

**FACULTY OF COMMERCE**  
**&**  
**BUSINESS STUDIES**



**SYLLABUS**

Academic Session: 2022-23 Onwards

**M.Com. Programme**  
**Memorandum, Course Structure and Syllabus**  
**(OBE on Choice Based Credit System)**

**Motherhood University**  
Roorkee-Dehradun Road, Vill. Karoundi,  
Roorkee-247667, Dist.-Haridwar (Uttarakhand) India

**DETAILED SYLLABUS**

**OF**

**MASTER OF COMMERCE**

[w.e.f Academic Session 2022-23 onwards]

**SUMMARY**

<b>Programme</b>		M.Com
<b>Duration</b>		Two-year full time (Four Semesters)
<b>Medium</b>		English and Hindi
<b>Total Credits</b>	SEM - I	24
	SEM - II	26
	SEM - III	24
	SEM - IV	22
	<b>TOTAL</b>	<b>96</b>
<b>Minimum Qualifying Credits</b>	SEM - I	24
	SEM - II	26
	SEM - III	24
	SEM - IV	22
	<b>TOTAL</b>	<b>96</b>
<b>Maximum Qualifying Total Marks</b>	SEM - I	800
	SEM - II	800
	SEM - III	700
	SEM - IV	600
	<b>TOTAL</b>	<b>2900</b>

# Department of Commerce & Business Studies

**[If the Faculty/Department of Commerce exists then you write Vision and Mission otherwise no need to write Vision and Mission of the Faculty/Department]**

## **VISION**

This Course is committed to integrate all facets of commerce and management to educate and train innovative and competent human resource globally suitable for industry, business and service sector and to equip and encourage them to start their own ventures in urban or rural areas benefitting both the classes and masses.

## **MISSION**

We are dedicated to secure and deliver knowledge through teaching, research and extension; and to seek continuous improvement in the quality of education to remain globally competitive.

## **M.Com Program**

The 2 years M.Com course provides quality education to the students serving the needs of managerial cadre in business and industry. It also serves the purpose of research and teaching in business studies. The course improves logical reasoning, analytical skills, communication skills, mathematical and statistical knowledge, business management skills, teaching and research skills. Therefore, candidates who are interested in becoming teachers, lecturers, professors and pursue higher education (PhD) usually go for this course. The M.Com courses are in high demand due to the financial benefits it provides to the candidates. The M.Com courses are available in different modes and the large amount of specialization allows the candidates to carve a niche among the different industries.

**Duration:** M.Com is an postgraduate level program offered by the Department of Commerce & Business Studies. This is a 2-years program, consisting of four semesters with two semesters per year.

**Eligibility:** Passed graduation (B.Com. (Hons.)/ B.Com./B.A. (Hons.) in Economics/ B.B.A. ) in any discipline with 55% for General/OBC category and 50% for SC/ST category

**PROGRAM EDUCATIONAL OBJECTIVES (PEOs):**

<b>PEO1</b>	Enables learners to get theoretical and practical exposure in Commerce area including Accounts, Marketing, Management, Economics, Environment etc.
<b>PEO2</b>	Demonstrate the critical thinking mindset and the ability to identify and formulate research problems, research literature, design tools, analyse and interpret data, and synthesize the information to provide valid conclusions and contextual approaches across a variety of subjects
<b>PEO3</b>	Appreciating the importance of research in distinct areas of Business Administration (management, human resource, corporate governance, capital markets, production and operations management) Advanced Accounting and Taxation (accounting, auditing, taxation and finance)
<b>PEO4</b>	Appreciating different perspectives & ability to work both independently as well as in group; learn the art of negotiation and deal effectively with all stakeholders.
<b>PEO5</b>	Moral and ethical awareness and reasoning, avoid unethical behaviours such as data fabrication and plagiarism, observe code of conduct, respect intellectual property rights and be aware of the implications. Inculcate the habit of ethical decision making as a professional.

**PROGRAM SPECIFIC OBJECTIVES (PSOs):**

<b>PSO1</b>	Ability to understand various dimensions of the banking, micro finance, international financial institutions, and global markets.
<b>PSO2</b>	Advance knowledge in various regulatory frameworks in taxation, law, governance, accountancy and finance. Knowledge sharing through sessions by experts and practitioners.
<b>PSO3</b>	Ability to understand international financial architecture and related concepts to plan strategically and apply the same in various functional areas of business.
<b>PSO4</b>	Aware the students develop competence with their usage in managerial decision making and control.
<b>PSO5</b>	Facilitate students, in developing the most appropriate methodology for their research studies and aware them with the art of using different research methods and techniques.

**PROGRAM OUTCOMES (POs):**

At the end of the program, the student will be able to:

<b>PO1</b>	To inculcate the knowledge of business and the techniques of managing the business with special focus on marketing, Insurance and banking theory law and practices.
<b>PO2</b>	To impart the knowledge on various subjects and the latest Applications applied in the corporate world.
<b>PO3</b>	To develop the decision makes skill through costing methods and practical application of management accounting principles.
<b>PO4</b>	To enhance the horizon of knowledge in various field of commerce through economics, advertising and sales promotion, auditing and entrepreneurial development.
<b>PO5</b>	To enhance the computer literacy and its applicability in business through latest version on tally and e-commerce principles.
<b>PO6</b>	To create awareness in application oriented research through research for business decisions.

## Motherhood University, Roorkee

### Master of Commerce

<b>M.COM 1<sup>st</sup> Sem</b>									
<b>Category</b>	<b>Code</b>	<b>Subject Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>	<b>IA</b>	<b>EA</b>	<b>TM</b>
CORE COURSE (CC1-CC3)	<b>MPMOM22-101T</b>	Corporate Financial Accounting	3	1	0	4	30	70	100
	<b>MPMOM22-102T</b>	Management Principles and Practice	3	1	0	4	30	70	100
	<b>MPMOM22-103T</b>	Business Environment	3	1	0	4	30	70	100
GE-1	<b>MPMOM22-104T</b>	Managerial Economics	3	1	0	4	30	70	100
AECC-1	<b>MPMOM22-105T</b>	Constitution of India	2	0	0	2	30	70	100
SEC-1	<b>MPMOM22-106T</b>	Computer Applications in Business	1	0	1	2	30	70	100
	<b>MPMOM22-151P</b>	Computer Applications in Business- Practical	0	0	2	2	30	70	100
SEC-2	<b>MPMOM22-152P</b>	Seminar & Viva-voce	0	0	0	2	30	70	100
<b>TOTAL</b>			<b>15</b>	<b>4</b>	<b>3</b>	<b>24</b>	<b>240</b>	<b>560</b>	<b>800</b>

<b>M.COM 2<sup>nd</sup> Sem</b>									
<b>Category</b>	<b>Code</b>	<b>Subject Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>	<b>IA</b>	<b>EA</b>	<b>TM</b>
CORE COURSE (CC4-CC6)	<b>MPMOM22-201T</b>	Financial Management	3	1	0	4	30	70	100
	<b>MPMOM22-202T</b>	Research Methods & Statistics	3	1	0	4	30	70	100
	<b>MPMOM22-203T</b>	Management Accounting	3	1	0	4	30	70	100
GE-2	<b>MPMOM22-204T</b>	Marketing Management	3	1	0	4	30	70	100
GE-3	<b>MPMOM22-205T</b>	Human Resource Management	3	1	0	4	30	70	100
SEC-3	<b>MPMOM22-206T</b>	Legal Aspects of Business	2	0	0	2	30	70	100
SEC-4	<b>MPMOM22-207T</b>	Business Communication	2	0	0	2	30	70	100
SEC-5	<b>MPMOM22-251P</b>	Seminar & Viva-voce	0	0	0	2	30	70	100
<b>TOTAL</b>			<b>19</b>	<b>5</b>	<b>0</b>	<b>26</b>	<b>240</b>	<b>560</b>	<b>800</b>

## Motherhood University, Roorkee

### Master of Commerce

M.COM 3 <sup>rd</sup> Sem									
Category	Code	Subject Title	L	T	P	CREDIT	IA	EA	TM
CORE COURSE (CC7-CC9)	MPMOM22-301T	Quantitative Techniques	3	1	0	4	30	70	100
	MPMOM22-302T	Management of Financial Services	3	1	0	4	30	70	100
	MPMOM22-303T	Income Tax Laws & Practice	3	1	0	4	30	70	100
DSE (any one group)	MPMOM22-305T	Paper-1	3	1	0	4	30	70	100
		Paper-2	3	1	0	4	30	70	100
SEC-6	MPMOM22-304T	e-Commerce	1	0	1	2	30	70	100
SEC-7	MPMOM22-351P	Seminar & Viva-voce	0	0	0	2	30	70	100
<b>TOTAL</b>			<b>16</b>	<b>5</b>	<b>1</b>	<b>24</b>	<b>210</b>	<b>490</b>	<b>700</b>

**Note-Students are required to choose any one group from the above three groups.**

- **DSE- Finance Group**

MPMOM22-305F1- Financial Markets & Institutions

MPMOM22-305F2- Security Analysis & Portfolio Management

- **DSE- Marketing Group**

MPMOM22-305M1- Consumer Behavior

MPMOM22-305M2- Marketing Communication

- **DSE- Human Resource Management**

MPMOM22-305H1- Industrial Relations & Labour Laws

MPMOM22-305H2- Human Resource Planning & Development

## Motherhood University, Roorkee

### Master of Commerce

M.COM 4 <sup>th</sup> Sem									
Category	Code	Subject Title	L	T	P	CREDIT	IA	EA	TM
CORE COURSE (CC10-CC11)	MPMOM22-401T	Project Planning & Evaluation	3	1	0	4	30	70	100
	MPMOM22-402T	Entrepreneurship Development	3	1	0	4	30	70	100
DSE (any one group)	MPMOM22-403T	Paper-1	3	1	0	4	30	70	100
		Paper-2	3	1	0	4	30	70	100
SEC (8-9)	MPMOM22-451P	Seminar & Viva-voce	0	0	0	2	30	70	100
	MPMOM22-452P	Project Report	0	0	0	4	30	70	100
<b>TOTAL</b>			<b>12</b>	<b>4</b>	<b>0</b>	<b>22</b>	<b>180</b>	<b>420</b>	<b>600</b>

**Note-Students are required to choose any one group from the above two groups.**

- **DSE- Finance Group**

MPMOM22-403F1- Risk Management & Insurance

MPMOM22-403F2- International Financial Management

- **DSE- Marketing Group**

MPMOM22-403M1- Marketing of Services

MPMOM22-403M2- International Marketing

- **DSE- Human Resource Management**

MPMOM22-403H1- Corporate Leadership

MPMOM22-403H2- Compensation Management



## SEMESTER-I

<b>MPMOM22-101T</b>	<b>CORPORATE FINANCIAL ACCOUNTING</b>		<b>L-3, T-1, P-0</b>	<b>4 CREDITS</b>		
			<b>Total Lecture</b>	<b>48</b>		
<b>Course Objectives:</b>						
<ul style="list-style-type: none"> <li>• Understand the regulatory environment in which the companies are formed and operate.</li> <li>• Interpret and illustrate the validation of Goodwill, shares with available methodology</li> <li>• Have a comprehensive understanding of the advanced issues in accounting for assets, liabilities, owner's equity, Study and understanding of debentures and redemption.</li> <li>• Preparation of Profit and Loss accounts and Balance sheet</li> <li>• Understand the important concepts of corporate accounting viz. Amalgamation of companies as per Accounting Standard -14, and liquidation of company.</li> </ul>						
<b>Course Outcomes:</b> At the end of the course, the students will be able to						
<b>CO1</b>	Describe the basic understanding and issuing principles & Procedures of Accounting Standards.					
<b>CO2</b>	Interpret and illustrate the validation of Goodwill, shares with available methodology					
<b>CO3</b>	Study and understanding of debentures and redemption					
<b>CO4</b>	Preparation of Profit and Loss accounts and Balance sheet					
<b>CO5</b>	Describe accounting treatments for corporate events like Amalgamation, Reconstruction and Restructuring.					
<b>Mapping of Course Outcomes with the program Outcomes</b>						
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	-	-	-	-	-
<b>CO3</b>	√	-	-	√	-	√
<b>CO4</b>	√	-	-	-	√	-
<b>CO5</b>	√	√	-	-	√	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Describe the basic understanding and issuing principles & Procedures of Accounting Standards.					
<b>CO2</b>	Interpret and illustrate the validation of Goodwill, shares with available methodology.					
<b>CO3</b>	Study and understanding of debentures and redemption.					
<b>CO4</b>	Preparation of Profit and Loss accounts and Balance sheet.					
<b>CO5</b>	Describe accounting treatments for corporate events like Amalgamation, Reconstruction and Restructuring.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	√	√	-
<b>CO3</b>	√	√	√	√	-	-
<b>CO4</b>	√	√	-	√	√	-
<b>CO5</b>	√	√	√	√	√	-

**UNIT I:** Preparation of Final Accounts of Companies: Preparation of Final Account with adjustments as per revised schedule VI.

**UNIT II:** Valuation of Goodwill and Share: Valuation of goodwill and shares with all the available methodology.

**UNIT III:** Corporate Accounting: Issue and redemption of debentures.

**UNIT IV:** Holding Companies: Preparation of Consolidated Profit & Loss Accounts and Balance-sheet.

**UNIT V:** Accounting for Amalgamation of Companies as per A.S.-14(ICAI) (Excluding Inter-Company holdings). Accounts of amalgamation, absorption and reconstruction of companies.

**Suggested Reading:**

- J. R. Monga, (2014), *Fundamentals of Corporate Accounting*, Mayur Paperbacks, New Delhi.
- Shukla M.C., Grewal T.S., and Gupta S. C. (2017), *Advanced Accounts*, Vol.-II. S. Chand & Co., New Delhi.
- Maheshwari, S. N. and Maheshwari, S. K., (2018), *Corporate Accounting*, Vikas Publishing House, New Delhi.
- Sehgal, Ashok and Sehgal Deepak, (2012), *Fundamentals of Corporate Accounting*, Taxman Publication, New Delhi.
- Goyal V. K. and Goyal Ruchi, (2012), *Corporate Accounting*, PHI Learning.
- Jain, S. P. and Narang, K. L., (2015), *Corporate Accounting*, Kalyani Publishers, New Delhi.

<b>MPMOM22-102T</b>	<b>MANAGEMENT PRINCIPLES &amp; PRACTICE</b>	<b>L-3, T-1, P-0</b>	<b>4 CREDITS</b>
		<b>Total Lecture</b>	<b>48</b>

**Course Objectives:**

To understand the concepts of management. To know the explanation of the evolution of management thoughts. To define the functions of management like planning, organizing, forecasting etc.

**Course Outcomes:** At the end of the course, the students will be able to

<b>CO1</b>	Assume the roles and responsibilities associated with managerial functions.
<b>CO2</b>	Understanding the concept of Planning and various types of plans for decision making purpose.
<b>CO3</b>	To Study the importance of Organizing and significance of organization structure for a business organization.
<b>CO4</b>	Overview of the concept of staffing including recruitment, selection, performance appraisal etc.
<b>CO5</b>	Significance of leading by learning the theories of motivation and to understand the importance of feed-back.

**Mapping of Course Outcomes with the program Outcomes**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO1</b>	√	√	-	√	-	-
<b>CO2</b>	√	-	√	√	-	√
<b>CO3</b>	√	-	√	√	-	√
<b>CO4</b>	-	-	-	-	-	√
<b>CO5</b>	-	-	√	-	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Assume the roles and responsibilities associated with managerial functions.					
<b>CO2</b>	Understanding the concept of Planning and various types of plans for decision making purpose.					
<b>CO3</b>	To Study the importance of Organizing and significance of organization structure for a business organization.					
<b>CO4</b>	Overview of the concept of staffing including recruitment, selection, performance appraisal etc.					
<b>CO5</b>	Significance of leading by learning the theories of motivation and to understand the importance of feed-back.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	√	-	-
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	√	√	√

**UNIT-1 Introduction of Management**

Meaning; Nature & Scope of Management; Management as an art as well as Science; Functions of Manager:-Planning, Organising, Directing, Staffing, Controlling; Different schools of Management Thoughts.

**UNIT 2 Planning**

Concept, Importance and Objectives of Planning, Steps in Planning; Types of Planning, MBO, Strategic Planning Process, Presuming and Forecasting; Decision Making.

**UNIT 3 Organizing**

Concept of Organising; Significance of Organizing, Structure & Process of Organization; Various types of Organization; Delegation of Authority; Decentralization of Authority; Organization Charts.

**UNIT 4 Directing & Staffing**

Concept of Directing; Elements, Process of Directing; Principles of Directing; Definition of Staffing; Importance, Steps in the Process of Staffing; Recruitment, Selection; Placement, Promotion, Separation.

**UNIT 5 Leading and Controlling**

**Motivation:** Concept and its relevance for Individual & Organisation.

**Theories:** Maslow, Herzberg, McClland and Vroom's.

**Controlling:** Concept & Process of Controlling, Major Controlling Techniques: - Traditional: Personal Observation, Statistical Reports, Break-Even Analysis, Budgetary Control. Modern: ROI; Ratio Analysis, Responsibility Accounting, Management Audit, PERT & CPM.

