

**FACULTY OF COMMERCE  
&  
BUSINESS STUDIES**



**SYLLABUS**

Academic Session: 2022-23 Onwards

**B.Com. (Hons.) 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**  
**BACHELOR OF COMMERCE (Hons)**

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

**SUMMARY**

<b>Programme</b>		B.Com (Hons.)
<b>Duration</b>		Three-year full time (Six Semesters)
<b>Medium</b>		English and Hindi
<b>Total Credits</b>	SEM - I	23
	SEM - II	23
	SEM - III	20
	SEM - IV	20
	SEM - V	24
	SEM - VI	24
	<b>TOTAL</b>	<b>134</b>
<b>Minimum Qualifying Credits</b>	SEM - I	23
	SEM - II	23
	SEM - III	20
	SEM - IV	20
	SEM - V	24
	SEM - VI	24
	<b>TOTAL</b>	<b>134</b>
<b>Maximum Qualifying Total Marks</b>	SEM - I	700
	SEM - II	700
	SEM - III	600
	SEM - IV	600
	SEM - V	600
	SEM - VI	600
	<b>TOTAL</b>	<b>3800</b>

## Faculty of Commerce & Business Studies

### PROGRAM EDUCATIONAL OBJECTIVES (PEOs):

<b>PEO1</b>	Enables learners to get theoretical and practical exposure in the commerce sector which includes Accounts, Commerce, Marketing, Management, Economics, Environment etc.
<b>PEO2</b>	Students will develop their knowledge of the fundamental and technical concepts of accounting.
<b>PEO3</b>	The candidate will have the ability to apply his knowledge for a quick and meaningful decision making in planning and production.
<b>PEO4</b>	To integrate knowledge, skill and attitude that will sustain an environment of learning and creativity among the students.
<b>PEO5</b>	To produce with good morality, personality and integrity to their profession and place.
<b>PEO6</b>	Appreciate wider societal concerns through engagement/extending the professional knowledge to community service/projects.

### PROGRAM SPECIFIC OBJECTIVES (PSOs):

<b>PSO1</b>	Understand the recent trends used by the marketers and the issues related to consumer protection.
<b>PSO2</b>	Develops communication skills and build confidence to face the challenges of the corporate world
<b>PSO3</b>	To give a global perspective to the students such that they will be able to integrate national values & beliefs with international culture & competence.
<b>PSO4</b>	Students can independently start up their own Business through application of computer knowledge in e-commerce sector.
<b>PSO5</b>	The knowledge of different specializations in Accounting, costing, banking and finance with the practical exposure helps the students to stand in organization.
<b>PSO6</b>	Help learners develop a thorough understanding of the fundamentals in Commerce and Finance.

**PROGRAM OUTCOMES (POs):**

<b>PO1</b>	At the end of the program the students will be able to get a thorough and inclusive knowledge of the areas related to business, finance, human resource management, marketing, international business, corporate and business laws, accounting and taxation etc.
<b>PO2</b>	At the end of the program the students will be technologically updated as it has courses like computerized accounting system, computer applications etc. which not only make them work using software but also makes them independent enough in this world of digitization.
<b>PO3</b>	This program enables the students to think of a given problem or situation from different perspectives like economic, financial, social, national, global etc. and broadens the horizon of their thought processes. It not only helps the students add dimensions to its decision making but also in reaching to inclusive conclusions.
<b>PO4</b>	At the end of the program the students will demonstrate ability to work in groups. Exhibit skills like Empathy, EQ, Managerial and Inter-Personnel Skills.
<b>PO5</b>	At the end of the program the students will acquire the knowledge, skill in different areas of communication, decision making, innovations and problem solving in day to day business activities.

**MOTHERHOOD UNIVERSITY, ROORKEE**  
**BACHELOR OF COMMERCE (Hons.)**

<b>B.COM (HONS.) 1<sup>st</sup>Sem</b>									
Category	Code	Subject Title	L	T	P	CREDIT	IA	EA	TM
<b>Core Courses (CC1-CC3)</b>	<b>MUCOH22-101T</b>	Business Organization & Management	3	1	0	4	30	70	100
	<b>MUCOH22-102T</b>	Financial Accounting	3	1	0	4	30	70	100
	<b>MUCOH22-103T</b>	Business Environment	3	1	0	4	30	70	100
<b>Minor Other Subject/ Faculty</b>	<b>MUCOH22-104T</b>	English Language	3	1	0	4	30	70	100
<b>SEC-1</b>	<b>MUCOH22-105T</b>	Business Communication	2	1	0	3	30	70	100
<b>Co-Curricular Course</b>	<b>MUCOH22-106T</b>	Communication Skills	2	0	0	2	30	70	100
<b>SEC-2</b>	<b>MUCOH22-151P</b>	Seminar & Viva-voce	0	0	0	2	30	70	100
<b>TOTAL</b>			<b>16</b>	<b>5</b>	<b>0</b>	<b>23</b>	<b>210</b>	<b>490</b>	<b>700</b>

<b>B.COM (HONS.) 2<sup>nd</sup>Sem</b>									
Category	Code	Subject Title	L	T	P	CREDIT	IA	EA	TM
<b>Core- Courses (CC1-CC3)</b>	<b>MUCOH22-201T</b>	Business Law	3	1	0	4	30	70	100
	<b>MUCOH22-202T</b>	Business Statistics	3	1	0	4	30	70	100
	<b>MUCOH22-203T</b>	Banking & Insurance	3	1	0	4	30	70	100
<b>Minor Other Subject/ Faculty</b>	<b>MUCOH22-204T</b>	Business Economics	3	1	0	4	30	70	100
<b>SEC-3</b>	<b>MUCOH22-205T</b>	Basic Marketing	2	1	0	3	30	70	100
<b>Co-Curricular Course</b>	<b>MUCOH22-206T</b>	Environmental Studies	2	0	0	2	30	70	100
<b>SEC-4</b>	<b>MUCOH22-251P</b>	Viva-voce	0	0	0	2	30	70	100
<b>TOTAL</b>			<b>16</b>	<b>5</b>	<b>0</b>	<b>23</b>	<b>210</b>	<b>490</b>	<b>700</b>

**MOTHERHOOD UNIVERSITY, ROORKEE**  
**BACHELOR OF COMMERCE (HONS.)**

<b>B.COM (HONS.) 3<sup>rd</sup>Sem</b>									
<b>Category</b>	<b>Code</b>	<b>Subject Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDI T</b>	<b>IA</b>	<b>EA</b>	<b>TM</b>
<b>CORE COURSE (CC7-CC9)</b>	<b>MUCOH22- 301T</b>	Company Law	3	1	0	4	30	70	100
	<b>MUCOH22- 302T</b>	Business Mathematics	3	1	0	4	30	70	100
	<b>MUCOH22- 303T</b>	Computer Applications in Business	3	0	2	4	30	70	100
<b>AECC-1</b>	<b>MUCOH22- 304T</b>	Management Paradigm from Bhagwat Geeta	2	0	0	2	30	70	100
<b>Major Elective (Other faculty)</b>	<b>MUCOH22- 305</b>	Select Any One Paper from One of the Group	3	1	0	4	30	70	100
<b>SEC-5</b>	<b>MUCOH22- 351P</b>	Viva-voce	0	0	0	2	30	70	100
<b>TOTAL</b>			<b>14</b>	<b>3</b>	<b>2</b>	<b>20</b>	<b>180</b>	<b>420</b>	<b>600</b>

• **Major Elective - Take any one Specialization**

➤ **Financial Management Group**

MUCOH22-305F1- Income Tax Laws & Practice

MUCOH22-305F2- Public Finance

➤ **Human Resource Management Group**

MUCOH22-305H1- Human Resource Management

MUCOH22-305H2- Wages & Salary Administration

➤ **Marketing Management Group**

MUCOH22-305M1- Principle of Marketing

MUCOH22-305M2- Marketing Communication & Advertising

➤ **Economics Group**

MUCOH22-305E1- Micro Economics

MUCOH22-305E2- International Trade

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**BACHELOR OF COMMERCE (HONS.)**

<b>B.COM (Hons.) 4<sup>th</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>
<b>CORE COURSE (CC10-CC12)</b>	<b>MUCOH22-401T</b>	Research Methodology	3	1	0	4	30	70	100
	<b>MUCOH22-402T</b>	Cost Accounting	3	1	0	4	30	70	100
	<b>MUCOH22-403T</b>	e-Commerce	3	1	0	4	30	70	100
<b>Major Elective (Other faculty)</b>	<b>MUCOH22-405</b>	Select Any One Paper from One of the Group	3	1	0	4	30	70	100
<b>AECC-2</b>	<b>MUCOH22-404T</b>	Project Management	2	0	0	2	30	70	100
<b>SEC-6</b>	<b>MUCOH22-451P</b>	Seminar & Viva-voce	0	0	0	2	30	70	100
<b>TOTAL</b>			<b>14</b>	<b>4</b>	<b>0</b>	<b>20</b>	<b>180</b>	<b>420</b>	<b>600</b>

• **Major Elective - Take any one Specialization**

➤ **Financial Management Group**

MUCOH22-405F1- Corporate Accounting

MUCOH22-405F2- Management of Financial Services

➤ **Human Resource Management Group**

MUCOH22-405H1- Business Ethics

MUCOH22-405H2- Social Security and Labour Welfare

➤ **Marketing Management Group**

MUCOH22-405M1- Rural Marketing

MUCOH22-405M2- Marketing Communication

➤ **Economics Group**

MUCOH22-405E1- Macro Economics

MUCOH22-405E2- Public Economics

**MOTHERHOOD UNIVERSITY, ROORKEE**  
**BACHELOR OF COMMERCE (HONS.)**

<b>B.COM (Hons.) 5<sup>th</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>
<b>Major-1</b>	<b>MUCOH22-501T</b>	Management Accounting	3	1	0	4	30	70	100
<b>Major-2</b>	<b>MUCOH22-502T</b>	Entrepreneurship & Small Business	3	1	0	4	30	70	100
<b>Major Elective (Other faculty)</b>	<b>MUCOH22-503</b>	Subject-1	3	1	0	4	30	70	100
		Subject-2	3	1	0	4	30	70	100
<b>Minor (Elective)</b>		Select any one from the other two group	3	1	0	4	30	70	100
<b>SEC-7</b>	<b>MUCOH22-551P</b>	Survey Report & Viva-voce	0	0	0	4	30	70	100
<b>TOTAL</b>			<b>15</b>	<b>5</b>	<b>0</b>	<b>24</b>	<b>180</b>	<b>420</b>	<b>600</b>

• **Major Elective - Take any one Specialization**

➤ **Financial Management Group**

MUCOH22-503F1- Financial Markets & Institutions

MUCOH22-503F2- Working Capital Management

➤ **Human Resource Management Group**

MUCOH22-503H1- Industrial laws

MUCOH22-503H2- Training & Development

➤ **Marketing Management Group**

MUCOH22-503M1- Consumer Behavior

MUCOH22-503M2- Marketing of services

➤ **Economics Group**

MUCOH22-503E1- Indian Economy

MUCOH22-503E2- Economics of Regulation of Domestic & Foreign Exchange

• **Minor Elective - Take any one Specialization other than the Major Specialization Group.**



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**BACHELOR OF COMMERCE (Hons.)**

<b>B.COM (Hons.) 6<sup>th</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>
<b>Major-1</b>	<b>MUCOH22-601T</b>	International Business	3	1	0	4	30	70	100
<b>Major-2</b>	<b>MUCOH22-602T</b>	Project Planning & Evaluation	3	1	0	4	30	70	100
<b>Major (Elective)</b>	<b>MUCOH22-603T</b>	Subject-1	3	1	0	4	30	70	100
		Subject-2	3	1	0	4	30	70	100
<b>Minor (Elective)</b>		Select any one from the other two group	3	1	0	4	30	70	100
<b>Major (SEC-8)</b>	<b>MUCOH22-651P</b>	Research Report & Viva-voce	0	0	0	4	30	70	100
<b>TOTAL</b>			<b>15</b>	<b>5</b>	<b>0</b>	<b>24</b>	<b>180</b>	<b>420</b>	<b>600</b>

- **Major Elective - Take any one Specialization**
  - **Financial Management Group**  
MUCOH22-603F1- Fundamental of Investment  
MUCOH22-603F2- Financial Management Protection
  - **Human Resource Management Group**  
MUCOH22-603H1- International Human Resource Management  
MUCOH22-603H2- Corporate Leadership
  - **Marketing Management Group**  
MUCOH22-603M1- International Marketing  
MUCOH22-603M2- Sales Management
  - **Economics Group**  
MUCOH22-603E1- Economic Environment of Insurance Business  
MUCOH22-603E2- Managerial Economics
- **Minor Elective - Take any one Specialization other than the Major Specialization Group.**

<b>MUCOH22-101T</b>	<b>BUSINESS ORGANISATION &amp; MANAGEMENT</b>	<b>L-3, T-1, P-0</b>	<b>4 CREDITS</b>
		<b>Total Lecture</b>	<b>48</b>

**Course Objectives:**

- To help the students gain understanding of the functions and responsibilities of managers.
- To provide them tools and techniques to be used in the performance of the managerial job.
- To enable them to analyze and understand the environment of the organization.
- To help the students to develop cognizance of the importance of management principles.

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

<b>CO1</b>	Understand the concepts related to Business.
<b>CO2</b>	Demonstrate the roles, skills and functions of management.
<b>CO3</b>	Analyze effective application of management organisation knowledge to diagnose and solve organizational problems and develop optimal managerial decisions
<b>CO4</b>	Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.
<b>CO5</b>	Formulate ways to carry out the controlling function in organizations

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

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</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 concepts related to Business.					
<b>CO2</b>	Demonstrate the roles, skills and functions of management.					
<b>CO3</b>	Analyze effective application of management organisation knowledge to diagnose and solve organizational problems and develop optimal managerial decisions					
<b>CO4</b>	Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.					
<b>CO5</b>	Formulate ways to carry out the controlling function 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>	√	√	√	√	√	√

## **MUCOH22-101T: BUSINESS ORGANIZATION & MANAGEMENT      CREDIT: 4**

### **UNIT I: Foundation of Indian Business**

Introduction, Components and Objectives of Business, Manufacturing and service sectors; Small and medium enterprises; Problems and government policy; India's experience of liberalization and globalization. Technological innovations and skill development. 'Make in India' Movement. Social responsibility and ethics Emerging opportunities in business; Franchising; Outsourcing-commerce.

### **UNIT II: Business Enterprises**

**Forms of Business Organization:** Sole Proprietorship, Joint Hindu Family Firm, Partnership firm, Joint Stock Company, Cooperative society; Limited Liability Partnership; Choice of Form of Organization. Forms of Public Enterprises. Multinational Corporations.

### **UNIT III: Management Planning and Organizing**

**The Process of Management:** Introduction, Nature and Scope, Levels and Evaluation of Management. Planning-types, Process, Limitations factors affecting Planning, stages of planning.

**Organizing:** Concept, Nature, types formal & informal, factors affecting organizing, features, structures.

### **UNIT IV: Staffing, Directing and Controlling**

Staffing- Concepts, Nature, Importance and Process of recruitment and selection.

Directing- meaning & concepts, importance, principles, supervision.

Controlling- meaning & concepts, functions, process and types, importance, span of control, theories of controlling.

### **UNIT V: Leading and Motivation**

Leading Leadership- concepts, styles, features, importance, qualities of a good leader.

Theories of leadership- Trait theory, Situational theory, Great man theory, Behavior theory.

Motivation- concepts, importance, process. Theories of motivation- Maslow's need hierarchy theory, MC Gregor's theory, theory Z etc.

### **Suggested Readings:**

- Kaul, V.K.,(2011) *Business Organisation and Management*, Pearson Education, New Delhi
- Chhabra, T.N., *Business Organisation and Management*, Sun India Publications, New Delhi,
- Gupta CB, *Modern Business Organisation*, Mayur Paperbacks, New Delhi
- Koontz and Weihrich, (1990) (revised-2009) *Essentials of Management*, McGraw

<b>MUCOH22-102T</b>	<b>FINANCIAL ACCOUNTING</b>	<b>L-3, T-1, P-0</b>	<b>4 CREDITS</b>
		<b>Total Lecture</b>	<b>48</b>

**Course Objectives:**

- The prime objective of this course is to acquire conceptual knowledge of financial accounting and to provide knowledge about the technique for preparing accounts in different business organization. The student will be in position to understand treatment of specific transaction like royalty, hire purchase and branches etc. This will also help in gaining Apply accounting techniques and methods for the formation, dissolution, partner changes, earnings distribution, and liquidation of partnerships.
- The Secondary objective of this course is to introduce problems of financial accounting such as measuring and reporting issues related to assets and liabilities and preparing the financial statements as Accounting Standards. Students are expected to gain the ability of using accounting information as a tool in applying solutions for managerial problems, evaluating the financial performance and interpreting the financial structure.

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

<b>CO1</b>	This course will enable the students to combine practice and theoretical knowledge of financial accounting.
<b>CO2</b>	The students of this course will be active learners and develop awareness of emerging trends in financial accounting,
<b>CO3</b>	The course will provide decision making skills to the students in the financial analysis context.
<b>CO4</b>	They will learn about the working and system of a partnership firm.
<b>CO5</b>	The students of this course will have the ability to identify and analyse financial Accounting problems and opportunities in real life situations.
<b>CO6</b>	The students will know about the application and practice of accounting via computer.

**Mapping of Course Outcomes with the Program Outcomes**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	√	-	-	-	√
<b>CO2</b>	√	√	√	-	√
<b>CO3</b>	√	-	√	√	-
<b>CO4</b>	√	√	√	√	-
<b>CO5</b>	√	-	√	√	√
<b>CO6</b>	-	√	-	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	This course will enable the students to combine practice and theoretical knowledge of financial accounting.					
<b>CO2</b>	The students of this course will be active learners and develop awareness of emerging trends in financial accounting,					
<b>CO3</b>	The course will provide decision making skills to the students in the financial analysis context.					
<b>CO4</b>	They will learn about the working and system of a partnership firm.					
<b>CO5</b>	The students of this course will have the ability to identify and analyse financial Accounting problems and opportunities in real life situations.					
<b>CO6</b>	The students will know about the application and practice of accounting via computer.					
<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>	√	√	√	√	√	-
<b>CO6</b>	√	√	√	√	-	-

**A. An Introduction To Accounting**

- Meaning and scope of accounting and book-keeping. Objectives and importance of accounting, accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting, functions, advantages and limitations of accounting.
- The nature of financial accounting principles – Basic concepts and conventions, types of accounting, rules of accounting.
- Financial accounting standards: Concept, Benefits, Procedure for issuing accounting standards in India. Different accounting standards in India. Salient features of First-Time Adoption of Indian accounting Standard (Ind-AS) 101. International Financial Reporting Standard (IFRS)- Need and Procedures.

**B. Basic Accounting Procedures**

From recording of a business transaction to preparation of trial balance including adjustments. Journal Entries, Ledger Posting, Trial Balance.

**UNIT II: Depreciation, Inventory Control & Final Accounts.**

**A. Depreciations-** meaning, types, needs.

**B. Inventory Control-** meaning, types, needs.

**C. Final Accounts-** Meaning and need of final accounts. Parts of final accounts- Trading Account, Profit & Loss Account and Balance Sheet.

**D. Preparation of Final Accounts-** Trading Account, Profit & Loss Account and Balance Sheet- Need and Preparations. Preparations of financial statement of non-corporate business entities.

**UNIT III: Accounting for Hire-Purchase and Installment Systems**

Accounting for Hire-Purchase Transactions, Journal entries and ledger accounts in the books of Hire Vendors and Hire purchaser for large value items including Default and repossession.

**UNIT IV: Accounting for Partnership Firm**

Meaning of partners and partnership firm, partnership deed. Admission of a partner, Retirement of a partner, Death of a partner, Goodwill- meaning, need and valuation.

Final accounts of partnership firm- trading, profit & loss, profit & loss appropriation account, partner's capital account, balance sheet of a partnership firm.

**UNIT V: Computerised Accounting System**

Computerized Accounting Systems: Computerized Accounts by using any popular accounting software: Creating a Company; Configure and Features settings; Creating Accounting Ledgers and Groups; Creating Stock Items and Groups; Vouchers Entry; Generating Reports - Cash Book, Ledger Accounts, Trial Balance, Profit and Loss Account, Balance Sheet, Funds Flow Statement, Cash Flow Statement Selecting and shutting a Company; Backup and Restore data of a Company.

**Suggested Readings:**

- Robert N Anthony, David Hawkins, Kenneth A. Merchant, *Accounting: Text and Cases*. McGraw-Hill Education, 13th Ed. 2013.
- Charles T. Horngren and Donna Phil brick,(2018) *Introduction to Financial Accounting*, Pearson Education.
- J.R. Monga, *Financial Accounting: Concepts and Applications* .Mayur Paper Backs, New Delhi.
- M.C. Shukla, T.S. Grewal and S.C. Gupta. *Advanced Accounts*. Vol.-I.S. Chand & Co., New Delhi.
- S.N. Maheshwari, and S.K. Maheshwari *Financial Accounting*. Vikas Publishing House, New Delhi.
- P.C. Tulsian (2013) *Financial Accounting*, Pearson Publishing.



MUCOH22-103T	BUSINESS ENVIRONMENT			L-3, T-1, P-0	4 CREDITS
				Total Lecture	48
<b>Course Objectives:</b>					
<ul style="list-style-type: none"> <li>To give students understanding about the various constituents of global business environment.</li> <li>To study the benefits and cost of globalization.</li> <li>To study economics of regional trading blocs and multilateralism.</li> <li>To study the various exchange rate regimes and their respective advantages and disadvantages.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Explain the concept of the various constituents of environment and their impact on Businesses.				
<b>CO2</b>	Apply the trade theories, investment theories, exchange rate theories and regional trading bloc theories and their impact on economic welfare.				
<b>CO3</b>	Will know about the various technological, political, social etc., components of the environment analysis.				
<b>CO4</b>	They will learn about various techniques which are essential for the analysis of environment.				
<b>CO5</b>	Students will apply decision-support tools to decision making in Foreign Trade.				
<b>CO6</b>	Students will demonstrate employable and deployable skills for appropriate roles in analysing the environment.				
<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>CO1</b>	√	-	-	-	-
<b>CO2</b>	√	-	√	√	-
<b>CO3</b>	-	√	-	-	√
<b>CO4</b>	√	√	√	-	√
<b>CO5</b>	-	-	√	-	√
<b>CO6</b>	-	√	-	√	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Explain the concept of the various constituents of environment and their impact on Businesses.					
<b>CO2</b>	Apply the trade theories, investment theories, exchange rate theories and regional trading bloc theories and their impact on economic welfare.					
<b>CO3</b>	Will know about the various technological, political, social etc., components of the environment analysis.					
<b>CO4</b>	They will learn about various techniques which are essential for the analysis of environment.					
<b>CO5</b>	Students will apply decision-support tools to decision making in Foreign Trade.					
<b>CO6</b>	Students will demonstrate employable and deployable skills for appropriate roles in analyzing the environment.					
<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>	√	√	√	√	√	-
<b>CO6</b>	√	√	√	-	√	√

**UNIT I: Introduction**

Concept, Significance and Nature of Business Environment. Types of environment- Internal and External environments, Nature and Structure of Economy, Techniques for Environment Analysis, Approaches and Significance of Environment Forecasting.

**UNIT II: Economic Environment**

Economic Environment History of Economic Systems, Market, Planned and Mixed Economy, Planning in India: Emergence and Objective; Planning Monetary Policy, Fiscal Policy. 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 III: Politico-Legal Environment**

Political-Legal Environment-meaning and features, 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, Social Responsibility of Business.

**UNIT IV: Technological and Social Environment**

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

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 V: Global Environment**

Introduction to Globalisation, Foreign Investment and Trade Regulation Foreign Direct Investment, Foreign Institutional Investment, WTO and India: an overview, Regulation of Foreign Trade, Contributions of Public Sector Units in India.

**Suggested Readings:**

- Cherunilam, Francis –*Business Environment*, Himalaya Publishing House.
- Paul, Justin-*Business Environment*, Tata McGraw Hill, New Delhi
- Aswathappa, K., *Business Environment and Strategic Management*, HPH
- Mukherjee Sampath, *Economic Environment of Business*.
- I.C. Dhingra, *Indian Economics: Environment and Policy*, 25th ed., Sultan Chand & Sons, New Delhi, 2012
- SK Mishra and VK puri, 4 th ed., *Economic Environment of Business*, Himalaya Publishing House, Mumbai, 2011.
- H.L. Ahuja, *Economic Environment of Business-Macroeconomic Analysis*, S. Chan

<b>MUCOH22-104T</b>	<b>ENGLISH LANGUAGE</b>			<b>L-3, T-1, P-0</b>	<b>4 CREDITS</b>
				<b>Total Lecture</b>	<b>48</b>
<p><b>Course Objectives:</b> Acquire a wide vocabulary, an understanding of grammar and knowledge of linguistic conventions for reading, writing and spoken language.</p>					
<p><b>Course Outcomes:</b> At the end of the course, the students will be able to</p>					
<b>CO1</b>	Students will heighten their awareness of correct usage of English grammar in writing and speaking				
<b>CO2</b>	Students will improve their speaking ability in English both in terms of fluency and comprehensibility				
<b>CO3</b>	Students will increase their reading speed and comprehension of academic articles				
<b>CO4</b>	Students will enlarge their vocabulary by keeping a vocabulary journal				
<b>CO5</b>	Students will attain and enhance competence in the four modes of literacy: writing, speaking, reading and listening				
<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>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 will heighten their awareness of correct usage of English grammar in writing and speaking					
<b>CO2</b>	Students will improve their speaking ability in English both in terms of fluency and comprehensibility					
<b>CO3</b>	Students will increase their reading speed and comprehension of academic articles					
<b>CO4</b>	Students will enlarge their vocabulary by keeping a vocabulary journal					
<b>CO5</b>	Students will attain and enhance competence in the four modes of literacy: writing, speaking, reading and listening					
<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 Phonetic Symbols**

- Phonetic Symbols- helps to pronounce efficiently or used for better communication.
- Primary and Secondary Stresses- use of syllable and its types.

