origin of banking: definition, Types of deposits, Origin and growth of commercial banks in India, Banking Sector Reforms, International security standards in banking, Global Financial Crisis and India's banking Sector. Technological Channels for the Delivery of Financial Services, Role of Foreign Banks, Advantages and Disadvantages of Foreign Banks for domestic economy

Module II

Principles of sound lending, Secured vs. unsecured advances, Types of advances, Advance against various securities. Securitization of Standard Assets, Anti-money Laundering Guidelines, Credit Information Bureau of India Ltd. (CIBIL) Basel I, Basel II, Migration to Basel II Norms, Balance Sheet of a Bank; special items, off balance sheet items.

Module III

Basic concepts of risk, Types of business risk, Assessment and transfer, Basic principles of utmost good faith, Insurable interest, Indemnity, Economic function, Proximate cause, Subrogation and contribution. Legal Aspects of insurance contract, Types of insurance: Life and Non-life, Re-insurance, Risk and return relationship, Regulatory Framework of Insurance: Role, power and functions of IRDA, IRDA Act 1999.

Evaluation

Components	CPA	T	Q/S/CA	A	ME	EE
Weightage (%)	5	-	5	5	15	70

Text & References

Bhasin, Niti, *Indian Financial System: Evolution and Present Structure*, New Century Publications [SEP]

Agarwal, O.P., *Banking and Insurance*, Himalya Publishing House [SEP]

Suneja, H.R., *Practical and Law of Banking*, Himalya Publishing House [SEP]

Saxena, G.S., *Legal Aspects of Banking Operations*, Sultan Chand and Sons [SEP]

Gupta, P.K., *Insurance and Risk Management*, Himalaya Publishing House [SEP]

Mishra, M.N., *Principles and Practices of Insurance*, S. Chand and Sons. [SEP]

Black, K. and H.D. Skipper, *Life and Health Insurance*, Pearson Education [SEP]

Vaughan, E.J. and T. Vaughan, *Fundamentals of Risk and Insurance*, Wiley & Sons [SEP]

Suri, Niti, *Banking and Financial Institution*, New Century Publications. [SEP]

PRINCIPLES OF MARKETING - II

Course Code: BCH 609

L:2, T:0, P/FW:0 C:02

Course Objective:

To help students to understand the concept of marketing and its applications, also to expose the Students to the latest trends in marketing

Course Contents:

Module I

Promotion : Method of promotion - optimum promotion mix.

Module II: Consumer behaviour

Nature, scope & significance of consumer behaviour - factors affecting consumer behaviour. Module VI: Salesmanship & Selling process : Salesman - qualities of successful salesman - functions of a salesman - selling process.

Module III: Advertising and publicity

Meaning - Importance of advertising - advertising medias - ethics of good advertising.

Module IV: Marketing research

Meaning - steps involved in marketing research - areas of marketing research. Marketing Information System (MIS): Need, Importance - Element of good MIS - components of MIS.

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- Philip Kotler: Marketing Management, Prentice Hall of India Ltd, New Delhi.
- Dr. C. N. Sontakki: Marketing Management Kalyani Publications New Delhi.
- Marchand & B. Vardharajan: An introduction to Marketing, Vikas Publishing House, Delhi.
- Mohammad Amanatullah: Principles of Modern Marketing. Kalyani Publications New Delhi.

INTERNATIONAL BUSINESS -II

Course Code: BCH 610

L:2, T:0, P/FW:0 C:02

Course Objective:

To help students to understand the concepts and various dimensions of international business.

Course Contents:

Module I: International Marketing

Introduction – international marketing environment, market entry strategies, international marketing channels, export policies – export import procedure

Module II: International Finance

Introduction – Foreign Exchange, theories of determination of foreign exchange rates, settlement of international transaction, exchange control, convertibility of Rupees and its implications letlter of credit, Euro currency market.

Module III: Direct Foreign Investment

Reason of Direct foreign investment, foreign investment, instruments, G.D.R. A.D.R. strategies of Direct Foreign Investment Institutions and their roll in Capital Market. International liquidity and S.D.R., I.M.F., World Bank.

Module IV: Multinational Corporations

Definition, Distinction among I.C. M.N.C., G.C. etc.,-

Factor contributing to growth of multinationals – criticism on multinationals – World trade organizations and multinational corporations.