**Suggested Readings**

- Wehrich Heinz, Cannice Mark V. and Koontz Harold, (2019), *Management: A Global, innovative and Entrepreneurial Perspective*, McGraw Hill Education (India) Pvt. Ltd.
- Stoner James A.F., Freeman A.Edward and Gilbert Jr. Daniel R., (1995), *Management*, Pearson Hall.
- Robbins Stephen, P., Coulter Mary and Vohra Neharika, (2007), *Management*, Pearson Prentice Hall.
- Tripathi P C & Reddy P N, (2012), *Principles of Management*, Tata McGraw Hill.
- Sherlerkar S A, (2016), *Modern Business Organization and Management*, Himalaya Publishing House.

<b>MPMOM22-103T</b>	<b>BUSINESS ENVIRONMENT</b>		<b>L-3, T-1, P-0</b>	<b>4 CREDITS</b>		
			<b>Total Lecture</b>	<b>48</b>		
<b>Course Objectives:</b>						
To understand the various approaches related to micro and macro environment. The growth of industries in public and private sectors. Critical elements of political environment; Government and business; Competition Act 2002, FEMA and Consumer Protection Act. . Role and impact of Technology on Business.						
<b>Course Outcomes:</b> At the end of the course, the students will be able to						
<b>CO1</b>	Understand techniques and analysis of different business environment.					
<b>CO2</b>	Evaluate the major factors which affect the economic environment of business.					
<b>CO3</b>	Understand and analyze various political, technological and economic environments in the business.					
<b>CO4</b>	Role and impact of Technology on business and factors influencing technological environment.					
<b>CO5</b>	Understanding the role and significance of FDI, WTO& Regional Blocks.					
<b>Mapping of Course Outcomes with the program Outcomes</b>						
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	-	-	-	-	√
<b>CO3</b>	-	√	√	-	-	-
<b>CO4</b>	-	-	-	√	-	-
<b>CO5</b>	-	-	-	√	-	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand techniques and analysis of different business environment.					
<b>CO2</b>	Evaluate the major factors which affect the economic environment of business.					
<b>CO3</b>	Understand and analyze various political, technological and economic environments in the business.					
<b>CO4</b>	Role and impact of Technology on business and factors influencing technological environment.					
<b>CO5</b>	Understanding the role and significance of FDI, WTO& Regional Blocks.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	√	√	-
<b>CO2</b>	√	√	√	√	√	-
<b>CO3</b>	√	√	√	√	√	-
<b>CO4</b>	√	√	√	√	√	-
<b>CO5</b>	√	√	√	√	-	-



**UNIT-1**

Introduction Concept, Significance and Nature of Business Environment. Types of Environment, Interaction between Internal and External Environments, Nature and Structure of Economy, Techniques for Environment Analysis, Approaches and Significance of Environment Forecasting.

**UNIT-2**

Economic Systems; Globalization of Indian Economy; Mixed Economy, Planning in India: Emergence and Objective; Planning Monetary Policy, Fiscal Policy, MRTP Act. Union Budget as instrument of growth and its Impact on Business, Industrial Policy: Meaning Objective and Recent Development in New Economics Policy (1991) and its Impact on Business.

**UNIT-3**

Politico-Legal Environment Relationship between Business and Government, Economics, Planning, Regulatory, Promotional and Entrepreneurial Roles of Government, Constitutional Provisions affecting Business. An overview of major laws affecting business, Consumerism, Corporate Social Responsibility of Business.

**UNIT-4**

Technological Environment: Factors Influencing Technological Environment, Role and Impact of Technology on Business. Transfer of Technology-Channels, Methods and Limitations.

Demographic and Socio-Cultural Environment: Population Size, Falling Birth Rate, Changing age structure and its impact on Business, Business and Society, Business and Culture, Culture and Organisational Behaviour.

**UNIT-5**

Foreign Investment and Trade Regulation Foreign Direct Investment, Foreign Institutional Investment, WTO and India: An Overview.

**Regional Blocks:** Cross National Corporation and Agreement, GATT & UNCTAD, Trading Blocks-EC, NAFTA, ASEAN, SAARC.

**Suggested Readings:**

- Shaikh & Saleem, (2006), *Business Environment*, Pearson, 2nd Edition.
- Cherunilam Francis, (2003), *Business Environment: Text and Cases*, Himalaya Publishing House, 8th Edition.
- Neelamegam ,V., (2008), *Business Environment*, Vrinda Publications.
- Mishra S K & Puri V K, (2021), *Economic Environment of Business*, Himalaya Publishing House, 3rd Edition.

<b>MPMOM22-104T</b>	<b>MANAGERIAL ECONOMICS</b>	<b>L-3, T-1, P-0</b>	<b>4 CREDITS</b>
		<b>Total Lecture</b>	<b>48</b>

**Course Objectives:**

- This course provides students with the knowledge, tools and techniques to make Effective economic decisions under conditions of risk and uncertainty. Demand, cost and pricing
- Decisions are emphasized. Topics include decision-making criteria and procedures, demand and cost theory and estimation, demand and sales forecasting, pricing etc.

**Course Outcomes:** At the end of the course, the students will be able to

<b>CO1</b>	Apply the economic way of thinking to individual decisions and business decisions.
<b>CO2</b>	Understand the different approaches to theories of firm, Demand analysis and how they affect short and long run decision and determinants of supply
<b>CO3</b>	To learn the theory of production and cost analysis and Production function
<b>CO4</b>	Study of Pricing under different market structure and Perfect and imperfect (monopoly, monopolistic and oligopoly markets)
<b>CO5</b>	Understanding the concept of Rent, Classical, Neo-Classical and Keynesian Theory of Interest; Modern Theory of Profit

**Mapping of Course Outcomes with the program Outcomes**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO1</b>	√	√	√	√	-	-
<b>CO2</b>	√	√	√	-	-	√
<b>CO3</b>	√	√	-	√	-	-
<b>CO4</b>	√	√	√	√	-	√
<b>CO5</b>	√	√	√	-	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Apply the economic way of thinking to individual decisions and business decisions.					
<b>CO2</b>	Understand the different approaches to theories of firm, Demand analysis and how they affect short and long run decision and determinants of supply					
<b>CO3</b>	To learn the theory of production and cost analysis and Production function					
<b>CO4</b>	Study of Pricing under different market structure and Perfect and imperfect (monopoly, monopolistic and oligopoly markets)					
<b>CO5</b>	Understanding the concept of Rent, Classical, Neo-Classical and Keynesian Theory of Interest; Modern Theory of Profit					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	-	√	-
<b>CO4</b>	√	√	√	-	√	-
<b>CO5</b>	√	√	√	√	-	-

**UNIT-1: The Nature & Scope of Managerial Economics**

Definition & Scope; Types of Managerial Decisions; Objectives of Business Firms- Profit maximization, Cost minimization, Sales maximization, Value maximization of the firm.

**UNIT-2: Market Forces**

Demand and Supply, Analysis of Individual Demand & Market Demand; Elasticity of Demand, Determinants of Demand, Law of Demand and Exceptions to the Law of Demand; Supply Analysis, Determinants of Supply, Law of Supply; Elasticity of Supply.

**UNIT-3: Theory of Production and Cost Analysis**

Production Functions- The Laws of Production and Returns, Optimal Input Combination, Iso-Product Curves; Cobb-Douglas Production Function; Cost-Concepts, Cost Output Relation, Economies of Scale, Break-Even Analysis; Application of the Concept in Financial and Marketing Decisions.

**UNIT-4: National Income: Concept & Measurement**

Basic Concepts and Definition of National Income- Measures of National Income, Income Determination- Keynes' Two- Sector Basic Model; Concept of Investment Multiplier- Assumptions, Leakages & Importance of the Concept.

**UNIT-5**

Balance of Payments, Money Supply, Monetary Policy, Fiscal Policy; Business Cycles; Phases of Business Cycles- Theories of Business Cycles.

**Suggested Readings:**

- Damodaran Seema, (2011), *Managerial Economics*, Oxford University Press.
- Agarwal Vinita, (2013), *Managerial Economics*, Pearson Education.
- Maheshwari Yogesh, (2012), *Managerial Economics*, PHI Learning Pvt. Ltd.
- Ahuja, H. L., (2008), *Managerial Economics: Analysis of Managerial Decision Making*,

Based on UGC model curriculum for MBA, S Chand.

<b>MPMOM22-105T</b>	<b>CONSTITUTION OF INDIA</b>			<b>L-2, T-0, P-0</b>	<b>2 CREDITS</b>	
				<b>Total Lecture</b>	<b>24</b>	
<b>Course Objectives:</b>						
<ul style="list-style-type: none"> <li>• To provide basic information about Indian Constitution</li> <li>• To give knowledge on different dynamics of constitutional law.</li> <li>• To identify individual role and ethical responsibility towards society.</li> </ul>						
<b>Course Outcomes:</b> At the end of the course, the students will be able to						
<b>CO1</b>	The students shall be able to understand the definition, analyse the sources from which the different laws are formed.					
<b>CO2</b>	To understand the Fundamental Rights.					
<b>CO3</b>	To Study the composition of Parliament.					
<b>CO4</b>	Overview of principles & hierarchy of the judicial system of the country etc.					
<b>CO5</b>	To know the special power of the authority and amendments.					
<b>Mapping of Course Outcomes with the program Outcomes</b>						
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO1</b>	<b>√</b>	<b>√</b>	<b>√</b>	<b>√</b>	-	-
<b>CO2</b>	<b>√</b>	<b>√</b>	-	<b>√</b>	-	-
<b>CO3</b>	<b>√</b>	-	-	<b>√</b>	-	<b>√</b>
<b>CO4</b>	<b>√</b>	<b>√</b>	-	<b>√</b>	-	<b>√</b>
<b>CO5</b>	<b>√</b>	<b>√</b>	-	-	-	<b>√</b>

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	The students shall be able to understand the definition, analyse the sources from which the different laws are formed.					
<b>CO2</b>	To understand the Fundamental Rights.					
<b>CO3</b>	To Study the composition of Parliament.					
<b>CO4</b>	Overview of principles & hierarchy of the judicial system of the country etc.					
<b>CO5</b>	To know the special power of the authority and amendments.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	√	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	-	√	-	-
<b>CO5</b>	√	√	√	-	-	-

**UNIT 1: History and Philosophy of the Indian Constitution**

History, Drafting Committee of Indian Constitution, Preamble, Salient Features, Definition of State, Directive Principles of State Policy, Fundamental Duties.

**UNIT 2: Fundamental Rights**

Rights of Equality, Rights of Freedom, Rights against Exploitation, Rights to Constitutional Remedies, Rights to Freedom of Religion, Cultural and Educational Rights, Rules of Law.

**UNIT 3: Organs of Governance: I**

**Parliament:** Composition, Qualification and Disqualification, Powers and Functions

**UNIT 4: Organs of Governance: II**

**1 Executive:** President, Governor, Council of Minister-- Qualification and Disqualification, Powers and Functions

**2 Judiciary:** Appointment and Transfer of Judges, Qualifications, Powers and Function.

**UNIT 5**

Some Major Amendment, Special Power of Parliament, President and Supreme Court.

**Suggested Readings:**

- Bakshi, P. M. (2020), *The Constitution of India*, Lexis Nexis, 18<sup>th</sup> edition.
- Keshav Krishan, (2020), *Singhal's Constitutional Law-I*, Singhal Law Publications.
- Basu, D. D. (2021), *Introduction to the Constitution of India - 25/edition*, Lexis Nexis.
- Agarwal P. K. & Gupta V. (2022), *The Constitution of India Bare Act*, Prabhat Prakashan Pvt Ltd, 1<sup>st</sup> edition.

<b>MPMOM22-106T</b>	<b>COMPUTER APPLICATION IN BUSINESS</b>		<b>L-1, T-0, P-1</b>	<b>2 CREDITS</b>		
			<b>Total Lecture</b>	<b>24</b>		
<b>Course Objectives:</b>						
<ul style="list-style-type: none"> <li>• The main objective is to give advance knowledge of computer application to students.</li> <li>• To make the students understand the computer fundamentals, information technology, operating system and word processing, and database management system</li> <li>• To make the students aware about how computer application can be used for various business operations.</li> </ul>						
<b>Course Outcomes:</b> At the end of the course, the students will be able to						
<b>CO1</b>	Understanding the Concept of Computers and Brief History of Computers.					
<b>CO2</b>	Introduction of various Input- Output Devices along with the Introduction to internet and its applications.					
<b>CO3</b>	Learning the basics related to MS Office MS Windows, MS Office.					
<b>CO4</b>	Understanding The Role of Information Systems in Business Today.					
<b>CO5</b>	Business Application of MIS: e-commerce, Electronic Payments Systems, Enterprise Resource Planning etc.					
<b>Mapping of Course Outcomes with the program Outcomes</b>						
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO1</b>	√	-	-	-	√	-
<b>CO2</b>	√	-	-	-	√	-
<b>CO3</b>	√	√	-	√	√	-
<b>CO4</b>	√	√	-	√	√	√
<b>CO5</b>	-	√	√	√	√	√



<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understanding the Concept of Computers and Brief History of Computers.					
<b>CO2</b>	Introduction of various Input- Output Devices along with the Introduction to internet and its applications.					
<b>CO3</b>	Learning the basics related to MS Office MS Windows, MS Office.					
<b>CO4</b>	Understanding The Role of Information Systems in Business Today.					
<b>CO5</b>	Business Application of MIS: e-commerce, Electronic Payments Systems, Enterprise Resource Planning etc.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	-	-	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	-	√	√	√	√	-

**UNIT I: Introduction to Computer**

Brief History of Computers; Generation and its Evaluation; Main areas of Computers and their Applications; Types of Computers, Input Devices, Output Devices, Central Processing Unit; Memory (Primary & Secondary).

**UNIT II:**

**A. Operating Systems:** Type of Operating Systems, Functions of Operating Systems, Features of a good operating system, Introduction to WINDOWS.

**B. Application Software:** Introduction of Software; System Software, Application Software; Types of Application Software.

**UNIT III: Introduction to Word Processing (MS word)**

Introduction to Presentation Software (MS Power Point). Introduction to Spreadsheets (MS Excel), Introduction to Database, Introduction to SPSS

**UNIT IV: Introduction to Computer Networks**

Need for Networking, Type of Networks, Networks Topologies, Transmission Media, Networking Components (BRIDGE, GATEWAY, ROUTER, REPEATER, HUB, SWITCH), Introduction to Internet (WWW, HTTP, FTP, TCP/IP).

**UNIT V: The Internet Environment**

Surfing & Searching, Protocols, World Wide Web, Elementary Idea of E-Commerce & Its Types, future of information technology.

**Suggested Reading:**

- Barman H., (2017), *Foundations of IT and Computers*, Mahaveer Publication.
- Thareja, R., (2016), *Computer Fundamentals and Programming in C*, Oxford University Press.
- Goel R., & Kakkar D N, (2003), *Computer Applications in Management*, New Age International.
- Soni V., (2010), *Computer Applications for Management*, HPH.
- Rajaraman, V., (2014), *Fundamentals of Computers*, PHI.

<b>MPMOM22-151P</b>	<b>SEMINAR &amp; VIVA -VOCE</b>	<b>L-0, T-0, P-2</b>	<b>2 CREDITS</b>			
<p><b>Course Objectives:</b></p> <p>To create awareness regarding current trends, issues and researches related to various aspects of related topics. Each student will be assigned a topic in the beginning of the semester. They will be required to prepare and submit seminar report and presentation on the same. The panel of examiners will evaluate the project.</p> <p>Seminar and Viva-Voce is a useful tool that assists in authenticating that the student has got enough knowledge of the subject matter.</p> <ul style="list-style-type: none"> <li>• To identify and analyze the students presence of mind.</li> <li>• To evaluate the students spontaneity and mannerism.</li> <li>• To acquire soundness of knowledge through various forms of questions.</li> <li>• To diagnose the students limitations and weakness and take remedial actions.</li> </ul>						
<p><b>Course Outcomes:</b> At the end of the course, the students will be able to</p>						
<b>CO1</b>	Gain the communication skills and develop the ability to communicate with another person.					
<b>CO2</b>	Know ethical issues in business trends, researches and other related topics including those issues that arise in corporate world.					
<b>CO3</b>	Assess their communication, presentation skills & overall impression					
<b>CO4</b>	Explore the connection between university study and life enrichment, lifelong learning, and civic responsibility.					
<b>Mapping of Course Outcomes with the Program Outcomes</b>						
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO1</b>	√	√	√	-	√	√
<b>CO2</b>	√	√	-	-	√	√
<b>CO3</b>	√	√	-	-	√	-
<b>CO4</b>	√	√	-	-	√	√

**Seminar 50 Marks**

The Objective of Seminar is to help the Students in Developing their Communication Skills, especially presentation before the Group. Each Student is expected to present a Seminar (As Elaborated in the Ordinance) on a topic Approved by the Teacher In-charge. In this Semester the topic of the Seminars will be Qualitative and based on the issues Relevant to the Corporate World and Business World.

**Viva voce 50 Marks**

At the end of Semester Course each student will have to face an interview where he/she is expected to answer questions relating to the course covered in the Semester and on the questions related to Corporate World and Business world. The Viva – Voce shall be conducted jointly by the Internal Expert and the External Expert. After Viva – voce the feedback of the External experts shall be obtained so as to decide the Modalities of Improvement during Second year of the course.