**Unit II: Use of Grammar (Part-1)**

- Use of Preposition.
- Verb, Time and Tenses- types and its uses.
- Use of Articles

**Unit III: Use of Grammar (Part-2)**

- Parts of Speech
- Direct and Indirect Narrations
- Sentence and its Types

**Unit IV: Common Mistakes in English**

- Mistakes Done in Use of Prepositions
- Mistakes Done in Use of Articles
- Mistakes Made in Use of Tenses

**Unit V: Reading & Writing Skills**

- Comprehensions
- Paragraph writing
- Report-writings- Business and Scientific
- Precise Writing
- Letter writings- Formal Letters-(letters of application with CV, letters to institutions etc) and Informal Letters.

**Suggested Readings:**

- Daniel Jones (2011)*English Pronouncing Dictionary*, Cambridge University Press, Edition-18
- Frederick T. Wood, *Remedial English Grammar*, Macmillan Education, New Delhi
- Bhatnagar & Bell, *Communication in English*, Orient Longman Private Limited.
- M.L. Tickoo (2015). *Current English for Language Skills*, Laxmi Publications, Edition- First
- Norman Lewis(2014), *Word Power Made Easy*, Anchor Books.

<b>MUCOH22-105T</b>	<b>BUSINESS COMMUNICATION</b>	<b>L-2, T-1, P-0</b>	<b>3 CREDITS</b>		
		<b>Total Lecture</b>	<b>36</b>		
<b>Course Objectives:</b>					
<ul style="list-style-type: none"> <li>• To develop awareness of the complexity of the communication process</li> <li>• To develop / understanding various types of Communication barriers and resolving it in professional manner</li> <li>• To develop / understanding various modes of Communication and Language for effective communication</li> <li>• To develop effective letter writing skills so as to enable students to write confidently</li> <li>• To develop ability to communicate effectively with the help of electronic media</li> <li>• To develop ability to communicate effectively in work place</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	To gain the communication skills development in professional life.				
<b>CO2</b>	Understanding Communication barriers and learn to resolve it in professional manner				
<b>CO3</b>	To assess their communication glossary, presentation skills & overall impression				
<b>CO4</b>	Be confident in writing skill - Business and personal				
<b>CO5</b>	Be able to use modern and electronic media as communication tools				
<b>CO6</b>	To gain confidence holistically at workplace				
<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>CO1</b>	√	-	-	-	√
<b>CO2</b>	-	-	√	√	√
<b>CO3</b>	-	√	-	√	-
<b>CO4</b>	√	-	-	-	√
<b>CO5</b>	-	√	-	-	-
<b>CO6</b>	-	-	√	√	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	To gain the communication skills development in professional life.					
<b>CO2</b>	Understanding Communication barriers and learn to resolve it in professional manner					
<b>CO3</b>	To assess their communication glossary, presentation skills & overall impression					
<b>CO4</b>	Be confident in writing skill - Business and personal					
<b>CO5</b>	Be able to use modern and electronic media as communication tools.					
<b>CO6</b>	To gain confidence holistically at workplace					
<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>	√	√	√	√	√	-
<b>CO6</b>	√	√	√	√	√	√



**UNIT I: Theory of Communication**

Concept of Communication: Meaning, Definition, Process, Need and Feedback  
Emergence of Communication as a key concept in the Corporate and Global world  
Impact of technological advancements on Communication, 7C's of Communication.

**Channels of Communication:**

**Channels:** Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine

**UNIT II: Business Communication: Methods, Language, Listening**

Methods: Verbal and Nonverbal, Characteristics of Verbal Communication  
Characteristics of Non-verbal Communication Business Etiquette. Public Speaking,  
Interview Skills, group Discussions, Body Language, Seminar, Conferencs.

Language: Business vocabulary, Business news, magazines to build vocabulary for the  
business communication.

Listening: Meaning, Types, Importance, Poor Listening Habits, Reasons for Poor  
Listening Habits.

**UNIT III: Business Communication Barriers:**

Introduction, Types of Communication Barriers-Physical / Semantic / Linguistic /  
Socio-Cultural /Psychological. Ways to Overcome the Barriers to Communication  
Process- Speaking and Listening.

**UNIT IV: Business Report Writings:**

Introduction- Effective Business Writings, Types and Features.

Internet, E-mails, SMS, Teleconferencing, Video Conferencing

Business letter writing, sales letter, purchasing order, Minutes of meeting.

Statement of Purpose, Job Application Letter and Resume

**UNIT V: Business and Social Etiquette:**

Workplace hierarchy, proper way to make introductions, Use of courteous phrases &  
language in the workplace. Professional Image: appropriate business attire; Telephone  
Etiquette; Table etiquette.

**Suggested Readings:**

- Randolph H. Hudson and Benard J. Selzler, (2006). *Business Communication: Concepts and Applications in an Electronic Age*, 5/e., Jaico Reprint, Jaico, New Delhi.
- Bovee, Thill and Schatzman, '*Business Communication Today*'
- Kaul, Asha: *Business Communication: Prentice-Hall of India*, Delhi 3. Monippally,
- Matthukutty M. *Business Communication Strategies*. Tata McGrawHill Publishing Company Ltd., New Delhi

<b>MUCOH22-106T</b>	<b>COMMUNICATION SKILL</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 understand the concept, process and importance of communication.</li> <li>• To provide knowledge of various media of communication.</li> <li>• To develop business communication skills through the application and exercises.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Students develop the awareness about the various media of communication.				
<b>CO2</b>	Students become able to communicate effectively in various situations.				
<b>CO3</b>	Students will learn different usage the business correspondence serve for effective communication.				
<b>CO4</b>	Develop and Expand Writing Skills through Controlled and Guided Activities				
<b>CO5</b>	To Develop Coherence, Cohesion and Competence in Oral Discourse through Intelligible Pronunciation.				
<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>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 develop the awareness about the various media of communication.					
<b>CO2</b>	Students become able to communicate effectively in various situations.					
<b>CO3</b>	Students will learn different usage the business correspondence serve for effective communication.					
<b>CO4</b>	Develop and Expand Writing Skills through Controlled and Guided Activities					
<b>CO5</b>	To Develop Coherence, Cohesion and Competence in Oral Discourse through Intelligible Pronunciation.					
<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**

Theory of communication, types and modes of communication Introduction, Definitions and function of communication, Need for effective communication, Process of communication, Barrier to communication, Kinds of communication: Intrapersonal, personal, Group and mass verbal and non-verbal communication.

**UNIT II: Listening and Speaking Skills**

Listening and speaking skills Types of listening, developing effective listening skills, Academic listening (Lectures), Listening to talks and presentation, Monologue, Dialogue, Group discussion, Miscommunication, Interview, public speech, Pronunciation, accent, and intonation and rhythm.

**UNIT III: Reading Skills**

Reading skills Skimming, Scanning, Summary, Paraphrasing, Comprehension. Introductory English Grammar, Parts of Speech, Tenses, Punctuation.

**UNIT IV: Writing Skills (Part-1)**

Writing Skills: Social and Official Correspondence Enquiries, complaints and replies, Letters to the editor, Social appeals in the form of letter/pamphlets, Standard business letter, Email drafting and etiquette.

**UNIT V: Writing Skills (Part-2)**

Cover letters, CV- Resume and Effective Profiling, Mock Interviews, Preparing Agenda and Writing Minutes for Meetings.

**Suggested Readings:**

- Prasad, P. *The Functional Aspects of Communication Skills*, Delhi.
- Sen, Leena. *Communication Skills, Prentice Hall of India*, New Delhi.
- McCarthy, Michael. *English Vocabulary in Use*, Cambridge University Press.
- Rajinder Pal and Prem Lata. *English Grammar and Composition*, Sultan Chand Publication.

MUCOH22-151P	SEMINAR & VIVA VOCE		CREDIT-2		
<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.</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>					
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	to assess their communication, presentation skills & overall impression				
CO4	Explore the connection between university study and life enrichment, lifelong learning, and civic responsibility.				
<b>Mapping of Course Outcomes with the Program Outcomes</b>					
	PO1	PO2	PO3	PO4	PO5
CO1	√	-	√	√	√
CO2	√	√	-	√	-
CO3	√	-	-	-	√
CO4	-	√	√	-	√

**MUCOH22-151P: SEMINAR****CREDIT: 2**

The seminar is scheduled on the topics related to Subject matter, Trade, Industry, Commerce, Corporate world and Corporate Affairs lasting approximately for 10- 15 minutes followed by the question answer session. The marks shall be awarded by the Expert appointed by the Dean in order to judge the understanding as well as application of the knowledge gained by the students by the end of semester of the course. This is also to see the articulation of what is being learnt by them. The idea is to see that students are able to digest what is being taught in that semester and see their relevance not only in the practical field but also their inter relationship.

## SEMESTER-II

<b>MUCOH22-201T</b>	<b>BUSINESS LAW</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>• Knowledge: Basic and broad knowledge in business laws in commerce and management. Ability to apply concepts, principles and theories to understand simple business laws.</li> <li>• Understanding: Make students aware about the various laws and practices followed in the management.</li> <li>• Awareness of the global business laws and its impacts on businesses.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Explain the concepts in business laws with respect to national and foreign trade.				
<b>CO2</b>	Apply the global business laws to current business environment.				
<b>CO3</b>	Analyse the principle of international business and strategies adopted by firms to expand globally.				
<b>CO4</b>	Understand the complexities associated with business laws in the organizations and integrate the learning in handling the complexities of laws in business.				
<b>CO5</b>	Integrate concept of business law with national and international business.				
<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>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 concepts in business laws with respect to national and foreign trade.					
<b>CO2</b>	Apply the global business laws to current business environment.					
<b>CO3</b>	Analyze the principle of international business and strategies adopted by firms to expand globally.					
<b>CO4</b>	Understand the complexities associated with business laws in the organizations and integrate the learning in handling the complexities of laws in business.					
<b>CO5</b>	Integrate concept of business law with national and international business.					
<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 Indian Contract Act, 1872: General Principles of Contract**

- a. Contract – Meaning, Characteristics and kinds
- b. Essentials of a valid contract - Offer and acceptance, Consideration, Contractual capacity, Free consent, Legality of objects.
- c. Void agreements
- d. Discharge of a contract – Modes of discharge, Breach and remedies against breach of contract.
- e. Contingent contracts
- f. Quasi - contracts

**UNIT II: (A) The Indian Contract Act, 1872: Specific Contracts**

- a. Contract of Indemnity and Guarantee
- b. Contract of Bailment
- c. Contract of Agency

**(B) The Companies Act. 2013**

Nature & Kinds of Companies, Company formation, Management meeting & winding up of Companies.

**UNIT III: The Sale of Goods Act, 1930**

- a. Contract of sale, meaning and difference between sale and agreement to sell.
- b. Conditions and warranties
- c. Transfer of ownership in goods including sale by a non-owner
- d. Performance of contract of sale
- e. Unpaid seller – meaning, rights of an unpaid seller against the goods and the buyer.

**UNIT IV: Partnership Laws**

**(A) The Partnership Act, 1932**

- a. Nature and Characteristics of Partnership
- b. Registration of a Partnership Firms
- c. Types of Partners
- d. Rights and Duties of Partners
- e. Implied Authority of a Partner
- f. Incoming and outgoing Partners
- g. Mode of Dissolution of Partnership

**(B) The Limited Liability Partnership Act, 2008 (An overview)**

- a. Salient Features of LLP
- b. Differences between LLP and Partnership, LLP and Company
- c. L L P Agreement,
- d. Partners and Designated Partners
- e. Incorporation Document
- f. Incorporation by Registration
- g. Partners and their Relationship

**UNIT V: The Negotiable Instruments Act 1881**

**(A) Negotiable Instruments**

- a. Meaning, Characteristics, and Types of Negotiable Instruments : Promissory Note, Bill of Exchange, Cheque.
- b. Holder and Holder in Due Course, Privileges of Holder in Due Course.
- c. Negotiation: Types of Endorsements.
- d. Crossing of Cheque
- e. Bouncing of Cheque.

**(B) Intellectual Property Rights:** Concepts, WIPO, Patents, Trademarks, Copyrights, emerging issues in intellectual property.

**Suggested Readings:**

- M.C. Kuchhal, and Vivek Kuchhal, *Business Law*, Vikas Publishing House, New Delhi.
- Avtar Singh, *Business Law*, Eastern Book Company, Lucknow.
- Ravinder Kumar, *Legal Aspects of Business*, Cengage Learning
- SN Maheshwari and SK Maheshwari, *Business Law*, National Publishing House, New Delhi.

<b>MUCOH22-202T</b>	<b>BUSINESS 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>					
<ul style="list-style-type: none"> <li>• To develop the students ability to deal with numerical and quantitative issues in business.</li> <li>• To enable the use of statistical, graphical and algebraic techniques wherever relevant.</li> <li>• To have a proper understanding of Statistical applications in Economics and Management.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis.				
<b>CO2</b>	Critically evaluate the underlying assumptions of analysis tools.				
<b>CO3</b>	Understand and critically discuss the issues surrounding sampling and significance.				
<b>CO4</b>	Discuss critically the uses and limitations of statistical analysis				
<b>CO5</b>	Solve a range of problems using the techniques covered				
<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>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 and discuss the key terminology, concepts tools and techniques used in business statistical analysis.					
<b>CO2</b>	Critically evaluate the underlying assumptions of analysis tools.					
<b>CO3</b>	Understand and critically discuss the issues surrounding sampling and significance.					
<b>CO4</b>	Discuss critically the uses and limitations of statistical analysis.					
<b>CO5</b>	Solve a range of problems using the techniques covered					
<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**

Nature, Scope, Importance and Limitations of Statistics, Statistical Investigation: Planning a Statistical Investigation, Methods of Collecting Primary and Secondary Data, Principles and Methods of Sampling.

## **UNIT II: Data Classification and Representation**

Methods of Classification and Tabulation, Graphical Presentation of Data and its Interpretation, Location of Median, Quartiles and Mode Graphically, One and Two Dimensional Diagrams.

## **UNIT III: Measure of Central Tendency & Dispersion**

Mean, Median, Mode, Skewness, Uses, Limitations of Central Tendency. Absolute & Relative Measures of Dispersion, Quartile, Mean & Standard Deviation & their Coefficients, Uses of Standard Deviation

## **UNIT IV: Correlation Analysis**

Meaning & significance, Simple Correlation, Scatter Diagram, Methods of Computing Correlation, Karl Pearson and Rank Correlation, Standard Error and Probable Error, coefficient of correlation between two-variables.

## **UNIT V: Index Number**

Meaning & uses, Fixed Base and Chain Base, Base Shifting, Weighted Index numbers, Consumer Price Index number, Fisher's Index, Tests of Reversibility, Analysis of Time Series: Meaning, Components of Time Series, and Measurements of Trend.

### **Suggested Readings:**

- Levin, Richard and David S. Rubin, *Statistics for Management*, Pearson Education.
- N D Vohra, *Business Statistics*, McGraw Hill Education.
- Berenson and Levine, *Basic Business Statistics: Concepts and Applications*, Pearson Education.
- Spiegel M.D, *Theory and Problems of Statistics*, Schaum Outlines Series, McGraw-Hill.
- Beri, G.C., *Business Statistics*, McGraw-Hill.
- J. K. Sharma, *Business Statistics*, Pearson Education.
- S.C. Gupta, *Fundamentals of Statistics*, Himalaya Publishing House.

<b>MUCOH22-203T</b>	<b>BANKING &amp; INSURANCE</b>	<b>L-3, T-1, P-0</b>	<b>4 CREDITS</b>
		<b>Total Lecture</b>	<b>48</b>

**Course Objectives:**

- To acquaint the students with the fundamentals of banking.
- To develop the capability of students for knowing banking concepts & operations.
- To give through knowledge of banking and insurance operations.
- To enlighten the students regarding the new concepts introduced in the banking and insurance system.

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

<b>CO1</b>	To gather knowledge on banking and financial system in India.
<b>CO2</b>	To provide knowledge about commercial banks and its products.
<b>CO3</b>	To aim to familiarize banking system in India.
<b>CO4</b>	To enable them to understand better customer relationship.
<b>CO5</b>	To create awareness about modern banking services like e-banking, m-banking and internet banking.

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

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</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>	To gather knowledge on banking and financial system in India.					
<b>CO2</b>	To provide knowledge about central and commercial banks and its products.					
<b>CO3</b>	To aim to familiarize banking system in India.					
<b>CO4</b>	To enable them to understand better customer relationship.					
<b>CO5</b>	To create awareness about modern banking services like e-banking, m-banking and internet banking.					
<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: Evolution of Banking**

Origin of World Banking; Meaning, Definition & functions of a bank, Evolution of Banking in India; Indian banking system structure and organization of bank, banking regulation Act. 1949.

**UNIT II: Types of Bank in India**

Central Bank or Reserve Bank of India- Objectives, working & functions, monetary policy, credit control measures & their effectiveness; commercial banks- objectives, working & functions; regional rural banks(RRBs), cooperative banks; developmental banks.

**UNIT III: Technology in Banking**

Need & Importance of Technology in Banking; ATM, Credit Card, Debit Card, Tele-Banking, Net Banking, SWIFT (Society for world Wide Inter-bank Financial Tele-Communication), NEFT( National Electronic Fund Transfer) , RTGS (Real Time Gross Settlement), IFSC (Indian Financial System Code), CBS (Core Banking System), IMPS (Immediate Payment Service)

**UNIT IV: Financial Institutions & Types of Market**

Meaning & Function of Financial Institutions; Regulators of Financial Sector in India- RBI, SEBI, IRDAI, NABARD, EXIM; types of market- monetary market, capital market, meaning & nature of monetary & capital market, instruments used in monetary & capital market.

**UNIT V: Introduction to Insurance**

Meaning & Definition of Insurance; Regulator of Insurance body in India; Types of Insurance; General Insurance & Life Insurance; Meaning, need functions & principles of general insurance; meaning, need, functions & principles of Life Insurance.

**Suggested Readings:**

- B. Santhanam, *Banking & Financial system*, Margham Publication
- K.C. Shekhar, *Banking: Theory & practice*, Vikas Publication House
- R. Parameswaran, *Indian Banking*, S. Chand Limited.
- Mishra Sukhwinder, *Banking: Law & practice*, S. Chand Limited
- Hargovind Dayal, *The Fundamentals of Insurance*, Notion Press.



<b>MUCOH22-204T</b>	<b>BUSINESS ECONOMICS</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>• To familiarize the students with the basic concept of micro and macro economics.</li> <li>• To make student understand the demand and supply analysis in business applications.</li> <li>• To familiarise students with the production and cost structure under different stages of production and markets.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	To understand the concepts of cost, nature of production and its relationship to Business operations.				
<b>CO2</b>	To help students understand and apply the various decision tools to understand the market structure.				
<b>CO3</b>	To apply marginal analysis to the “firm” under different market conditions.				
<b>CO4</b>	To analyse the causes and consequences of different market conditions.				
<b>CO5</b>	To integrate the concept of price and output decisions of firms under various market structure.				
<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>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>	To understand the concepts of cost, nature of production and its relationship to Business operations.					
<b>CO2</b>	To help students understand and apply the various decision tools to understand the market structure.					
<b>CO3</b>	To apply marginal analysis to the “firm” under different market conditions.					
<b>CO4</b>	To analyse the causes and consequences of different market conditions.					
<b>CO5</b>	To integrate the concept of price and output decisions of firms under various market structure.					
<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**

Definition, Nature and Scope of Business Economics, Wealth Definition, Scarcity Definition, Growth Definition, Production Possibility Curve, Circular Flow of Economic As Science and As Art, Application of Economic theory to a Firm's Level Business Problems.

**UNIT II: Demand Analysis and Forecasting**

Meaning of Demand, Determinants of Demand, Assumptions of Law of Demand, Exceptions to the Law of Demand, Reasons For Change in Demand, Elasticity of Demand, Demand Forecasting, Law of Supply, Elasticity of Supply.

**UNIT III: Cost and Production Analysis**

Different Concepts of Costs, Production Function, Cost-Output Relationship, Law of Variable Proportion and Determining the Level of Production Cost. Law of Increasing Returns, Law of Decreasing Returns.

**UNIT IV: Pricing under Different Market conditions**

Nature of markets, Pricing under Perfect, Monopoly and Monopolistic Market Conditions. Pricing in Actual Practice, Cost Plus Pricing, Transfer Pricing.

**UNIT V: Profit Measurement and Appropriation**

Economic us Accounting Profit, Concept of True Profit, Factors in Profit Measurement, Appropriation of Profit Policy, and Capitalization of Profit. Business Cycle: Causes and Effects of Inflation and recession, Measures of Economic Stabilization.

**Suggested Readings:**

- Yogesh Maheshwary, *Managerial Economics*, PHI Learning
- Joel Dean, 2010, *Managerial Economics*, Prentice- Hall of India Pvt. Ltd.
- Alwxander, K J W and Kemp, *The Economist in Business*, Blackwell.
- Keat Paul, 2006, *Managerial Economics: Economic Tools for Today's Decisoin Makers*, Pearson Prentice Hall.
- H.L. Ahuja, 2017, *Business Economics*, S.Chand & Company Ltd.

<b>MUCOH22-205T</b>	<b>BASIC MARKETING</b>			<b>L-2, T-1, P-0</b>	<b>3 CREDITS</b>
				<b>Total Lecture</b>	<b>36</b>
<b>Course Objectives:</b>					
<ul style="list-style-type: none"> <li>• To outline key marketing concepts and its application to different markets.</li> <li>• To identify factors and processes essential for designing marketing strategy.</li> <li>• To analyze and examine the implementation of marketing concepts and strategy to firms.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Students will be able to identify the scope and significance of Marketing In Domain Industry.				
<b>CO2</b>	Students will be able to examine marketing concepts and phenomenon to current business events In the Industry.				
<b>CO3</b>	Students will be able to coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms				
<b>CO4</b>	Students will demonstrate effective understanding of relevant functional areas of marketing management and its application.				
<b>CO5</b>	Consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.				
<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>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 will be able to identify the scope and significance of Marketing In Domain Industry.					
<b>CO2</b>	Students will be able to examine marketing concepts and phenomenon to current business events In the Industry.					
<b>CO3</b>	Students will be able to coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms					
<b>CO4</b>	Students will demonstrate effective understanding of relevant functional areas of marketing management and its application.					
<b>CO5</b>	Consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.					
<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 Marketing**

Meaning, Definition, Nature & Scope of Marketing, Importance of Marketing; Selling v/s Marketing; Evolution of Market; Marketing Strategies.

**UNIT II: Market and Market Segmentation**

Meaning & Importance of Market; Dimension of Market, Types of Market; Meaning of Market Segmentation; Bases for Market Segmentation; Rural Marketing, Service Marketing & Global Marketing.

**UNIT III: Marketing Mix**

Meaning & Need of Marketing Mix; 4P's of Marketing- Product (Concept Product, Packaging-Functions of Packaging, Branding & Trademark, Product Life-Cycle), Price (Importance of price, factors affecting price of product & service), place (distribution-meaning & types of distribution channel, factors affecting distribution channel), Promotion (need & importance of promotion; methods of promotion).

**UNIT IV: Consumer Behaviour**

Meaning and definition; Importance of Consumer Behaviour; determinants or factors affecting consumer behavior; consumer protection Act 1986- features & definition of a consumer.

**UNIT V: Marketing Information System (MIS)**

Meaning & Definition of MIS; Scope & Components of MIS; Marketing Research- Meaning, Importance & Application of Marketing Research.

**Suggested Readings:**

- William D. Perreault, Jr., E. Jerome McCarthy, Joseph P. Cannon, 2006, *Basic Marketing- A Basic Marketing Strategy Planning and Approach*, McGraw-Hill Education.
- Philip Kotler, Kevin Lane Keller, 2012, *Marketing Management*, Prentice Hall.
- VS Ramaswamy, S Namakumari, 4<sup>th</sup> edition 2009, *Marketing Management*, Macmillian Publishers India Ltd.
- Pingali Venugopal, 2010, *Marketing Management- A Decision Making Approach*, SAGE Publications.
- William J Stanton, *Fundamentals of Marketing*, McGraw-Hill Publication.