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- Frame Works – International Business – II Edition by Roger Benneet – Financial Times management – Pitman Publishing, London.
- International Business – Text and cases. By P. Subba Rao, Himalaya Publishing House.

ADVERTISING AND PERSONAL SELLING - II

Course Code: BCH 611

L:2, T:0, P/FW:0 C:02

Course Objective:

To help students to understand the concept of advertising and personal selling used in marketing for communicating with customers.

Course Contents:

Module I: Personal Selling

Introduction & basic concepts. The nature of personal selling; Personal Selling in marketing mix; The dimensions of sales management; Sales Management environment; Sales forecasting & Sales management planning.

Module II

Organizing & executing the sales effort. The nature of sales management positions; the sales organization; sales department relations; distributive network relations; the selling process; sales personality.

Module III: Sales force management

Recruitment & selection of sales personnel; Training, motivating, compensating & controlling sales personnel; controlling the sales effort - sales budget, sales quotas, sales territories, sales control & cost analysis.

Module IV

Overview of distribution management. Basic concepts of distribution systems; Different modes of transport in India; Functional areas of logistics management; Distribution costs; Supply chain management.

Module V

Managing marketing intermediaries. Role & functions of marketing intermediaries; selection of marketing channels; motivation of marketing intermediaries; distribution analysis, Channel management & control.

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- R. Still, W. Cundiff, A.P. Govoni, Sales Management Decisions Strategies and Cases, P.H.I, New Delhi.
- M. Johnson, L. Kurtz, E. Scheuing, Sales Management Concepts, Practices & Cases, Mcgraw Hill International, New York.
- W. Stern, El-Ansary, T. Coughlan, Marketing Channels, 5th Edition, P.H.I, New Delhi.
- Gupta. S. L, Sales & Distribution Management, Excell Books, New Delhi.
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SERVICE MARKETING-II

Course Code:BCH 612

L:2, T:0, P/FW:0 C:02

Course Objective:

The course has been designed to familiarize students with characteristics of services, their design and delivery and the complexities of handling intangibles.

Course Contents:

Module I: Service Marketing Strategies

Managing service demand and capacity: Understanding capacity constraints, Understanding demand patterns. Strategies for matching demand and supply. Pricing Strategies: Approaches to pricing services. Pricing strategies linking to value definitions. Service marketing communication mix.

Module II: Customer Focus

Tourism & Travel: Hotel, Airline and Travel services, Transportation and logistics: Freight, Courier, Logistics, Financial Services: Insurance, Banking, housing and Financial Intermediaries, Media Services: Media, Newspaper, Broadcasting, Health Care: Hospitals, Medical transcription, Professional Services: Market research, Consultancy, Retail services

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

Text:

- Valarie A Zeithaml and mary J Bitner, Services Marketing, Third Edition, Tata McGraw Hill Companies
- Christopher lovelock , Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.
- Christopher lovelock , Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.

References:

- Clow Kenneth E. and Kurtz David L. , Services marketing operations, management and strategy, biztantra innovations in management, John Willey & Sons
- Rampal M.K., Gupta S.L., Service Marketing, 2006 Galgotia Publishing Company.

BUSINESS DATA PROCESSING - II

Course Code: BCH 619

L:2, T:0, P/FW:0 C:02

Course Objective:

To help students to understand the DBMS concepts with oracle as a tool.

Course Contents:

Module I: Concept of Cursors

Types- Implicit, Explicit Open, Close cursor

Module II: Introduction to triggers

Block Level, Field level triggers, Simple example to be solved with Form

Module III: Working with forms

Basic Concept, Application Development in Form, Creating a Form, Running a Form, Form Triggers, maintaining Standards in Forms, Master Detail Forms, Libraries and Alerts.

Module IV: Working with menus

Using Default Menu, Using custom menu. Attaching a Menu Module to a Form, Opening a Form through a menu

Module V: Working with reports

Features, Defining data Module for a Report, Specify Runtime Parameter form for report, specify runtime parameter form for a report.

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- An introduction to database:- Date C.J.
- Commercial Application Development Using Developer 2000 by Ivan Bayross.
- Structured Query Languages (SQL) By Osborne.
- SQL - Scott Urman
- Teach yourself ORACLE 8 - Ed. Whalen in 21 days.

HUMAN RESOURCE MANAGEMENT - II

Course Code: BCH 613

L:2, T:0, P/FW:0 C:02

Course Objective:

To help students to understand the concept of human resource management to enable them to better manage the most important asset of any organisation which are people.