**Summer training:**

Each Student is requiring undergoing 45 – 60 days training in any organization immediately after completion of the second semester. Training report on the pattern of approved by the teacher in- charge of training shall be submitted by the student in duplicate to the teacher in – charge. The student shall have to bear all the expenses on training including traveling and daily maintenance and the expenses on preparation of the training report. There will be no vocation after second semester examination and students shall proceed for summer training.

## SEMESTER-II

<b>MPMOM22-201T</b>	<b>FINANCIAL MANAGEMENT</b>			<b>L-3, T-1, P-0</b>	<b>4 CREDIT</b>	
				<b>Total Lecture</b>	<b>48</b>	
<b>Course Objectives:</b>						
The objective of this course is to give a basic idea of financial management.						
<b>Course Outcomes:</b> At the end of the course, the students will be able to						
<b>CO1</b>	Students understand the nature, objectives, and Scope of Financial Management and how the Financial Decisions are taken by Finance Manager.					
<b>CO2</b>	To understand about the different approaches, theories and determinants of Capital Structure.					
<b>CO3</b>	To know about the meaning and techniques of evaluating Capital Budgeting Decisions with the help of some case studies.					
<b>CO4</b>	To understand the theories and determinants of Dividend Policy; and about Working Capital Management.					
<b>CO5</b>	To know about the Structure and functions of Financial Markets.					
<b>Mapping of Course Outcomes with the program Outcomes</b>						
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO1</b>	<b>√</b>	<b>√</b>	<b>√</b>	<b>√</b>	<b>√</b>	-
<b>CO2</b>	-	<b>√</b>	-	-	-	<b>√</b>
<b>CO3</b>	-	<b>√</b>	<b>√</b>	-	-	-
<b>CO4</b>	-	<b>√</b>	-	-	-	<b>√</b>
<b>CO5</b>	<b>√</b>	<b>√</b>	<b>√</b>	-	-	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Students understand the nature, objectives, and Scope of Financial Management and how the Financial Decisions are taken by Finance Manager.					
<b>CO2</b>	To understand about the different approaches, theories and determinants of Capital Structure.					
<b>CO3</b>	To know about the meaning and techniques of evaluating Capital Budgeting Decisions with the help of some case studies.					
<b>CO4</b>	To understand the theories and determinants of Dividend Policy; and about Working Capital Management.					
<b>CO5</b>	To know about the Structure and functions of Financial Markets.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	√	√	√
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	-	-	-

**UNIT 1: Financial Management**

Nature, Objectives and Scope of Financial Management, Financial Decision- Types of Financial Decisions, Role of Finance Manager, Risk Return Framework for Financial Decision, Making, Time Value of Money.

**UNIT 2: Cost of capital: Concept of Value, Present Value, Basic Valuation Models.**

Capital Structure: Concept, Financial Leverage and its Impact on the Valuation of Firm, Theories of Capital Structure- Net Income Approach, Operating Income Approach, Miller – Modigliani Approach, Determinants of Capital Structure.

**UNIT 3: Investment Decisions**

Nature and kinds of Capital Budgeting, Techniques of Evaluating Capital Budgeting Decisions, Capital Budgeting under Risk and Uncertainty, Analysis of Real Life Capital Budgeting, Decisions - Some Case Studies.

**UNIT 4: Dividend Decisions:**

Dividend and its Form, Theories of Dividend Policy and their Impact on the Value of a Firm, Determinants of Dividend Policy. Working Capital Management: Meaning and Concepts of Working Capital. Estimating Working Capital Requirements. Management of Cash Receivables and Inventory.

**UNIT 5**

Financial Markets, Regulatory Bodies- Role & Functions.

**Suggested Readings**

- Van Horne James C., (1998), *Financial Management and Policy*, Prentice Hall of India 12th Ed, 208.
- Prashna Chandra, (2007), *Financial Management*, McGraw Hill.
- Pandey, I.M., (2015), *Financial Management*, 9th Ed. Vikas Publishing.
- Khan and Jain, (1984), *Financial Management*, Tata McGraw Hill Publishing Company Limited.

<b>MPMOM22-202T</b>	<b>RESEARCH METHODS &amp; STATISTICS</b>		<b>L-3, T-1, P-0</b>	<b>4 CREDITS</b>		
			<b>Total Lecture</b>	<b>48</b>		
<b>Course Objectives:</b> To understand the importance, types and process of Research and Research Design.						
<b>Course Outcomes:</b> At the end of the course, the students will be able to						
<b>CO1</b>	To understand the importance of Research- an overview.					
<b>CO2</b>	To know about the types and process of Research Design.					
<b>CO3</b>	Students understand the concept and designing of questionnaire and Schedule.					
<b>CO4</b>	Students understand the concept, need and importance of Sampling.					
<b>CO5</b>	To know about the tabulation and processing of data, basic aspects of Statistical Inference Theory.					
<b>Mapping of Course Outcomes with the program Outcomes</b>						
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO1</b>	<b>√</b>	<b>√</b>	-	-	-	<b>√</b>
<b>CO2</b>	-	<b>√</b>	-	-	-	<b>√</b>
<b>CO3</b>	-	<b>√</b>	-	<b>√</b>	-	<b>√</b>
<b>CO4</b>	-	<b>√</b>	-	-	-	<b>√</b>
<b>CO5</b>	-	<b>√</b>	-	-	-	<b>√</b>



<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	To understand the importance of Research- an overview.					
<b>CO2</b>	To know about the types and process of Research Design.					
<b>CO3</b>	Students understand the concept and designing of questionnaire and Schedule.					
<b>CO4</b>	Students understand the concept, need and importance of Sampling.					
<b>CO5</b>	To know about the tabulation and processing of data, basic aspects of Statistical Inference Theory.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	√	√	√
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	√	√	√

**UNIT 1: Introduction**

Concept, Nature, Scope, Need and Role of Business Research, Characteristic of Research, Types of Research, the Research Process: An overview.

**UNIT 2: Research Design**

Concept, Types of Research Design, Including Exploratory, Descriptive and Experimental, Research Design Process.

**UNIT 3: Questionnaire Design and Schedule**

Concept of Questionnaire and Schedule, Principles of Designing Questionnaire and Schedule, Limitations of Questionnaire, Reliability Validity of Questionnaire.

**UNIT 4: Sampling Theory**

Concept, Need and Importance of Sampling, Types of Sampling Methods, Sampling and Non Sampling Errors, Sample Design, Determinants of Sample Size, Steps in Designing the Sample.

**UNIT 5: Data Analysis**

Tabulation and Processing of Data, Basic Aspects of Statistical Inference Theory including Hypothesis Testing, Type I and Type II Errors, Applications of T- Test, Z Test, F-Test, Chi-square Test and ANOVA, Introduction to Computerized Statistical Packages.

**Suggested Readings**

- Zikmund, (2011-12), *Business Research Methods*, Cengage Learning.
- Cooper and Schindler, (2011), *Business Research Methods*, Tata Mc Graw Hill.
- Saunders, (2010), *Research Methods for Business*, Pearson Education.
- Bryman and Bell, (2015), *Business Research Methods*, Oxford University Press.

<b>MPMOM22-203T</b>	<b>MANAGEMENT ACCOUNTING</b>	<b>L-3, T-1, P-0</b>		<b>4 CREDITS</b>		
		<b>Total Lecture</b>		<b>48</b>		
<b>Course Objectives:</b>						
To acquaint students with role of Management Accounting in planning, control and decision-making and to acquaint students with the techniques of financial management and their applications for business decision making.						
<b>Course Outcomes:</b> At the end of the course, the students will be able to						
<b>CO1</b>	Apply costing methods and costing techniques appropriately as per the nature of business and the requirement of the firm.					
<b>CO2</b>	Able to explain accounting statements and can analyze the financial statement with the help of Ratio analysis.					
<b>CO3</b>	To enable students to take decisions using management accounting tools & applies concepts for any investment decision.					
<b>CO4</b>	To enable students to prepare, analyses & interpret financial statements.					
<b>CO5</b>	Prepare various types of budgets for better interpretations & find best results in operations.					
<b>Mapping of Course Outcomes with the program Outcomes</b>						
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	-	-	√
<b>CO3</b>	√	√	√	√	√	-
<b>CO4</b>	√	√	√	-	√	-
<b>CO5</b>	√	√	√	√	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Apply management accounting methods and its techniques appropriately as per the nature of business and the requirement of the firm.					
<b>CO2</b>	Able to explain accounting statements and can analyze the financial statement with the help of Ratio analysis.					
<b>CO3</b>	To enable students to take decisions using management accounting tools & applies concepts for any investment decision.					
<b>CO4</b>	To enable students to prepare, analyses & interpret financial statements.					
<b>CO5</b>	Prepare various types of budgets for better interpretations & find best results in operations.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	√	-	-

**Unit-1**

Introduction to Management Accounting: Nature, Scope, Significance, and Function of Accounting, Management Accounting VS Financial Accounting. Management Accounting VS Cost Accounting.

**Unit-2**

Break –even Analysis: The Break –even point , on the P/V Graph , The Breakeven point formula and uses of Break even Analysis, Cost Volume profit Relationship: The relationship of the Cost and profit with Volume, Uses and Limitations.

**Unit-3**

Cost Analysis for Decision making: Decision facing Management, The role of Costs, Relevant Cost, Contribution Approach, Relevant and Cost Behaviour, Short term and long term Indications , Opportunity Cost, Decision Involving Alternative Choices: Nature of Managerial decision making , Concept of Differential costs , Decision to make or buy , Decision to Accept a special order, Decision to Continue or drop a Product Line .

**UNIT 4: Standard Costing**

Its Meaning, Uses and Limitations, Determination of Standard Cost, Variance Analysis – Material, Labour and Overheads. Responsibility Accounting – Its Meaning and Significance, Cost, Profit, and Investment Centers. Accounting for Price Level Changes – Concepts, CPP and CCA methods.

**UNIT 5: Budget and Budgetary Control**

Its Meaning, Uses and Limitations, Budgeting and Profit Planning, Different types of Budget and their Preparations, Sales Budget, Purchase Budget, Production Budget, Cash Budget, Flexible Budget, Master Budget, Zero Based Budgeting.

**Suggested Readings:**

- Prashna Chandra, (2007), *Financial Management*, McGraw Hill.
- Pandey, I.M., (2015), *Financial Management*, 9th Ed. Vikas Publishing.
- Khan and Jain, (1984), *Financial Management*, Tata McGraw Hill Publishing Company Limited.
- Chaudhary, A., (2007), *Fundamentals of Accounting and Financial Analysis*, Pearson Education India.
- Bhattacharyya Ashish K., (2017), *Essentials of Financial Accounting*, PHI Learning.
- Sehgal A & Sehgal D, (2015), *Fundamentals of Financial Accounting*, Taxmann.

MPMOM22-204T	MARKETING MANAGEMENT	L-3, T-1, P-0	4 CREDITS			
		Total Lecture	48			
<b>Course Objectives:</b>						
Marketing is one of the core functional areas of management. The course explains the essentials of marketing in that context.						
<b>Course Outcomes:</b> At the end of the course, the students will be able to						
CO1	To understand the nature, scope, evolution of marketing and major elements and their Impact on marketing decisions.					
CO2	To know about the importance of understanding Consumer Behaviour.					
CO3	To understand the concept and classification of Products; Product Line and Product Mix.					
CO4	To understand the Pricing decisions, as a Marketing Variable-its Role and Importance.					
CO5	To understand the nature, objectives and importance of Promotion; Communication Process; Promotion Mix and Methods.					
<b>Mapping of Course Outcomes with the program Outcomes</b>						
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	√	√	√	-	-	-
CO2	√	√	-	-	-	√
CO3	√	-	-	√	-	√
CO4	√	√	-	-	-	-
CO5	√	√	√	√	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	To understand the nature, scope, evolution of marketing and major elements and their Impact on marketing decisions.					
<b>CO2</b>	To know about the importance of understanding Consumer Behaviour.					
<b>CO3</b>	To understand the concept and classification of Products; Product Line and Product Mix.					
<b>CO4</b>	To understand the Pricing decisions, as a Marketing Variable-its Role and Importance.					
<b>CO5</b>	To understand the nature, objectives and importance of Promotion; Communication Process; Promotion Mix and Methods.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	√	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	√	-	-
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	-	-	-

**UNIT 1: Marketing Concept**

Marketing Management; Nature and Scope; Evolution of Marketing; Selling vs Marketing; CRM; Emerging role of marketing; Marketing Mix. Marketing Environment: Concept; Need for Study; Major Elements and their Impact on Marketing Decisions.

**UNIT 2: Consumer Behaviour**

Consumer vs. Organizational/Industrial Buyer; Their Characteristics; Importance of understanding Consumer Behaviour; Determinants of Consumer Behaviour; Theories of Consumer Behaviour; Various Buying Roles in Family; Types of Buying Behaviour; Consumer Decision-Making Process in Buying.

Market Segmentation: Nature and Importance of Segmentation; Pre-requisites for Effective Segmentation; Bases of Segmenting Consumer Markets; Market Selection Strategies; Positioning, Consumer and Industrial Market.

**UNIT 3: Product Decisions**

Concept of Product; Classification of Products; Product Line and Product Mix; Branding, Product Support Packaging and Labeling; Customer Services; Development of New Product; Product Life Cycle; The New Product (Consumer); Adoption Process.

**UNIT 4: Price Decisions**

Pricing as a Marketing Variable-its Role and Importance; Price vs. Non-Price Competition; Factors Influencing Price Determination; Price Setting in Practice; Price Policies and Strategies. Distribution Channels and Physical Distribution Decisions: Why are Marketing Intermediaries Used? Marketing Channel Functions; Selecting Channels Distribution; Determining the Intensity of Distribution; Channel Management Decisions- Selection, Motivation and Evaluation of Individual Middlemen; Manufacturer-Distribution Relationship; Retailing and Wholesaling; Logistics of Distribution.

**UNIT 5: Promotion Decisions**

Nature; Objectives and Importance of Promotion; Communication Process; Promotion Mix and Methods; Advertising; Personal Selling; Public Relations and Sales Promotion. Legal, Ethical and Social Aspects of Marketing: Consumerism; Consumer Protection Measure in India; Recent Developments in Consumer Protection in India.

**Suggested Readings**

- Kotler Philip and Gray Armstrong, (2005), *Principles of Marketing*, Prentice Hall of India, New Delhi.
- Kotler Philip, (1997), *Marketing Management-Analysis, Planning, Implementation and Control*, Prentice Hall of India, New Delhi.
- Ramaswami, V.S and Namakumari, S, (2009), *Marketing Management*, Mac Millan India, New Delhi.
- Stanton, Shallian J. and Charles Futrell, (1987), *Fundamentals of Marketing*, Mc Graw Hill, New York.
- Rajan Saxena, (2005), *Marketing Management*, 3rd ed, Tata MC Graw Hill, New Delhi.



MPMOM22-205T	HUMAN RESOURCE MANAGEMENT		L-3, T-1, P-0	4 CREDIT		
			Total Lecture	48		
<b>Course Objectives:</b>						
The course aims at taking the student further into the functional area of HRM and into the domain of HRD.						
This paper is to give a conceptual idea of one of the important resource (asset) of the organization, Human Resource Management and its applicability in an organization.						
<b>Course Outcomes:</b> At the end of the course, the students will be able to						
CO1	To know about the objectives, functions and relevance of HRM.					
CO2	Purpose and process of acquisition of Human Resource Management.					
CO3	Developing human resources by developing effective training programmes.					
CO4	To know about the objectives and process of Performance Appraisal, Separation and Voluntary Retirement Scheme.					
CO5	Motivating human resources: an overview.					
<b>Mapping of Course Outcomes with the program Outcomes</b>						
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	√	√	-	-	-	-
CO2	-	√	-	-	-	√
CO3	√	√	√	√	-	√
CO4	√	√	-	-	√	-
CO5	√	√	-	√	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	To know about the objectives, functions and relevance of HRM.					
<b>CO2</b>	Purpose and process of acquisition of Human Resource Management.					
<b>CO3</b>	Developing human resources by developing effective training programmers.					
<b>CO4</b>	To know about the objectives and process of Performance Appraisal, Separation and Voluntary Retirement Scheme.					
<b>CO5</b>	Motivating human resources: an overview.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	-	-	-
<b>CO2</b>	√	√	-	√	-	-
<b>CO3</b>	√	√	√	√	-	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	-	-	-

**UNIT 1: Introduction to Human Resource Management**

Evolution of HRM; Objectives and Function of HRM; Role and Responsibilities of HR Manager; Relevance of HRM; Systems approach to HRM.

**UNIT 2: Acquisition of Human Resource Management**

Human Resource Planning: Purpose and Process; Recruitment and Selection: Source of Recruitment, Stages in Selection Process; Placement; Goals Analysis: Job Description and Job Specification.

**UNIT 3: Developing Human Resources**

Concept of HRD; Management Development Programmes; Training and Development: Training Needs, Training Methods, Application of Computers in Training, Developing Effective Training Programmes.

**UNIT 4: Performance Appraisal**

Concept, Objectives and Process of Performance Appraisal; Criteria for Performance Appraisal; Tools of Performance Appraisal.

Separation: Lay-Off, Resignation, Dismissal, Retrenchment, Voluntary Retirement Scheme.