<b>MUCOH22-206T</b>	<b>ENVIRONMENT STUDIES</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>• Adopt sustainability as a practice in life, society and industry.</li> <li>• Acquire values and attitudes towards understanding complex environmental-economic social challenges, and participating actively in solving current environmental problems and preventing the future ones.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	To make students aware about the issues prevalent to environment and how the degradation of environment can further be avoided.				
<b>CO2</b>	To develop an attitude in students to look forward for sustainable development in the environment.				
<b>CO3</b>	To develop moral and ethical human values in students which would be beneficial for them as well as society.				
<b>CO4</b>	To give examples of great moral values examples in the history so that students can look up at such values and inherit them.				
<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>CO1</b>	-	√	-	√	√
<b>CO2</b>	√	-	√	√	√
<b>CO3</b>	-	√	√	√	√
<b>CO4</b>	√	-	√	√	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	To make students aware about the issues prevalent to environment and how the degradation of environment can further be avoided.					
<b>CO2</b>	To develop an attitude in students to look forward for sustainable development in the environment.					
<b>CO3</b>	To develop moral and ethical human values in students which would be beneficial for them as well as society.					
<b>CO4</b>	To give examples of great moral values examples in the history so that students can look up at such values and inherit them.					
<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>	√	√	√	√	√	-



**UNIT I**

Renewable and Non-Renewable Natural Resources. Ecosystems: Concept, Structure and Functions of Eco system , producer . consumer , decomposer, food web , food chain , energy flow , Ecological Pyramids , Conservation of Biodiversity, In-Situ , Ex- Situ conservation of biodiversity.

**UNIT II**

Environmental Pollution, Role of individual in pollution control, Social Issues and Environment , Human Population and Environment Sustainable Development , Natural hazards, Indian and UN Sustainable Development Goals Concept of Circular Economy and Entrepreneurship . Environment Protection Act 1986

**UNIT III**

International Advancement in Environment Conservation, Role of National Green Tribunal, Air Quality Index, Importance of Indian Traditional knowledge on environment, Bio, assessment of Environmental Quality., Environment Management System, Environmental Impact Assessment and Environmental Audit

**UNIT IV**

**Human Value** - Introduction , Values , Characteristics , Types , Developing Value system in Indian Organization , Value in Business Management , Value based Organization , Trans – Cultural human values in Management .

Swami Vivekananda's philosophy of Character Building, Gandhi's concept of Seven Sins, APJ Abdul Kalam view on role of parents and Teachers.

**Human Value and Present Practices** – Issues: Corruption and Bribe , Privacy Policy in Web and Social media, Cyber Threats , Online Shopping etc. Remedies.

**Corporate Social Responsibility** – Natural, Levels, Phases and Models of CSR , Corporate Governance. CSR and Modern Business Tycoons, Ratan Tata , Azim Premji and Bill Gates.

**Holistic Approach in Decision Making** : Decision making , the decision making process , The Bhagavad Gita : Techniques in Management, Dharma and Holistic Management.

Case Studies

**Suggested Readings:**

- *A foundation course in human values and Professional Ethics* by R.R.Gaur, R. Sangaletal
- *JUSTICE : What's the right thing to do ?* Michael J Sandel
- *Human Values* by A.N. Tripathi , New Age International.
- *Environment Management* by N.K.Oberoi
- *Environmental Protection Act 1986*, Universal Publications

MUCOH22-251P	SEMINAR & VIVA VOCE		CREDIT-2		
<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.</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>					
<b>Course Outcomes:</b> 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>	to 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>CO1</b>	√	-	√	√	√
<b>CO2</b>	√	√	-	√	-
<b>CO3</b>	√	-	-	-	√
<b>CO4</b>	-	√	√	-	√

**MUCOH22-251P: SEMINAR****CREDIT: 2**

The seminar is scheduled on the topics related to Subject matter, Trade, Industry, Commerce, Corporate world and Corporate Affairs lasting approximately for 10- 15 minutes followed by the question answer session. The marks shall be awarded by the Expert appointed by the Dean in order to judge the understanding as well as application of the knowledge gained by the students by the end of semester of the course. This is also to see the articulation of what is being learnt by them. The idea is to see that students are able to digest what is being taught in that semester and see their relevance not only in the practical field but also their inter relationship.

### SEMESTER-III

<b>MUCOH22-301T</b>	<b>COMPANY LAW</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>• By building on the foundations laid in Business Entities (Ordinary) and Commercial Law (Ordinary), this course seeks to develop knowledge and understanding of: Company Law in India.</li> <li>• To give them a comprehensive understanding of business law and its implications for various aspects of business operations.</li> <li>• To be able to identify legal issues, assess risks, and make informed decisions that comply with legal requirements and ethical standards.</li> <li>• The course will prepare students to effectively navigate the legal landscape and contribute to the successful and lawful operation of businesses.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Appreciate the relevance of company law to individuals and businesses and have basic knowledge about the administration of company law.				
<b>CO2</b>	Identify the fundamental legal principles behind formation of company and develop an understanding of conducting of board and other meetings.				
<b>CO3</b>	Know about the appointment and removal of directors and their responsibilities.				
<b>CO4</b>	Analyse the idea of dividend payment and the works related to the audit of such accounts.				
<b>CO5</b>	Undertake critical analysis and evaluation of key matters in Company Law, and their application, which may be applied and adapted in future.				
<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>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>	Appreciate the relevance of company law to individuals and businesses and have basic knowledge about the administration of company law.					
<b>CO2</b>	Identify the fundamental legal principles behind formation of company and develop an understanding of conducting of board and other meetings.					
<b>CO3</b>	Know about the appointment and removal of directors and their responsibilities.					
<b>CO4</b>	Analyse the idea of dividend payment and the works related to the audit of such accounts.					
<b>CO5</b>	Undertake critical analysis and evaluation of key matters in Company Law, and their application, which may be applied and adapted in future.					
<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**

Administration of Company Law [including National Company Law Tribunal (NCLT), National Company Law Appellate Tribunal (NCLAT), Special Courts]; Characteristics of a company; Lifting of corporate veil; Types of companies including one-person company, Small company and dormant company; Association not for profit; Illegal association; formation of company, on-line filing of documents, Promoters, their legal position, pre-incorporation contract; on-line registration of a company.

**UNIT II: Documents**

Memorandum of association, Articles of association, Doctrine of constructive notice and indoor management prospectus-shelf and red herring prospectus, Misstatement in prospectus, GDR; Book building; Issue, Allotment and for feature of share, Transmission of shares, Buyback and provisions regarding buyback; Issue of bonus shares.

**UNIT III: Management**

Classification of directors, Disqualifications, Director Identity Number (DIN); Appointment; Legal positions, powers and duties; Removal of directors; Key managerial personnel, Managing director, manager; Meetings of shareholders and board; Types of meeting, convening and conduct of meetings, postal ballot, Meeting through video conferencing, e-voting; Committees of Board of Directors - Audit Committee, Nomination and Remuneration Committee, Stakeholders Relationship Committee, Corporate Social Responsibility Committee.

**UNIT IV: Dividends, Accounts, Audit**

Provisions relating to payment of Dividend, Provisions relating to Books of Account, Provisions relating to Audit, Auditors' Appointment, Rotation of Auditors, Auditors' Report, Secretarial Audit.

**UNIT V: Winding Up Concept and modes of Winding Up**

Insider-Trading, Whistle-Blowing–Insider-Trading; meaning and legal provisions; Whistle-blowing: Concept and Mechanism.

**Suggested Readings:**

- MC Kuchhal, *Modern Indian Company Law*, Shri Mahaveer Book Depot (Publishers), Delhi.
- GK Kapoor and Sanjay Dhamija, *Company Law*, Bharat Law House, Delhi.
- Anil Kumar, *Corporate Laws*, Indian Book House, Delhi
- Reena Chadha and Sumant Chadha, *Corporate Laws*, Scholar Tech Press, Delhi.
- Avtar Singh, *Introduction to Company Law*, Eastern Book Company.

<b>MUCOH22-302T</b>	<b>BUSINESS MATHEMATICS</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>• The objective of this course is to familiarize the students with the basic mathematical tools, with an emphasis on applications to business and economic situations.</li> <li>• To build a strong foundation in business mathematics and its practical applications.</li> <li>• To be able to use mathematical tools to analyze data, solve quantitative problems, make informed decisions, and communicate results effectively in a business context.</li> <li>• To equip students with the mathematical skills necessary to succeed in various business disciplines, such as finance, marketing, operations, and strategic planning.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Apply the knowledge of mathematics (algebra, matrices, calculus, optimization) in solving business problems.				
<b>CO2</b>	Describe and demonstrate the use of mathematical techniques with emphasis on business applications.				
<b>CO3</b>	Demonstrate mathematical skills required in mathematically intensive areas in commerce such as Finance and Economics.				
<b>CO4</b>	Recognize the importance and value of mathematical thinking, training, and approach to problem solving, on a diverse variety of disciplines.				
<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>CO1</b>	√	-	-	-	-
<b>CO2</b>	-	-	-	-	√
<b>CO3</b>	-	-	-	-	√
<b>CO4</b>	√	-	√	-	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Apply the knowledge of mathematics (algebra, matrices, calculus, optimization) in solving business problems.					
<b>CO2</b>	Describe and demonstrate the use of mathematical techniques with emphasis on business applications.					
<b>CO3</b>	Demonstrate mathematical skills required in mathematically intensive areas in commerce such as Finance and Economics.					
<b>CO4</b>	Recognize the importance and value of mathematical thinking, training, and approach to problem solving, on a diverse variety of disciplines.					
<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>	√	√	√	√	-	-



**UNIT I: Functions**

Introduction; Concepts, Types of Function- Linear, Quadratic, Polynomial, Exponential & Log; functions related to business & economics. Interest: Simple & Compound, Discounts, Annuity, Present Value concepts. Theory of indices- laws, negative & fractional indices, Arithmetic Progression.

**UNIT II: Theory of Sets**

Introduction- definition; types of sets- universal power, super, equal sets & venn diagram; set operations- union of two sets, intersection of two sets, complement of sets; construction & difference of two sets.

**UNIT III: Differentiation**

Introduction - About Differentiation; Concept of Derivatives- Physical and Geometrical Meaning; Increasing & Decreasing Functions; Maxima & Minima.

**UNIT IV: Concept of Integration**

Introduction- Fundamental formulate, Properties, Methods of Integration, Substitution Methods, Simple Applications, Vectors, Equality, Difference, Inequality, Special vectors, Linear Dependence of vector

**UNIT V: Matrix Algebra**

Introduction- Definition, Symbol, Order of a Matrix, Row-Column matrix, Inverse of matrix, Applications of matrix, Linear Equations & their Solutions Using Matrix.

**Suggested Readings:**

- Trivedi Kashyap, 2011, *Business Mathematics*, Dorling Kindersley (India)Pvt. Ltd., Licenses of Pearson Education.
- Soni R.S, 1996, *Business Mathematics With Application in Business and Economics*, Pitamber Publishig.
- Dr. Hazarika Padamalochana, 4<sup>th</sup> edition 2017, *A Textbook of Business Mathematics*, S. Chand & Company Ltd.
- Singh Ajay Khanna V.K, Zameeruddin Qazi, Bhambri S.K, 2016, *Business Mathematics*, Vikas Publishing House Pvt. Ltd.

<b>MUCOH22-303T</b>	<b>COMPUTER APPLICATION IN BUSINESS</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>• This course is designed to teach students the theoretical approach to information technology and management information systems within a business/computer science environment.</li> <li>• The course aims to enhance students' understanding of the practical applications of computer systems and their impact on business operations and decision-making.</li> <li>• The course will prepare students to adapt to evolving technologies and contribute effectively to the digital transformation of businesses.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Apply basic adult learning and assessment principles in the design, development, and presentation of material produced by office productivity applications.				
<b>CO2</b>	Demonstrate employability skills and a commitment to professionalism				
<b>CO3</b>	Operate a variety of advanced spreadsheet, operating system and word processing functions.				
<b>CO4</b>	Solve a range of problems using office productivity applications, and adapt quickly to new software releases.				
<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>CO1</b>	√	√	-	-	-
<b>CO2</b>	√	√	-	-	-
<b>CO3</b>	-	-	√	-	-
<b>CO4</b>	-	-	-	√	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Apply basic adult learning and assessment principles in the design, development, and presentation of material produced by office productivity applications.					
<b>CO2</b>	Demonstrate employability skills and a commitment to professionalism					
<b>CO3</b>	Operate a variety of advanced spreadsheet, operating system and word processing functions.					
<b>CO4</b>	Solve a range of problems using office productivity applications, and adapt quickly to new software releases.					
<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>	√	√	√	√	-	-

**UNIT I: Word Processing**

Introduction to word Processing, Word processing concepts, Use of Templates, Working with word document: Editing text, Find and replace text, Formatting, spell check, Auto correct, Auto text; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, Tables: Inserting, Filling and formatting a table; Inserting Pictures and Video; Mail Merge: Including linking with Data base; Printing documents, Creating Business Documents using the above facilities

**UNIT II: Preparing Presentations**

Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, Media; Design; Transition; Animation; and Slideshow. Creating Business Presentations using above facilities

**UNIT III: Spreadsheet and its Business Applications**

Spreadsheet concepts, Managing work sheets; Formatting, Entering data, Editing and Printing a work sheet; Handling operators in formula, Project involving multiple spreadsheets, Organizing Charts and graphs

Generally used Spreadsheet functions: Mathematical, Statistical, Financial, Logical, Date and Time, Lookup and reference, Data base, and Text functions

**UNIT IV: Creating Business Spreadsheet**

Creating spreadsheet in the area of: Loan and Lease statement; Ratio Analysis; Payroll statements; Capital Budgeting; Depreciation Accounting; Graphical representation of data; Frequency distribution and its statistical parameters; Correlation and Regression

**Suggested Readings:**

- *Mastering Ms Office*, Bittu Kumar, V&S Publishers.
- *Learning Microsoft Office 2010*, Bangia Ramesh, Khanna Publishers.
- *M.S office*, Yogesh Patel, V&S Publishers.
- P.K. Sinha - *Computer Fundamentals*, BPB Publications.
- V. Rajaraman - *Introduction to Computer Science*, Prentice Hall India Learning Private Limited.
- R. Hunt, J. Shalley, *Computers & Commonsense* Prentice Hall of India, New Delhi.

<b>MUCOH22-304T</b>	<b>MANAGEMENT PARADIGM FROM BHAGWAT GEETA</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 identify some of the commonly felt problems that individuals, organizations and the society faces.</li> <li>• To illustrate the usefulness of Gita in addressing some of these problems</li> <li>• To demonstrate how alternative world views and paradigms of management could be developed with knowledge of Ancient Indian wisdom such as Gita.</li> <li>• To provide a good introduction to Ancient Indian wisdom using Gita as a vehicle</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 spirituality in business and workplace, and its relevance in contemporary society.				
<b>CO2</b>	Learning the teachings and message of the Bhagavat Gita and its influence on great leaders.				
<b>CO3</b>	Gaining insights into leadership perspectives and axioms of work and performance in the context of the Gita.				
<b>CO4</b>	Developing self-management skills through understanding the mind, meditation, and values.				
<b>CO5</b>	Exploring perspectives on sustainability and death as a creative destruction process and their implications for business, innovation, change management, and growth.				
<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>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 spirituality in business and workplace, and its relevance in contemporary society.					
<b>CO2</b>	Learning the teachings and message of the Bhagavad Gita and its influence on great leaders.					
<b>CO3</b>	Gaining insights into leadership perspectives and axioms of work and performance in the context of the Gita.					
<b>CO4</b>	Developing self-management skills through understanding the mind, meditation, and values.					
<b>CO5</b>	Exploring perspectives on sustainability and death as a creative destruction process and their implications for business, innovation, change management, and growth.					
<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>	√	√	√	-	-	-

## **MUCOH22-304T: MANAGEMENT PARADIGM FROM BHAGWAT GEETA CREDITS: 2**

### **UNIT I: Spirituality in Business and Workplace**

Current Challenges in Business Management & Society-Current problems in Business Management, Issues of personal satisfaction, motivation & inspiration, Societal Challenges, Way forward; Relevance of Ancient Indian Wisdom for contemporary society- Some aspects of learning and understanding Ancient Indian Literature, Three dimensional nature of Ancient Indian Literature; Spirituality in Business, The notion of Spirituality-The concept of Spirituality, Reconciling the “world outside” with the “world within”, The conceptualization of God – Universe – Living Beings.

### **UNIT II: Bhagavad Gita & its relevance**

Introduction to Bhagavad Gita – Brief storyline of Mahabharata - Message of the Bhagavad Gita Context of Kurukshetra War – The anguish of Arjuna – Counsel by Sri. Krishna – Key teachings of the Bhagavad Gita – Karma Yoga, Jnana Yoga and Bhakti Yoga; Gita’s influence on Great Leaders; Relevance of Mahabharata for modern times.

### **UNIT III: Perspectives on Leadership and Work**

Failed Leadership: Causes & Concerns-Arjuna’s predicament and arguments for no war, Krishna’s response, Issues & implications for Leadership; Leadership Perspectives in the Gita- Existing theories in Leadership, Level 5 leadership (Jim Collins), Inspirational Leadership ideas in Gita; Axioms of Work & Performance, The Notion of Meaningful Work Alternative Perspectives on Work & Performance, Gita’s Paradigms on Work, The Paradox of Work & No work, Discovering the Joy of Work.

### **UNIT IV: Perspectives on Self-Management**

Mind as a key player in an individual-The problem of mental stress, Understanding the mind & its ways, Diagnosing some of the personal problems that we face, Notion of building stronger inner-self; Meditation as a tool for self-management-Role of Meditation in winning over the mind, Role of Yoga in improving managerial performance; Role of Yoga in addressing stress & burnout of managers, Mind as a key player in an individual, Self-Management by understanding the world within- The issue of winning over the mind, Understanding the “World within”; Values & their role in Self- management, Shaping the personality through Trigunas.

### **UNIT V: Perspectives on Life and Society**

Perspectives on Sustainability-The Vexing problem of Sustainability, The Paradigm of Yajna: The cardinal principle of sustainability, Implications for Business, Environment & Ecology; Death as a creative destruction process - The notion of death, Unique assumptions about death & its relevance for living, Implications for Business, Innovation, Change Management and Growth; Law of Conservation of Divinity, Conclusions.

### **Suggested Readings:**

- Swami Ranganathananda, (2001), “Universal Message of the Bhagavad Gita”, 3 Volumes, Advaita Ashrama, Kolkata.
- Swami Dayananda Saraswati, (2007), “The value of values”, Arsha Vidya Research & Publication Trust, Chennai.
- Swami Chinmayananda, (1996), “Holy Geeta”, Central Chinmaya Mission Trust, Mumbai.
- Geus, A. (1997), “The Life Span of a Company: Chapter 1 in The Living Company”, Nicholas Brealey Publishing, London, pp. 7 – 19.
- Beer, S. (1994). “May the Whole Earth be Happy: Loka Samastat Sukhino Bhavantu”, Interfaces, 24 (4), 83 – 93.
- Mahadevan, B. (2013). “Spirituality in Management: Sparks from the Anvil”, IIM B Management Review, 25 (2).
- Houston, D.J. and Cartwright K.E. (2007), “Spirituality and Public Service”. Public Administration Review, Jan. – Feb., 2007, 88 – 102.
- Payne, S.G. (2010). “Leadership and spirituality: Business in the USA”, The International Journal of Leadership in Public Services, 6 (2), 68 – 72.
- Poole, E. (2007). “Organizational Spirituality – A literature review”, Journal of Business Ethics, 84, pp. 577 – 588.
- Bhattathiri, M.P. “Bhagavad Gita and Management”
- Mahadevan, B. (2009). “Shrimad Bhagavad Gita – Ideas for Modern Management”, One day Seminar on “Towards a New Paradigm of Business management: Alternative Perspectives from Ancient Indian Wisdom”, IIM Bangalore, December 12, 2009.
- (2012). “Bhagavad Gita and Management”, Arsha Vidya News Letter, April 2012, 23– 30.
- Ancona, D., Malone, T.W., Orlikowski, W.J. and Senge, P.M. (2007), “In praise of the incomplete leader”, Harvard Business Review, 85 (2), 92 – 100.
- Mahadevan, B., (2013). "Inspirational Leadership: Perspectives from Gītā", Chapter 13 in Sanskrit and Development of World Thought, Kutumba Sastry V. (Ed.), D K Print World, New Delhi, pp 199 - 210.
- Mehrotra, R. (2010). “Work Builds, Charity Destroys”, Chapter 8 in Ennoble, English-course book, Second Year Pre-University, The Karnataka Text Book Society, pp. 63 –70.



MUCOH22-305F1	INCOME TAX LAW & PRACTICE			L-3, T-1, P-0	4 CREDITS
				Total Lecture	48
<b>Course Objectives:</b>					
<ul style="list-style-type: none"> <li>• The objective of the course in Income Tax Laws and Practice is to provide students with a comprehensive understanding of the principles, rules, and procedures related to income tax in a business and personal context.</li> <li>• The course aims to equip students with the knowledge and skills necessary to comply with income tax regulations and effectively navigate tax planning and compliance in various scenarios.</li> <li>• To be able to gain an understanding of the legal framework and structure of income tax laws, including the roles and responsibilities of taxpayers, tax authorities, and tax practitioners.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
CO1	Understand the basic concepts and other preambles of Income Tax.				
CO2	Understand different components of salary and to learn how to compute an employee's income from salary and income in the form of rent from house property.				
CO3	Students will learn to compute income of an individual from own business or profession, the gains earned or loss occurred from the transfer various capital assets & identifying the incomes that cannot be attributed to any other heads and thereby compute income from other source.				
CO4	Facilitate students to compute the total income and tax liability of an individual.				
CO5	Understand the concept of GST and its application in India.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	PO1	PO2	PO3	PO4	PO5
CO1	√	-	-	-	√
CO2	-	√	-	-	-
CO3	-	√	√	-	-
CO4	-	-	-	√	-
CO5	√	-	-	-	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the basic concepts and other preambles of Income Tax.					
<b>CO2</b>	Understand different components of salary and to learn how to compute an employee's income from salary and income in the form of rent from house property.					
<b>CO3</b>	Students will learn to compute income of an individual from own business or profession, the gains earned or loss occurred from the transfer various capital assets & identifying the incomes that cannot be attributed to any other heads and thereby compute income from other source.					
<b>CO4</b>	Facilitate students to compute the total income and tax liability of an individual.					
<b>CO5</b>	Understand the concept of GST and its application 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: Basic concept**

Income, agricultural income, person, assessee, assessment year, previous year, gross total income, total assessment year, previous year, gross total income, total income, Maximum marginal rate of tax. Permanent Account Number (PAN) Residential status; Scope of total income on the basis of residential Status Exempted income under section 10

**UNIT II: Computation of income under different heads**

- Salaries
- Income from house property

**UNIT III: Computation of income under different heads**

- Profits and gains of business or profession
- Capital gains
- Income from other sources

**UNIT IV**

- Total income and tax computation Income of other persons included in assessee's total income
- Aggregation of income and set-off and carry forward of losses
- Deductions from gross total income
- Rebates and reliefs
- Computation of total income of individuals and firms
- Tax liability of an individual and firm
- Five leading cases of Supreme Court

**UNIT V: Preparation of return of income**

- Manually
- On-line filing of Returns of Income & TDS.
- Provision & Procedures of Compulsory On-Line filing of returns for specified assesses.

**Suggested readings:**

- Singhania, Vinod K. and Monica Singhania. *Students' Guide to Income Tax, University Edition*. Taxmann Publications Pvt. Ltd., New Delhi.
- Ahuja, Girish and Ravi Gupta. *Systematic Approach to Income Tax*. Bharat Law House, Delhi.
- Pagare, Dinkar. *Law and Practice of Income Tax*. Sultan Chand and Sons, New Delhi.
- Lal, B.B. *Income Tax Law and Practice*. Konark Publications, New Delhi.

**Journals**

- *Income Tax Reports*. Company Law Institute of India Pvt. Ltd., Chennai.
- *Taxman*. Taxman Allied Services Pvt. Ltd., New Delhi.
- *Current Tax Reporter*. Current Tax Reporter, Jodhpur.

<b>MUCOH22-305F2</b>	<b>PUBLIC FINANCE</b>	<b>L-3, T-1, P-0</b>	<b>4 CREDITS</b>
		<b>Total Lecture</b>	<b>48</b>

**Course Objectives:**

- The objective of the course in Public Finance is to provide students with a comprehensive understanding of the principles, theories, and practices related to the management of government finances.
- The course aims to equip students with the knowledge and skills necessary to analyze and evaluate public financial policies, budgets, and revenue systems.
- To be able to explore the knowledge about taxation and revenue system of the government and also its impact on the economic behaviour and role of tax policy in revenue generation.

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

<b>CO1</b>	Develop an understanding of the concepts and principles of public finance, its scope, and its significance in the modern economy and society.
<b>CO2</b>	Analyze the role of the state in public finance and its impact on economic growth, income distribution, and social welfare.
<b>CO3</b>	Evaluate the various sources of public revenue, including taxes, loans, grants, and aid, and understand the canons of taxation and their effects on the economy and society.
<b>CO4</b>	Develop an understanding of public expenditure, its importance, theories, and the impact of budget deficits and public debt on the economy and society.
<b>CO5</b>	Analyze the principles of federal finance, including the role of finance commission and local finance, and evaluate the fiscal policy and macroeconomic environment in India.