Course Contents:

Module I

Performance Appraisal and Compensation - Meaning of performance appraisal, objectives of Performance appraisal, methods of performance appraisal and limitations. Principles and Techniques of wage fixation, job evaluation, compensation - meaning of compensation, objectives of compensation.

Module II

Training and Induction - Meaning of Training and Induction, objective and purpose of induction, Need for training, benefits of training, identification of training needs, methods of training.

Module III

Work Environment - Meaning of work environment, fatigue, implications of fatigue, causes and Symptoms of fatigue, monotony and boredom, factors contributing to monotony and boredom, Industrial accidents, Employee safety, Morale, Grievance and Grievances handling, Personnel Records and personnel Audits.

Module IV

HRD - Meaning of HRD, Role of training in HRD. Knowledge management, knowledge Resources, impact of globalisation on human resource management, problems in relation to transnational and multi nationals.

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- C.B. Mamoria, Personnel Management.
- Edwin Flippo, Personnel Management.
- Aswathappa. K, Human Resource Management
- Subba Rao, Human Resources Management.
- Michael Porter, HRM and Human Relations.
- Biswanath Chosh, Human Resource Development and Management.

COMPENSATION MANAGEMENT - II

Course Code: BCH 614

L:2, T:0, P/FW:0 C:02

Course Objective:

To help students to understand the concept of compensation management and wage policies keeping in view the labour legislations.

Course Contents:

Module I

Pay-for-performance & Financial incentives. Meaning and definitions, Background and trends, pre-requisites of effective incentive system, Scope of incentive schemes, types of incentives – group incentive plan, for indirect workers, for Operations employees for managers and professionals, for sales persons, Total compensation Program.

Module II

Benefits & services why benefits and services? Types of employee benefits and services – insurance, retirement, Employee services benefit and others, Principles of Fringes, Significant benefits and service Programs, Flexible benefit programs, administration of benefits and services, The future of fringe Benefits, guidelines to make benefit program more effective, Benefits and employee leasing.

Module III

Recent trends in compensation management -Recent trends in compensation management and the use of information technology

Module IV

Labour legislations: Over view and aspects covered by Payment of wages Act, Payment of Bonus Act, Equal Remuneration Act, ESI Act, maternity benefit Act, Payment of Gratuity Act, Factories Act, Minimum Wage Act, Industrial Employment (Standing Orders) Act, Industrial Disputes Act, PF Act.

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- A.M. Sharma, Understanding Wage System.
- N.D. Kapoor, Labour Legislation.
- C.B. Memoria, Personnel management.

INDUSTRIAL RELATIONS AND LABOUR LAWS - II

Course Code: BCH 615

L:2, T:0, P/FW:0 C:02

Course Objective:

To help students to understand the importance and various aspects of industrial relations and labour laws

Course Contents:

Module I

Collaboration and Workers Participation in Management Bases of collaboration, Interventions for collaboration. Meaning of workers participation in management, concepts and objectives of workers participation in management, growth and development of workers participation in management, types of workers participation in management

Module II

Quality Circle- Quality circles, history of QC, Organization structure of QC, Benefits of QC, Problems of QC.

Module III

Labour welfare and social security - Introduction - The Labour Movement, Merits & Demerits of Welfare Measures, Concepts of Labour Welfare & Social Security, Types of Welfare Activities, Statutory and non-statutory, Growth of Labour Welfare & Social Security in India.

Module IV

Occupational Hazards, Industrial Health & Safety - Types of accidents, Causes accidents, Prevention of accidents Safety - Need for safety, measures to ensure safety in organisations. The supervisors role in safety Health-Physical health & Mental health, Problems and remedies, noise control, job stress, communicable diseases, Alcoholism and drug abuse, Violence in the work place, Use of computers to monitor health and safety.

Module V

Retirement benefits - Provident Fund- purpose of provident fund, employer obligation to employee towards provident fund, Public Provident fund, Gratuity, statutory provisions regarding gratuity, Pension.