**UNIT 5: Motivating Human Resources**

Motivation at Work, Major Motivation Theory: An overview; Participative Management; Compensation Management, Major Elements of Compensation Management; Incentives: Concepts, Types of Incentives; Incentives schemes in Indian Industries; Fringe Benefits; Discipline and Employees' Grievance Redressal.

**Suggested Readings**

- Dessler, Gray, and Biju Varkkey, (2009), *Human Resource Management*, 11th ed., Pearson Education, New Delhi.
- David S. Decenzo and Stephen P. Robbins, (2006), *Personnel/Human Resource Management*, 3<sup>rd</sup> edition, Prentice-Hall of India, New Delhi.
- K. Aswathappa, (2005), *Human Resource and Personnel Management*, Tata McGraw-Hill.
- RS Dwivedi, (1997), *Managing Human Resources in Indian Enterprises*, Galgotia Publishing Co., New Delhi, Latest ed.
- Biswajeet Pattanayak, (2005), *Human Resource Management*, 3rd ed., Prentice-Hall of India, New Delhi.

<b>MPMOM22-206T</b>	<b>LEGAL ASPECTS OF BUSINESS</b>			<b>L-2, T-0, P-0</b>	<b>2 CREDITS</b>	
				<b>Total Lecture</b>	<b>24</b>	
<b>Course Objectives:</b> The course introduces students to the basics of Business Law and its importance						
<b>Course Outcomes:</b> At the end of the course, the students will be able to						
<b>CO1</b>	Students understand the basic terms of Agreement and contract.					
<b>CO2</b>	Students understand the law relating to Sale of Goods.					
<b>CO3</b>	They come to know the Laws Relating to Partnership and the Partnership Act					
<b>CO4</b>	Students understand the Laws Relating to Companies memorandum and articles of association and prospectus etc.					
<b>CO5</b>	Students understand the Laws Relating to Consumer Protection and Environment Protection					
<b>Mapping of Course Outcomes with the program Outcomes</b>						
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO1</b>	√	√	√	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	√	-	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	-	-	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Students understand the basic terms of Agreement and contract.					
<b>CO2</b>	Students understand the law relating to Sale of Goods.					
<b>CO3</b>	They come to know the Laws Relating to Partnership and the Partnership Act					
<b>CO4</b>	Students understand the Laws Relating to Companies memorandum and articles of association and prospectus etc.					
<b>CO5</b>	Students understand the Laws Relating to Consumer Protection and Environment Protection					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	-	-	-

**Unit I: The Law of Contract**

Agreement and contract; void and void-able contracts; Capacity of parties; free consent; legality of object and consideration; performance and discharge of contracts; indemnity and guarantee; bailment and agency

**Unit II: The Law Relating to Sale of Goods**

Sale and agreement to sell, conditions and warranties, transfer of property doctrine of caveat emptor, auction sale; unpaid seller; The Laws Relating to Carriage of Goods – Introduction, carriage of goods by land; carriage by sea; carriage by air

**Unit III: The Laws Relating to Partnership**

The Partnership Act; Nature, test and types of partnership; partnership deed, right and liabilities of partners; registration; dissolution

**Unit IV: The Laws Relating to Companies**

The Companies – Definition and types of companies, promotion and incorporation; memorandum and articles of association and prospectus; Shares and debentures, borrowing powers, directors, meeting and resolutions, Winding up

**Unit V: The Laws Relating to Consumer Protection and Environment Protection**

Consumer Protection Act, 1986; Environment Protection Act, 1986

**Suggested Readings:**

- Maheswari S K and Maheswari S N, (2014), *Principles of Business Law*, Himalaya Publishing House, New Delhi.
- Shukla M C, (1974), *A Manual of Mercantile Law*, S Chand.

<b>MPMOM22-207T</b>	<b>BUSINESS COMMUNICATION</b>	<b>L-2, T-0, P-0</b>	<b>2 CREDITS</b>			
		<b>Total Lecture</b>	<b>24</b>			
<b>Course Objectives:</b>						
The objective of this paper is to equip students of the M.Com. course effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.						
<b>Course Outcomes:</b> At the end of the course, the students will be able to						
<b>CO1</b>	To study the importance of communication skills in Business Management.					
<b>CO2</b>	Significance of verbal and non-verbal communications in business world.					
<b>CO3</b>	Develop essential communication skills required for managing a business.					
<b>CO4</b>	Learning to prepare effective way of drafting business reports.					
<b>CO5</b>	Understanding the ways to draft or prepare curriculum vitae and correspondence.					
<b>Mapping of Course Outcomes with the program Outcomes</b>						
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO1</b>	<b>√</b>	-	-	<b>√</b>	-	-
<b>CO2</b>	<b>√</b>	-	-	<b>√</b>	-	-
<b>CO3</b>	<b>√</b>	<b>√</b>	-	<b>√</b>	-	-
<b>CO4</b>	<b>√</b>	<b>√</b>	-	-	<b>√</b>	-
<b>CO5</b>	<b>√</b>	<b>√</b>	<b>√</b>	-	<b>√</b>	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	To study the importance of communication skills in Business Management					
<b>CO2</b>	Significance of verbal and non-verbal communications in business world.					
<b>CO3</b>	Develop essential communication skills required for managing a business.					
<b>CO4</b>	Learning to prepare effective way of drafting business reports.					
<b>CO5</b>	Understanding the ways to draft or prepare curriculum vitae and correspondence.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	-	-	-



**UNIT 1: Introduction**

Importance, Role and Process of Business Communication. Types of Business Communication: The Media and Tools of Communication. Communication Process, Barriers and Gateways to Communication.

**UNIT 2: Verbal and Non-verbal Communication**

Personal language and body language. Types of managerial speeches: Occasional speech; Thematic speech. Group Communication in: Group Discussions, Meetings, Seminars and Conferences. Art of facing interviews in: Selection or Placement, Appraisal, Disciplinary Committees and Exit Interviews.

**UNIT 3: Written Communication Skills**

Formats for business letters and memos, inquires and replies, orders and their executions, complaints and adjustments, credit and status inquires, agency letters and sales letters, bill collection. Minutes, notices, circulars, business reports. Digital Communication - Power point preparation, Web use as a source of knowledge sharing. Job applications cover letter, follow-up messages and letters, disciplinary action, persuasive messages and negative messages.

**UNIT 4: Recruitment and Employment Correspondence**

Introduction, Drafting the Employment Notice, Job Application Letter, Curriculum Vitae/Resumes, Joining Interview, Group discussions. Interview skills Impact of Technological Advancement on Business Communication networks – Internet, e-mails, SMS, teleconferencing, video conferencing.

Offer of Employment, Job Description- Letter of Acceptance, Letter of Resignation and Promotion, Testimonials and References.

**UNIT 5**

Electronic Communication, Fax, Email, Internet & Multimedia, Office Administration & Management, Business Etiquette Case Studies.

**Suggested Readings:**

- Kitty O. Locker and Stephen Kyo Kaczmarck, (2007), *Business Communication: Building Critical Skills*, 3/e, TMH, New Delhi.
- Raymond V. Lesikar, Marie E. Flatley, Kathryn Rentz and Neeaja Pande, (2009), *Business Communication: Making Connections in a Digital World*, 11/e. TMH, New Delhi.
- Booher, Dianna (2001), *E-Writing: 21st Century Tools for Effective Communication*, New York: Pocket Books, Division of Simon & Schuster, Inc.
- Bezborah P, Mahanta K, (2008), *Business Communication*, Kalyani Publishers.

<b>MPMOM22-251P</b>	<b>SEMINAR &amp; VIVA –VOCE</b>	<b>L-0, T-0, P-2</b>	<b>2 CREDITS</b>
---------------------	---------------------------------	----------------------	------------------

**Course Objectives:**

To create awareness regarding current trends, issues and researches related to various aspects of related topics. Each student will be assigned a topic in the beginning of the semester. They will be required to prepare and submit seminar report and presentation on the same. The panel of examiners will evaluate the project. Seminar and Viva-Voce is a useful tool that assists in authenticating that the student has got enough knowledge of the subject matter.

- To identify and analyze the students presence of mind.
- To evaluate the students spontaneity and mannerism.
- To acquire soundness of knowledge through various forms of questions.
- To diagnose the students limitations and weakness and take remedial actions.

**Course Outcomes:** At the end of the course, the students will be able to

<b>CO1</b>	Gain the communication skills and develop the ability to communicate with another person.
<b>CO2</b>	Know ethical issues in business trends, researches and other related topics including those issues that arise in corporate world.
<b>CO3</b>	Assess their communication, presentation skills & overall impression
<b>CO4</b>	Explore the connection between university study and life enrichment, lifelong learning, and civic responsibility.
<b>CO5</b>	Practical knowledge about the various fields.

**Mapping of Course Outcomes with the program Outcomes**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO1</b>	√	-	√	√	√	-
<b>CO2</b>	-	√	-	√	√	√
<b>CO3</b>	√	-	-	√	√	-
<b>CO4</b>	-	√	√	-	√	√
<b>CO5</b>	√	√	√	√	√	√

**Seminar 50 Marks**

The Objective of Seminar is to help the Students in Developing their Communication Skills, Especially presentation before the Group. Each Student is expected to present a Seminar (As Elaborated in the Ordinance) on a topic Approved by the Teacher In-charge. In this Semester the topic of the Seminars will be Qualitative and based on the issues Relevant to the Corporate World and Business World.

**Viva voce 50 Marks**

At the end of Semester Course each student will have to face an interview where he/she is expected to answer questions relating to the course covered in the Semester and on the questions related to Corporate World and Business world. The Viva – Voce shall be conducted jointly by the Internal Expert and the External Expert. After Viva – voce the feedback of the External experts shall be obtained so as to decide the Modalities of Improvement during Second year of the course.

**Summer training:**

Each Student is requiring undergoing 45 – 60 days training in any organization immediately after completion of the second semester. Training report on the pattern of approved by the teacher in- charge of training shall be submitted by the student in duplicate to the teacher in – charge. The student shall have to bear all the expenses on training including traveling and daily maintenance and the expenses on preparation of the training report. There will be no vocation after second semester examination and students shall proceed for summer training.

## SEMESTER-III

<b>MPMOM22-301T</b>	<b>QUANTITATIVE TECHNIQUES</b>			<b>L-3, T-1, P-0</b>	<b>4 CREDIT</b>	
				<b>Total Lecture</b>	<b>48</b>	
<b>Course Objectives:</b>						
<ul style="list-style-type: none"> <li>• To provide students with a strong foundation in quantitative techniques and statistics, including algebra, probability, time series, and linear programming, and their practical applications in decision-making.</li> <li>• The course aims to provide students with a strong foundation in mathematical concepts and techniques relevant to business and commerce.</li> <li>• Students will enhance their quantitative skills and problem-solving abilities through the application of mathematical models and methods.</li> <li>• The course objective is to improve students' ability to communicate quantitative results effectively. Students will learn how to present their findings in a clear and concise manner using visual aids, charts, and graphs, enabling them to communicate complex quantitative information to diverse stakeholders.</li> </ul>						
<b>Course Outcomes:</b> At the end of the course, the students will be able to						
<b>CO1</b>	Analyze and interpret statistical data using appropriate measures of central tendency, partition values, and dispersion.					
<b>CO2</b>	Apply algebraic concepts, including permutation and combination, matrices and determinants, and functions, to solve real-world problems.					
<b>CO3</b>	Understand and apply probability concepts, rules of probability, and simple-correlation and regression analysis.					
<b>CO4</b>	Analyze and forecast time series data using measurement of secular trend and seasonal variation.					
<b>CO5</b>	Formulate and solve linear programming problems, including transportation and assignment problems, using graphical and optimization techniques.					
<b>Mapping of Course Outcomes with the program Outcomes</b>						
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO1</b>	<b>√</b>	-	-	-	-	-
<b>CO2</b>	-	<b>√</b>	-	-	-	-
<b>CO3</b>	-	<b>√</b>	-	-	-	-
<b>CO4</b>	-	-	<b>√</b>	-	-	-
<b>CO5</b>	-	-	-	<b>√</b>	-	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Analyze and interpret statistical data using appropriate measures of central tendency, partition values, and dispersion.					
<b>CO2</b>	Apply algebraic concepts, including permutation and combination, matrices and determinants, and functions, to solve real-world problems.					
<b>CO3</b>	Understand and apply probability concepts, rules of probability, and simple-correlation and regression analysis.					
<b>CO4</b>	Analyze and forecast time series data using measurement of secular trend and seasonal variation.					
<b>CO5</b>	Formulate and solve linear programming problems, including transportation and assignment problems, using graphical and optimization techniques.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	√	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	√	-	-

**UNIT I: Meaning and Classification of Quantitative techniques, Statistics**

Meaning, Scope and Limitations, Collection, Classification, Tabulation and Presentation of Statistical Data, Characteristics of Frequency Distributions, Measures of Central Tendency, Partition Values, Measures of Dispersion.

**UNIT II: Algebra**

Permutation and Combination, Matrices and Determinants, Functions.

**UNIT III: Probability**

Concepts, Sample Space, Rules of Probability, Independent Events, Bayes' Rule, Random Variable, Simple-Correlation and Regression analysis.

**UNIT IV: Time Series**

Analysis and its Components, Measurement of Secular Trend, Measurement of Seasonal Variation, Forecasting with Moving Average.

**UNIT V: Linear Programming**

Linear Programming, formulation and Graphical Solution, Transportation problems and Solutions by North-West Corner rule, Least Cost method and Vogel's approximation method, Optimum Solution by MODI method, Assignment Problem and its solution.

**Suggested Reading:**

- Gupta & Khanna –*Quantitative Techniques for Decision Making*, Prentice Hall of India.
- S. P. Gupta, *Statistical Methods.*, S.Chand & Co.
- N.K. Nag, *Mathematics and Statistics*, Kalyani Publishers.
- C.R. Kothari, *Quantitative Techniques*, Vikash Publication.
- Levin & Rubin, *Statistics for Management*, Pearson Publication.
- S.C.Gupta : *Fundamentals of Statistics*- HPH

MPMOM22-302T	MANAGEMENT OF FINANCIAL SERVICES		L-3, T-1, P-0	4 CREDIT		
			Total Lecture	48		
<b>Course Objectives:</b>						
<ul style="list-style-type: none"> <li>• The course aims to provide students with a comprehensive understanding of financial services, including their meaning, concepts, and the need for these services in various business contexts.</li> <li>• The course objective is to familiarize students with the concept of merchant banking and the services provided by merchant bankers.</li> <li>• This objective focuses on equipping students with knowledge about leasing, hire-purchase, and lease structuring. The course will also cover the meaning and mechanism of forfeiting.</li> <li>• The course aims to introduce students to the concept and types of credit rating agencies. Students will learn about the functions performed by credit rating agencies and their significance in evaluating the creditworthiness of businesses and individuals.</li> </ul>						
<b>Course Outcomes:</b> At the end of the course, the students will be able to						
CO1	Understand the concept and need for financial services, and the characteristics and role of financial intermediaries.					
CO2	Analyze the functioning of banks, commercial banks' changing role, and non-depository institutions such as finance companies, mutual funds, and pension funds.					
CO3	Comprehend the concept and characteristics of merchant banking and venture capital, including the rules and regulations governing them in India.					
CO4	Evaluate leasing, factoring, hire-purchase, and credit rating services, including their types, legal and tax aspects, and the process of credit-rating.					
CO5	Appreciate the significance of various financial services and their role in the Indian economy.					
<b>Mapping of Course Outcomes with the program Outcomes</b>						
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	√	-	-	-	-	-
CO2	√	√	-	-	-	-
CO3	√	-	-	-	-	√
CO4	√	√	-	√	-	-
CO5	√	√		-	√	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the concept and need for financial services, and the characteristics and role of financial intermediaries.					
<b>CO2</b>	Analyze the functioning of banks, commercial banks' changing role, and non-depository institutions such as finance companies, mutual funds, and pension funds.					
<b>CO3</b>	Comprehend the concept and characteristics of merchant banking and venture capital, including the rules and regulations governing them in India.					
<b>CO4</b>	Evaluate leasing, factoring, hire-purchase, and credit rating services, including their types, legal and tax aspects, and the process of credit-rating.					
<b>CO5</b>	Appreciate the significance of various financial services and their role in the Indian economy.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	√	√	-
<b>CO5</b>	√	√	√	-	-	-



**UNIT I: Financial Services**

Meaning and Concepts Need for Financial Services, Various Types of Financial Services, Fund Based and Non Fund Based, Characteristics and Role of Financial Intermediaries.

**UNIT II: (a) Depository Institutions and Financial Services:** Commercial Banks and their changing role, Functioning of banks, Financial services and Banking System.

**(b) Non Depository Institutions:** Finance Companies and Mutual Funds and Pension Funds- A Financial Services and their Role.

**UNIT III: Merchant Banking and Venture Capital**

The Concept of Merchant banking Services of Merchant Bankers, Merchant Banking in India- Rules and Regulations Management of Capital Issues, Fixed Deposits and Debenture Issues, Venture Capital- The Concept and Characteristics, Growth of Venture Capital Services in India.

**UNIT IV: (a) Leasing:** Concept, Types, Legal and Tax Aspects, Hire- Purchase, Lease structuring.

**(b) Factoring:** Concept and Characteristics, Types of Factoring, Factoring in India, Factoring and Bill Rediscounting.