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

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</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 concepts and principles of public finance, its scope, and its significance in the modern economy and society.					
<b>CO2</b>	Analyze the role of the state in public finance and its impact on economic growth, income distribution, and social welfare.					
<b>CO3</b>	Evaluate the various sources of public revenue, including taxes, loans, grants, and aid, and understand the canons of taxation and their effects on the economy and society.					
<b>CO4</b>	Develop an understanding of public expenditure, its importance, theories, and the impact of budget deficits and public debt on the economy and society.					
<b>CO5</b>	Analyze the principles of federal finance, including the role of finance commission and local finance, and evaluate the fiscal policy and macroeconomic environment 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**

Public Finance: Meaning, Nature, Scope and Importance. Difference between private and public finance. Principle of maximum social advantage. Public Expenditure (Meaning, Importance, Canon's Effects and Theories) Role of state in public finance.

**UNIT II: Revenue & Taxation**

Public Revenue, Sources of Revenue: Taxes, Loans, Grants and Aid – Meaning and types, Canons of Taxation, Problem of justice in taxation, Incidence of taxation, Taxable capacity, Impact of Taxation & Tax evasion characteristics of Indian Tax System, Defects & steps of reform.

**UNIT III: Public Debt and Budget**

Principle of public debts and its methods of redemption. Public debt in India. Budget (Meaning, Types, Revenue & Capital Budget, Revenue & Capital Expenditure) Deficit (Concept, Revenue Deficit, Fiscal Deficit, Monetized Deficit), Surplus, Balance Budget and Budgetary Control.

**UNIT IV: Federal Finance**

Federal Finance (Concept, Principles of Federalism, Role of Finance Commission, Local Finance), Recommendations of the Latest Finance Commission. Planning, Objectives, Strategies, Financial Aspects of the Plan and Financing of the Plan with Reference to the Latest Five Year Plan.

**UNIT V: Fiscal Policy, Macroeconomic Environment**

Basic Concepts (Fiscal Function, Fiscal Policy, Public Sector and Concept of Equity Fiscal Reforms in India, Fiscal Trends in India, Growth and Economic Stability).

**Suggested Readings:**

- Houghton, E. W. (Ed.) (1988), Public Finance, Penguin, Baltimore.
- Jha, R. (1998), Modern Public Economics, Routledge, London.
- Mithani, D. M. (1998), Modern Public Finance, Himalaya Publishing House. Mumbai.
- Dr. J.C.Varshney, Public Finance, SBPD Publications.

<b>MUCOH22-305H1</b>	<b>HUMAN RESOURCE MANAGEMENT</b>	<b>L-3, T-1, P-0</b>	<b>4 CREDITS</b>
		<b>Total Lecture</b>	<b>48</b>

**Course Objectives:**

- The objective of the course in Human Resource Management (HRM) is to provide students with a comprehensive understanding of the principles, theories, and practices related to managing human resources within organizations.
- The course aims to equip students with the knowledge and skills necessary to effectively attract, develop, motivate, and retain employees to achieve organizational goals.
- To gain an understanding of the strategic significance of HRM and its alignment with organizational objectives.

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

<b>CO1</b>	Demonstrate an understanding of key terms, theories/concepts and practices within the field of HRM
<b>CO2</b>	Plan human resources, draft HR planning and implement techniques of job design.
<b>CO3</b>	Have competency to recruit, ability to train using various methods of Training and develop employees to be ready in their jobs.
<b>CO4</b>	Understand and appraise the performance of the employees along with designing the compensation plan.
<b>CO5</b>	To analyse the strategic issues and strategies required to select and develop manpower resources.

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

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</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>	Demonstrate an understanding of key terms, theories/concepts and practices within the field of HRM					
<b>CO2</b>	Plan human resources, draft HR planning and implement techniques of job design.					
<b>CO3</b>	Have competency to recruit, ability to train using various methods of Training and develop employees to be ready in their jobs.					
<b>CO4</b>	Understand and appraise the performance of the employees along with designing the compensation plan.					
<b>CO5</b>	To analyse the strategic issues and strategies required to select and develop manpower resources.					
<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: Human Resource Management**

Concept and functions; Role, status and competencies of HR manager; HR policies; Evolution of HRM; Emerging challenges of human resource management - Workforce diversity, empowerment, downsizing, VRS, work life balance.

**UNIT II: Acquisition of Human Resource**

Human resource planning- Quantitative and qualitative dimensions; Job analysis – Job description and job specification; Recruitment – concept and sources; Selection – concept and process; Test and interview; Placement, induction and socialization; Retention.

**UNIT III: Training and Development**

Concept and importance; Role specific and competency based training; Training and development methods – Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In-basket, management games, conferences and seminars, coaching and mentoring, management development programs; Training process outsourcing.

**UNIT IV: Performance Appraisal and Compensation Management**

Performance appraisal- Nature, objectives and process; Performance management; Methods of performance appraisal; Potential appraisal; Employee counseling; Job changes - Transfers and promotions, Human resource audit;

Compensation - Concept and policies, Base and supplementary compensation; Individual, group and organization incentive plans; Fringe benefits; Performance linked compensation; Employee stock option; Pay band compensation system; Job evaluation.

**UNITV: Maintenance of employees and Emerging Horizons of HRM**

Employee health and safety; Employee welfare; Social security (excluding legal provisions); Employer-employee relations- An overview; Grievance handling and redressal; Industrial disputes: Causes and settlement machinery; e-HRM; Human Resource Information System and e-HRM; Impact of HRM practices on organizational performance; HR audit, Contemporary issues in human resource management.

**Suggested Reading**

- Mondy, A. W. and Noe, R. M., *Human Resource Management*, Pearson Education.
- Decenzo, D.A. and Robbins, S. P., *Fundamentals of Human Resource Management*, Wiley, India

<b>MUCOH22-305H2</b>	<b>WAGES &amp; SALARY ADMINISTRATION</b>	<b>L-3, T-1, P-0</b>	<b>4 CREDITS</b>
		<b>Total Lecture</b>	<b>48</b>

**Course Objectives:**

- The objective of the course in Wages and Salary Administration is to provide students with a comprehensive understanding of the principles, strategies, and practices related to effectively managing employee compensation within organizations.
- The course aims to equip students with the knowledge and skills necessary to design, implement, and administer a fair and competitive compensation system.
- To make students emphasize the alignment of the compensation with individual and organizational performance goals.

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

<b>CO1</b>	Know the basics of wage system in an organization and understand its concepts so as to incorporate the same in the practical field as and when required.
<b>CO2</b>	Know the salary system and job evaluation in an organization and understand its concepts so as to incorporate the same in the real life situations.
<b>CO3</b>	Understand the concept of wage as per various systems of work and apply them for a better system of wages and incentives plan.
<b>CO4</b>	Understand the policies of wages introduced and formulate the design of wage payment as per regulations in practical situations.
<b>CO5</b>	Know about various Act and legislations for wage payment introduced, and apply them for effectively planning the wage system.

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

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</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>	Know the basics of wage system in an organization and understand its concepts so as to incorporate the same in the practical field as and when required.					
<b>CO2</b>	Know the salary system and job evaluation in an organization and understand its concepts so as to incorporate the same in the real life situations.					
<b>CO3</b>	Understand the concept of wage as per various systems of work and apply them for a better system of wages and incentives plan.					
<b>CO4</b>	Understand the policies of wages introduced and formulate the design of wage payment as per regulations in practical situations.					
<b>CO5</b>	Know about various Act and legislations for wage payment introduced, and apply them for effectively planning the wage system.					
<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 Wages**

Meaning of The Wages, Minimum Wage, Need Based Minimum Wage, Fair Wage, Living Wage, Money wage, Take Home Pay, Theories of Wage Determination, Difference between Wage and Pay.

**UNIT II: Introduction to Salary**

Meaning of Wage and Salary Administration, Objectives, Principles, Factors Influencing Wage and Salary, Structure and Administration, Wage Levels, Job Evaluation, Wage Differentials.

**UNIT III: Payment of Wages**

System of Wages Payments-Time System, Piece System, Incentive System, Balance or Debt System, Wage Structure-Basic Wage, Dearness Allowance, Overtime, Concept of Bonus, Profit Sharing, Fringe Benefits, Executive compensation.

**UNIT IV: Wage Policy**

Cost of living and dearness Allowance, Consumer Price Index Number, Machinery for Wage Fixation, Tribunals, Wage Board, Bipartite Negotiations, Wage Policy in India.

**UNIT V: Act and Legislation**

Wage Legislation-Introduction and basic Knowledge of the Payment of Wages Act, 1936 the Minimum Wages Act, 1948, The Payment of Bonus Act, 1965.

**Suggested Readings**

- Singh, Chabara and Taneja - Personnel Management and Industrial Relations
- Brennan, Charles - Wage Administration
- Suri, G K - Wage Incentives
- Zollitsch, Herbert and A Langsner - Wage and Salary Administration

MUCOH22-305M1	PRINCIPLE OF MARKETING	L-3, T-1, P-0	4 CREDITS
		Total Lecture	48

**Course Objectives:**

- The objective of the course in Principles of Marketing is to provide students with a comprehensive understanding of the fundamental concepts, theories, and practices related to marketing in today's business environment.
- The course aims to equip students with the knowledge and skills necessary to analyze market opportunities, develop marketing strategies, and create value for customers.
- The course aims to cover all the relevant trends and topics in marketing and make students engage in the research activities for more clarity and understanding.

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

<b>CO1</b>	Understand the role of marketing within society and within an economic system.
<b>CO2</b>	Learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.
<b>CO3</b>	Consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.
<b>CO4</b>	As this is a survey based course, there is an emphasis on basic terminology and concepts and so students will learn key marketing principles and terminology.
<b>CO5</b>	Demonstrate knowledge of regulatory and ethical factors considered essential to making marketing decisions in India and world-wide.

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

	PO1	PO2	PO3	PO4	PO5
<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 role of marketing within society and within an economic system.					
<b>CO2</b>	Learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.					
<b>CO3</b>	Consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.					
<b>CO4</b>	As this is a survey based course, there is an emphasis on basic terminology and concepts and so students will learn key marketing principles and terminology.					
<b>CO5</b>	Demonstrate knowledge of regulatory and ethical factors considered essential to making marketing decisions in India and world-wide.					
<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:** Nature, scope and importance of marketing; Evolution of marketing concepts; Marketing mix; Marketing environment. Micro and Macro environmental factors.

**Consumer Behavior**–An Overview: Consumer buying process; Factors influencing Consumer buying decisions.

**UNIT II: Market Selection:** Market segmentation–concept, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation.

**Product:** Meaning and importance. Product classifications; Concept of product mix; Branding, packaging and labeling; After-sales services; Product life-cycle; New Product Development.

**UNIT III: Pricing:** Significance; Factors affecting price of a product; Major pricing methods; Pricing policies and strategies.

**Promotion:** Nature and importance of promotion; Promotion Tools: advertising, personal selling, public relations; sales promotion and publicity – concept and their distinctive characteristics; Promotion mix; Factors affecting promotion mix decisions; and Integrated Marketing Communication Approach.

**UNIT IV: Distribution:** Channels of distribution - meaning and importance; Types of distribution channels; Wholesaling and retailing; Factors affecting choice of distribution channel; Distribution Logistics; Meaning, importance and decisions.

**Retailing:** Types of retailing–store based and non-store based retailing, chain stores, specialty stores, supermarkets, retail vending machines, mail order houses, retail cooperatives; Management of retailing operations: an overview; Retailing in India: Changing scenario.

**UNIT V: Rural marketing:** Growing Importance; Distinguishing characteristics of rural markets Understanding rural consumers and rural markets; Marketing mix planning for rural market.

**Recent developments in marketing:** Social Marketing, Online Marketing, Direct Marketing, Services Marketing, Green Marketing, Relationship Marketing.

### **Suggested Readings:**

- Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and MithileshwarJha, *Marketing Management: A South Asian Perspective*, Pearson Education.
- Palmer, Adrian, *Introduction to Marketing*, Oxford University Press, UK
- Lamb, Charles W.; Hair, Joseph F., and Carl McDaniel, *Principles of Marketing*, South Western Publishing, Ohio
- Chhabra, T.N., *Principles of Marketing*, Sun India Publication.
- Kumar, Arun& N. Meenakshi, *Marketing Management*, Vikas Publications.
- McCarthy, E. Jerome., and William D. Perreault, *Basic Marketing*, Richard D. Irwin.



MUCOH22-305M2	MARKETING COMMUNICATION & ADVERTISING	L-3, T-1, P-0	4 CREDITS
		Total Lecture	48

**Course Objectives:**

- The objective of the course in Marketing Communication and Advertising is to provide students with a comprehensive understanding of the principles, strategies, and practices related to effectively communicating marketing messages to target audiences.
- The course aims to equip students with the knowledge and skills necessary to develop and execute integrated marketing communication campaigns and advertising strategies.
- To boost the level of confidence through communication in designing creative strategies with cooperation and level of understanding among students to empower teamwork while working in the real life situations.

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

CO1	Understand and analyse the relevant research in advertising and marketing communication.
CO2	Understand the advertisement concept and applying it for a more fruitful result in business operations.
CO3	Analyse how different approaches to positioning, media, creative work and advertising research may influence advertising effectiveness.
CO4	Develop advertising media buying and planning strategies for an appropriate understanding of works related to business promotions through advertising.
CO5	Discuss means of testing effectiveness of advertising and marketing communication.

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

	PO1	PO2	PO3	PO4	PO5
CO1	-	-	√	-	√
CO2	-	-	√	-	√
CO3	-	-	√	-	-
CO4	√	-	√	-	-
CO5	-	√	-	-	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand and analyse the relevant research in advertising and marketing communication.					
<b>CO2</b>	Understand the advertisement concept and applying it for a more fruitful result in business operations.					
<b>CO3</b>	Analyse how different approaches to positioning, media, creative work and advertising research may influence advertising effectiveness.					
<b>CO4</b>	Develop advertising media buying and planning strategies for an appropriate understanding of works related to business promotions through advertising.					
<b>CO5</b>	Discuss means of testing effectiveness of advertising and marketing communication.					
<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: Communication Process-** Nature of Communication Process and Its Different Elements, Obstacles in Communication Process, Role of Communication Process in Perception, Learning and Attitude Change, 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, Advertising and Consumer Psychology.

**UNIT II: Advertising-**Definition, Objectives, Function, Classifications of Advertising, Advertising as a Tool of Communication, Social and Economic Aspects of Advertising, Advertising Department and Agencies.

**UNIT III:** Setting Advertising objectives, DAGMAR Approach, Continuous Advertising planning Programmed, Message And copy, Message Strategy and Message Design, Elements of Advertisement, Copy, Developing Effective Advertising copy, Creativity and Visualization in Advertising.

**UNIT IV: Media Planning:** Role of Media in Advertising, Comparative Study of different Advertising Media, Media Choice, Allocation of Budget for Advertising, Approaches and Procedures for Determining the Size of the Budget.

**UNIT V:** Social and Economic Aspects of Advertising, Productivity of Advertising, its Contribution to Economic Development and Standard of Living, Ethics and Advertising.

**Suggested Readings:**

- Wright, Winters and Zeiglas 847541-\* -14 *Advertising Management*
- Dunn and Barban -*Advertising-it's Role in Modern Marketing*
- Manendera Mohan -*Advertising Management*
- Aaker, Myers and Batra -*Advertising Management*
- Kenneth F Runyen –*Advertising*

<b>MUCOH22-305E1</b>	<b>MICRO ECONOMICS</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>• The objectives of this subject are to develop an understanding of individual consumer and firm behavior, market structures, and the allocation of resources in a market economy.</li> <li>• The course aims to equip students with the knowledge and analytical skills necessary to analyze economic decision-making and understand market dynamics.</li> <li>• The objective is to provide students with a comprehensive understanding of the principles, theories, and concepts related to the economic behavior of individuals, firms, and markets at the micro level.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the basic concepts of microeconomics, including supply and demand, market equilibrium, and elasticity of demand and supply.				
<b>CO2</b>	Apply the principles of consumer theory to analyze consumer behavior, preferences, and budget constraints.				
<b>CO3</b>	Apply the principles of consumer theory to analyze consumer behavior, preferences, and budget constraints.				
<b>CO4</b>	Compare and contrast different market structures, including perfect competition, monopoly, monopolistic competition, and oligopoly.				
<b>CO5</b>	Understand the concept of income distribution and factor pricing, including the demand and supply of factors of production and the functional distribution of income. Apply microeconomic concepts and theories to real-world economic issues and problems.				
<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>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 basic concepts of microeconomics, including supply and demand, market equilibrium, and elasticity of demand and supply.					
<b>CO2</b>	Apply the principles of consumer theory to analyze consumer behavior, preferences, and budget constraints.					
<b>CO3</b>	Apply the principles of consumer theory to analyze consumer behavior, preferences, and budget constraints.					
<b>CO4</b>	Compare and contrast different market structures, including perfect competition, monopoly, monopolistic competition, and oligopoly.					
<b>CO5</b>	Understand the concept of income distribution and factor pricing, including the demand and supply of factors of production and the functional distribution of income and apply microeconomic concepts and theories to real-world economic issues and problems.					
<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**

(a). Demand and Supply: Determinants of demand, movements vs. shift in demand curve, Determinants of Supply, Movement along a supply curve vs. shift in supply curve; - Market equilibrium and price determination. (b). Elasticity of demand and supply. (c). Application of demand and supply.

**UNIT II: Consumer Theory Ordinal Utility theory**

Indifference curve approach: Consumer's preferences; Indifference curves; Budget line; Consumer's equilibrium; Income and substitution effect; Price consumption curve and the derivation of demand curve for a commodity; Criticisms of the law of demand.

**UNIT III: Production and Cost**

(a). Production: Firm as an agent of production. Concepts of Production function. Law of variable proportions; Isoquant; Return to scale. Economics and Diseconomies of scale. (b). Costs: Costs in the short run. Costs in the long run, Profit maximization and cost minimization. Equilibrium of the firm, Technological Change: the very long run.

**UNIT IV: Different Market Structure**

(a). Perfect Competition: Assumption; Theory of a firm under perfect competition; Demand and Revenue; Equilibrium of the firm in the short run and long run, The long run industry supply curve: increasing, decreasing and constant cost industry. (b). Monopoly: Short-run and long-run equilibrium of monopoly firm; Concept of supply curve under monopoly; Price discrimination. (c) Imperfect Competition: Difference between perfect competitions, monopoly and imperfect competition; (i) Monopolistic Competition, (ii) Oligopoly Competition.

**UNIT V: Distribution of Income**

Income Distribution and Factor Pricing Demand for factors, Supply of factor, Backward bending supply curve for labor concepts of economic rent; Functional Distribution of Income.

**Suggested Readings:**

- Pindyck, R.S., D. L. Rubinfeld and P. L. Mehta; *Microeconomics*, Pearson Education.
- N. Gregory Mankiw, *Principles of Micro Economics*, Cengage Learning
- Maddala G.S. and E. Miller; *Microeconomics: Theory and Applications*, McGraw-Hill Education.
- Salvatore, D. *Schaum's Outline: Microeconomic Theory*, McGraw-Hill, Education.
- Case and Fair, *Principles of Micro Economics*, Pearson Education
- Koutsiyannis, *Modern Micro Economic Theory*.

<b>MUCOH22-305E2</b>	<b>INTERNATIONAL TRADE</b>	<b>L-3, T-1, P-0</b>	<b>4 CREDITS</b>
		<b>Total Lecture</b>	<b>48</b>

**Course Objectives:**

- The objective of the course in International Trade is to provide students with a comprehensive understanding of the principles, theories, and practices related to the exchange of goods and services between countries.
- The course aims to equip students with the knowledge and analytical skills necessary to analyze international trade patterns, evaluate trade policies, and understand the implications of globalization.
- To expose students to the concept, importance and dynamics of international business and India's involvement with global business operations.

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

<b>CO1</b>	Understand and analyse the concept and impact of globalization and its growing importance in the world economy.
<b>CO2</b>	Analyse the theories of international trade, including commercial policy instruments and other organizations such as UNCTAD, World Bank, and IMF.
<b>CO3</b>	Understand the international financial system and institutions, including foreign exchange markets and use ideas related to the policy in formulating business plans in world market.
<b>CO4</b>	Analyze the organizational structure for international business operations.
<b>CO5</b>	Understand the foreign trade promotion measures and organizations in India and analyze the measures for promoting foreign investments into and from India.

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

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</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 and analyse the concept and impact of globalization and its growing importance in the world economy.					
<b>CO2</b>	Analyse the theories of international trade, including commercial policy instruments and other organizations such as UNCTAD, World Bank, and IMF.					
<b>CO3</b>	Understand the international financial system and institutions, including foreign exchange markets and use ideas related to the policy in formulating business plans in world market.					
<b>CO4</b>	Analyze the organizational structure for international business operations.					
<b>CO5</b>	Understand the foreign trade promotion measures and organizations in India and analyze the measures for promoting foreign investments into and from 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 International Business:** Globalization and its growing importance in world economy; Impact of globalization; International business contrasted with domestic business - complexities of international business; Internationalization Stages and Orientations, Modes of entry into international business.

**International Business Environment:** National and foreign environments and their Components - economic, cultural and political-legal environments; Global trading environment - recent trends in world trade in goods and services; Trends in India's foreign trade.

**UNIT II: Theories of International Trade** –Commercial Policy Instruments tariff and non-tariff measures; Balance of payment account and its components. WTO – Its objectives, principles, organizational structure and functioning; WTO and Developing Countries; An overview of other organizations – UNCTAD, World Bank and IMF

**Regional Economic Integration:** Forms of regional integration; Integration efforts among countries in Europe, North America and Asia. Trade creation and diversion effects.

**UNIT III: International Financial Environment:** International financial system and institutions; Foreign exchange markets, Spot market, spot rate quotations, bid-ask spreads, Trading in spot markets, Cross exchange rates; Forward Market: forward rate, long and short forward positions, forward premium and discount. Arbitrage, hedging and speculation; Foreign investments - types and flows; Foreign investment in Indian perspective.

**UNIT IV: Organizational structure for international business operations;** Contemporary Issues in International Business: Environmental and Labor issues; Outsourcing and its potentials for India; Strategic alliances, mergers and acquisitions; Role of IT in international business;

**Exchange Rate Determination:** Factors affecting exchange rate–Relative inflation rates, relative interest rates, relative income levels, government controls, expectations, etc. Government intervention and government influence on exchange rates. Theories of exchange rate – Purchasing Power Parity, Interest Rate Parity and Fisher's effect.

**UNIT V: Foreign Trade promotion measures and organizations in India:** Special economic zones (SEZs) and 100% export-oriented units (EOUs); Measures for promoting foreign investments into and from India; Indian joint ventures and acquisitions abroad.

Financing of foreign trade and payment terms.

### **Suggested Readings:**

- Charles W.L. Hill and Arun Kumar Jain, *International Business*. New Delhi: Tata McGraw-Hill.
- Johnson, Derbe., and Colin Turner. *International Business - Themes & Issues in the Modern Global Economy*. London: Routledge.
- Cherunilam, Francis. *International Business: Text and Cases*. Prentice Hall of India Ltd.
- Daniels John, D. Lee H. Radenbaugh and David P. Sullivan. *International Business*. Pearson Education
- Justin, Paul. *International Business*. Prentice Hall of India Ltd.
- Michael R. Czinkota. et al. *International Business*. Fortforth: The Dryden Press.
- RBI. Report on Currency & Finance, various issues.
- Griffin, Ricky W. and Michael W. Pustay. *International Business - A Managerial Perspective*. Prentice Hall.
- V Sharan, *International Business*, Pearson Education.
- Bennett, Roger. *International Business*. Delhi: Pearson.
- UNCTAD Reports.
- WTO, Annual Report, various issues.

<b>MUCOH22-351P</b>	<b>SEMINAR &amp; VIVA VOCE</b>		<b>CREDIT-2</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.</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>					
<b>Course Outcomes:</b> 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>	to 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>CO1</b>	√	-	√	√	√
<b>CO2</b>	√	√	-	√	-
<b>CO3</b>	√	-	-	-	√
<b>CO4</b>	-	√	√	-	√

**MUCOH22-351P: SEMINAR****CREDIT: 2**

The seminar is scheduled on the topics related to Subject matter, Trade, Industry, Commerce, Corporate world and Corporate Affairs lasting approximately for 10- 15 minutes followed by the question answer session. The marks shall be awarded by the Expert appointed by the Dean in order to judge the understanding as well as application of the knowledge gained by the students by the end of semester of the course. This is also to see the articulation of what is being learnt by them. The idea is to see that students are able to digest what is being taught in that semester and see their relevance not only in the practical field but also their inter relationship.