Module VI

Quality of Work life- Introduction, Meaning, Specific issues in QWL, QWL and productivity, Barriers in QWL, Strategies for improvement of QWL

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- Davar, Personnel management and Industrial Relations.
- C.B. Memoria, Dynamics of industrial Relations in India.
- Johnson, Introduction to Industrial Relations.
- Sharma A.M, Industrial Relations.
- Biswanth Ghosh, Personnel management and Industrial Relations.
- Bhagdiwall- Flippo, Personnel management and Industrial Relations.
- D. Sanjeeviah, Labour problems and Industrial Developments in India.
- Sharma A .M, Aspects of Labour welfare and social security
- Prasanna Chandra, Labour problem Social Security and Welfare.
- Punekar and Deodhan, Labour Welfare, Trade Unionism and industrial Relations.

HUMAN RESOURCE ACCOUNTING - II

Course Code: BCH 616

L:2, T:0, P/FW:0 C:02

Course Objective:

To help students to understand the concepts of Human resource accounting, its importance and various methods of human resource accounting.

Course Contents:

Module I

First-Generation Accounting Systems for Human Resource Value
Second and Third-Generation Accounting Systems for Human Resource Value
Applications and Implementations
Designing and Implementing Human Resource Accounting Systems

Module II

Applications for Improving Management, Training, and Personnel Decisions
Developing an Integrated Systems
Recent Advancement and Future Directions in Human Resource Accounting

Evaluation:

Components	A	CT	C	H	EE
Weightage (%)	5	15	5	5	70

Text & References:

- Human Resource Accounting, by Gupta, R.K.; Anmol Publications.
- Human Resource Accounting, by Saha, Malayendu; Discovery Publishing House.
- Human Resource Accounting, by Flamholtz, Eric; Kluwer Academic Publishers.

COMMUNICATION SKILLS - IV

Course Code: BCS 601

L:1, T:0, P/FW:0 C:01

Course Objective:

To enhance the skills needed to work in an English-speaking global business environment.

Course Contents:

Module I: Business/Technical Language Development

Advanced Grammar: Syntax, Tenses, Voices

Advanced Vocabulary skills: Jargons, Terminology, Colloquialism

Individualised pronunciation practice

Module II: Social Communication

Building relationships through Communication

Communication, Culture and Context

Entertainment and Communication

Informal business/ Technical Communication

Module III: Business Communication

Reading Business/ Technical press

Listening to Business/ Technical reports (TV, radio)

Researching for Business /Technology

Module IV: Presentations

Planning and getting started

Design and layout of presentation

Information Packaging

Making the Presentation

Evaluation:

Components	CT1	CT2	CAF	V	GD	GP	A
Weightage (%)	20	20	25	10	10	10	5

CAF - Communication Assessment File

GD - Group Discussion

GP - Group Presentation

Text & References:

- Business Vocabulary in Use: Advanced Mascull, Cambridge
- Business Communication, Raman -Prakash, Oxford
- Business Communications, Rodgers, Cambridge
- Working in English, Jones, Cambridge
- New International Business English, Jones/Alexander, Cambridge

BEHAVIOURAL SCIENCE - VI (STRESS AND COPING STRATEGIES)

Course Code: BSS603

L:1, T:0, P/FW:0 C:01

Course Objective:

To develop an understanding the concept of stress its causes, symptoms and consequences and to develop an understanding the consequences of the stress on one's wellness, health, and work performance.

Course Contents:

Module I: Stress

Meaning & Nature

Characteristics

Types of stress

Module II: Stages and Models of Stress

Stages of stress

The physiology of stress

Stimulus-oriented approach.

Response-oriented approach.

The transactional and interactional model.

Pressure - environment fit model of stress.

Module III: Causes and symptoms of stress

Personal

Organizational

Environmental

Module IV: Consequences of stress

Effect on behaviour and personality

Effect of stress on performance

Individual and Organizational consequences with special focus on health

Module V: Strategies for stress management

Importance of stress management

Healthy and Unhealthy strategies

Peer group and social support

Happiness and well-being

Module VI: End-of-Semester Appraisal

Viva based on personal journal

Assessment of Behavioural change as a result of training

Exit Level Rating by Self and Observer

Evaluation:

Components	SAP	A	JFS	End Term Written Exam
Weightage (%)	15	05	20	60

SAP: Social Awareness Programme, A: Attendance, JFS: Journal for Success

Text & References:

- Blonna, Richard; Coping with Stress in a Changing World: Second edition
- Pestonjee, D.M, Pareek, Udai, Agarwal Rita; Studies in Stress And its Management
- Pestonjee, D.M.; Stress and Coping: The Indian Experience
- Clegg, Brian; Instant Stress Management - Bring calm to your life now

FRENCH - VI

Course Code: FLN601

L:2, T:0, P/FW:0 C:02

Course Objective:

To strengthen the language of the students both in oral and written so that they can:

- i) express their sentiments, emotions and opinions, reacting to information, situations;
- ii) narrate incidents, events ;
- iii) perform certain simple communicative tasks.