**(c) Forfeiting:** Meaning and Mechanism of Forfeiting.

**UNIT V: Credit Rating Services**

Concept and Types Function of Credit Rating Agencies, Credit Rating Agencies in India.

**Suggested Reading:**

- Bhole L.M.: *Financial Institutions and Markets*, 4<sup>th</sup> ed., McGraw Hill Co. New Delhi, 2008
- Anthony Saunders, *Financial Markets and Institutions*, 4<sup>th</sup> ed., McGraw Hill Publishing Company, New Delhi.
- Khan M.Y: *Financial Services*, 4<sup>th</sup> ed., McGraw Hill, New Delhi, 2008
- K Sasidharan, *Financial services and System* (2008), McGraw Hill Publishing Company, New Delhi.
- Clifford Gomez, *Financial Markets, Institutions and Financial Services*, Prentice Hall of India, 2008.
- Anthony Saunders, *Financial Institutions Management- A Risk management Approach*, 6<sup>th</sup> ed., McGraw Hill Publishing Company New Delhi
- M.Y. Khan *Indian Financial System*, 6<sup>th</sup> ed., McGraw Hill Publishing Company, New Delhi, 2008.
- Sharma, *Management of Financial Institutions: With Emphasis on Bank and Risk Management*, Prentice Hall of India, New Delhi

MPMOM22-303T	INCOME TAX LAWS AND PRACTICE	L-3, T-1, P-0	4 CREDIT
		Total Lecture	48

**Course Objectives:**

- The course aims to provide students with a solid foundation in the basic concepts of income tax. Students will learn about the scope and applicability of income tax laws, including the concept of residential status and the types of income that are exempt from taxation.
- The course objective is to familiarize students with the deductions available from gross total income, such as those for investments, expenses, and allowances.
- Students will develop a comprehensive understanding of income tax laws and their practical application. They will gain the necessary knowledge and skills to compute taxable income under different heads, understand deductions and set-off provisions, assess income for various entities, and navigate appeal and revision procedures.
- Students will be equipped with the fundamentals of tax planning and compliance, enabling them to make informed decisions and effectively manage income tax obligations.

**Course Outcomes:** At the end of the course, the students will be able to

<b>CO1</b>	Understand the concept of residential status and exempted income.
<b>CO2</b>	Analyze various heads of income and compute income under different heads.
<b>CO3</b>	Evaluate deductions from gross total income, rules of set off and carry forward of losses, clubbing of income, and tax authorities.
<b>CO4</b>	Assess and compute income of individuals, firms, and companies.
<b>CO5</b>	Develop knowledge on appeal and revision, payment of advance tax, deduction at source, and tax planning.

**Mapping of Course Outcomes with the program Outcomes**

	PO1	PO2	PO3	PO4	PO5	PO6
<b>CO1</b>	√	-	-	-	-	-
<b>CO2</b>	-	-	√	-	-	-
<b>CO3</b>	-	-	-	√	-	-
<b>CO4</b>	√	-	-	-	-	-
<b>CO5</b>	-	-	-	-	√	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the concept of residential status and exempted income.					
<b>CO2</b>	Analyze various heads of income and compute income under different heads.					
<b>CO3</b>	Evaluate deductions from gross total income, rules of set off and carry forward of losses, clubbing of income, and tax authorities.					
<b>CO4</b>	Assess and compute income of individuals, firms, and companies.					
<b>CO5</b>	Develop knowledge on appeal and revision, payment of advance tax, deduction at source, and tax planning.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	√	√	-
<b>CO4</b>	√	√	√	√	√	-
<b>CO5</b>	√	√	√	-	-	-

**MPMOM22-303T: INCOME TAX LAWS AND PRACTICE**

**CREDITS: 4**

**UNIT I: Introduction:** Basic concepts, Residential Status, Exempted Income.

**UNIT II:** Various heads of Income and Computation of Income under different heads of Income

**UNIT III:** Deduction from gross total income, Rules of set off and carry forward of losses, clubbing of income, tax authorities, various types of Assessment.

**UNIT IV:** Assessment and computation of Income of Individuals, Firms and Company

**UNIT V:** Appeal and Revision, Payment of Advance Tax, Deduction at source and Tax Planning.

**Note:** Question paper will contain 50% Numerical questions and 50% Theoretical questions.

**Suggested Readings:**

- Ahuja Girish: *Direct Tax Laws and Practice*
- Singhania: *Direct Tax Laws and Practice*
- Mehrotra, H.C: *Direct Tax Laws and Practice*
- Aggarwal, B.K: *Direct Tax Laws and Practice*

MPMOM22-304T	e-COMMERCE		L-2, T-0, P-1	2 CREDIT		
			Total Lecture	24		
<b>Course Objectives:</b>						
<ul style="list-style-type: none"> <li>• The course aims to provide students with a comprehensive understanding of e-commerce, including its definition, various e-commerce activities, and the goals of engaging in e-commerce.</li> <li>• The course objective is to equip students with an understanding of marketing strategies specific to e-commerce. They will learn how to develop effective marketing strategies for online businesses.</li> <li>• Students will gain knowledge about electronic payment systems and payment gateways used in e-commerce transactions. They will learn about different tools for promoting websites and managing risk in e-payment systems.</li> <li>• The objective also focuses on the global, social, legal, and ethical issues related to e-commerce. Students will learn about the security concerns faced by e-commerce platforms and the measures to safeguard against cyber threats.</li> </ul>						
<b>Course Outcomes:</b> At the end of the course, the students will be able to						
CO1	Understand the technical components, advantages, and disadvantages of e-commerce.					
CO2	Analyze the supply chain management and its relationship with e-commerce.					
CO3	Develop marketing strategies and design websites for e-commerce.					
CO4	Evaluate payment systems, security, and control in e-commerce.					
CO5	Evaluate the global, social, legal, and ethical issues in e-commerce and their implications for businesses.					
<b>Mapping of Course Outcomes with the program Outcomes</b>						
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	√	√	-	-	√	-
CO2	√	√	-	-	-	-
CO3	√	√	-	-	-	-
CO4	√	√	-	-	√	-
CO5	√	√	-	√	√	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the technical components, advantages, and disadvantages of e-commerce.					
<b>CO2</b>	Analyze the supply chain management and its relationship with e-commerce.					
<b>CO3</b>	Develop marketing strategies and design websites for e-commerce.					
<b>CO4</b>	Evaluate payment systems, security, and control in e-commerce.					
<b>CO5</b>	Evaluate the global, social, legal, and ethical issues in e-commerce and their implications for businesses.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	√	√	-
<b>CO5</b>	√	√	√	√	√	-

**UNIT I: Introduction to e-Commerce**

Introduction to E Commerce and Definition, E-Commerce based activities, Goals of E-Commerce, Technical Components of E-Commerce, Functions, Advantages and disadvantages of E-Commerce, Scope of E-Commerce. Commerce Infrastructure, Business Models and e-Commerce Strategy

**UNIT II: Supply Chain Management**

Introduction, Supply Chain Management and e-Commerce

**UNIT III: Strategies and Website**

Marketing Strategies and e-Commerce, Web-site Design: Web sites as market place. E – commerce, pure online vs. brick and click business; assessing requirement for an online business designing, developing and deploying the system.

**UNIT IV: Payment System, e-Commerce Security & Control**

Electronic Payment systems; payment Gateways; Visitors to website; Tools for promoting websites; Risk management options for e - payment systems; Mobile Commerce and e-Commerce Security and Controls.

**UNIT V: Issues in e-Commerce**

Global, Social, Legal and Ethical Issues in e-Commerce; Security of Clients and Service-Provider; Cyber Laws– Relevant provisions of Information Technology Act 2000, offences, secure electronic records and digital signatures penalties and adjudication

**Suggested Readings:**

- Turban, E., King, D., McKay, J., Marshall, P., Lee, J., & Viehl and, D. (2008). *Electronic commerce: A managerial perspective 2008* Pearson
- Agarwala, Kamlesh N., AmitLal and Deeksha Agarwala, *Business on the Net: An Introduction to the Whats and Hows of E -Commerce*, Macmillan India Ltd.
- Bajaj, Deobyani Nag, *E-Commerce*, Tata McGraw Hill Company, New Delhi.
- Turban, E., et. al., *Electronic commerce: A Managerial Perspective*, Pearson Education Asia.
- Diwan, Prag and Sunil Sharma, *Electronic Commerce -A Manager's Guide to E-Business*, Vanity Books International, Delhi.

<b>MPMOM22-305F1</b>	<b>FINANCIAL MARKETS AND INSTITUTIONS</b>		<b>L-3, T-1, P-0</b>	<b>4 CREDIT</b>		
			<b>Total Lecture</b>	<b>48</b>		
<b>Course Objectives:</b>						
<ul style="list-style-type: none"> <li>• The course aims to provide students with a comprehensive understanding of financial markets, including their nature, functions, and efficiency. Students will learn about the relationship between the financial system and economic development, as well as the flow of funds in the Indian economy.</li> <li>• Students will gain knowledge about the functions and operations of various financial institutions.</li> <li>• The course focuses on the management of depository institutions, with an emphasis on commercial banks and industrial finance.</li> <li>• This objective focuses on foreign capital as a source of finance and its place in the overall framework of the Indian financial system.</li> </ul>						
<b>Course Outcomes:</b> At the end of the course, the students will be able to						
<b>CO1</b>	Understand the nature, functions, and efficiency of financial markets and the Indian financial system.					
<b>CO2</b>	Analyze the organization, functioning, and regulations of the money market and capital market in India.					
<b>CO3</b>	Evaluate the functions and workings of various financial institutions, such as IDBI, IFCI, ICICI, NABARD, SIDBI, and SFCs.					
<b>CO4</b>	Analyze the management of depository and non-depository institutions, including commercial banks, industrial finance, mutual funds, UTI, LIC, and GIC.					
<b>CO5</b>	Evaluate the various financial instruments, such as equity shares, preference shares, debentures, and other fixed income securities, as well as foreign capital as a source of finance and its regulatory framework.					
<b>Mapping of Course Outcomes with the program Outcomes</b>						
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO1</b>	√	√	-	√	-	-
<b>CO2</b>	√	√	-	√	-	-
<b>CO3</b>	-	-	√	-	-	-
<b>CO4</b>	√	√	-	√	-	-
<b>CO5</b>	√	√	-	√	√	-



<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the nature, functions, and efficiency of financial markets and the Indian financial system.					
<b>CO2</b>	Analyze the organization, functioning, and regulations of the money market and capital market in India.					
<b>CO3</b>	Evaluate the functions and workings of various financial institutions, such as IDBI, IFCI, ICICI, NABARD, SIDBI, and SFCs.					
<b>CO4</b>	Analyze the management of depository and non-depository institutions, including commercial banks, industrial finance, mutual funds, UTI, LIC, and GIC.					
<b>CO5</b>	Evaluate the various financial instruments, such as equity shares, preference shares, debentures, and other fixed income securities, as well as foreign capital as a source of finance and its regulatory framework.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	√	√	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	√	√	-

**MPMOM22-305F1: FINANCIAL MARKETS AND INSTITUTIONS CREDITS: 4**

**UNIT I: (a) Financial Markets:** Nature, Functions and Efficiency, Financial System and Economic Development, Flow of Funds in Indian Economy, An Overview of Indian Financial System.

**(b) Money Market:** Organization, Instruments, Functioning and its Regulations and Recent Developments, RBI.

**(c) Capital Market:** Structure of Capital Market in India-Primary and Secondary Markets, NSC, OTCEI, SEBI and its Role as Regulator.

**UNIT II: Financial Institution**

Functions and working of IDBI, IFCI, ICICI, NABARD, SIDBI and SFCs.

**UNIT III: Management of Banking and Other Institutions**

**(a) Depository Institutions:** Commercial Banks and Industrial Finance, Bank Credit, Performance of Indian Banking, Regulatory Aspect of Banking.

**(b) Non Depository Institutions:** Mutual Funds, Measuring Performance of Mutual Funds, Functioning and Regulatory Aspects, Working and Regulatory Framework of UTI, LIC and GIC.

**UNIT IV: Financial Instruments**

Equity Shares, New Issue Market and Secondary Market- The Allocative and Operational Efficiency, Preference Shares, Private Placement-Channels, Debentures and Other Fixed Income Securities, Engineered Financial and Monetary Instruments.

**UNIT V: Foreign Capital**

Foreign Capital as a Source of Finance, Place of Foreign Capital in the Overall Framework of Indian Financial System, The Regulatory Framework and NRI Investments.

**Suggested Reading:**

- Kohn Meir *Financial Institutions and Markets*, Oxford University Press 2<sup>nd</sup> Edition 2007.
- Madura Jeff: *Financial Markets and Institutions*, South Western Cengage Learning, 8<sup>th</sup> Edition 2008.
- Mishkin, Fredrick S. and Stanley G. Eakins: *Financial Markets Institutions*, Pearson Education Ltd., 6<sup>th</sup> Edition.
- *Reserve Bank of India: Report on Currency & Finance*.
- Bhole L.M.: *Financial Institutions and Markets*, 4<sup>th</sup> ed., McGraw Hill Co. New Delhi, 2008
- Khan M.Y: *Financial Services*, 4<sup>th</sup> ed., McGraw Hill, New Delhi, 2008
- M.Y. Khan *Indian Financial System*, 6<sup>th</sup> ed., McGraw Hill Publishing Company, New Delhi, 2008.

MPMOM22-305F2	SECURITY ANALYSIS & PORTFOLIO MANAGEMENT		L-3, T-1, P-0	4 CREDIT		
			Total Lecture	48		
<b>Course Objectives:</b>						
<ul style="list-style-type: none"> <li>• The course aims to provide students with a comprehensive understanding of securities, including their meaning, nature, and types. Students will explore the concept of portfolio management and its significance in investment decision-making.</li> <li>• The course objective is to familiarize students with the concept of portfolio diversification and its effects on investment risk and return.</li> <li>• This objective focuses on portfolio revision and evaluation techniques. Students will explore different strategies such as the Constant Rupee Value Plan and the Constant Ratio Plan.</li> <li>• Students will also analyze fundamental and technical analysis approaches, portfolio diversification strategies, and portfolio evaluation techniques.</li> </ul>						
<b>Course Outcomes:</b> At the end of the course, the students will be able to						
CO1	Understand the different types of securities and the concept of portfolio management.					
CO2	Analyze the measurement of return and the types of risk in investment.					
CO3	Evaluate the fundamental analysis techniques such as economic, company, and industry analysis.					
CO4	Apply valuation models for shares, debentures, and preference shares.					
CO5	Evaluate portfolio diversification, portfolio revision, and portfolio evaluation techniques, as well as mutual fund industry.					
<b>Mapping of Course Outcomes with the program Outcomes</b>						
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	√	-	-	-	-	-
CO2	-	√	-	-	-	-
CO3	-	-	√	--	-	-
CO4	-	-	√	-	-	-
CO5	-	-	-	√	-	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the different types of securities and the concept of portfolio management.					
<b>CO2</b>	Analyze the measurement of return and the types of risk in investment.					
<b>CO3</b>	Evaluate the fundamental analysis techniques such as economic, company, and industry analysis.					
<b>CO4</b>	Apply valuation models for shares, debentures, and preference shares.					
<b>CO5</b>	Evaluate portfolio diversification, portfolio revision, and portfolio evaluation techniques, as well as mutual fund industry.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	√	√	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	√	√	-

## **MPMOM22-305F2: SECURITY ANALYSIS & PORTFOLIO MANAGEMENT CREDITS: 4**

### **UNIT I: Securities and Risk and Return**

Meaning, nature and types of securities, concept of portfolio management, Measurement of return, meaning of risk, types of risk-systematic and unsystematic risk, Basic valuation models (with numerical).

### **UNIT II: Fundamental Analysis:**

Economic Company and industry analysis. Technical analysis and random walk hypothesis, efficient market hypothesis.

### **UNIT III:**

Valuation of Shares, Debentures and Preference Shares

### **UNIT IV:**

Concepts of portfolio diversification and its effects, Theories of Portfolio: Capital asset pricing model, arbitrary pricing model.

### **UNIT V:**

Portfolio Revision and Portfolio Evaluation, Constant Rupee Value Plan, Constant Ratio Plan, Sharpe and Treynor Measures, Mutual Fund Industry.

**NOTE:** Question paper will contain 50% Numerical questions and 50% Theoretical questions.

### **Suggested Readings:**

- Fisher & Jordon: *Security Analysis and Portfolio Management*
- Jack Clark Francis: *Management of Investments* Mc Graw Hill.
- Markowitz: *Portfolio Selection* Yale University Press, Yale.
- Boltem: *Security analysis and Portfolio Management*.
- Jones Tuttle, Heaton: *Essentials of Modern Investments*.
- Prasannachandra, *International management* Tata McGraw Hill New Delhi.
- Avdhani, V.A., *Investment and Security Market in India*, Himalaya Publishing house, 3<sup>rd</sup> Edition.