## SEMESTER-IV

<b>MUCOH22-401T</b>	<b>RESEARCH METHODOLOGY</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>• The objective of this subject is to develop an understanding of various research methods and techniques, and to provide students with the skills required to design, conduct, and analyze research studies.</li> <li>• The course aims to enable students to critically evaluate research studies and apply research findings to real-world situations.</li> <li>• The course also aims to equip students with the knowledge and skills necessary to design and execute research studies, analyze data, and communicate research findings effectively.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the concept, significance & purpose of research. Identify a problem/ need, translate it into a research problem, and use the appropriate techniques to define it.				
<b>CO2</b>	Identify and understand the main qualitative and quantitative methods of business research, their advantages, disadvantages and appropriate application areas. Formulate test table hypotheses and choose the most appropriate tools for testing them.				
<b>CO3</b>	Understand and apply the techniques of sampling and design a good sample for the work of research in various fields.				
<b>CO4</b>	Develop the ability to calculate the research results to increase the sustainable development through various software's				
<b>CO5</b>	Comprehend the role of research in organizational decision making and business performance.				
<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>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, significance & purpose of research. Identify a problem/ need, translate it into a research problem, and use the appropriate techniques to define it.					
<b>CO2</b>	Identify and understand the main qualitative and quantitative methods of business research, their advantages, disadvantages and appropriate application areas. Formulate test table hypotheses and choose the most appropriate tools for testing them.					
<b>CO3</b>	Understand and apply the techniques of sampling and design a good sample for the work of research in various fields.					
<b>CO4</b>	Develop the ability to calculate the research results to increase the sustainable development through various software's					
<b>CO5</b>	Comprehend the role of research in organizational decision making and business performance.					
<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, Definition, Importance, Scope and Limitations of Research, Objectives, Types of Research. Planning and Designing Research.

**UNIT II**

Secondary and Primary Data Collection- Introduction to Secondary Data Source and their types, Methods of Data Collection, Data preparation-Validation, Editing Coding, Tabulation and Cross Tabulation of Data, Data Analysis and Interpretation, Hypothesis Testing, University and Vicariate Data Analysis. Multivariate Data Analysis.

**UNIT III**

Sampling and Questionnaire Design and Construction –Introduction to Sampling, Sampling Process, Sampling Designs, sample size, Application of Sampling Stages Involved in Questionnaire Construction, Questionnaire Design, Attitude Measurement, Types of Scales for Attitude Measurement.

**UNIT IV**

Application of Research-An Over view of Market Research, Product Research, Advertising and Scale Promotion Research, Scale Control Research, Research in Financial matters and matters Related to Human Resource Management.

**UNIT V**

Presentation and Follow –Through –Role of the report, Type of the reports, Contents of the reports, personal Presentation of the report, Follow through.

**Suggested Readings:**

- Agarwal, *Marketing Research*
- Body West Fall, *Marketing Research-Text and Cases*
- D.A Aaker and G.S. Dey, *Marketing Research*
- Weiers, *Marketing Research*
- Malhotra, *Marketing Research*
- Luke and Robin, *Marketing Research*
- Tull and Hawkins, *Marketing Research*

<b>MUCOH22-402T</b>	<b>COST ACCOUNTING</b>	<b>L-3, T-1, P-0</b>	<b>4 CREDITS</b>
		<b>Total Lecture</b>	<b>48</b>

**Course Objectives:**

- The objective of the course in Cost Accounting is to provide students with a comprehensive understanding of the principles, concepts, and techniques used in determining and analyzing the costs of products, services, and business operations.
- The course aims to equip students with the knowledge and skills necessary to effectively manage costs, make informed business decisions, and support the overall financial management of an organization.
- Thus, choosing Cost Accounting as a career is a wise option for those who are interested in growing fast in their careers and those who wish to get exposure to industrial accounting at an early stage itself.

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

<b>CO1</b>	Collect knowledge about principles of cost accounting, acquire knowledge in the sphere of application of cost accounting and its importance.
<b>CO2</b>	Understand attendance and payroll system, Methods of Labour Turnover, remuneration and bonus methods, also be able to calculate labour cost.
<b>CO3</b>	Understand different types of overheads and its classification into various heads and to be able to calculate under and over absorption of overheads and calculation of machine hour rate. They shall also be able to apportion primary and secondary overheads into department wise.
<b>CO4</b>	Understand and apply problem solving skills in production cost according to the job costing system, process costing system etc.
<b>CO5</b>	Understand the integrated and non-integrated accounting system and to know how to prepare a reconciliation statement to find out the reasons for the difference in the net profit/net loss as per cost and financial records.

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

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</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>	Collect knowledge about principles of cost accounting, acquire knowledge in the sphere of application of cost accounting and its importance.					
<b>CO2</b>	Understand attendance and payroll system, Methods of Labour Turnover, remuneration and bonus methods, also be able to calculate labour cost.					
<b>CO3</b>	Understand different types of overheads and its classification into various heads and to be able to calculate under and over absorption of overheads and calculation of machine hour rate. They shall also be able to apportion primary and secondary overheads into department wise.					
<b>CO4</b>	Understand and apply problem solving skills in production cost according to the job costing system, process costing system etc.					
<b>CO5</b>	Understand the integrated and non-integrated accounting system and to know how to prepare a reconciliation statement to find out the reasons for the difference in the net profit/net loss as per cost and financial records.					
<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**

Meaning, Objectives and advantages of cost accounting; Difference between cost accounting and financial accounting; Cost concepts and classifications; Elements of cost; Installation of a costing system; Role of a cost accountant in an organization

**UNIT II: Elements of Cost: Material and Labour**

**a. Materials:** Material/inventory control techniques. Accounting and control of purchases, storage and issue of materials. Methods of pricing of materials issues— FIFO, LIFO, Simple Average, Weighted Average, Replacement, Standard Cost. Treatment of Material Losses

**b. Labour:** Accounting and Control of labour cost. Time keeping and time booking. Concept and treatment of idle time, over time, labour turn over and fringe benefits. Methods of wage payment and the Incentive schemes-Halsey, Rowan, Taylor's Differential piece wage.

**UNIT III: Elements of Cost: Overheads**

Classification, allocation, Apportionment and absorption of overheads; Under- and over-absorption; Capacity Levels and Costs; Treatments of certain items in costing like interest on capital, Packing expenses, Bad debts, Research and development expenses; Activity based cost allocation.

**UNIT IV: Methods of Costing**

Unit costing, Job costing, Contract costing, Process costing(process losses, valuation of working progress, joint and by-products), Service costing (only transport).

**UNIT V: Book Keeping in Cost Accounting**

Integral and non-integral systems; Reconciliation of cost and financial accounts

**Suggested Reading:**

- Charles T. Horngren, Srikant M. Datar, Madhav V. Rajan, *Cost Accounting: A Managerial Emphasis*, Pearson Education.
- Nigam, B.M. Lalland I.C. Jain. *Cost Accounting: Principles and Practice*. PHI Learning
- Rajiv Goel, *Cost Accounting*. International Book House
- Singh, Surender. *Cost Accounting*, Scholar Tech Press, New Delhi.
- Jain, S.P. and K.L. Narang. *Cost Accounting: Principles and Methods*. Kalyani Publishers
- Arora, M.N. *Cost Accounting– Principles and Practice*. Vikas Publishing House, New Delhi.
- Maheshwari, S.N. and S.N. Mittal. *Cost Accounting: Theory and Problems*. Shri Mahavir Book Depot, New Delhi.

<b>MUCOH22-403T</b>	<b>e-COMMERCE</b>	<b>L-3, T-1, P-0</b>	<b>4 CREDITS</b>
		<b>Total Lecture</b>	<b>48</b>

**Course Objectives:**

- The objective of the course in E-commerce is to provide students with a comprehensive understanding of the principles, concepts, and practices related to conducting business transactions and activities online.
- This course provides an introduction to information systems for business and management. It is designed to familiarize students with organizational and managerial foundations of system to understand the information system.
- The course aims to equip students with the knowledge and skills necessary to navigate the digital marketplace, develop e-commerce strategies, and effectively manage online business operations.

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

<b>CO1</b>	Understand the basic concepts and technologies used in the field of management information systems.
<b>CO2</b>	Be aware of the ethical, social, and security issues of information systems.
<b>CO3</b>	Effectively integrate IT-based solutions into the user environment and be familiarized with the IT Act 2000.
<b>CO4</b>	Understand and use current techniques, skills, and tools necessary for computing practice in the e-payment system.
<b>CO4</b>	Analyse and deal with all the business transactions occurring online.

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

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</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 basic concepts and technologies used in the field of management information systems.					
<b>CO2</b>	Be aware of the ethical, social, and security issues of information systems.					
<b>CO3</b>	Effectively integrate IT-based solutions into the user environment and be familiarized with the IT Act 2000.					
<b>CO4</b>	Understand and use current techniques, skills, and tools necessary for computing practice in the e-payment system.					
<b>CO5</b>	Analyse and deal with all the business transactions occurring online.					
<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>	√	√	√	√	-	-

**Objectives:** To enable the student to become competent to understand the mechanism for excelling in e-commerce based employments and self-employment opportunities.

**UNIT I: Introduction**

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, Electronic Commerce Applications, Framework of E-Commerce, Supply Chain Management, Electronic Commerce and Electronic Business.

**UNIT II: Planning Online-Business**

Nature and dynamics of the internet. Electronic business models: B2B, B2C, C2C, C2B. Web-site Design: Web sites as market place. E-commerce, pure online vs. brick and click business; assessing requirements for an online business designing, developing and deploying the system.

**UNIT III: Technology for Online-Business**

Internet and its Evolution, IT Infrastructure, Middleware, Domain names, Contents: Text and Integrating E-business applications. Component of Internet Information technology structure, Development of Intranet, Extranet and their Difference.

**UNIT IV: Operations of E-Commerce**

Online-payment mechanism; Electronic Payment systems; payment Gateways; Visitors to website; Tools for promoting websites; Risk management options for e-payment systems.

**UNIT V: Security and Legal Aspects of E-Commerce**

Threats 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:**

- Agarwala, Kamlesh N., Amit Lal and Deeksha Agarwal, *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.
- Dietel, Harvey M., Dietel, Paul J., and Kate Steinbuhler., *E-business and E-commerce for managers*, Pearson Education.
- Greenstein, M. and T.M. Feinman, *Electronic Commerce: Security, Risk Management and Control*, Tata McGraw Hill.
- Kosiur, David, *Understanding Electronic Commerce*, Prentice Hall of India Private Ltd., New Delhi.

<b>MUCOH22-404T</b>	<b>PROJECT MANAGEMENT</b>	<b>L-3, T-1, P-0</b>	<b>4 CREDITS</b>
		<b>Total Lecture</b>	<b>48</b>

**Course Objectives:**

- The course objective of the subject Project Management is to provide students with the knowledge and skills necessary to effectively plan, execute, monitor, and control projects.
- Embark on a journey to master the art of successful project management! In this dynamic and engaging course, you will delve into the world of projects and learn how to navigate them with finesse.
- To make way for the future leaders in this field so that students becomes a successful project manager and can also be a great successful leader.

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

<b>CO1</b>	Develop an understanding of the importance and objectives of project management, including project selection and feasibility studies, and the types of projects that can be undertaken.
<b>CO2</b>	Learn the different phases of the project management life cycle, from project planning and implementation to monitoring and control, and project closure.
<b>CO3</b>	Acquire the skills required to estimate project costs, determine the cost of capital, and allocate and level resources to ensure successful project implementation.
<b>CO4</b>	Develop an understanding of project monitoring and control techniques, including setting baselines, using project management information systems, and monitoring progress indices.
<b>CO5</b>	Gain an understanding of special topics in project management, including risk management, environmental impact assessment, and the role of computers and e-markets, through case studies in project management.

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

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</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 importance and objectives of project management, including project selection and feasibility studies, and the types of projects that can be undertaken.					
<b>CO2</b>	Learn the different phases of the project management life cycle, from project planning and implementation to monitoring and control, and project closure.					
<b>CO3</b>	Acquire the skills required to estimate project costs, determine the cost of capital, and allocate and level resources to ensure successful project implementation.					
<b>CO4</b>	Develop an understanding of project monitoring and control techniques, including setting baselines, using project management information systems, and monitoring progress indices.					
<b>CO5</b>	Gain an understanding of special topics in project management, including risk management, environmental impact assessment, and the role of computers and e-markets, through case studies in project management.					
<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 Project Management and Project Selection**

Objectives of Project Management- Importance of Project Management- Types of Projects  
Project Management Life Cycle- Project Selection – Feasibility study: Types of feasibility  
Steps in feasibility study.

**UNIT II: Project Planning and Implementation**

Project Scope- Estimation of Project cost – Cost of Capital – Project Representation and  
Preliminary Manipulations - Basic Scheduling Concepts - Resource Levelling – Resource  
Allocation.

**UNIT III: Project Monitoring and Control**

Setting a base line- Project management Information System – Indices to monitor progress.  
Importance of Contracts in projects- Teamwork in Project Management - Attributes of a good  
project team – Formation of effective teams – stages of team formation.

**UNIT IV: Project Closure**

Project evaluation- Project Auditing – Phases of project Audit- Project closure reports  
Guidelines for closeout reports.

**UNIT V: Special Topics in Project Management**

Computers, e-markets and their role in Project management- Risk management,  
Environmental Impact Assessment. Case studies in Project management.

**Suggested Readings:**

- Kerzner, H. (2017). Project management: a systems approach to planning, scheduling, and controlling. Wiley.
- Pinto, J. K. (2016). Project management: achieving competitive advantage. Pearson.
- Gray, C. F., & Larson, E. W. (2018). Project management: The managerial process. McGraw-Hill Education.
- Turner, J. R., & Müller, R. (2018). The commercial project manager. Routledge.
- Schwalbe, K. (2019). Information technology project management. Cengage Learning.
- Maylor, H. (2018). Project management. Pearson.



<b>MUCOH22-405F1</b>	<b>CORPORATE ACCOUNTING</b>	<b>L-3, T-1, P-0</b>	<b>4 CREDITS</b>
		<b>Total Lecture</b>	<b>48</b>

**Course Objectives:**

- To understand how to communicate financial information to parties outside the business organization like equity investors, creditors, employees, suppliers and clients.
- To help learners to acquire conceptual knowledge of corporate accounting system and to learn the techniques of preparing the financial statements of companies.
- In this comprehensive course, students will gain a deep understanding of the principles, practices, and regulations that govern corporate accounting.

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

<b>CO1</b>	Develop an awareness and understanding of the accounting process and fundamental accounting principles that underpin the development of financial statements.
<b>CO2</b>	Understand and interpret the nature and role of the principal financial statements i.e., through final accounts, income statements.
<b>CO3</b>	Calibrate the procedure involved in Amalgamation and Absorption of companies
<b>CO4</b>	Gain knowledge and understanding of the concepts and practices of company accounts in accordance with statutory requirement.
<b>CO5</b>	Understand and analyse the importance of financial statement reports through cash flow statements.

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

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</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 awareness and understanding of the accounting process and fundamental accounting principles that underpin the development of financial statements.					
<b>CO2</b>	Understand and interpret the nature and role of the principal financial statements i.e., through final accounts, income statements.					
<b>CO3</b>	Calibrate the procedure involved in Amalgamation and Absorption of companies					
<b>CO4</b>	Gain knowledge and understanding of the concepts and practices of company accounts in accordance with statutory requirement.					
<b>CO5</b>	Understand and analyse the importance of financial statement reports through cash flow statements.					
<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>	√	√	√	√	-	-

## MUCOH22-405F1: CORPORATE ACCOUNTING

CREDIT: 4

**Objective:** To help the students to acquire the conceptual knowledge of the corporate accounting and to understand the various techniques of preparing the accounting and financial statements.

### UNIT I: Accounting for Share Capital & Debentures

Issue, forfeiture and reissue of forfeited shares- concept & process of book building. Issue of rights and bonus shares. Buy back of shares. Redemption of preference shares. Issue and Redemption of Debentures.

### UNIT II: Final Accounts

Preparation of profit and loss account and balance sheet of corporate entities, excluding calculation of managerial remuneration. Disposal of company profits.

### UNIT III: Valuation of Goodwill and Valuation of Shares

Concepts and calculation - simple problem only.

### UNIT IV: Amalgamation of Companies

Concepts and accounting treatment as per Accounting Standard: 14 (ICAI) (excluding intercompany holdings). Internal reconstruction: concepts and accounting treatment excluding scheme of reconstruction.

### UNIT V: Accounts of Holding Companies/Parent Companies

Preparation of consolidated balance sheet with one subsidiary company. Relevant provisions of Accounting Standard: 21 (ICAI).

### UNIT VI: Banking Companies

Difference between balance sheet of banking and non-banking company; prudential norms. Asset structure of a commercial bank. Non-performing assets (NPA).

### UNIT VII: Cash Flow Statement

Preparation of cash flow statement as per Accounting Standard (AS): 3 (Revised) (ICAI): Indirect method only.

### Suggested Readings:

- Monga, J.R., *Fundamentals of Corporate Accounting*, Mayur Paper Backs, New Delhi.
- Maheshwari, S.N. and Maheshwari, S. K. *Corporate Accounting*, Vikas Publishing House, New Delhi.
- Shukla, M.C., Grewal, T.S. and Gupta, S.C. *Advanced Accounts*. Vol.-II. S. Chand &Co., New Delhi.
- Ahmed, Naseem. *Corporate Accounting*, Ane Books Pvt. Ltd. New Delhi.
- Gupta, Nirmal. *Corporate Accounting*. Sahitya Bhawan, Agra.
- Jain, S.P. and Narang, K.L. *Corporate Accounting*. Kalyani Publishers, New Delhi.

<b>MUCOH22-405F2</b>	<b>MANAGEMENT OF FINANCIAL SERVICES</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>• The objective of the course "Management of Financial Services" is to provide students with a comprehensive understanding of the principles, concepts, and practices involved in effectively managing financial services in the modern business environment.</li> <li>• This course aims to equip students with the necessary knowledge and skills to navigate the complex world of financial services and make informed decisions to achieve organizational goals.</li> <li>• To enable students to gain more knowledge about various situations prevailing in the market, so as to be more alert and smart in taking financial decisions for an organization.</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 financial services, including the different types of financial intermediaries, their characteristics and roles, and the need for financial services in the modern economy.				
<b>CO2</b>	Understand the functioning of depository institutions, including commercial banks and non-depository institutions such as finance companies, mutual funds, and pension funds, and their role in providing financial services.				
<b>CO3</b>	Acquire knowledge of merchant banking and venture capital, including the concept, characteristics, and services of merchant bankers, the management of capital issues, and the growth of venture capital services in India.				
<b>CO4</b>	Gain an understanding of leasing, hire-purchase, and factoring, including their concepts, types, legal and tax aspects, and their role in the financial services sector.				
<b>CO5</b>	Develop an understanding of credit rating services, including their concept and types, the function of credit rating agencies, and the role of credit rating agencies in India.				
<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>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 financial services, including the different types of financial intermediaries, their characteristics and roles, and the need for financial services in the modern economy.					
<b>CO2</b>	Understand the functioning of depository institutions, including commercial banks and non-depository institutions such as finance companies, mutual funds, and pension funds, and their role in providing financial services.					
<b>CO3</b>	Acquire knowledge of merchant banking and venture capital, including the concept, characteristics, and services of merchant bankers, the management of capital issues, and the growth of venture capital services in India.					
<b>CO4</b>	Gain an understanding of leasing, hire-purchase, and factoring, including their concepts, types, legal and tax aspects, and their role in the financial services sector.					
<b>CO5</b>	Develop an understanding of credit rating services, including their concept and types, the function of credit rating agencies, and the role of credit rating agencies 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: 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, 4th ed., McGraw Hill Co. New Delhi, 2008
- Anthony Saunders, Financial Markets and Institutions, 4th ed., McGraw Hill Publishing Company, New Delhi.
- Khan M.Y: Financial Services, 4th 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, 6th ed., McGraw Hill Publishing Company New Delhi
- M.Y. Khan Indian Financial System, 6th ed., McGraw Hill Publishing Company, New Delhi, 2008.

<b>MUCOH22-405H1</b>	<b>BUSINESS ETHICS</b>	<b>L-3, T-1, P-0</b>	<b>4 CREDITS</b>
		<b>Total Lecture</b>	<b>48</b>

**Course Objectives:**

- The objective of the course "Business Ethics" is to provide students with a comprehensive understanding of ethical principles, frameworks, and decision-making processes in the context of business.
- This course aims to cultivate ethical awareness, critical thinking, and responsible decision-making skills among students, enabling them to navigate complex ethical dilemmas in the business world and contribute to the development of ethical organizational practices.
- To inculcate the behavioural ethics by making students understand the ethical responsibilities with a view to make them an ideal role-model in the business world.

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

<b>CO1</b>	Understand the meaning and scope of business ethics and the role it plays in business operations.
<b>CO2</b>	Analyze ethical performance and behavior in corporate settings, and the development of ethical leadership.
<b>CO3</b>	Evaluate the process of ethical decision-making and identify ethical dilemmas in organizational settings.
<b>CO4</b>	Examine the application of ethics in functional areas such as marketing, finance, human resources, and information technology.
<b>CO5</b>	Understand the importance of environmental ethics, corporate social responsibility, and gender ethics in the business world.

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

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</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 meaning and scope of business ethics and the role it plays in business operations.					
<b>CO2</b>	Analyze ethical performance and behavior in corporate settings, and the development of ethical leadership.					
<b>CO3</b>	Evaluate the process of ethical decision-making and identify ethical dilemmas in organizational settings.					
<b>CO4</b>	Examine the application of ethics in functional areas such as marketing, finance, human resources, and information technology.					
<b>CO5</b>	Understand the importance of environmental ethics, corporate social responsibility, and gender ethics in the business world.					
<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 Business Ethics**

An understanding of Ethics, Meaning of Ethics, Concept. of Business Ethics, Ethical Performance, Types of Ethics, Sources of Ethics, Ethics and Business Importance and Scope of Ethics, Factors influencing Business Ethics, Objective of Business Ethics, Morality and Ethics.

**UNIT II:** Ethical Corporate Behaviour, Its Development, Ethical Leadership.

**UNIT III:** Ethical Decision-making, Ethical Dilemmas in Organization, Social Responsibility of Business and Corporate Governance.

**UNIT IV:** Ethic in Functional Area, Marketing, Finance, Human Resource and Information Technology.

**UNIT V:** Environmental Ethics, Corruption and Gender Issues—Gender Ethics, Sexual Harassment and Discrimination.

**Suggested Readings:**

- Crane, A., & Matten, D. (2019). *Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization*. Oxford University Press.
- Velasquez, M. G. (2017). *Business Ethics: Concepts and Cases*. Pearson Education.
- Boatright, J. R. (2016). *Ethics and the Conduct of Business*. Pearson Education.
- Singh, P. (2021). *Business Ethics and Corporate Governance*. Pearson Education India.
- Velasquez, M. G. (2020). *Business Ethics: Concepts and Cases*. Cengage Learning India.
- Bhatia, S. (2019). *Business Ethics and Corporate Governance*. Excel Books India.
- Agrawal, S. K., & Saxena, A. K. (2018). *Business Ethics and Corporate Social Responsibility*. Himalaya Publishing House.
- Chakraborty, S. K. (2017). *Business Ethics: Indian Ethos and Values*. PHI Learning Pvt. Ltd.

<b>MUCOH22-405H2</b>	<b>SOCIAL SECURITY AND LABOUR WELFARE</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>• The course objective is to provide students with a comprehensive understanding of labour welfare, social security, and related laws, including the role of international organizations like ILO in promoting workers' rights and welfare.</li> <li>• The course aims to equip students with the knowledge and skills necessary to design, implement, and evaluate effective social security and welfare programs to promote employee well-being and enhance social protection in the workplace.</li> <li>• To make them familiarize with labour policies so that they become self dependent in planning better work system for the employees and reflect their identity as a good decision maker.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the concept, objectives, and principles of labour welfare and the extent of labour welfare work in India at different levels.				
<b>CO2</b>	Gain knowledge about the agencies for labour welfare in India, including statutory and non-statutory bodies.				
<b>CO3</b>	Learn about social security and its significance, origin, and growth in India, along with the different social security schemes.				
<b>CO4</b>	Understand the objectives, functions, and principles of the International Labour Organisation (ILO) and its relationship with India.				
<b>CO5</b>	Acquire knowledge about welfare and social security laws, including the salient features of the Workmen Compensation Act, Maternity Benefit Act, Employees State Insurance Act, and Employees Provident Fund Act.				
<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>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, objectives, and principles of labour welfare and the extent of labour welfare work in India at different levels.					
<b>CO2</b>	Gain knowledge about the agencies for labour welfare in India, including statutory and non-statutory bodies.					
<b>CO3</b>	Learn about social security and its significance, origin, and growth in India, along with the different social security schemes.					
<b>CO4</b>	Understand the objectives, functions, and principles of the International Labour Organisation (ILO) and its relationship with India.					
<b>CO5</b>	Acquire knowledge about welfare and social security laws, including the salient features of the Workmen Compensation Act, Maternity Benefit Act, Employees State Insurance Act, and Employees Provident Fund Act.					
<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>	√	√	-	-	-	-

## **MUCOH22- 405H2: SOCIAL SECURITY AND LABOUR WELFARE CREDITS: 4**

### **UNIT I: Introduction**

Concept, Objectives and Principles of Labour Welfare, Agencies for Labour Welfare in India, Extent of Labour Welfare Work in India at Different Levels Statutory and Non-Statutory.