Course Contents:

Module D: pp. 157 - 168 - Module 12

Module 12: s'évader

1. présenter, caractériser, définir
2. parler de livres, de lectures
3. préparer et organiser un voyage
4. exprimer des sentiments et des opinions
5. téléphoner
6. faire une réservation

Contenu grammatical:

1. proposition relative avec pronom relatif "qui", "que", "où" - pour caractériser
2. faire + verbe

Evaluation:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C - Project + Presentation

I - Interaction/Conversation Practice

Text & References:

- le livre à suivre : Campus: Tome 1

GERMAN - VI

Course Code: FLG601

L:2, T:0, P/FW:0 C:02

Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

Introduction to Advanced Grammar and Business Language and Professional Jargon

Course Contents:

Module I: Adjective endings

Adjective endings in all the four cases discussed so far

Definite and indefinite articles

Cases without article

Module II: Comparative adverbs

Comparative adverbs as and like

Module III: Compound words

To learn the structure of compound words and the correct article which they take

Exploring the possibility of compound words in German

Module IV: Infinitive sentence

Special usage of 'to' sentences called zu+ infinitive sentences

Module V: Texts

A Dialogue: 'Ein schwieriger Gast'

A text: 'Abgeschlossene Vergangenheit'

Module VI: Comprehension texts

Reading and comprehending various texts to consolidate the usage of the constructions learnt so far in this semester.

Module VII: Picture Description

Firstly recognize the persons or things in the picture and identify the situation depicted in the picture;

Secondly answer questions of general meaning in context to the picture and also talk about the personal experiences which come to your mind upon seeing the picture.

Evaluation:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C - Project + Presentation

I - Interaction/Conversation Practice

Text & References:

- Wolfgang Hieber, ernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

SPANISH - VI

Course Code: FLS601

L:2, T:0, P/FW:0 C:02

Course Objective:

To enable students acquire working knowledge of the language; to give them vocabulary, grammar, voice modulations/intonations to handle everyday Spanish situations in Present as well as in Present Perfect Tense with ease.

Course Contents:

Module I

Revision of the earlier modules

Module II

Present Perfect Tense

Module III

Commands of irregular verbs

Module IV

Expressions with Tener que and Hay que

Module V

En la embajada

Emergency situations like fire, illness, accident, theft

Evaluation:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C - Project + Presentation

I - Interaction/Conversation Practice

Text & References:

- Español, En Directo I A
- Español

Sin

Fronter

CHINESE – VI

Course Code: FLC601

L:2, T:0, P/FW:0 C:02

Course Objective:

Chinese emperor Qin Shi Huang – Ti who built the great wall of China also built a network of 270 palaces, linked by tunnels, and was so afraid of assassination that he slept in a different palace each night. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I

Drills, Dialogue practice, Observe picture and answer the question.
Pronunciation and intonation. , Character writing and stroke order.

Module II

Going out to see a science exhibition, Going to the theatre., Train or Plane is behind schedule.
Indian Economy-Chinese Economy, Talking about different Seasons of the Year and Weather conditions.
Learning to say phrases like-spring, summer, fall, winter, fairly hot, very cold, very humid, very stuffy, neither hot nor cold, most comfortable, pleasant etc.

Module III

Temperature – how to say – What is the temperature in May here? How is the weather in summer in your area? Around 30 degrees Heating, air-conditioning, Is winter in Shanghai very cold?, Talking about birthdays and where you were born?, The verb “shuo” (speak) saying useful phrases like speak very well, do not speak very well, if speak slowly then understand if speak fast then don’t understand, difficult to speak, difficult to write, speak too fast, speak too slow, listen and can understand, listen and cannot understand ... etc.

Tell the following in Chinese – My name is I was born in ... (year). My birthday is Today is ... (date and day of the week). I go to work (school) everyday. I usually leave home at . (O’clock). In the evening, I usually (do what)? At week end, I On Sundays I usually It is today..... It will soon be my younger sisters birthday. She was born in (year). She lives in (where). She is working (or studying)..... where... She lives in (where.)

Evaluation:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- Elementary Chinese Reader Part-2,3; Lesson 47-54