<b>MPMOM22-305M1</b>	<b>CONSUMER BEHAVIOUR</b>			<b>L-3, T-1, P-0</b>	<b>4 CREDIT</b>	
				<b>Total Lecture</b>	<b>48</b>	
<b>Course Objectives:</b>						
<ul style="list-style-type: none"> <li>• The course objective of Consumer Behaviour is to enable students to understand the behavior of consumers and how it influences marketing decisions.</li> <li>• The course aims to provide students with a solid foundation in consumer behaviour theories and concepts. Students will learn about the psychological, social, and cultural factors that influence consumer decision-making processes.</li> <li>• The course aims to enable students to apply consumer behavior knowledge to marketing strategies and tactics.</li> <li>• They will learn how to use consumer insights to develop effective marketing campaigns, product positioning, pricing strategies, and customer relationship management.</li> </ul>						
<b>Course Outcomes:</b> At the end of the course, the students will be able to						
<b>CO1</b>	Develop a comprehensive understanding of consumer behavior, including the reasons for studying it and its scope in the market segmentation process.					
<b>CO2</b>	Analyze the various factors that influence consumer behavior as an individual, such as motivation, personality, perception, learning, and attitudes.					
<b>CO3</b>	Evaluate the impact of social and cultural settings on consumer behavior, including the influence of reference groups, family, social class, culture, and media.					
<b>CO4</b>	Examine the decision-making process of consumers, including problem recognition, search and evaluation, purchasing processes, post-purchase behavior, and organizational buying behavior.					
<b>CO5</b>	Develop skills in measuring consumer satisfaction and dissatisfaction, repeat buying, brand switching, loyalty, opinion leadership, and complaining behavior.					
<b>Mapping of Course Outcomes with the program Outcomes</b>						
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO1</b>	√	√	-	√	-	√
<b>CO2</b>	√	√	-	√	-	-
<b>CO3</b>	√	-	-	√	-	√
<b>CO4</b>	-	√	-	-	-	-
<b>CO5</b>	√	-	-	√	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Develop a comprehensive understanding of consumer behavior, including the reasons for studying it and its scope in the market segmentation process.					
<b>CO2</b>	Analyze the various factors that influence consumer behavior as an individual, such as motivation, personality, perception, learning, and attitudes.					
<b>CO3</b>	Evaluate the impact of social and cultural settings on consumer behavior, including the influence of reference groups, family, social class, culture, and media.					
<b>CO4</b>	Examine the decision-making process of consumers, including problem recognition, search and evaluation, purchasing processes, post-purchase behavior, and organizational buying behavior.					
<b>CO5</b>	Develop skills in measuring consumer satisfaction and dissatisfaction, repeat buying, brand switching, loyalty, opinion leadership, and complaining behavior.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	√	-	-
<b>CO4</b>	√	√	√	√	√	-
<b>CO5</b>	√	√	√	√	√	-

**UNIT I: Introduction**

Defining consumer behaviour; reasons for studying behaviour, applying consumer behaviour knowledge; scope of consumer behaviour; market segmentation; bases of segmentation, criteria for effective targeting of market segments

**UNIT II: Consumer as an Individual**

Consumer motivation; consumer involvement, personality and self concept; perception consumer learning and memory; information processing, attitudes and changing attitudes

**UNIT III: Consumer in Social and cultural settings**

Reference groups and family influences; Social class, cultural; sub cultural and cross cultural influences on consumer behaviour; personal influences and diffusion of innovations; impact of media and globalization.

**UNIT IV: Consumer Decision Process**

Problem recognition; search and evaluating; purchasing processes; post purchase behaviour; consumer behaviour models; consumerism; organizational buying behaviour.

**UNIT V: Consumer Satisfaction**

Measurement of consumer satisfaction and dis-satisfaction, repeat buying, brand switching and loyalty, opinion leadership, complaining behaviour.

**Suggested Readings:**

- Schiffman and Kanuk: *Consumer Behaviour*
- Engle, Blackwell and Miniard: *Consumer Behaviour*
- Zaltman and Wallendorf: *Consumer Behaviour*
- Mellot, Douglas W. Tr. : *Consumer Behaviour*
- oudon and Della Bitta: *Consumer Behaviour*
- Benneton: *Consumer Behaviour*



MPMOM22-305M2	MARKETING COMMUNICATION			L-3, T-1, P-0	4 CREDIT	
				Total Lecture	48	
<b>Course Objectives:</b>						
<ul style="list-style-type: none"> <li>• The course aims to provide students with an understanding of the communication process and its different elements. Students will learn about the obstacles that can hinder effective communication.</li> <li>• This objective focuses on message strategy and design in advertising. Students will learn about the elements of advertising copy and how to develop effective advertising copy. They will explore the role of creativity and visualization in advertising.</li> <li>• Students will develop a comprehensive understanding of marketing communication, with a focus on advertising and sales management. They will gain insights into the communication process, the role and significance of advertising, and the elements of effective advertising copy.</li> <li>• Students will also understand the importance of personal selling and its differentiation from advertising. Furthermore, they will explore the management aspects of the sales force, including recruitment, training, motivation, compensation, and performance evaluation.</li> </ul>						
<b>Course Outcomes:</b> At the end of the course, the students will be able to						
CO1	Develop an understanding of the communication process and its application in marketing.					
CO2	Analyze the importance of advertising in modern marketing and its different types.					
CO3	Evaluate message strategy and design, and develop effective advertising copy.					
CO4	Examine the nature and importance of personal selling and the management of the sales force.					
CO5	Develop skills in recruitment and selection, training and development, motivation, compensation, performance appraisal, sales planning and control, market analysis, sales budget, sales territory, and sales quota.					
<b>Mapping of Course Outcomes with the program Outcomes</b>						
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	√	√	-	-	-	-
CO2	√	√	-	√	-	-
CO3	√	√	-	√	-	-
CO4	√	√	-	-	-	-
CO5	√	√	-	√	-	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Develop an understanding of the communication process and its application in marketing.					
<b>CO2</b>	Analyze the importance of advertising in modern marketing and its different types.					
<b>CO3</b>	Evaluate message strategy and design, and develop effective advertising copy.					
<b>CO4</b>	Examine the nature and importance of personal selling and the management of the sales force.					
<b>CO5</b>	Develop skills in recruitment and selection, training and development, motivation, compensation, performance appraisal, sales planning and control, market analysis, sales budget, sales territory, and sales quota.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	√	√	-
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	-	-	-

**Section A: Advertising****UNIT I: Communication process**

Nature of communication process and its different elements, obstacles in communication process. Communication process, communication process in marketing: Importance and applications of communication process in marketing different elements of promotional mix and communication process relevant to them, communication process in corporate image building.

**UNIT II: Advertisement**

Importance of advertising in modern marketing, Different types of advertising, role of advertising in the national economy, setting of advertising objectives, advertising budget, factors affecting the advertising expenditure in a company, advertising department and its organization, advertising agencies, their organization and functions.

**UNIT III: Message and copy**

Message strategy and design, elements of advertising copy, developing effective advertising copy, creativity and visualizing in advertising, media planning: Comparative study of different advertising media, Media selection, media scheduling.

**Section B: Sales Management****UNIT IV: Introduction:**

Nature and importance of personal selling, personal selling versus advertising, types of sales persons, selling as a career, process of effective selling.

**UNIT V: Management of the sales force**

Recruitment and selection; Training and development; direction, motivation, compensation, performance appraisal, sales planning and control; Market analysis, sales budget, sales territory, sales quota.

**Suggested Readings:**

- Wright, Wintersand zeigers: *Advertising Management*
- Dunnand Barban- *Advertisng: Its role in modern marketing advertising*
- Chunnawala & Sethia: *Advertising management*
- Still, Cundiff & Govoni: *Sales Management*
- Subroto Sengupta: *Cases in advertising and communication*
- Spiro: *Management of sales force.*

MPMOM22-305H1	INDUSTRIAL RELATIONS & LABOUR LAWS		L-3, T-1, P-0	4 CREDIT		
			Total Lecture	48		
<b>Course Objectives:</b>						
<ul style="list-style-type: none"> <li>• The course aims to provide students with an understanding of industrial workforce analysis. Students will learn about the characteristics of the Indian labour force, including its composition, skills, and demographics. They will gain insights into the factors that shape the Indian labour market.</li> <li>• This objective focuses on industrial relations and labour policy since independence. Students will learn about the factors that affect industrial relations, including economic, social, and political influences.</li> <li>• Students will gain knowledge about the various settlement machinery used in industrial relations. They will understand the concepts of conciliation, mediation, arbitration, and investigation procedures.</li> <li>• This objective focuses on labour welfare and social security measures. Students will explore legislations related to unfair labour practices and their implications.</li> </ul>						
<b>Course Outcomes:</b> At the end of the course, the students will be able to						
CO1	Understand the characteristics of the Indian labor force and the problems faced by trade unions in the changing economic scenario.					
CO2	Analyze the various factors affecting industrial relations and learn conflict resolution techniques such as standing orders and grievance procedures.					
CO3	Evaluate the different settlement machinery, including conciliation, mediation, arbitration, and investigation procedures.					
CO4	Examine labor welfare and social security-related legislations, ILO conventions, and WTO labor standards.					
CO5	Develop skills in ethical codes, indiscipline, misconduct, termination of employment, and punishment related to industrial relations.					
<b>Mapping of Course Outcomes with the program Outcomes</b>						
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	√	-	-	√	-	-
CO2	√	-	√	√	-	-
CO3	-	-	-	√	-	-
CO4	√	-	-	√	-	√
CO5	√	-	-	√	-	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the characteristics of the Indian labor force and the problems faced by trade unions in the changing economic scenario.					
<b>CO2</b>	Analyze the various factors affecting industrial relations and learn conflict resolution techniques such as standing orders and grievance procedures.					
<b>CO3</b>	Evaluate the different settlement machinery, including conciliation, mediation, arbitration, and investigation procedures.					
<b>CO4</b>	Examine labor welfare and social security-related legislations, ILO conventions, and WTO labor standards.					
<b>CO5</b>	Develop skills in ethical codes, indiscipline, misconduct, termination of employment, and punishment related to industrial relations.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	√	√	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	-	-	-

**MPMOM22-305H1: INDUSTRIAL RELATIONS & LABOUR LAWS**

**CREDITS: 4**

**UNIT I:** Industrial work force analysis, characteristics of Indian Labour

**UNIT II:** Trade Union Movement in India- problems of trade union Role of trade unions in changed economic scenario.

**UNIT III:** Industrial Relations- industrial relations and labour policy since independence, factors affecting industrial relations. Industrial conflicts Resolution, standing orders and grievance procedure; ethical codes indiscipline misconduct, Termination of employment punishment.

**UNIT IV:** Settlement machinery conciliation and mediation, arbitration, investigation procedure, submission of award, Adjudication-labour counts, industrial and national tribunal.

**UNIT V:** Labour welfare and social security- unfair labour practice-related legislations. ILO-conventions and recommendations, WTO- labour standards.

**Suggested Readings:**

- S.C. Srivastava, *Industrial Relation and Labour Laws*, Vikas Publishing House Pvt. Ltd.
- P.C. Tripathi, C.B. Gupta, N.D. Kapoor, *Industrial Relation and Labour Laws*, Sultan Chand & Sons
- Dr. Satish Kumar Saha, *Industrial Relation and Labour Laws*, SBPD Publications

MPMOM22-305H2	HUMAN RESORUCE PLANNING & DEVELOPMENT	L-3, T-1, P-0	4 CREDIT
		Total Lecture	48

**Course Objectives:**

- The course aims to provide students with an understanding of Human Resource Management (HRM), its meaning, and its significance in organizations.
- Comprehend the Role and Process of HRP: Students will gain knowledge about the role of Human Resource Planning (HRP) and the factors that affect HRP.
- This objective focuses on recruitment and selection practices. Students will understand the purpose and importance of recruitment and explore the various sources of recruitment.
- Students will be equipped with the knowledge and skills necessary for effective human resource planning and development practices in organizational contexts.

**Course Outcomes:** At the end of the course, the students will be able to

<b>CO1</b>	Explain the importance and evolution of Human Resource Management, and its context in the global setting.
<b>CO2</b>	Apply the process of Human Resource Planning, including job analysis and human resource information systems, to manage the workforce effectively.
<b>CO3</b>	Evaluate the recruitment and selection process and its tools, and the role of recruitment agencies in attracting and placing new hires.
<b>CO4</b>	Analyze the process and techniques of performance appraisal, and ethical aspects related to it.
<b>CO5</b>	Develop skills in managing and improving employee performance through traditional and modern techniques of performance appraisal.

**Mapping of Course Outcomes with the program Outcomes**

	PO1	PO2	PO3	PO4	PO5	PO6
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	-	√	-	√	√
<b>CO3</b>	-	-	-	-	-	-
<b>CO4</b>	-	√	-	√	-	-
<b>CO5</b>	-	-	-	√	-	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Explain the importance and evolution of Human Resource Management, and its context in the global setting.					
<b>CO2</b>	Apply the process of Human Resource Planning, including job analysis and human resource information systems, to manage the workforce effectively.					
<b>CO3</b>	Evaluate the recruitment and selection process and its tools, and the role of recruitment agencies in attracting and placing new hires.					
<b>CO4</b>	Analyze the process and techniques of performance appraisal, and ethical aspects related to it.					
<b>CO5</b>	Develop skills in managing and improving employee performance through traditional and modern techniques of performance appraisal.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	√	√	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	-	-	-



**UNIT I: Introduction**

Introduction to Human Resources Management a) HRM –Meaning, Importance and Evolution b) Context of HRM practices-Environmental influences c) HRM department as an integral part of organizations d) Objectives of HRM department e) HRM in global setting

**UNIT II: Human Resource Planning (HRP)**

a) Role of HRP- Factors affecting HRP b) Steps in HRP c) Information Management in HRP-Importance of Human Resource Information System d) Job Analysis-Process-Tools and Techniques e) Psychological and Behavioural Issues in HRP

**UNIT III: Recruitment and Selection**

a) Purpose, Importance and Sources of Recruitment-Factors governing recruitment process b) Tools of selection and Selection Process c) Inducting and Placing the new recruits d) Role of recruitment agencies

**UNIT IV: Appraising and Managing Performance**

a) Introduction-definition, objectives, need and importance of Performance Appraisal b) Process of Performance Appraisal c) Traditional and Modern Techniques of Performance Appraisal- d) Limitations of Performance Appraisal e) Ethical aspects in Performance Appraisal

**Suggested Readings:**

- *Management of Human Resource (A Behavioural approach to personnel)* by Darovedo R.S. / Oxford and IBH Publishing Co., New Delhi – 1952.
- *Personnel Management (Management of Human Resources)* by Dr. C.B. Mamoria/Himalaya Publishing House, Bombay – 1980
- *Designing and Managing Human Resource Systems* by Udai Pareek and T. Vnkateswara Rao / Oxford and IBH Publishing Co. New Delhi – 1981
- *Managing Human Resources, Productivity, Quality of work life, profits* by Wayne F Cascio / McGraw Hill International Editions – 1986
- *Dynamic Personnel Adminsitration – Management of Human Resources* by M. N. Rudrabosava Raj / Himalaya Publishing House, Bombay – 1979

MPMOM22-351P	SEMINAR & VIVA –VOCE	L-0, T-0, P-2	2 CREDITS			
<p><b>Course Objectives:</b> To create awareness regarding current trends, issues and researches related to various aspects of related topics. Each student will be assigned a topic in the beginning of the semester. They will be required to prepare and submit seminar report and presentation on the same. The panel of examiners will evaluate the project. Seminar and Viva-Voce is a useful tool that assists in authenticating that the student has got enough knowledge of the subject matter.</p> <ul style="list-style-type: none"> <li>• To identify and analyze the students presence of mind.</li> <li>• To evaluate the students spontaneity and mannerism.</li> <li>• To acquire soundness of knowledge through various forms of questions.</li> <li>• To diagnose the students limitations and weakness and take remedial actions.</li> </ul>						
<p><b>Course Outcomes:</b> At the end of the course, the students will be able to</p>						
CO1	Gain the communication skills and develop the ability to communicate with another person.					
CO2	Know ethical issues in business trends, researches and other related topics including those issues that arise in corporate world.					
CO3	Assess their communication, presentation skills & overall impression					
CO4	Explore the connection between university study and life enrichment, lifelong learning, and civic responsibility.					
CO5	Practical knowledge about the various fields.					
<b>Mapping of Course Outcomes with the program Outcomes</b>						
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO1</b>	√	-	√	√	√	-
<b>CO2</b>	-	√	-	√	√	√
<b>CO3</b>	√	-	-	√	√	-
<b>CO4</b>	-	√	√	-	√	√
<b>CO5</b>	√	√	√	√	√	√

**Seminar 50 Marks**

The Objective of Seminar is to help the Students in Developing their Communication Skills, Especially presentation before the Group. Each Student is expected to present a Seminar (As Elaborated in the Ordinance) on a topic Approved by the Teacher In-charge. In this Semester the topic of the Seminars will be Qualitative and based on the issues Relevant to the Corporate World and Business World.

**Viva voce 50 Marks**

At the end of Semester Course each student will have to face an interview where he/she is expected to answer questions relating to the course covered in the Semester and on the questions related to Corporate World and Business world. The Viva – Voce shall be conducted jointly by the Internal Expert and the External Expert. After Viva – voce the feedback of the External experts shall be obtained so as to decide the Modalities of Improvement during Second year of the course.

**Summer training:**

Each Student is requiring undergoing 45 – 60 days training in any organization immediately after completion of the second semester. Training report on the pattern of approved by the teacher in- charge of training shall be submitted by the student in duplicate to the teacher in – charge. The student shall have to bear all the expenses on training including traveling and daily maintenance and the expenses on preparation of the training report. There will be no vocation after second semester examination and students shall proceed for summer training.