### **UNIT II: Labour Welfare in India**

Labour Welfare Officer, Health, Safety and Welfare of Workers, Central Welfare Fund, Appraisal of Welfare Services.

### **UNIT III: Social Security**

Concept, Significance, Origin and Growth of Social Security in India, Social Security Schemes- Social Assistance and Social Insurance, Old Age, Invalidity and Unemployment Insurance.

### **UNIT IV: International Labour Organisation**

Objectives, Functions and Principles of I.L.O, I.L.O and India.

### **UNIT V: Welfare and Social Security Laws**

Salient Features of Workmen Compensation Act,1923; Maternity Benefit Act,1961; Employees State Insurance Act,1923 and Employees Provident Fund Act,1952.

### **Suggested Readings:**

- Ghosh, D. (2018). *Labour Welfare and Social Security in India*. Academic Excellence Publication.
- Ravi, G. (2019). *Social Security and Labour Welfare: Concepts and Practices*. Sage Publications India.
- Chakraborty, S. K. (2019). *Labour Welfare and Social Security*. Kalyani Publishers.
- Venkata Ratnam, C. S. (2018). *Social Security and Labour Welfare*. Himalaya Publishing House.
- Singh, P. (2019). *Social Security and Labour Welfare in India*. Anmol Publications Pvt. Ltd.

MUCOH22-405M1	RURAL MARKETING			L-3, T-1, P-0	4 CREDITS
				Total Lecture	48
<b>Course Objectives:</b>					
<ul style="list-style-type: none"> <li>• The course objective of the subject of Rural Marketing is to provide students with an understanding of the challenges and opportunities involved in marketing to rural consumers, with a focus on consumer behavior, product planning, distribution channels, and marketing of agricultural inputs.</li> <li>• The objective is to provide students with a comprehensive understanding of the unique dynamics, challenges, and opportunities associated with marketing products and services in rural areas.</li> <li>• This course aims to equip students with the knowledge and skills necessary to develop effective marketing strategies tailored to rural markets, enabling them to tap into the vast potential of rural consumers and contribute to the inclusive growth of businesses.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
CO1	Understand the nature and scope of rural marketing, including the socio-cultural, economic, and environmental factors that affect rural markets.				
CO2	Analyze the attitudes and behavior patterns of rural consumers, including their purchasing power and buying patterns, and develop effective marketing strategies to target them.				
CO3	Develop a comprehensive understanding of product planning and media planning for marketing consumer durables, non-durable goods, and services in rural markets.				
CO4	Develop expertise in planning distribution channels and organizing personnel selling in rural markets, with a focus on marketing agricultural inputs such as fertilizers, seeds, agricultural implements, and tractors.				
CO5	Gain knowledge of the variations in levels of intersection, variances of distance-traveled type, and the role of marketing centers in rural marketing, and develop strategies to address the unique challenges of marketing in rural areas.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	PO1	PO2	PO3	PO4	PO5
CO1	-	-	-	√	-
CO2	-	-	√	-	-
CO3	-	-	-	-	√
CO4	√	-	-	√	-
CO5	-	-	√	-	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Understand the nature and scope of rural marketing, including the socio-cultural, economic, and environmental factors that affect rural markets.					
<b>CO2</b>	Analyze the attitudes and behavior patterns of rural consumers, including their purchasing power and buying patterns, and develop effective marketing strategies to target them.					
<b>CO3</b>	Develop a comprehensive understanding of product planning and media planning for marketing consumer durables, non-durable goods, and services in rural markets.					
<b>CO4</b>	Develop expertise in planning distribution channels and organizing personnel selling in rural markets, with a focus on marketing agricultural inputs such as fertilizers, seeds, agricultural implements, and tractors.					
<b>CO5</b>	Gain knowledge of the variations in levels of intersection, variances of distance-traveled type, and the role of marketing centers in rural marketing, and develop strategies to address the unique challenges of marketing in rural areas.					
<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**

Nature, Concept and Scope of Rural Marketing, the People, the Purchasing Power, Buying Pattern, Socio-Cultural, Economic and Other Environmental Factors Affecting Rural marketing.

**UNIT II**

Attitude and Behaviour Pattern of Rural consumers, Overview of Rural Marketing

**UNIT III**

Marketing of Consumer Durables and Non Durable Goods and Services in Rural Markets with Special Reference to Product Planning and Media Planning.

**UNIT IV**

Planning of Distribution Channels, Organizing Personnel Selling in Rural Markets, Marketing of Agricultural Inputs with Special Reference to Fertilizers, Seeds, Agricultural Implements and Tractors.

**UNIT V**

Rural Marketing Behaviour in Space, Variation in Levels of Intersection, Variances of Distance Traveled Type and Role of Marketing Centers, Special Manifestations of Rural Marketing.

**Suggested Readings**

- Raja Gopal. (2009). *Organizing Rural Business Policy, Planning and Management*. PHI Learning Private Limited.
- Raja Gopal. (2016). *Indian Rural Marketing*. New Age International Publishers.
- Gopalswamy, T. P. (2013). *Rural Marketing-Environment, Problems and Strategies*. Himalaya Publishing House.
- Ramachandram H. and Shastri G. S. (2014). *Behaviour in Space-Rural Marketing in an Underdeveloped Economy*. Himalaya Publishing House.

<b>MUCOH22-405M2</b>	<b>MARKETING COMMUNICATION</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>• The objective of the course Marketing Communication is to provide students with a comprehensive understanding of the principles, strategies, and tools involved in effectively communicating marketing messages to target audiences.</li> <li>• The course aims to provide students with an understanding of marketing communication process, advertising, message and copy creation, media planning, and sales management in order to develop effective communication strategies for businesses.</li> <li>• It aims to equip students with the knowledge and skills necessary to develop integrated marketing communication plans, create impactful marketing content, and leverage various communication channels to build brand awareness, engage customers, and drive desired consumer actions.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the nature and elements of communication process in marketing and its importance in corporate image building.				
<b>CO2</b>	Learn about the different types of advertising, setting advertising objectives, and factors affecting advertising expenditure in a company.				
<b>CO3</b>	Develop skills in creating effective advertising copy, message strategy, and media planning.				
<b>CO4</b>	Gain knowledge on personal selling and its importance, types of salespersons, and the process of effective selling.				
<b>CO5</b>	Understand the management of the sales force including recruitment, training, motivation, compensation, performance appraisal, sales planning and control, market analysis, sales budget, territory and quota.				
<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>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 and elements of communication process in marketing and its importance in corporate image building.					
<b>CO2</b>	Learn about the different types of advertising, setting advertising objectives, and factors affecting advertising expenditure in a company.					
<b>CO3</b>	Develop skills in creating effective advertising copy, message strategy, and media planning.					
<b>CO4</b>	Gain knowledge on personal selling and its importance, types of salespersons, and the process of effective selling.					
<b>CO5</b>	Understand the management of the sales force including recruitment, training, motivation, compensation, performance appraisal, sales planning and control, market analysis, sales budget, territory and 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.*

<b>MUCOH22-405E1</b>	<b>MACRO ECONOMICS</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>• The objective of the course Macroeconomics is to provide students with a comprehensive understanding of the fundamental concepts, theories, and tools used to analyze the overall functioning and performance of an economy.</li> <li>• It aims to equip students with the knowledge and skills necessary to analyze macroeconomic variables, understand the determinants of aggregate economic outcomes, and evaluate the effectiveness of macroeconomic policies.</li> <li>• To provide the student with knowledge of basic concepts of the macro economics and modern tools of macro-economic analysis.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the concepts and variables of macroeconomics, including income, expenditure, and circular flow.				
<b>CO2</b>	Analyze short and long-run macroeconomic conditions and determine supply, demand, and equilibrium.				
<b>CO3</b>	Explain the objectives and instruments of fiscal and monetary policy, and the AD-AS approach to aggregate demand and supply.				
<b>CO4</b>	Evaluate the causes and effects of inflation and unemployment, and the role of expectations and the Phillips curve.				
<b>CO5</b>	Analyze open economy concepts, including flows of goods and capital, exchange rates, and balance of payments, and understand the behavioral foundations of investment and demand for money.				
<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>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 concepts and variables of macroeconomics, including income, expenditure, and circular flow.					
<b>CO2</b>	Analyze short and long-run macroeconomic conditions and determine supply, demand, and equilibrium.					
<b>CO3</b>	Explain the objectives and instruments of fiscal and monetary policy, and the AD-AS approach to aggregate demand and supply.					
<b>CO4</b>	Evaluate the causes and effects of inflation and unemployment, and the role of expectations and the Phillips curve.					
<b>CO5</b>	Analyze open economy concepts, including flows of goods and capital, exchange rates, and balance of payments, and understand the behavioral foundations of investment and demand for money.					
<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 and Variables of macroeconomics, Income, Expenditure and The Circular flow, Components of expenditure. Consumption, Saving and Investment and S-I approach, Multiplier (two sector) and Numerical. Static macro-economic analysis short and the long run – Determination of supply, Determination of demand, and Conditions of equilibrium.

**UNIT II**

Meaning, Objective and Instruments of fiscal and monetary policy, AD-AS approach; Determination of aggregate demand, Shifts in aggregate demand, Aggregate supply in the short and long run, and Aggregate demand- Aggregate supply analysis. Economy in the short run IS–LM framework.

**UNIT III**

Inflation, Causes and Effect of rising and falling inflation, Demand pull and Cost push inflation and Measures to control inflation, Inflation and interest rates, Social costs of inflation. Unemployment – Natural rate of unemployment, Frictional and wait unemployment. Labor market and its interaction with production system. Phillips curve, Trade-off between inflation and unemployment, Sacrifice ratio, Role of expectations adaptive and rational.

**UNIT IV**

Open economy – Flows of goods and capital, Saving and Investment in a small and a large open economy, Exchange rates; Fixed and Flexible, Mundell – Fleming model with fixed and flexible prices in a Small Open economy with fixed and with flexible exchange rates, Interest rate differentials case of a Large economy. Balance of payments, Trade balance, Current and Capital Account, Autonomous and accommodating transactions and Measures to control disequilibrium on BOP.

**UNIT V**

Behavioral Foundations- Investment – Determinants of business fixed investment, Effect of tax, Determinants of residential investment and Inventory investment. Demand for Money – Portfolio and transactions theories of demand for Real balances, Interest and Income Elasticity's of demand for real balances. Supply of money.

**Suggested Readings**

- Dornbusch, Rudiger, and Stanley Fischer, *Macro economics*, McGraw-Hill.
- Mankiw, N. Gregory, *Macroeconomics*, Macmillan Worth Publishers New York, Hampshire, U.K.
- Deepashree, *Macro Economics*, ANE Books Pvt. Ltd. New Delhi.
- Salvatore, Dominick. *International Economics*. John Wiley & Sons Singapore.
- Branson, William H. *Macroeconomic Theory and Policy*. HarperCollins India Pvt. Ltd.

<b>MUCOH22-405E2</b>	<b>PUBLIC ECONOMICS</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>• The objective of the course Public Economics is to provide students with a comprehensive understanding of the role of government in the economy and the principles underlying the design and implementation of public policies.</li> <li>• It also aims to equip students with the knowledge and analytical skills necessary to analyze government interventions, assess their economic impact, and evaluate the efficiency and equity implications of public policies.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understanding of the fundamental concepts and theories of public economics.				
<b>CO2</b>	Ability to analyze and evaluate the role of the government in the economy and the implications of public policies on the society and the economy.				
<b>CO3</b>	Development of critical thinking and problem-solving skills in analyzing public economic issues and formulating policy recommendations.				
<b>CO4</b>	Familiarity with empirical tools and methods used in public economic analysis, including the ability to collect and interpret relevant data.				
<b>CO5</b>	Development of effective written and oral communication skills to present and defend economic analysis and policy recommendations.				
<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>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 of the fundamental concepts and theories of public economics.					
<b>CO2</b>	Ability to analyze and evaluate the role of the government in the economy and the implications of public policies on the society and the economy.					
<b>CO3</b>	Development of critical thinking and problem-solving skills in analyzing public economic issues and formulating policy recommendations.					
<b>CO4</b>	Familiarity with empirical tools and methods used in public economic analysis, including the ability to collect and interpret relevant data.					
<b>CO5</b>	Development of effective written and oral communication skills to present and defend economic analysis and policy recommendations.					
<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 Public Economics**

Introduction to public economics, Role of public economics in society, Micro and macro aspects of public economics, Different forms of government intervention, Market failures and government failures, Public goods and externalities.

**UNIT II: Public Revenue**

Public revenue: Nature, objectives, and principles, Tax incidence and effects, Types of taxes: Direct and indirect taxes, Progressive and regressive taxes, Tax reforms in India, Goods and Services Tax (GST), Fiscal federalism.

**UNIT III: Public Expenditure**

Public expenditure: Meaning, classification, and principles, Public expenditure and economic growth, Public expenditure management, Budgeting and accounting, Public debt: Meaning and management.

**UNIT IV: Public Economics and Market Failure**

Market failures and government intervention, Public policy for correcting market failures: Environmental policy, Regulation, Public provision of goods, Social welfare programs, Public choice and political economy, Game theory and mechanism design.

**UNIT V: Public Economics and Development**

Public economics and development, Public sector in the Indian economy, Planning and economic development, Public sector enterprises in India, Privatization, Globalization, and liberalization, Public-private partnership, Budgetary policy and fiscal deficit.

**Suggested Reading:**

- Stiglitz, J. E. (2015). *Economics of the Public Sector*. W. W. Norton & Company.
- Gruber, J. (2019). *Public Finance and Public Policy*. Worth Publishers.
- Hindriks, J., & Myles, G. D. (2013). *Intermediate Public Economics*. MIT Press.
- Rosen, H. S., & Gayer, T. (2014). *Public Finance*. McGraw-Hill Education.
- Musgrave, R. A., & Musgrave, P. B. (1989). *Public finance in theory and practice*. McGraw-Hill Education.



<b>MUCOH22-451P</b>	<b>SEMINAR &amp; VIVA VOCE</b>		<b>CREDIT-2</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.</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>					
<b>Course Outcomes:</b> 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>	to 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>CO1</b>	√	-	√	√	√
<b>CO2</b>	√	√	-	√	-
<b>CO3</b>	√	-	-	-	√
<b>CO4</b>	-	√	√	-	√

**MUCOH22-451P: SEMINAR****CREDIT: 2**

The seminar is scheduled on the topics related to Subject matter, Trade, Industry, Commerce, Corporate world and Corporate Affairs lasting approximately for 10- 15 minutes followed by the question answer session. The marks shall be awarded by the Expert appointed by the Dean in order to judge the understanding as well as application of the knowledge gained by the students by the end of semester of the course. This is also to see the articulation of what is being learnt by them. The idea is to see that students are able to digest what is being taught in that semester and see their relevance not only in the practical field but also their inter relationship.

## SEMESTER-V

<b>MUCOH22-501T</b>	<b>MANAGEMENT ACCOUNTING</b>			<b>L-3, T-1, P-0</b>	<b>4 CREDITS</b>
				<b>Total Lecture</b>	<b>48</b>
<p><b>Course Objectives:</b> The course aims to provide students with a comprehensive understanding of management accounting and financial analysis, enabling them to make informed financial decisions. The specific objectives are to:</p> <ul style="list-style-type: none"> <li>• Develop a clear understanding of management accounting, cost accounting, and financial accounting, and differentiate among them and enable students to analyze and interpret financial statements using various techniques to evaluate a company's financial performance.</li> <li>• Familiarize students with ratio analysis, its importance, and limitations, and help them interpret profitability, turnover, liquidity, and solvency ratios to assess a company's financial health.</li> <li>• Provide insights into fund flow analysis and break-even analysis, understanding their uses, limitations, and practical application in financial decision-making.</li> <li>• Introduce budgetary control, its significance, and different types of budgets, and enable students to prepare the various budgets to aid effective financial planning and control.</li> </ul>					
<p><b>Course Outcomes:</b> At the end of the course, the students will be able to</p>					
<b>CO1</b>	Understand the principles and concepts of management accounting and its significance in making informed financial decisions.				
<b>CO2</b>	Analyze and interpret financial statements using various techniques to evaluate a company's financial performance and assess its strengths and weaknesses.				
<b>CO3</b>	Apply ratio analysis to assess a company's profitability, turnover, liquidity, and solvency, aiding in making sound financial decisions.				
<b>CO4</b>	Prepare and interpret fund flow statements, helping to analyze changes in financial position and cash flow management.				
<b>CO5</b>	Implement budgetary control techniques to create different types of budgets, enabling effective financial planning and control within an organization.				
<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>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 principles and concepts of management accounting and its significance in making informed financial decisions.					
<b>CO2</b>	Analyze and interpret financial statements using various techniques to evaluate a company's financial performance and assess its strengths and weaknesses.					
<b>CO3</b>	Apply ratio analysis to assess a company's profitability, turnover, liquidity, and solvency, aiding in making sound financial decisions.					
<b>CO4</b>	Prepare and interpret fund flow statements, helping to analyze changes in financial position and cash flow management.					
<b>CO5</b>	Implement budgetary control techniques to create different types of budgets, enabling effective financial planning and control within an organization.					
<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**

Meaning, Objectives, Nature and Scope of management accounting, Limitations of Management Accounting, Difference between cost accounting and management accounting, and financial accounting.

**Unit 2: Financial Statement Analysis**

Analysis and Interpretation of Financial Statements, Techniques of Financial Analysis, Problems thereon.

**Unit 3: Ratio Analysis**

Meaning & Definitions, Importance and Limitations of Ratio Analysis, Classifications of Ratios.

- a. Profitability Ratios- Gross Profit Ratio, Net Profit Ratio, Operating Profit and Cost Ratio & Earning Per Share.
- b. Turnover Ratios- Inventory Turnover Ratio, inventory conversion period, Debtors Turnover Ratio, Debt Collection Period, Creditors Turnover Ratio, Debt Payment Period
- c. Liquidity Ratio- Current Ratio, Liquid Ratio, Absolute liquid ratio.
- d. Solvency Ratio- Debt Equity Ratio, Proprietary Ratio and Capital Gearing Ratio. Problems thereon.

**Unit 4: a) Fund Flow Analysis**

Meaning of Fund Flow Statement, Uses & Limitations, Preparation of Fund Flow Statement, Problems thereon.

**b) Break Even Analysis**

Meaning and assumptions of break even analysis, limitations. Breakeven point, calculations of break-even point (BEP), problems thereon.

**Unit 5: Budgetary Control**

Meaning of budget, budgeting and budgetary control. Importance, Types of budget. Problems on Flexible budget, cash budget, production and sales budget.

**Suggested Readings:**

1. Made Gowda J., Management Accounting, Himalaya Publishing House
2. Gupta S.P., Management Accounting
3. Sharma R.K. & Gupta, Management Accounting
4. Maheswari S.N., Management Accounting
5. Goyal S.N. & Dr. Manmohan, Management Accounting
6. Singh, Surender. Management Accounting, Scholar Tech Press, New Delhi.

<b>MUCOH22-502T</b>	<b>ENTREPRENEURSHIP &amp; SMALL BUSINESS</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>• The course objective of the subject Entrepreneurship Development is to equip students with the knowledge and skills required to create and manage successful business ventures.</li> <li>• Enhance knowledge of entrepreneurial concepts and processes: Acquire knowledge of the key concepts and processes involved in entrepreneurship, including business ideation, feasibility analysis, business planning, financing, marketing, operations, and growth strategies.</li> <li>• The course aims to equip students with the knowledge, skills, and mindset necessary to embark on entrepreneurial ventures, contribute to innovation and economic growth, and navigate the challenges and opportunities of the dynamic business environment.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the key concepts and principles of entrepreneurship and their role in economic development.				
<b>CO2</b>	Develop critical thinking and problem-solving skills necessary for recognizing and evaluating business opportunities.				
<b>CO3</b>	Analyze financial statements and understand funding sources to make informed financial decisions in entrepreneurship.				
<b>CO4</b>	Develop marketing strategies and tactics to successfully launch and grow a business venture.				
<b>CO5</b>	Identify and manage the challenges of scaling and growing a business, including leadership, operations, and strategic planning.				
<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>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 key concepts and principles of entrepreneurship and their role in economic development.					
<b>CO2</b>	Develop critical thinking and problem-solving skills necessary for recognizing and evaluating business opportunities.					
<b>CO3</b>	Analyze financial statements and understand funding sources to make informed financial decisions in entrepreneurship.					
<b>CO4</b>	Develop marketing strategies and tactics to successfully launch and grow a business venture.					
<b>CO5</b>	Identify and manage the challenges of scaling and growing a business, including leadership, operations, and strategic 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>	√	√	√	√	-	-

**UNIT I: Introduction to Entrepreneurship**

Definition of entrepreneurship, Evolution of entrepreneurship, Role of entrepreneurship in economic development, Characteristics of successful entrepreneurs, Different types of entrepreneurship (micro, small business, medium, social, corporate, etc.).

**UNIT II: Ideation and Opportunity Recognition**

Creativity and idea generation, Market research and analysis, Identifying and evaluating business opportunities, Feasibility study and business planning, Intellectual property and legal considerations.

**UNIT III: Entrepreneurial Finance and Funding**

Basics of accounting and financial statements, Funding sources (equity, debt, grants, etc.), Financial forecasting and budgeting, Valuation and investor relations, Financial management and control.

**UNIT IV: Marketing and Sales for Entrepreneurial Ventures**

Marketing strategies and tactics, Segmentation, targeting, and positioning, Branding and advertising, Sales management and customer relationship management, E-commerce and digital marketing.

**UNIT V: Scaling and Growth Strategies for Entrepreneurial Ventures**

Managing growth and scalability challenges, Leadership and team-building, Operations management and process improvement, Strategic planning and execution, Exit strategies and succession planning

**Suggested Readings:**

- Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2020). *Entrepreneurship* (11th ed.). McGraw-Hill Education.
- Cardon, M. S. (2018). *Entrepreneurship: A real-world approach* (3rd ed.). Sage Publications.
- Neck, H. M., & Greene, P. G. (2018). *Entrepreneurship: The practice and mindset* (2nd ed.). Sage Publications.
- Timmons, J. A., Spinelli, S., & Zacharakis, A. (2018). *New venture creation: Entrepreneurship for the 21st century* (11th ed.). McGraw-Hill Education.
- DeTienne, D. R., & Chandler, G. N. (2019). *Opportunity identification and entrepreneurship: A process perspective*. Edward Elgar Publishing.



<b>MUCOH22-503F1</b>	<b>FINANCIAL MARKETS &amp; INSTITUTIONS</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 structure and functioning of the Indian financial system, including recent reforms and challenges.</li> <li>• Familiarize with the roles and functions of regulatory institutions in India, such as RBI, SEBI, IRDA, and PFRDA.</li> <li>• Gain insights into the significance and operations of financial markets, with a focus on the Capital Market and Money Market in India.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Comprehend the organization and functioning of the Indian financial system, including recent reforms and their impact on the economy.				
<b>CO2</b>	Evaluate the roles and responsibilities of key regulatory institutions in India, such as RBI, SEBI, IRDA, PFRDA, IDBI, SIDBI, and IFCI.				
<b>CO3</b>	Analyze the significance and interplay of different financial markets, including the Money Market and Capital Market, and their linkages with the broader economy.				
<b>CO4</b>	Understand the primary and secondary markets in the Capital Market, the role of stock exchanges like NSE and BSE, and the various instruments traded, such as equity shares and debentures.				
<b>CO5</b>	Gain insights into the Money Market's functions, instruments, and the role of the RBI in regulating the money market instruments.				
<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>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>	Comprehend the organization and functioning of the Indian financial system, including recent reforms and their impact on the economy.					
<b>CO2</b>	Evaluate the roles and responsibilities of key regulatory institutions in India, such as RBI, SEBI, IRDA, PFRDA, IDBI, SIDBI, and IFCI.					
<b>CO3</b>	Analyze the significance and interplay of different financial markets, including the Money Market and Capital Market, and their linkages with the broader economy.					
<b>CO4</b>	Understand the primary and secondary markets in the Capital Market, the role of stock exchanges like NSE and BSE, and the various instruments traded, such as equity shares and debentures.					
<b>CO5</b>	Gain insights into the Money Market's functions, instruments, and the role of the RBI in regulating the money market instruments.					
<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: Indian Financial System and major Institutions:**

Structure of Indian Financial System: An overview of the Indian financial system, major reforms in the last decade: Payment banks, GST, monetary policy, Insolvency and Bankruptcy code; issues in financial reforms and restructuring; future agenda of reforms; Mutual Funds- Introduction and their role in capital market development. Non-banking financial companies (NBFCs).

**Unit II: Regulatory Institutions in India:**

Indian Financial Institutions, RBI, SEBI, IRDA, PFRDA, IDBI, SIDBI, IFCI

**Unit III: Financial Markets:**

Introduction to Financial Markets in India: Role and Importance of Financial Markets, Types of Financial Markets: Money Market; Capital Market; Factors affecting Financial Markets, Linkages Between Economy and Financial Markets

**Unit IV: Capital Market in India:**

Capital Markets-functions, organization and instruments. Indian debt market; Indian equity Market- primary and secondary markets; Role of stock exchanges in India. Introduction to Stock Markets, Comparison between NSE and BSE, Primary and Secondary market, Major Instruments traded in stock markets: Equity Shares, Debentures.

**Unit V: Money Markets in India:**

Money Market: Meaning, functions, organization and instruments used in money markets, Segments of money markets, Call Money Markets, Repos and reverse Repo concepts, Treasury Bill Markets, Market for Commercial Paper, Commercial Bills and Certificate of Deposit, Role of central bank in money market; Indian money market- An overview.

Primary and Secondary markets for money market instruments role of RBI as regulated in money market.

**Suggested Readings:**

1. Bhole, L.M., Financial Markets and Institutions. Tata McGraw Hill Publishing Company
2. Khan, M.Y., Indian Financial System-Theory and Practice. New Delhi: Vikas Publishing House
3. Sharma, G.L., and Y.P. Singh eds. Contemporary Issues in Finance and Taxation. Academic Foundation, Delhi
4. Khan and Jain, Financial Services, Tata McGraw Hill.
5. Pathak, B. Indian Financial System (4th ed). Pearson Publication
6. Annual Reports of Major Financial Institutions in India.

<b>MUCOH22-503F2</b>	<b>WORKING CAPITAL MANAGEMENT</b>	<b>L-3, T-1, P-0</b>	<b>4 CREDITS</b>
		<b>Total Lecture</b>	<b>48</b>

**Course Objectives:**

- The objective of the subject is to educate students about the principles, concepts, and techniques involved in efficiently managing the short-term financial resources of a business.
- The subject aims to equip students with the knowledge and skills to analyze, plan, and control the components of working capital, such as cash, receivables, and inventory, to ensure the smooth functioning of day-to-day business operations.
- Additionally, the subject seeks to enable students to make well-informed decisions regarding working capital financing and policies, ultimately contributing to the financial stability and success of the organization.

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

<b>CO1</b>	Demonstrate a comprehensive understanding of the principles and concepts related to working capital, including its components and significance in business operations.
<b>CO2</b>	Apply appropriate techniques to estimate and manage the working capital needs of a firm, ensuring efficient financial resources allocation.
<b>CO3</b>	Analyze and implement effective strategies for receivables management, credit evaluation, and minimizing bad debts.
<b>CO4</b>	Evaluate various sources of working capital finance and devise an optimal financing mix for a business, considering its unique requirements.
<b>CO5</b>	Formulate sound working capital policies, utilize cash management models, and make informed decisions to enhance the financial stability and success of an organization.

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

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</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>	Demonstrate a comprehensive understanding of the principles and concepts related to working capital, including its components and significance in business operations.					
<b>CO2</b>	Apply appropriate techniques to estimate and manage the working capital needs of a firm, ensuring efficient financial resources allocation.					
<b>CO3</b>	Analyze and implement effective strategies for receivables management, credit evaluation, and minimizing bad debts.					
<b>CO4</b>	Evaluate various sources of working capital finance and devise an optimal financing mix for a business, considering its unique requirements.					
<b>CO5</b>	Formulate sound working capital policies, utilize cash management models, and make informed decisions to enhance the financial stability and success of an organization.					
<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 Working Capital**

Concept, components, types, functions, significance of working capital, determinants of working capital, principle of working capital management.

**Unit-2 Receivables Management**

Meaning, nature, significance, credit standards, evaluating the credit worthiness of a customer.

**Unit-3 Financing Working Capital**

Various sources of working capital finance (commercial Papers, Factoring, Bank Credit etc.), determining working capital financing mix, new trends in financing of working capital by banks.

**Unit-4 Working Capital Policies**

Estimation of Firm's Working Capital Needs, Operating Cycle Approach, Working Capital Ratios, Behaviours of Current Assets and Pattern of Financing.

**Unit-5 Management of Cash**

Motives for Holding Cash, Significance, Cash Planning and Budgeting, Management of Cash Collection, Disbursement of Cash, Cash Management Models. Management of Marketable Securities, Purpose of Holding Securities, Determinants.

**Suggested Readings:**

1. Smith, K V -Management of Working Capital
2. Agarwal, J D -Working Capital Management
3. Mehta, D R and Entlewood Cliffts N J -Working Capital Management
4. Scherr -Modern Working Capital Management Text

<b>MUCOH22-503H1</b>	<b>INDUSTRIAL LAWS</b>	<b>L-3, T-1, P-0</b>	<b>4 CREDITS</b>
		<b>Total Lecture</b>	<b>48</b>

**Course Objectives:**

- The subject aims to equip students with a comprehensive knowledge of various industrial laws related to employee welfare, social security benefits, wages, bonuses, gratuity, and compensation.
- It enables students to interpret and apply these laws effectively in real-world industrial scenarios, ensuring compliance and protection of employees' rights and interests.
- It provides students with a comprehensive understanding of various industrial laws and regulations that govern employee welfare and benefits in India.

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

<b>CO1</b>	Demonstrate a comprehensive understanding of the key industrial laws and regulations governing employee welfare, benefits, and social security in India.
<b>CO2</b>	Interpret the provisions of various acts, such as the Employees Provident Fund Act, Payment of Wages Act, etc.
<b>CO3</b>	Apply the knowledge to address legal issues related to wages, bonuses, insurance, and compensation in industrial settings.
<b>CO4</b>	Calculate and determine eligibility for employee benefits under different schemes.
<b>CO5</b>	Develop fair and compliant strategies for managing employee welfare and adhering to industrial regulations.

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

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</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>	Demonstrate a comprehensive understanding of the key industrial laws and regulations governing employee welfare, benefits, and social security in India.					
<b>CO2</b>	Interpret the provisions of various acts, such as the Employees Provident Fund Act, Payment of Wages Act, etc.					
<b>CO3</b>	Apply the knowledge to address legal issues related to wages, bonuses, insurance, and compensation in industrial settings.					
<b>CO4</b>	Calculate and determine eligibility for employee benefits under different schemes.					
<b>CO5</b>	Develop fair and compliant strategies for managing employee welfare and adhering to industrial regulations.					
<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 Employees Provident Fund & Miscellaneous Provisions Act, 1952**

Definitions; Schemes under the Act – Employees' Provident Fund Scheme; Employees' Pension Scheme, 1995; Employees' Deposit linked Insurance Scheme.

**Unit II: Employees State Insurance Act, 1948**

Objects and Applicability of the Scheme; Definitions: Personal Injury, Factory, Manufacturing Process, Wages, Partial and Permanent Disablement; ESI Corporation, Standing Committee and Medical Benefit Council; Contributions; Adjudication of Dispute and Claims, Benefits.

**Unit III: Payment of Wages Act, 1936**

Definitions – Employed Person, Employer, Factory, Industrial or other Establishment, Wages; Responsibility for Payment of Wages; Fixation of Wage Period; Time of Payment of Wages; Mode of Payment; Deductions from Wages and Fines.

**Unit IV: The Payment of Bonus Act, 1965**

Definitions – Accounting year, allocable surplus, available surplus, employee, employer, establishments, salary or wage; determination of bonus, calculation of bonus, eligibility for bonus, disqualifications for bonus, payment of minimum and maximum bonus, set on and set off of allocable surplus, deductions of certain amounts from bonus payable, time limit for payment of bonus.

**Unit V: Payment of Gratuity Act, 1972**

Applicability and non- applicability of the Act; Definitions-employee, employer, continuous service; payment of gratuity; forfeiture of gratuity; employer's duty to determine and pay gratuity; recovery of gratuity; penalties.

**Unit VI: Employee's Compensation Act, 1923**

Definitions: dependent, employer, partial and total disablement, workmen, injury, accident; employer's liability for compensation; amount of compensation; contracting; commissioner; case laws.

**Suggested Readings**

1. Malik, K.L., Industrial Laws and Labour Laws, Eastern Book Company, Lucknow.
2. Kumar, H.L., Digest of Labour Cases, Universal Law Publishing Co P Ltd, New Delhi
3. Srivastava, S.C., Industrial Relations & Labour Laws, Vikas Publishing House (P) Ltd.
4. Sharma, J.P., Simplified Approach to Labour Laws, Bharat Law House (P) Ltd., New Delhi.

<b>MUCOH22-503H2</b>	<b>TRAINING AND DEVELOPMENT</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>• To impart a comprehensive understanding of training concepts and its significance in organizations.</li> <li>• To equip students with skills to conduct training needs assessment and design effective training programs.</li> <li>• To enable students to evaluate training initiatives and understand emerging trends in training and development.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Demonstrate a comprehensive understanding of training concepts, methods, and their importance in organizational development.				
<b>CO2</b>	Apply knowledge to identify and assess training needs at individual and job levels, aligning them with organizational goals.				
<b>CO3</b>	Design and implement effective training programs using appropriate methods and aids to enhance learning outcomes.				
<b>CO4</b>	Evaluate the effectiveness of training initiatives using relevant criteria and methods, considering cost and organizational impact.				
<b>CO5</b>	Analyze emerging trends in training and development practices, and propose strategies for continual improvement in organizational training efforts.				
<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>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>	Demonstrate a comprehensive understanding of training concepts, methods, and their importance in organizational development.					
<b>CO2</b>	Apply knowledge to identify and assess training needs at individual and job levels, aligning them with organizational goals.					
<b>CO3</b>	Design and implement effective training programs using appropriate methods and aids to enhance learning outcomes.					
<b>CO4</b>	Evaluate the effectiveness of training initiatives using relevant criteria and methods, considering cost and organizational impact.					
<b>CO5</b>	Analyze emerging trends in training and development practices, and propose strategies for continual improvement in organizational training efforts.					
<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 of training, Importance of Training, kinds of training, Education, Training-Employment-Development Cycle, System Approach to Training.

**Unit-2 Training Needs Assessment**

Identifying training & development needs, Assessment of Training Needs (job & the individual), Psychology of Learning and Learned Motivation.

**Unit-3 Setting up of Training**

Setting of Training Objectives, Training Methods and Aids, Design of Training Programmers, Training and Trainers.

**Unit-4 Training Methods**

Stages of training, Various methods of on the job training and off the job training, Training for Special Groups, Executive Development Programmers.

**Unit-5 Evaluation of Training & Development**

Reasons for evaluation of training, problems of evaluation, criteria for evaluation, steps involved in training, methods for training evaluation, analysis and costing of training. Emerging pattern of training and development in India.

**Suggested Readings:**

1. Singh, Chabra and Taneja -Personnel Management and Industrial Relations
2. Finningan, J -Industrial Training Management
3. Lundy, James L -Effective Industrial Management
4. Flippo, Edwin B -Principles of Personnel Management
5. Prior John, Handbook of Training and Development Jaico, Publishing House, Bombay.
6. Lynton R, Pareek, U, Training for Development, , New Delhi, Vistaar.

<b>MUCOH22-503M1</b>	<b>CONSUMER BEHAVIOUR</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>• To provide students with a comprehensive understanding of consumer behaviour and its applications in marketing.</li> <li>• Define and explore the nature and scope of consumer behaviour in the context of marketing. Analyze the various factors that influence consumer behaviour, both externally and internally.</li> <li>• Understand the consumer decision-making process and its stages, including the impact of digitalization on buying patterns.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand how consumers make decisions and what factors influence their choices, such as culture, social class, needs, motivations, and personality.				
<b>CO2</b>	Identify and evaluate the internal & external influences on consumer behaviour, such as perception, personality culture, social class, etc.				
<b>CO3</b>	Apply this knowledge to analyze the steps consumers go through when making buying decisions, including online shopping behaviors.				
<b>CO4</b>	Learn about consumer motivations and how they affect what people buy.				
<b>CO5</b>	Explore consumer satisfaction; understand consumer rights and the importance of protecting consumers from unfair practices.				
<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>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 how consumers make decisions and what factors influence their choices, such as culture, social class, needs, motivations, and personality.					
<b>CO2</b>	Identify and evaluate the internal & external influences on consumer behaviour, such as perception, personality culture, social class, etc.					
<b>CO3</b>	Apply this knowledge to analyze the steps consumers go through when making buying decisions, including online shopping behaviors.					
<b>CO4</b>	Learn about consumer motivations and how they affect what people buy.					
<b>CO5</b>	Explore consumer satisfaction; understand consumer rights and the importance of protecting consumers from unfair practices.					
<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 Consumer Behaviour**

Definition, Nature, Scope, Consumer Behaviour's applications in Marketing. Market Segmentation; Bases of Segmentation.

**Unit II: Factors affecting Consumer Behaviour**

Factors influencing Consumer Behaviour– External Influences – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal Influences– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.

**Unit III: Consumer Decision Making Process**

Types of consumer decisions, Consumer Decision Making Process - Problem Recognition - Information Search - Alternative Evaluation – Purchase Selection – Post purchase Evaluation, Buying pattern in the new digital era.

**Unit IV: Consumer Motivation & Personality**

Consumer Motivation– Needs, Goals, Motive arousal, Maslow's Hierarchy of Needs, Freud's Theory of Motivation , Consumer Personality – Self-concept theory, Trait Theory.

**Unit V: Consumer Satisfaction & Consumer Rights**

Consumer satisfaction & dissatisfaction, brand switching & loyalty, opinion leadership, complaining behavior. Rights of a consumer, Consumer Protection Act 1986.

**Reference Books:**

1. Hawkins, Best and Coney, *Consumer Behaviour*, Tata McGraw Hill, New Delhi
2. John A Howard, *Consumer Behaviour in Marketing Strategy*, Prentice Hall New Delhi
3. Schiffman L G and Kanuk L L *Consumer Behaviour*, Prentice Hall New Delhi
4. Anita Ghatak, *Consumer Behaviour in India*, D K Agencies (P) Ltd New Delhi
5. Sarkar, *A Problems of Consumer Behaviour in India*, Discovery Publishing House New Delhi

<b>MUCOH22-503M2</b>	<b>MARKETING OF SERVICES</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>• To provide students with a comprehensive understanding of services marketing, its unique characteristics, and its significance in the Indian economy.</li> <li>• Explore the importance of the people component in services marketing, internal marketing, and its impact on service delivery.</li> <li>• Apply the principles of services marketing to different sectors like financial services, healthcare, consultancy, education, and tourism.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the characteristics and classification of services, and the evolution of services marketing, along with its crucial role in the Indian economy.				
<b>CO2</b>	Gain insights into the significance of the people component in services marketing, internal marketing strategies, and their impact on service differentiation and delivery.				
<b>CO3</b>	Apply market segmentation, positioning, and quality management principles to effectively market various services.				
<b>CO4</b>	Analyze the application of services marketing components in different sectors such as financial services, healthcare, consultancy, education, and tourism.				
<b>CO5</b>	Develop the ability to create and implement effective marketing strategies for services, considering the 7Ps of services marketing, to meet the specific needs and demands of diverse service industries.				
<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>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 characteristics and classification of services, and the evolution of services marketing, along with its crucial role in the Indian economy.					
<b>CO2</b>	Gain insights into the significance of the people component in services marketing, internal marketing strategies, and their impact on service differentiation and delivery.					
<b>CO3</b>	Apply market segmentation, positioning, and quality management principles to effectively market various services.					
<b>CO4</b>	Analyze the application of services marketing components in different sectors such as financial services, healthcare, consultancy, education, and tourism.					
<b>CO5</b>	Develop the ability to create and implement effective marketing strategies for services, considering the 7Ps of services marketing, to meet the specific needs and demands of diverse service industries.					
<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 Nature of Services**

The Nature of Services Marketing-Introduction, Definition and Characteristics of Services, Classification of Services, Evolution of Services marketing, importance of Services Marketing in India Economy. The services Marketing Mix-Importance of 7Ps in Services Marketing.

**Unit-2 The Services Marketing**

The Services Marketing-the People Component, Services and the Importance of the people Component, Using People to Differentiate Services, Internal Marketing, Employee Motivation and Implication for Service Delivery.

**Unit-3 Segmentation**

Market Segmentation, Selection of Market and Positioning of Services, Quantity and Quality of Services, Determinants of Quality and Quantity.

**Unit-4 Components**

Application of the Components of Marketing of Services in Financial Services with Special reference to Banking, Mutual Fund, Portfolio Management Services. Hospitals, Consultancy Services, Education and Training Services.

**Unit-5 Services in other Sectors**

Application of the Components of Marketing of Services in Marketing of Tourism, Travel and Transport Services.

**Suggested Readings:**

1. Philip Kotler and Paul N Bloom -Marketing Professional Services
2. Lovelock - Services Marketing
3. Adrian Payne - The Essence of Services Marketing
4. Rathmell J M - Marketing in Service Sector
5. S M Jha - Services Marketing
6. Ravi Shankar - Service Marketing

<b>MUCOH22-503E1</b>	<b>INDIAN ECONOMY</b>			<b>L-3, T-1, P-0</b>	<b>4 CREDITS</b>
				<b>Total Lecture</b>	<b>48</b>
<p><b>Course Objectives:</b> The course aims to provide students with a comprehensive understanding of the Indian economy and its development issues. By the end of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Comprehend the concepts and measures of development and underdevelopment, as well as the components of national income and the occupational structure in India.</li> <li>• Analyze the evolution of economic policies, including planning, import substitution industrialization, and the economic reforms since 1991, along with the implications of monetary and fiscal policies on the economy.</li> <li>• The course objectives aim to equip students with a strong foundation in understanding the dynamics and complexities of the Indian economy and its policy regimes, fostering critical analysis of various sectors and economic issues affecting the country's growth and development.</li> </ul>					
<p><b>Course Outcomes:</b> At the end of the course, the students will be able to</p>					
<b>CO1</b>	Demonstrate a comprehensive understanding of the Indian economy, its developmental issues, and measures of economic progress.				
<b>CO2</b>	Analyze and evaluate the evolution of economic policies and their impact on different sectors and regions in India.				
<b>CO3</b>	Assess the performance of key sectors like agriculture, industry, services, and financial sectors under various policy regimes.				
<b>CO4</b>	Understand the complexities of inflation, unemployment, and labor market interactions, and their implications on the economy.				
<b>CO5</b>	Apply critical thinking and analytical skills to examine India's economic growth, development, and structural changes, considering demographic constraints and policy perspectives.				
<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>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>	Demonstrate a comprehensive understanding of the Indian economy, its developmental issues, and measures of economic progress.					
<b>CO2</b>	Analyze and evaluate the evolution of economic policies and their impact on different sectors and regions in India.					
<b>CO3</b>	Assess the performance of key sectors like agriculture, industry, services, and financial sectors under various policy regimes.					
<b>CO4</b>	Understand the complexities of inflation, unemployment, and labor market interactions, and their implications on the economy.					
<b>CO5</b>	Apply critical thinking and analytical skills to examine India's economic growth, development, and structural changes, considering demographic constraints and policy perspectives.					
<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: Basic Issues and features of Indian Economy**

Concept and Measures of Development and Underdevelopment; Human Development; Composition of national income and occupational structure

**Unit 2: Policy Regimes**

a) The evolution of planning and import substituting industrialization. b) Economic Reforms since 1991. c) Monetary and Fiscal policies with their implications on economy

**Unit 3: Growth, Development and Structural Change**

a) The experience of Growth, Development and Structural Change in different phases of growth and policy regimes across sectors and regions. b) The Institutional Framework: Patterns of assets ownership in agriculture and industry; Policies for restructuring agrarian relations and for regulating concentration of economic power; c) Changes in policy perspectives on the role of institutional framework after 1991; d) Demographic Constraints: Interaction between population change and economic development.

**Unit 4: Sectoral Trends and Issues**

a) Agriculture Sector: Agrarian growth and performance in different phases of policy regimes i.e. pre green revolution and the two phases of green revolution; Price Policy, The public distribution system and food security. b) Industry and Services Sector: Phases of Industrialization – The rate and pattern of industrial growth across alternative policy regimes; Public sector – Its role, Performance and reforms; The small scale sector; MSME & Cottage sector; Role of Foreign capital. c) Financial Sector: Balance of Trade and balance of Payments: Structural Changes and Performance of India's Foreign Trade and Balance of Payments; Trade Policy Debate; Export policies and performance; India and the WTO, Role of FDI, Capital account convertibility.

**Unit 5: Inflation, Unemployment and Labour market Inflation:**

Inflation- Causes, inflation & interest rates, social costs of inflation; Unemployment – Natural rate of unemployment, Frictional and wait unemployment. Labour market and its interaction with production system; Phillips curve, the tradeoff between inflation and unemployment, sacrifice ratio, role of expectations adaptive and rational

**Suggested Readings:**

1. Mishra and Puri, Indian Economy, Himalaya Publishing House
2. IC Dhingra, Indian Economy, Sultan Chand & Sons
3. Gaurav Dutt and KPM Sundaram, Indian Economy, S. Chand & Company.
4. Uma Kapila (ed), "Indian Economy since Independence", Relevant articles.
5. Bhagwati, J. and Desai, P. India: Planning for industrialization, OUP, Ch 2.
6. Mankiw, N. Gregory. Principles of Macroeconomics. Cengage Learning

<b>MUCOH22-503E2</b>	<b>ECONOMICS OF REGULATION OF DEMESTIC &amp; FOREIGN EXCHANGE</b>			<b>L-3, T-1, P-0</b>	<b>4 CREDITS</b>
				<b>Total Lecture</b>	<b>48</b>
<b>Course Objectives:</b> The objective of teaching the subject are -					
<ul style="list-style-type: none"> <li>• To develop a comprehensive understanding of the principles and mechanisms of regulating domestic markets and the role of government in addressing market inefficiencies and failures.</li> <li>• To gain insights into foreign trade policies and procedures, including export promotion schemes and various special economic zones, to facilitate international trade.</li> <li>• To explore the regulatory framework for industrial development and understand the Industrial Policy Act and the Micro, Small, and Medium Enterprises Development Act.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Demonstrate a comprehensive understanding of market regulation, government functions, market efficiency, and public policies towards monopoly and competition.				
<b>CO2</b>	Analyze foreign trade policies, export promotion schemes, and regulatory mechanisms for industrial development in India.				
<b>CO3</b>	Understand the foreign exchange market, balance of payments, and exchange rate determination.				
<b>CO4</b>	Comprehend the Foreign Exchange Management Act, 1999, and its implications on dealing in foreign exchange, transactions, export-import regulations, and enforcement of foreign exchange rules.				
<b>CO5</b>	Evaluate the role of regulations in domestic and foreign exchange markets, and their impact on the economy and international trade.				
<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>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>	Demonstrate a comprehensive understanding of market regulation, government functions, market efficiency, and public policies towards monopoly and competition.					
<b>CO2</b>	Analyze foreign trade policies, export promotion schemes, and regulatory mechanisms for industrial development in India.					
<b>CO3</b>	Understand the foreign exchange market, balance of payments, and exchange rate determination.					
<b>CO4</b>	Comprehend the Foreign Exchange Management Act, 1999, and its implications on dealing in foreign exchange, transactions, export-import regulations, and enforcement of foreign exchange rules.					
<b>CO5</b>	Evaluate the role of regulations in domestic and foreign exchange markets, and their impact on the economy and international trade.					
<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>	√	√	√	√	√	-

**MUCOH22-503E2: ECONOMICS OF REGULATION OF DOMESTIC & FOREIGN EXCHANGE**

**CREDIT: 4**

**Unit I: Regulation of Domestic Markets**

Basic functions of government; Market efficiency; Market failure; the meaning & cause; public policy towards monopoly and competition.

**Unit II: Foreign Trade Policy and Procedures**

Main Features: Served from India Scheme; export promotion council; Vishesh Krishi and Gram Udyog Yojana; focus market scheme, duty exemption and remission scheme, advance authorization scheme and DFRC, DEPB, EPCG, etc. EOUs, EHTPs, STPs, BPTs, and SEZs.

**Unit – III: Industries Development Regulation**

An overview of current Industrial Policy; Regulatory Mechanism under Industries Development and Regulation Act., 1951. The Micro, Small and Medium Enterprises Development Act., 2006. Term of office of Chairperson and other Members, Duties, Powers and Functions of Commission.

**Unit – IV: Foreign Exchange Market**

Balance of Payments; Market for Foreign Exchange; Determination of Exchange Rates.

**Unit V: The Foreign Exchange Management Act, 1999**

Definitions; Authorized Person, Capital Account Transaction Currency, Current Account Transaction, Foreign Exchange, Person, Person Resident in India, Repatriate to India. Regulation and Management of Foreign Exchange: Dealing in Foreign Exchange, Holding of Foreign Exchange, current Account Transactions, Capital Account Transactions, Export of Goods and Services, Realization and Repatriation of Foreign Exchange, Contravention and Penalties, Enforcement of the Orders of Adjudicating Authority, Adjudication and Appeal.

**Suggested Readings:**

1. Lipsey, Richard George, and Kenneth Alec Chrystal. Economics. Oxford: Oxford University Press.
2. Taxmann's Students Guide to Economics Laws, Taxman Allied Services Pvt. Ltd, New Delhi.
3. Taxman's, Consumer Protection Law Manual with Practice Manual, Taxmann Allied Services Pvt. Ltd., New Delhi.