## SEMESTER-IV

<b>MPMOM22-401T</b>	<b>PROJECT PLANNING &amp; EVALUATION</b>		<b>L-3, T-1, P-0</b>	<b>4 CREDIT</b>		
			<b>Total Lecture</b>	<b>48</b>		
<b>Course Objectives:</b>						
<ul style="list-style-type: none"> <li>• The course aims to provide students with an understanding of project management, including its nature, scope, and process. Students will recognize the elements of project management and its significance in various industries.</li> <li>• Students will gain knowledge about the technical analysis of projects, including the choice of technology, analysis of materials and inputs, plant locations, layout, pollution control, and government regulations.</li> <li>• Students will also gain insights into technical and financial aspects of projects, including technology choice, financial analysis, and capital budgeting techniques. They will learn how to appraise projects, assess risks, and utilize network techniques for project planning and scheduling.</li> <li>• Students will explore social cost-benefit analysis approaches and shadow pricing methods. Overall, students will be equipped with the knowledge and skills necessary for effective project planning and evaluation in various industries.</li> </ul>						
<b>Course Outcomes:</b> At the end of the course, the students will be able to						
<b>CO1</b>	Understand the nature, scope, and significance of project management, and emerging issues in project management.					
<b>CO2</b>	Analyze technical aspects of project management, including technology choice, materials and inputs, plant locations, and pollution control.					
<b>CO3</b>	Evaluate project feasibility through financial analysis, including fund flow analysis and capital budgeting techniques.					
<b>CO4</b>	Analyze project risk through different techniques, including CAPM model and project evaluation under special circumstances.					
<b>CO5</b>	Develop skills in network techniques for project management, including PERT/CPM techniques, time-cost trade-off, and resource leveling, and social cost-benefit analysis.					
<b>Mapping of Course Outcomes with the program Outcomes</b>						
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	-	-	√	-	-
<b>CO3</b>	√	-	√	-	-	-
<b>CO4</b>	√	√	-	-	-	-
<b>CO5</b>	√	√	-	√	-	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the nature, scope, and significance of project management, and emerging issues in project management.					
<b>CO2</b>	Analyze technical aspects of project management, including technology choice, materials and inputs, plant locations, and pollution control.					
<b>CO3</b>	Evaluate project feasibility through financial analysis, including fund flow analysis and capital budgeting techniques.					
<b>CO4</b>	Analyze project risk through different techniques, including CAPM model and project evaluation under special circumstances.					
<b>CO5</b>	Develop skills in network techniques for project management, including PERT/CPM techniques, time-cost trade-off, and resource leveling, and social cost-benefit analysis.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	√	√	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	-	-	-

**UNIT I: Project Management**

Nature, Scope, Process, Elements, Significance and Emerging Issues, identification of investment opportunities and their feasibility. Market and Demand Analysis.

**UNIT II: Technical Analysis**

Choice of Technology, Analysis of Materials and Inputs, Plant Locations and Layout Pollution Control and Government Regulations. **Financial Analysis:** Fund flow analysis and sources of funds.

**UNIT III: Project Appraisal**

Cash Flow estimate under different financing pattern (LTF, TF) capital expenditure decisions(using capital budgeting techniques),

**UNIT IV: Risk Analysis**

Different techniques, project evaluation under special circumstances, CAPM model,

**UNIT V: Net Work Techniques for Project Management**

PERT/CPM Techniques. Time - Cost Trade - off. Resource Leveling. Social cost benefit analysis; SCBA approach, UNIDO approach, shadow pricing

**Note:** Question paper will contain 50% Numerical questions and 50% Theoretical questions.

**Suggested Reading:**

- Prasanna Chandra: *Project: Preparation, Appraisal, Budgeting and Implementation.*
- P.K. Matto: *Project Formulation in Developing Countries*
- Dass Gupta & Sen: *Guideline for Project Evaluation*
- D.K. Jain: *Project Planning and Appraisal in Planned Economy*

MPMOM22-402T	ENTREPRENEURSHIP DEVELOPMENT		L-3, T-1, P-0	4 CREDIT		
			Total Lecture	48		
<b>Course Objectives:</b>						
<ul style="list-style-type: none"> <li>The course aims to provide students with a clear understanding of entrepreneurship, its importance, and the need for entrepreneurship development. Students will explore the characteristics and types of entrepreneurship, view entrepreneurship as a career option, and understand entrepreneurship as a style of management.</li> <li>Students will study the various theories and influences on entrepreneurship development.</li> <li>Students will gain knowledge and skills in project planning specifically tailored for entrepreneurs. They will learn about technical, financial, marketing, personnel, and management feasibility reports.</li> <li>Students will be equipped with the knowledge and skills necessary to embark on their entrepreneurial journey and contribute to economic growth and innovation.</li> </ul>						
<b>Course Outcomes:</b> At the end of the course, the students will be able to						
CO1	Understand the concept and need for entrepreneurship.					
CO2	Identify the different characteristics and types of entrepreneurship.					
CO3	Analyze external and internal factors that affect entrepreneurship development					
CO4	Develop a comprehensive business plan for a new venture					
CO5	Evaluate the role of government in promoting entrepreneurship and identify relevant schemes and incentives.					
<b>Mapping of Course Outcomes with the program Outcomes</b>						
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	-	-	-	√	-	-
CO2	-	-	-	√	-	-
CO3	-	-	-	√	-	-
CO4	√	√	-	-	-	-
CO5	-	-	-	√	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the concept and need for entrepreneurship.					
<b>CO2</b>	Identify the different characteristics and types of entrepreneurship.					
<b>CO3</b>	Analyze external and internal factors that affect entrepreneurship development					
<b>CO4</b>	Develop a comprehensive business plan for a new venture					
<b>CO5</b>	Evaluate the role of government in promoting entrepreneurship and identify relevant schemes and incentives.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	√	-	-
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	√	√	-



**UNIT I: Foundation of Entrepreneurship Development**

Concept and need of entrepreneurship; Characteristics and Types of Entrepreneurship; Entrepreneurship as a career; Entrepreneurship as a style of Management; The changing role of the entrepreneur; Entrepreneurial traits, factors affecting entrepreneur.

**UNIT II: Theories of Entrepreneurship**

Influences on entrepreneurship development; External influences on entrepreneurship development; Socio-cultural, Political, economical, personal entrepreneurial success and failure: reasons and remedies; Women entrepreneurs: Challenges and achievements of women entrepreneurs.

**UNIT III: Business Planning Process**

The business plan as an entrepreneurial tool; Elements of business planning; Objectives; Market analysis; development of Product/ idea; Marketing, Finance, Organisation and management; Ownership; Critical risk contingencies of The proposal; Scheduling and milestones.

**UNIT IV: Project Planning for Entrepreneurs**

Technical, Financial, Marketing, Personnel, and management feasibility reports; Financial schemes offered by various financial institution, Like Commercial Banks, IDBI, ICICI, SIDBI, SFCs, Foreign currency Financing; Estimation of Financial requirements.

**UNIT V: Entrepreneurship Development and Government**

Role of Central Government and State Government in promoting entrepreneurship with various incentives, subsidies, grants, programmed, schemes and challenges. Government initiatives and inclusive entrepreneurial Growth.

**Suggested Readings:**

- Prasanna Chandra: *Project Preparation, Appraisal and Implementation*, 5th ed., Tata McGraw Hill, 2002
- Holt: *Entrepreneurship*
- S.S. Khanka: *Entrepreneurial Development*
- Vasant Desai: *Entrepreneurial Development*
- Madhurima Lall & Shikha Sahai: *Entrepreneurship*
- Clifford Gray: *Project Management*, Richard D. Irwin, 2005

MPMOM22-403F1	RISK MANAGEMENT AND INSURANCE		L-3, T-1, P-0	4 CREDIT		
			Total Lecture	48		
<b>Course Objectives:</b> To provide an understanding of risk management and insurance principles, practices, and policies.						
<b>Course Outcomes:</b> At the end of the course, the students will be able to						
CO1	Analyze various types of risk and evaluate their impact on individuals and businesses.					
CO2	Assess the importance of risk aversion and demand for insurance by individuals and businesses.					
CO3	Evaluate different types of insurance policies and their pricing, including life, health, home, and marine insurance.					
CO4	Apply statistical techniques to risk avoidance and disaster risk management.					
CO5	Understand the globalization of the insurance sector and the role of regulatory authorities in risk reduction.					
<b>Mapping of Course Outcomes with the program Outcomes</b>						
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	√	-	-	-	-	-
CO2	√	-	-	-	-	-
CO3	√	-	-	-	-	-
CO4	-	-	√	-	-	-
CO5	-	-	-	√	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Analyze various types of risk and evaluate their impact on individuals and businesses.					
<b>CO2</b>	Assess the importance of risk aversion and demand for insurance by individuals and businesses.					
<b>CO3</b>	Evaluate different types of insurance policies and their pricing, including life, health, home, and marine insurance.					
<b>CO4</b>	Apply statistical techniques to risk avoidance and disaster risk management.					
<b>CO5</b>	Understand the globalization of the insurance sector and the role of regulatory authorities in risk reduction.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	√	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	√	√	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	-	-	-

**UNIT I: Introduction**

Concept of risk; objective of risk management; need for a risk management; types of risk; Identification and measurement of risk; risk evaluation and prediction

**UNIT II: Risk Aversion and Risk Management**

Risk aversion and demand for insurance by individual; business risk management and demand for insurance; Application of statistical techniques in risk avoidance; disaster risk management; Insurability of risk contractual provisions and legal doctrines; premium loading; moral hazards; deductibles and claim processing costs; risk retention and transfer; legal aspects of insurance contract; principle of indemnity; estoppels.

**UNIT III: Types of Insurance**

Fire and motor insurance; health insurance; social insurance; home-owners insurance; life insurance and annuities; term insurance; endowment insurance; whole life insurance; life insurance pricing; employees benefits group; medical coverage; retirement plans; marine insurance; ships and goods policy; marine risk institute cargo clauses reinsurance

**UNIT IV: Assessment and control**

Control of malpractices; negligence, loss assessment and loss control; exclusion of perils, actuaries, computation of insurance premium.

**UNIT V: Globalization of Insurance Sector**

Globalization of insurance sector; regulation of risk reduction by IRDA; reinsurance; coinsurance assignment

**Suggested Reading:**

- Scott Harrington and Gregory Niehaus, *Risk Management and Insurance*, 2<sup>nd</sup> ed., Tata McGraw- Hill, 2004.
- Dorfman, *Risk Management and Insurance*, PHI
- Gupta, PK, *Insurance and Risk Management*, Himalaya Publishing House, 2004
- Mishra, MN, *Principles and Practices of Insurance*, S. Chand and Co., 2004
- Panda, GS, *Principles and Practices of Insurance*, Kalyani Pub. 2004
- Jeevanandam, C, *Risk Management*, Sultan Chand and Sons, 2005

MPMOM22-403F2	<b>INTERNATIONAL FINANCIAL MANAGEMENT</b>		<b>L-3, T-1, P-0</b>	<b>4 CREDIT</b>		
			<b>Total Lecture</b>	<b>48</b>		
<b>Course Objectives:</b>						
The course aims to provide students with an understanding of the theories, concepts, and practices of international finance and their applications in a global context.						
<b>Course Outcomes:</b> At the end of the course, the students will be able to						
<b>CO1</b>	Analyze the development and functioning of the international monetary system and exchange rate regimes.					
<b>CO2</b>	Evaluate the various theories of exchange rate determination and their practical implications for businesses.					
<b>CO3</b>	Understand the foreign exchange market, its participants, and the strategies used for arbitraging, hedging, and speculation.					
<b>CO4</b>	Identify and measure different types of risk exposures faced by multinational corporations and assess their management strategies.					
<b>CO5</b>	Examine the various sources and types of international finance, including equity issues, long-term borrowing, and short-term financing, and their uses for businesses operating in a global context.					
<b>Mapping of Course Outcomes with the program Outcomes</b>						
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO1</b>	√	-	-	-	-	-
<b>CO2</b>	-	√	-	-	-	-
<b>CO3</b>	-	-	-	√	-	-
<b>CO4</b>	-	-	√	-	-	-
<b>CO5</b>	-	-	-	-	√	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Analyze the development and functioning of the international monetary system and exchange rate regimes.					
<b>CO2</b>	Evaluate the various theories of exchange rate determination and their practical implications for businesses.					
<b>CO3</b>	Understand the foreign exchange market, its participants, and the strategies used for arbitraging, hedging, and speculation.					
<b>CO4</b>	Identify and measure different types of risk exposures faced by multinational corporations and assess their management strategies.					
<b>CO5</b>	Examine the various sources and types of international finance, including equity issues, long-term borrowing, and short-term financing, and their uses for businesses operating in a global context.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	√	√	-	-
<b>CO2</b>	√	√	√	√	√	-
<b>CO3</b>	√	√	√	-	-	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	√	-	-

## **MPMOM22-403F2: INTERNATIONAL FINANCIAL MANAGEMENT CREDITS: 4**

**UNIT I: (a) Financial Management in Global Perspective:** Development in the International Monetary System, Gold Standard, Britain Woods System of Exchange Rate, Exchange Rate Regime, IMF and International Liquidity, System of Exchanging Currencies.

**(b) Exchange Rate Determination:** Determination of Exchange Rate in Spot and Forward Market, PPP Theory, IRP Theory, Monetary Theories of Exchange Rate determination, Overshooting Models.

### **UNIT II: Foreign Exchange Market:**

Spot and Forward, Participants in Foreign Exchange Market-Arbitraging, Hedging and Speculation, Covered Interest Rate Arbitrage, Borrowing and Investing Markets.

### **UNIT III: Risk Exposures and Their Management:**

Translation, Transaction and Operating; Exposures: Their Measurement and Management.

### **UNIT IV: Financial Swaps** Types and Uses, cash management by MNCs

**UNIT V: (a) International Financial Markets:** International Equity Issues and Long Term Borrowings. GDRs, ADRs and Euro Bonds. International Development Banks, Foreign Currency Financing by Indian Financial Institutions.

**(b) Short Term Financial Management:** Management of Cash, Inventory and Accounts Receivable in Global Context, Inter-Company Fund Flow Mechanism, Short Term Financing. Financing of international trade.

### **Suggested Reading:**

- Levi, Maurice: *International Finance*, Routledge, 2009
- Eiteman, David K: Arthur Stonehill and Michael H. Moffett, *Multinational Business Finance*, Pearson, 2008
- Shapiro AC: *Multinational Financial Management*: PHI
- Apte : *International Financial Management*: PHI
- Seth, A.K.: *International Financial Management*.
- Vij, madhu: *International Financial Management*, Excel Publications, 2006

MPMOM22-403M1	MARKETING OF SERVICES			L-3, T-1, P-0	4 CREDIT	
				Total Lecture	48	
<b>Course Objectives:</b>						
<ul style="list-style-type: none"> <li>To provide students with a comprehensive understanding of the concepts and practices of service marketing and equip them with the skills to design and implement effective service marketing strategies in a globalised environment.</li> <li>Students will gain knowledge of the extended marketing mix specific to services, commonly known as the 7Ps. They will understand how these elements need to be adapted and managed in a service-based business.</li> <li>Students will explore theories and frameworks related to service quality and customer satisfaction.</li> <li>The course aims to provide students with a comprehensive understanding of the distinctive features and challenges associated with marketing services. Students will learn about intangibility, inseparability, variability, and perishability as key characteristics of services and how they impact marketing strategies.</li> </ul>						
<b>Course Outcomes:</b> At the end of the course, the students will be able to						
CO1	Develop an understanding of the nature, characteristics, and classification of services.					
CO2	Learn the importance of managing customer expectations and implementing segmentation, targeting, and positioning in service marketing.					
CO3	Acquire knowledge of the service marketing mix, including product, price, promotion, and place strategies.					
CO4	Develop skills in designing and delivering effective service systems, including service quality measurement and customer relationship management.					
CO5	Gain an understanding of the globalisation of services and its impact on marketing strategies in India.					
<b>Mapping of Course Outcomes with the program Outcomes</b>						
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	√	-	-	-	-	-
CO2	√	√	-	-	-	-
CO3	√	√	-	-	-	-
CO4	√	-	√	-	-	-
CO5	-	-	-	√	-	-



<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Develop an understanding of the nature, characteristics, and classification of services.					
<b>CO2</b>	Learn the importance of managing customer expectations and implementing segmentation, targeting, and positioning in service marketing.					
<b>CO3</b>	Acquire knowledge of the service marketing mix, including product, price, promotion, and place strategies.					
<b>CO4</b>	Develop skills in designing and delivering effective service systems, including service quality measurement and customer relationship management.					
<b>CO5</b>	Gain an understanding of the globalisation of services and its impact on marketing strategies in India.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	-	-	-	-
<b>CO3</b>	√	√	-	-	-	-
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	√	-	-

**UNIT I: Introduction to Services Marketing**

Services as a marketing concept; factors for the growth of service sector; characteristics of services; dimensions of services; classification of services; managing customer expectations: level of expectations; zone of tolerance; segmentation, targeting and positioning of service.

**UNIT II: Services Marketing Mix**

Product: service package, core and supplementary services; Product levels, service levels and delivery; price: pricing concepts and issues in pricing, pricing policy, pricing approaches, price and customer values; Promotion: Internal and external communication, issues in services promotion; place: Service distribution, channel options, service distribution strategy.

**UNIT III: Service Design**

Essentials of a service system; components of services; designing the service package; front office interface; back office interface; operations system; service delivery system; customer satisfaction and conflicts; service recovery system; service quality; concept of service quality, measuring service quality; SERVQUAL system; concept of CRM: CRM objectives, technology impact on services, concept of e-CRM.

**UNIT IV: Globalization of services**

Stages of globalization; international marketing services; emerging trends; principal driving forces in global marketing of services; key decisions in global marketing; services strategy and organizing for global marketing.

**UNIT V: Marketing of Financial and Hospitality Services**

Application of the component of marketing of services in marketing of financial, tourism, travel and transport services.

**Suggested Reading:**

- Zeithaml, Gremler, Bitner, and Ajay Pandit, *Services Marketing*, Tata McGraw- Hill, 4<sup>th</sup> ed., 2008.
- Lovelock, *Services Marketing: People, Technology and Strategy*, Pearson Education, 5<sup>th</sup> ed., 2007.
- Baron S and Harris K, *Services Marketing: Text and Cases*, Palgrave, 2003
- Rajendra Nargundkar, *Services Marketing: Text and Cases*, Tata McGraw- Hill, 2<sup>nd</sup> ed., 2007.
- Harsh V Verma, *Services Marketing: Text and Cases*, Pearson Education, 2008.
- Rama Mohana Rao, *Services Marketing*, Pearson Education

MPMOM22-403M2	INTERNATIONAL MARKETING		L-3, T-1, P-0	4 CREDIT		
			Total Lecture	48		
<b>Course Objectives:</b>						
<ul style="list-style-type: none"> <li>Analyze the international marketing environment, including geographic, demographic, economic, political, legal, and socio-cultural factors.</li> <li>Gain insights into international distribution channels, including the selection of middlemen and distribution logistics such as transportation and warehousing.</li> <li>Develop skills to analyze and formulate international marketing strategies that align with the goals and objectives of the organization in the global marketplace.</li> <li>The course aims to provide students with a comprehensive understanding of the concepts, theories, and practices related to international marketing and equip them with the necessary skills to navigate the complexities of international markets.</li> </ul>						
<b>Course Outcomes:</b> At the end of the course, the students will be able to						
CO1	Understand the international marketing environment, including its geographic, demographic, economic, political, legal, and socio-cultural aspects.					
CO2	Analyze the process of international product/market selection and entry modes, including export licensing, franchising, joint venture, and wholly-owned subsidiary.					
CO3	Develop an understanding of international product planning and pricing, including product standardization and adaptation, packaging, branding, and pricing methods and process.					
CO4	Analyze the types and functions of foreign distribution channels, distribution logistics, transportation and warehousing decisions, and international advertising.					
CO5	Develop skills in selecting middlemen, measuring advertising effectiveness, and evaluating the performance of international marketing operations.					
<b>Mapping of Course Outcomes with the program Outcomes</b>						
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	√	-	-	-	-	-
CO2	-	√	-	-	-	-
CO3	-	-	-	√	-	-
CO4	-	-	-	√	-	-
CO5	-	-	√	-	-	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the international marketing environment, including its geographic, demographic, economic, political, legal, and socio-cultural aspects.					
<b>CO2</b>	Analyze the process of international product/market selection and entry modes, including export licensing, franchising, joint venture, and wholly-owned subsidiary.					
<b>CO3</b>	Develop an understanding of international product planning and pricing, including product standardization and adaptation, packaging, branding, and pricing methods and process.					
<b>CO4</b>	Analyze the types and functions of foreign distribution channels, distribution logistics, transportation and warehousing decisions, and international advertising.					
<b>CO5</b>	Develop skills in selecting middlemen, measuring advertising effectiveness, and evaluating the performance of international marketing operations.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	√	-	-
<b>CO3</b>	√	√	√	√	-	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	-	-	-

**UNIT I: Introduction to International Marketing**

Meaning, nature and scope of international marketing; international marketing distinguished from domestic marketing. Exporting, international trade and international business; international marketing management process- an overview.

**UNIT II: International Marketing Environment**

Geographic, demographic, economic, political, legal, socio cultural environments- their nature and effects on international marketing operations, tariff and non-tariff barriers; WTO, UNCTAD, generalized system of preferences (GSP), regional economic groupings- European Union (EU), NAFTA, ASEAN, etc., facilities and incentives schemes for exporters.

**UNIT III: International Product/ Market Selection and Entry Modes**

Selection products, selection market, various modes of entry into international markets and their evaluation, export licensing/franchising contracting, joint venture, setting up wholly owned subsidiary.

**UNIT IV: International Product Planning and Pricing**

Product in international context, standardization vs. adoption decision, other considerations; packaging, branding after sales services, ISO 9001:2000 quality system standard, factors influencing price, pricing methods, decisions and pricing process, price quotations and related considerations.

**UNIT V: International Distribution and Promotion**

Types and functions of foreign distribution channels, selection of middlemen, distribution logistics- transportation and warehousing decisions, International advertising- standardization vs. adaptation, selection of media, selection of agency, measuring advertising effectiveness.

**Suggested Reading:**

- Vern Terpestra, *International Marketing*, Southwest Publication, 2005
- Varshney RL and B. Bhattacharya, *International Marketing- Indian Perspective*, Sultan chand publication 2006.
- Fayerweather, J, *International Marketing Management*, Sage Publication, 2006
- Cattero, R, Phylip, *International Marketing*, Tata Mc Graw Hill, 2006
- Jain Subash, *International Marketing Management*, Southwest Publication, 2005

MPMOM22-403H1	CORPORATE LEADERSHIP	L-3, T-1, P-0			4 CREDIT	
		Total Lecture			48	
<b>Course Objectives:</b>						
<ul style="list-style-type: none"> <li>• To provide an understanding of organizational leadership and its importance in business, and to equip students with the necessary skills to become effective leaders.</li> <li>• Explore different leadership theories and styles, including their application in Indian organizations.</li> <li>• These course objectives aim to provide students with a comprehensive understanding of corporate leadership, including theories, skills, and ethical considerations.</li> <li>• The objectives also focus on developing effective communication skills, managing power and politics, leading teams, and adapting to changes and crises in organizational settings.</li> </ul>						
<b>Course Outcomes:</b> At the end of the course, the students will be able to						
CO1	Understand the various leadership theories, styles, and traits and their effectiveness in different organizational contexts.					
CO2	Develop effective communication skills and overcome communication barriers in a business setting.					
CO3	Analyze the concept of power and politics in an organization and learn how to manage them effectively.					
CO4	Understand team leadership and its impact on team morale, motivation, and productivity.					
CO5	Develop an understanding of ethics in leadership, strategic leadership, and managing crises and change, as well as emerging trends in corporate leadership.					
<b>Mapping of Course Outcomes with the program Outcomes</b>						
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	√	-	-	-	-	-
CO2	-	√	-	-	-	-
CO3	-	-	√	-	-	-
CO4	-	-	-	√	-	-
CO5	-	-	-	-	√	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the various leadership theories, styles, and traits and their effectiveness in different organizational contexts.					
<b>CO2</b>	Develop effective communication skills and overcome communication barriers in a business setting.					
<b>CO3</b>	Analyze the concept of power and politics in an organization and learn how to manage them effectively.					
<b>CO4</b>	Understand team leadership and its impact on team morale, motivation, and productivity.					
<b>CO5</b>	Develop an understanding of ethics in leadership, strategic leadership, and managing crises and change, as well as emerging trends in corporate leadership.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	√	-	-
<b>CO4</b>	√	√	√	-	-	-
<b>CO5</b>	√	√	√	-	-	-

**UNIT I: Organisational Leadership**

Introduction, importance and scope of corporate leadership. Leadership traits, Functions and Theories, Leadership Styles in Indian Organisations, Leadership Effectiveness.

**UNIT II: Communication**

Business Communication types, Medias, Objectives, Models, Process, Importance Understanding Barriers to communication and ways to handle and improve barriers, presentation skills-its purpose in business world, Reading and writing skills- Importance of Reading and Writing, Improving Writing skills through Understanding and Practicing Notice, E-Mail, Tenders, Advertisement, Formal Letter, Listening skills-its importance as individual and as a leader of as a worker, its types, Barriers to Listening & Remedies to improve Listening Barriers, Non Verbal Communication.

**UNIT III: Power and Politics**

Meaning of Power and Politics, Distinction between Power and Authority, Bases or Sources of Power, Acquisition and symbols of organizational politics, Reasons of Organisational Politics, Managing Organizational Politics, and Influencing: Power, Politics, Networking and Negotiation.

**UNIT IV: Team Leadership**

Leader/Follower, Team Leadership and Self-Managed Teams, Leadership of Culture and Diversity and Learning Organisation, Enhancing Morale and Motivation, Time Management, Job Frustration, Stress Management.

**UNIT V:** Ethics in Leadership Strategic Leadership and managing Crises and Change, Emerging Trends in Corporate Leadership.

**Suggested Readings**

- (5th edition) (2010). Author: Peter Northouse. Sage press. *Leadership in Organisations*. (7th edition). (2009). Author: Gary Yukl. Prentice-Hall.
- *Leadership: Enhancing the Lessons of Experience*. (7th edition). (2010). Richard L. Hughes, Ginnett, & Curphy. McGraw-Hill/Irwin.
- *Effective Leadership*. (3rd Edition). (2007). Author Lussier/Achua. Thomson.



<b>MPMOM22-403H2</b>	<b>COMPENSATION MANAGEMENT</b>		<b>L-3, T-1, P-0</b>	<b>4 CREDIT</b>		
			<b>Total Lecture</b>	<b>48</b>		
<b>Course Objectives:</b>						
<ul style="list-style-type: none"> <li>• The course aims to provide students with an understanding of the reward system and its components. Students will learn about compensation dimensions and the importance of non-compensation elements in employee motivation and satisfaction. They will also explore systems for non-compensation rewards.</li> <li>• Students will learn about different methods of job evaluation. They will understand whole job ranking, position classification, predetermined grading approaches, market pricing approaches, and maturity curve methods.</li> <li>• They will grasp the concepts and elements of the reward system, gain skills in job analysis and evaluation, learn how to design a base pay structure, measure and pay for performance, and explore short and long-term incentives.</li> <li>• Students will be equipped with the knowledge and skills necessary to effectively manage compensation systems and motivate employees in the workplace.</li> </ul>						
<b>Course Outcomes:</b> At the end of the course, the students will be able to						
<b>CO1</b>	Develop an understanding of the components of a comprehensive reward system.					
<b>CO2</b>	Ability to conduct job analysis and design job descriptions.					
<b>CO3</b>	Knowledge of different job evaluation methods and ability to design a base pay structure.					
<b>CO4</b>	Ability to measure and pay for performance using various techniques.					
<b>CO5</b>	Understanding of short and long-term incentives and their design in organizations.					
<b>Mapping of Course Outcomes with the program Outcomes</b>						
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO1</b>	√	-	-	-	-	-
<b>CO2</b>	-	√	-	-	-	-
<b>CO3</b>	-	-	√	-	-	-
<b>CO4</b>	-	-	-	√	-	-
<b>CO5</b>	-	-	-	-	√	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Develop an understanding of the components of a comprehensive reward system.					
<b>CO2</b>	Ability to conduct job analysis and design job descriptions.					
<b>CO3</b>	Knowledge of different job evaluation methods and ability to design a base pay structure.					
<b>CO4</b>	Ability to measure and pay for performance using various techniques.					
<b>CO5</b>	Understanding of short and long-term incentives and their design in organizations.					
<b>Bloom's Level</b>						
	<b>Remember</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Create</b>
<b>CO1</b>	√	√	-	-	-	-
<b>CO2</b>	√	√	√	-	-	-
<b>CO3</b>	√	√	√	√	-	-
<b>CO4</b>	√	√	√	√	-	-
<b>CO5</b>	√	√	√	-	-	-

**UNIT I: The Reward System, Job Analysis**

Compensation & non compensation dimension, system for non compensation. Planning a job analysis program, Collection and description of job data, designing of custom made job analysis questionnaire, Guidelines for conducting a job analysis interview.

**UNIT II: Job Description and Job Evaluation**

Broad , generic job (class descriptions versus Narrow, specific job (Position) descriptions, A job contract, Planning, operations and control, elements of the job description, Job summary ,other ways of describing job facts. Job requirements and pay, whole job ranking, position classification predetermined grading Approach, a market pricing approach, a maturity curve method, Development and use of compensable factors, Weighting and rating of compensable factors.

**UNIT III: Designing a Base Pay Structure**

Pay structure architecture, Determining a pay policy line, the need for more than one pay structure, displaying job data, identifying lowest and highest rates of pay, developing pay grades, single rate pay grade, two tire wage plan, multiple point pay structure, range or spread dimension, pay grade width, determining pay grade minimum and minimum rates of pay, internal design consideration, spread of range and steps, pay grade overlap, broad banding

**UNIT IV: Measuring and Paying for Performance, Point Factor Method of Job Evaluation**

Merit pay, performance appraisal: cost- effectiveness analysis, designing a job content-based performance appraisal program, Rating scale design and development, performance standards, maintaining an employee documentation File. Combining point factor and factor comparison methods, job evaluation committee, Using FES to determine job worth, Factor evaluation system position evaluation statements

**UNIT V: Short and Long Term Incentives**

Premium and Differentials pay for unit produced, individual based bonus and rewards, organization wide short term incentives, Scanlon plan, lincon's incentive system. Designing a long term incentive and deferred compensation plan, Qualified deferred compensation arrangement, Social security, retirement plan, pension plans, profit sharing plan, stock bonus plan, ESOP, employer benefits and employer costs for ESOP, Individual retirement account, Savings incentive match plan for employees

### **Suggested Readings**

- Richard. I. Henderson (2005). *Compensation Management in Knowledge- based World*. Prentice-Hall.
- Thomas.P. Plannery, David. A. Hofrichter & Paul. E. Platten (2002). *People, Performance & Pay: Dynamic Compensation for Changing Organizations*. Free Press.
- Michael Armstrong & Helen Murlis (2005). *Reward Management: A Handbook of Remuneration Strategy and Practice*. 5/e, Kogan Page, London.
- Edwarde.E. Lawler III (2000). *Rewarding Excellence: Pay Strategies for the New Economy*. Jossey –Bass, California.
- Singh B.D. (2007). *Compensation and Reward Management*, Excel Books, New Delhi.
- Tapomoy Deb (2009). *Compensation Management: Text and Cases*, Excel Books, New Delhi.

<b>MPMOM22-451P</b>	<b>SEMINAR &amp; VIVA –VOCE</b>	<b>L-0, T-0, P-2</b>	<b>2 CREDITS</b>			
<p><b>Course Objectives:</b> To create awareness regarding current trends, issues and researches related to various aspects of related topics. Each student will be assigned a topic in the beginning of the semester. They will be required to prepare and submit seminar report and presentation on the same. The panel of examiners will evaluate the project. Seminar and Viva-Voce is a useful tool that assists in authenticating that the student has got enough knowledge of the subject matter.</p> <ul style="list-style-type: none"> <li>• To identify and analyze the students presence of mind.</li> <li>• To evaluate the students spontaneity and mannerism.</li> <li>• To acquire soundness of knowledge through various forms of questions.</li> <li>• To diagnose the students limitations and weakness and take remedial actions.</li> </ul>						
<p><b>Course Outcomes:</b> At the end of the course, the students will be able to</p>						
<b>CO1</b>	Gain the communication skills and develop the ability to communicate with another person.					
<b>CO2</b>	Know ethical issues in business trends, researches and other related topics including those issues that arise in corporate world.					
<b>CO3</b>	Assess their communication, presentation skills & overall impression					
<b>CO4</b>	Explore the connection between university study and life enrichment, lifelong learning, and civic responsibility.					
<b>CO5</b>	Practical knowledge about the various fields.					
<b>Mapping of Course Outcomes with the program Outcomes</b>						
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO1</b>	√	-	√	√	√	-
<b>CO2</b>	-	√	-	√	√	√
<b>CO3</b>	√	-	-	√	√	-
<b>CO4</b>	-	√	√	-	√	√
<b>CO5</b>	√	√	√	√	√	√

**Seminar 50 Marks**

The Objective of Seminar is to help the Students in Developing their Communication Skills, Especially presentation before the Group. Each Student is expected to present a Seminar (As Elaborated in the Ordinance) on a topic Approved by the Teacher In-charge. In this Semester the topic of the Seminars will be Qualitative and based on the issues Relevant to the Corporate World and Business World.

**Viva voce 50 Marks**

At the end of Semester Course each student will have to face an interview where he/she is expected to answer questions relating to the course covered in the Semester and on the questions related to Corporate World and Business world. The Viva – Voce shall be conducted jointly by the Internal Expert and the External Expert. After Viva – voce the feedback of the External experts shall be obtained so as to decide the Modalities of Improvement during Second year of the course.

**Summer training:**

Each Student is requiring undergoing 45 – 60 days training in any organization immediately after completion of the second semester. Training report on the pattern of approved by the teacher in- charge of training shall be submitted by the student in duplicate to the teacher in – charge. The student shall have to bear all the expenses on training including traveling and daily maintenance and the expenses on preparation of the training report. There will be no vocation after second semester examination and students shall proceed for summer training.