<b>MUCOH22-551P</b>	<b>Survey Report &amp; Viva-Voce</b>	<b>L-0, T-0, P-0</b>	<b>4 CREDITS</b>
		<b>Total Lecture</b>	<b>48</b>

**Course Objectives:**

- The objective behind assigning students to prepare survey/project reports is that by preparing project reports, students develop research and analytical skills. They learn how to gather information, critically evaluate sources, analyze data, and present their findings in a structured manner.
- Project reports provide an opportunity for students to enhance their communication and presentation skills.
- Through the process of preparing project reports, students apply the knowledge and concepts learned in their coursework to real-world situations or specific topics of interest. This helps them deepen their understanding of the subject matter and make connections between theory and practice.
- Overall, the objective of assigning project reports is to foster holistic learning, encompassing research skills, critical thinking, communication, and independent learning, while allowing students to explore specific topics of interest and apply their knowledge in a practical context.

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

<b>CO1</b>	Demonstrate proficiency in conducting independent research, gathering relevant information, and applying analytical skills to critically evaluate and interpret data and findings presented in the project report.
<b>CO2</b>	They learn how to organize information, articulate their ideas effectively, and present their findings in a clear and concise manner.
<b>CO3</b>	Exhibit self-direction and initiative in independently planning and executing the project report.
<b>CO4</b>	Demonstrate effective time management skills by adhering to project deadlines and effectively managing resources to complete the report.

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

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

The survey-research report & dissertation is designed to provide students with an opportunity to apply their knowledge and skills acquired during the course to a real-world scenario. It focuses on comprehensive research, analysis, and presentation of a specific topic related to the subject matter, trade, industry, commerce, corporate world, or corporate affairs. The project report carries a significant weightage in evaluating the students' understanding, application, and articulation of the knowledge gained throughout the semester.

**Components of the Project Report Syllabus:**

**Topic Selection:** Students are required to select a relevant and appropriate topic related to the subject matter, trade, industry, commerce, corporate world, or corporate affairs. The topic should align with the course objectives and provide scope for in-depth research and analysis.

**Research and Analysis:** Students are expected to conduct comprehensive research on the chosen topic, gathering relevant information from credible sources. They should critically analyze the collected data, identify key trends, patterns, and insights, and present their findings in a structured and logical manner.

**Application of Knowledge:** Students should demonstrate the application of the knowledge acquired during the course in analyzing the chosen topic. They should showcase their understanding of the subject matter, make connections between theoretical concepts and real-world scenarios, and propose practical solutions or recommendations based on their analysis.

**Presentation and Articulation:** Students should present their project report in a clear, concise, and organized manner. They should articulate their ideas effectively, ensuring coherence and logical flow of information. Proper citation and referencing should be followed to acknowledge the sources of information used.

**Question and Answer Session:** Following the submission of the dissertation file, students may be required to present their findings in a seminar-style session. The expert appointed by the Dean will evaluate the students' understanding, articulation, and application of knowledge. A question and answer session (viva) will provide an opportunity for further discussion, clarification, and assessment.

**Evaluation and Assessment:** The expert appointed by the Dean will evaluate the project report based on the students' research, analysis, presentation, articulation, and their ability to apply the knowledge gained during the semester. Marks will be awarded accordingly, reflecting the students' comprehension, application, and relevance of the subject matter to practical situations and their interrelationship with other concepts.

## SEMESTER - VI

<b>MUCOH22-601T</b>	<b>INTERNATIONAL BUSINESS</b>			<b>L-3, T-1, P-0</b>	<b>4 CREDITS</b>
				<b>Total Lecture</b>	<b>48</b>
<p><b>Course Objectives:</b> To expose students to the concept, importance and dynamics of international business and India's involvement with global business operations.</p> <ul style="list-style-type: none"> <li>• Develop a deep understanding of globalization's impact on business complexity and internationalization stages. Familiarize students with international trade theories, policies, and trade organizations' roles.</li> <li>• Provide insights into the international financial environment, including exchange rates and foreign investments. Explore contemporary issues in international operations, such as organizational structures and strategic alliances.</li> <li>• Introduce trade promotion measures, foreign trade organizations, and methods for encouraging foreign investments.</li> </ul>					
<p><b>Course Outcomes:</b> At the end of the course, the students will be able to</p>					
<b>CO1</b>	Grasp the complexities of international business, including globalization's impact and stages of internationalization.				
<b>CO2</b>	Analyze and apply international trade theories, understand trade policies, and comprehend the roles of global trade organizations.				
<b>CO3</b>	Demonstrate an understanding of the international financial landscape, including foreign exchange markets, investment flows, and exchange rate determinants.				
<b>CO4</b>	Evaluate contemporary challenges in international business operations, such as organizational structures, strategic alliances, and the influence of technology.				
<b>CO5</b>	Comprehend trade promotion measures, foreign trade organizations, and methods for encouraging foreign investments, facilitating their engagement in the global business arena.				
<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>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>	Grasp the complexities of international business, including globalization's impact and stages of internationalization.					
<b>CO2</b>	Analyze and apply international trade theories, understand trade policies, and comprehend the roles of global trade organizations.					
<b>CO3</b>	Demonstrate an understanding of the international financial landscape, including foreign exchange markets, investment flows, and exchange rate determinants.					
<b>CO4</b>	Evaluate contemporary challenges in international business operations, such as organizational structures, strategic alliances, and the influence of technology.					
<b>CO5</b>	Comprehend trade promotion measures, foreign trade organizations, and methods for encouraging foreign investments, facilitating their engagement in the global business arena.					
<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 Business:**

Globalization and its growing importance in world economy; Impact of globalization; International business contrasted with domestic business - complexities of international business; Internationalization Stages and Orientations. Modes of entry into international business. International Business Environment: National and foreign environments and their Components - economic, cultural and political-legal environments; Global trading environment - recent trends in world trade in goods and services; Trends in India's foreign trade.

**Unit II International Trade Theories & Trade Policy:**

Theories of international trade; Commercial Policy Instruments tariff and non-tariff measures; Balance of payment account and its components.

WTO – Its objectives, principles, organizational structure and functioning; WTO and Developing Countries; An overview of other organizations – UNCTAD, World Bank and IMF.

Regional Economic Integration: Forms of regional integration; Integration efforts among countries in Europe, North America and Asia. Trade creation and diversion effects.

**Unit III International Financial Environment:**

International financial system and institutions; Foreign exchange markets, Spot market, spot rate quotations, bid-ask spreads, Trading in spot markets, Cross exchange rates; Forward Market: forward rate, long and short forward positions, forward premium and discount. Arbitrage, hedging and speculation; Foreign investments - types and flows; Foreign investment in Indian perspective.

**Unit IV Issues in International Business Operations:**

Organizational structure for international business operations; Contemporary Issues in International Business: Environmental and Labor issues; Outsourcing and its potentials for India; Strategic alliances, mergers and acquisitions; Role of IT in international business;

Exchange Rate Determination: Factors affecting exchange rate–Relative inflation rates, relative interest rates, relative income levels, government controls, expectations, etc.

Government intervention and government influence on exchange rates. Theories of exchange rate – Purchasing Power Parity, Interest Rate Parity and Fisher's effect.

## **Unit V Trade Promotion Measures:**

Foreign Trade promotion measures and organizations in India: Special economic zones (SEZs) and 100% export-oriented units (EOUs); Measures for promoting foreign investments into and from India; Indian joint ventures and acquisitions abroad. Financing of foreign trade and payment terms.

### **Suggested Readings:**

- Charles W.L. Hill and Arun Kumar Jain, International Business. New Delhi: Tata McGraw-Hill.
- Johnson, Derbe., and Colin Turner. International Business - Themes & Issues in the Modern Global Economy. London: Routledge.
- Cherunilam, Francis. International Business: Text and Cases. Prentice Hall of India Ltd.
- Daniels John, D. Lee H. Radenbaugh and David P. Sullivan. International Business. Pearson Education
- Justin, Paul. International Business. Prentice Hall of India Ltd.
- Michael R. Czinkota. et al. International Business. Fortforth: The Dryden Press.
- RBI. Report on Currency & Finance, various issues.
- Griffin, Ricky W. and Michael W. Pustay. International Business - A Managerial Perspective. Prentice Hall.
- V Sharan, International Business, Pearson Education.
- Bennett, Roger. International Business. Delhi: Pearson.
- UNCTAD Reports.
- WTO, Annual Report, various issues.

MUCOH22-602T	PROJECT PLANNING & EVALUATION		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 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*

<b>MUCOH22-603F1</b>	<b>FUNDAMENTALS OF INVESTMENT</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>• The course aims to provide students with a comprehensive understanding of the investment environment, enabling them to make informed investment decisions.</li> <li>• It covers various types of investments, including commodities, real estate, and financial assets like equity, mutual funds, and debt.</li> <li>• Students will gain insights into the Indian securities market and its key participants, online and offline trading in securities, and the impact of taxes and inflation on investment returns.</li> <li>• Additionally, the course explores fixed income securities, equity analysis through fundamental and technical approaches, portfolio analysis, financial derivatives, and investor protection measures to foster a well-rounded understanding of the financial landscape.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Understand the investment environment, types of investments, and the functioning of the Indian securities market.				
<b>CO2</b>	Analyze fixed income securities and learn equity analysis using fundamental and technical approaches.				
<b>CO3</b>	Develop portfolio management skills and understand the role of mutual funds in building diversified portfolios.				
<b>CO4</b>	Gain an introduction to financial derivatives and their use for hedging and speculation.				
<b>CO5</b>	Become aware of investor protection measures, the role of regulatory bodies, and the importance of investor awareness and activism.				
<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>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 investment environment, types of investments, and the functioning of the Indian securities market.					
<b>CO2</b>	Analyze fixed income securities and learn equity analysis using fundamental and technical approaches.					
<b>CO3</b>	Develop portfolio management skills and understand the role of mutual funds in building diversified portfolios.					
<b>CO4</b>	Gain an introduction to financial derivatives and their use for hedging and speculation.					
<b>CO5</b>	Become aware of investor protection measures, the role of regulatory bodies, and the importance of investor awareness and activism.					
<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 Investment Environment**

The investment decision process, Types of Investments – Commodities, Real Estate and Financial Assets (Equity, Mutual funds, Debt), the Indian securities market, the market participants (Stock exchanges, Stock brokers, Clearing House, Depositories, Depository Participants, FIIs, Domestic institutional investors, Individual investors), Online and offline trading in securities, security market indices, sources of financial information, Concept of return and risk, Impact of Taxes and Inflation on returns.

**Unit-II: Fixed Income Securities**

Bond features, types of bonds, estimating bond yields, Bond Pricing, types of bond risks, default risk and credit rating, Bond market indices.

**Unit-III: Approaches to Equity Analysis**

Introduction to Fundamental Analysis, Technical Analysis, dividend capitalisation models, and price-earnings multiple approach to equity valuation, Intrinsic value, Price to Book value ratio.

**Unit-IV: Portfolio Analysis and Financial Derivatives**

Portfolio and Diversification, Portfolio Risk and Return; Mutual Funds; Introduction to Financial Derivatives; Financial Derivatives Markets in India

**Unit-V: Investor Protection**

Role of SEBI and stock exchanges in investor protection; Investor grievances and their redressal system, insider trading, investor awareness and activism.

**Suggested Readings:**

- Jones, C.P., *“Investments Analysis and Management”*, Wiley.
- Chandra, Prasanna, *“Investment Analysis and Portfolio Management”*, Tata McGraw Hill.
- Rustogi, R.P., *Fundamentals of Investment*, Sultan Chand & Sons, New Delhi.
- Vohra, N.D., and Bagri, B.R., *Futures and Options*, Tata McGraw Hill Publishing.
- Mayo, *An Introduction to Investment*, Cengage Learning.

<b>MUCOH22-603F2</b>	<b>FINANCIAL MANAGEMENT PROTECTION</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>• The objective of teaching this subject is to equip students with a comprehensive understanding of financial management principles and practices.</li> <li>• By the end of the course, students should be able to grasp the nature and scope of financial management environment and would have a thorough knowledge of related topics in it.</li> <li>• This course aims to prepare students to effectively manage financial resources, make sound investment decisions, and contribute to the financial health and protection of businesses.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Attain a strong grasp of financial management principles, including the objectives, scope, and agency challenges, enabling effective decision-making in various business contexts.				
<b>CO2</b>	Develop proficiency in capital budgeting techniques, confidently estimating cash flows, calculating risk-adjusted returns, and making sound investment decisions that align with organizational goals.				
<b>CO3</b>	Acquire the ability to evaluate and select appropriate sources of long-term financing, estimate the components of cost of capital, understand capital structure theories, and apply leverage concepts to achieve financial stability.				
<b>CO4</b>	Gain insight into dividend decision theories, comprehend relevance and irrelevance concepts to enhance shareholder value.				
<b>CO5</b>	Master the concepts of working capital, operating cycles, and risk-return trade-offs and acquire skills in managing cash, receivables, and inventory to ensure efficient liquidity management and financial 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>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>	Attain a strong grasp of financial management principles, including the objectives, scope, and agency challenges, enabling effective decision-making in various business contexts.					
<b>CO2</b>	Develop proficiency in capital budgeting techniques, confidently estimating cash flows, calculating risk-adjusted returns, and making sound investment decisions that align with organizational goals.					
<b>CO3</b>	Acquire the ability to evaluate and select appropriate sources of long-term financing, estimate the components of cost of capital, understand capital structure theories, and apply leverage concepts to achieve financial stability.					
<b>CO4</b>	Gain insight into dividend decision theories, comprehend relevance and irrelevance concepts to enhance shareholder value.					
<b>CO5</b>	Master the concepts of working capital, operating cycles, and risk-return trade-offs and acquire skills in managing cash, receivables, and inventory to ensure efficient liquidity management and financial 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: Introduction**

Nature, scope and objectives of financial management, Agency problem, Time value of money, Risk and return- Concept and Calculation (including Capital Asset Pricing Model).

**Unit II: Capital Budgeting**

The Capital Budgeting Process, Cash Flow Estimation, Payback Period Method, Discounted Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index, Capital budgeting under Risk-Certainty Equivalent Approach and Risk-Adjusted Discount Rate.

**Unit –III: Cost of Capital and Financing Decision**

Sources of long-term financing, Estimation of components of cost of capital, Methods for calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital. Capital Structure- Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and Financial leverage. Determinants of capital structure.

**Unit IV: Dividend Decision**

Theories for Relevance and irrelevance of dividend decision for corporate valuation- Walter's Model, Gordon's Model, MM Theory, Cash and stock dividends. Dividend policies in practice and Determinants of Dividend.

**Unit –V: Working Capital Decisions**

Concepts of Working Capital, Operating & Cash Cycles, Risk-return trade off, sources of short term finance, working capital estimation, cash management, receivables management, inventory management.

**Suggested Readings:**

- Khan, M.Y. and P.K. Jain, Financial Management: Text and Problems, Tata McGraw Hill
- Horne, Van; James C., John Wachowicz, Fundamentals of Financial Management, Pearson Education

- Ross, Stephen A., Westerfield, Randolph, and Jeffrey Jaffe, Corporate Finance, Tata McGraw Hill
- Srivastava, Rajiv, and Anil Mishra, Financial Management, Oxford University Press, UK
- Singh, Preeti, Financial Management, Ane Books Pvt. Ltd, New Delhi
- Singh, Surender and Kaur Rajeev. Fundamentals of Financial Management, Mayur Paper Book Noida
- Singh, J.K. Financial Management-text and problems, 2nd edition, Dhanpat Rai and Company, Delhi
- Sharma, G.L., and Y.P. Singh. Contemporary issues in Finance and Taxation. Academic Foundation Delhi
- Rustagi, R.P., Financial Management, Galgotia Publishing Company
- Pandey, I M. Financial Management, Vikas Publications UNCTAD Reports.
- Chandra, P. Financial Management-Theory and Practice, Tata McGraw Hill
- Bhalla, V. K., Financial Management & Policy, Anmol Publications, Delhi



<b>MUCOH22-603H1</b>	<b>INTERNATIONAL HUMAN RESOURCE MANAGEMENT</b>	<b>L-3, T-1, P-0</b>	<b>4 CREDITS</b>
		<b>Total Lecture</b>	<b>48</b>

**Course Objectives:** The objectives of teaching the "International Human Resource Management can be discussed as:

- To provide a comprehensive understanding of international HRM, differentiating it from domestic HRM, and exploring the organizational structures of MNCs.
- To examine the strategies, structures, and knowledge management in MNCs, emphasizing the challenges of transferring HR practices and managing cross-cultural dynamics.
- To equip students with the skills to effectively recruit, select, train, and develop employees for international assignments, and to comprehend the intricacies of international compensation programs and their patterns of complexity.

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

<b>CO1</b>	Understand international HRM, MNC structures, and distinctions from domestic HRM.
<b>CO2</b>	Analyze global/local strategies, HR practice transfer, and cross-cultural management in MNCs.
<b>CO3</b>	Skillfully recruit, select, and develop international assignments' workforce.
<b>CO4</b>	Master expatriate training, pre-departure preparation, and employee development.
<b>CO5</b>	Design and manage global compensation, considering complexities and objectives.

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

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</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 international HRM, MNC structures, and distinctions from domestic HRM.					
<b>CO2</b>	Analyze global/local strategies, HR practice transfer, and cross-cultural management in MNCs.					
<b>CO3</b>	Skillfully recruit, select, and develop international assignments' workforce.					
<b>CO4</b>	Master expatriate training, pre-departure preparation, and employee development.					
<b>CO5</b>	Design and manage global compensation, considering complexities and objectives.					
<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>	√	√	√	√	-	-

## **MUCOH22-603H1: INTERNATIONAL HUMAN RESOURCE MANAGEMENT CREDIT: 4**

### **Unit-1 Introduction to International HRM:**

Defining international HRM, Difference between domestic and International HRM, Organizational Structure in MNC

### **Unit-2 International HRM & MNCs:**

Global versus local strategy and structure in MNCs. Transfer of HR practices in MNCs. Knowledge management and international HRM. Cross cultural management.

### **Unit-3 Recruitment & Selection:**

Recruiting and selecting staff for International assignments- Introduction, Issues in staff selection

### **Unit-4 Training & Development**

The role of expatriate training, components of effective pre-departure training, developing staff through international assignments.

### **Unit-5 Compensation**

Objectives of International compensation, Key components of an international compensation program, Approaches to International compensation, Patterns in complexity

### **Suggested Readings:**

- International Human Resource Management – Text and Cases P. L. Rao, Excel Books (Latest Edition)
- Dowling, Peter; Title: International human resource management - Managing people in a multinational context; Publisher: Thompson.
- Bhatia S K, Title :International Human Resource Management-a global perspective: Publisher: Deep & Deep Publications Pvt. Ltd.
- International Human Resource Management- Tony Edwards & Chris Rees: Pearson, 2008.
- S. C. Gupta- Text book of International HRM-Macmillan.

<b>MUCOH22-603H2</b>	<b>CORPORATE LEADERSHIP</b>	<b>L-3, T-1, P-0</b>	<b>4 CREDITS</b>
		<b>Total Lecture</b>	<b>48</b>

**Course Objectives:**

- The objective of teaching Corporate Leadership is to equip students with a comprehensive understanding of leadership principles and practices within the corporate context.
- By the end of the course, students should be able to analyze leadership traits, styles, and effectiveness, master effective communication and presentation skills, navigate power dynamics, cultivate team leadership skills, and grasp ethical considerations and strategic approaches in corporate leadership.
- This course aims to prepare students to be effective leaders, communicators, and agents of positive change in diverse organizational settings.

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

<b>CO1</b>	Gain a solid understanding of corporate leadership, including its significance, traits, functions, theories, and various leadership styles in Indian organizations.
<b>CO2</b>	Possess effective communication skills, including handling communication barriers, improving presentation skills, and enhancing reading, writing, and listening skills for effective leadership communication.
<b>CO3</b>	Learn about the dynamics of power and politics within organizations, distinguishing between power and authority, understanding sources of power, and acquiring skills to manage organizational politics.
<b>CO4</b>	Have the skills to lead teams, manage team relationships, promote organizational culture and diversity, enhance morale and motivation, and effectively manage time and stress.
<b>CO5</b>	Lead ethically, handle crises and change, and stay updated on emerging trends in corporate leadership, enabling them to adapt to evolving business landscapes.

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

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</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>	Gain a solid understanding of corporate leadership, including its significance, traits, functions, theories, and various leadership styles in Indian organizations.					
<b>CO2</b>	Possess effective communication skills, including handling communication barriers, improving presentation skills, and enhancing reading, writing, and listening skills for effective leadership communication.					
<b>CO3</b>	Learn about the dynamics of power and politics within organizations, distinguishing between power and authority, understanding sources of power, and acquiring skills to manage organizational politics.					
<b>CO4</b>	Have the skills to lead teams, manage team relationships, promote organizational culture and diversity, enhance morale and motivation, and effectively manage time and stress.					
<b>CO5</b>	Lead ethically, handle crises and change, and stay updated on emerging trends in corporate leadership, enabling them to adapt to evolving business landscapes.					
<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 Organisational Leadership**

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

**Unit 2 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 or as a worker, its types, Barriers to Listening & Remedies to improve Listening Barriers. Non Verbal Communication.

**Unit 3**

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

**Unit 4**

Team Leadership Leader / Follower Relations, 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 5**

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>MUCOH22-603M1</b>	<b>INTERNATIONAL MARKETING</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>• The objective of teaching International Marketing is to equip students with a comprehensive understanding of the fundamental concepts, strategies, and intricacies involved in marketing across borders.</li> <li>• Students should be able to analyze the differences between domestic and international marketing environments, grasp the significance of segmentation and entry strategies, and develop skills to plan, coordinate, and control international marketing efforts.</li> <li>• Furthermore, students will gain insights into crafting effective product, pricing, and distribution strategies for global markets, while also learning to create tailored promotional mixes that resonate with diverse international audiences.</li> <li>• Overall, the course aims to prepare students to navigate the complexities of international business and contribute effectively to the global marketing landscape.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Students will grasp the differences between domestic and international marketing environments, recognizing key challenges and opportunities.				
<b>CO2</b>	Students will be adept at targeting markets, selecting entry strategies, and developing coordinated international marketing plans.				
<b>CO3</b>	Manage product life cycles, set pricing strategies, and align products with global demands.				
<b>CO4</b>	Manage international distribution channels and create customized promotional approaches for diverse markets.				
<b>CO5</b>	Students will approach international business confidently, adapting strategies to cultural and economic nuances for success in global marketing.				
<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>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 will grasp the differences between domestic and international marketing environments, recognizing key challenges and opportunities.					
<b>CO2</b>	Students will be adept at targeting markets, selecting entry strategies, and developing coordinated international marketing plans.					
<b>CO3</b>	Manage product life cycles, set pricing strategies, and align products with global demands.					
<b>CO4</b>	Manage international distribution channels and create customized promotional approaches for diverse markets.					
<b>CO5</b>	Students will approach international business confidently, adapting strategies to cultural and economic nuances for success in global marketing.					
<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 International Marketing: Basic Concept and the Environment, Difference Between Domestic Marketing and International Marketing Environment. Scope and Size of International Marketing.

**Unit-2**

International Marketing Selection and Segmentation, Entry Options and Strategies, International marketing Planning, Coordination and Control.

**Unit-3**

International Product Policy and Planning, Product Development, Product Life Cycle.

**Unit-4**

International Pricing Policy, Pricing Objectives, Determination Pricing Policy and Pricing Strategy.

**Unit-5**

International Distribution Channels, Selection and Management of Distribution Channels, International Promotion, Marketing Communication, Developing Promotional Mix for foreign Markets.

**Suggested Readings:**

- Leighton -*International Marketing-Text and Cases*
- Keegan -*Managing Global Marketing*
- Kriplani -*International Marketing Management*
- JohnFayer -*International marketing*
- Fraklin R Root -*International Marketing*

MUCOH22-603M2	SALES MANAGEMENT			L-3, T-1, P-0	4 CREDITS
				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 the nature, importance, and various aspects of sales management, enabling them to grasp the role of personal selling in business and its significance over advertising.</li> <li>• The course intends to equip students with the skills to navigate through the process of effective selling, including prospecting, approaching clients, making presentations, overcoming objections, and successfully closing sales, both in B2C and B2B contexts.</li> <li>• Students will learn the principles of managing a sales force, covering recruitment, training, compensation, supervision, and performance appraisal, with the goal of developing successful sales personnel.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
CO1	Have a clear understanding of the nature and importance of personal selling, recognizing when it is more effective than advertising and understanding different selling situations.				
CO2	Navigate the sales process confidently, from prospecting to closing, with the ability to make effective presentations, handle objections, and employ the AIDA model for successful selling.				
CO3	Manage a sales team, including recruitment, training, compensation, and performance appraisal, enhancing their ability to lead and develop successful sales personnel.				
CO4	Ability to control sales efforts through sales forecasting, budgeting, setting quotas, and analyzing sales costs, contributing to better resource allocation and planning.				
CO5	Consider the ethical and legal aspects of selling, and will be aware of recent trends in the field, preparing them to pursue sales careers with ethical awareness and adapt to evolving market conditions.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	PO1	PO2	PO3	PO4	PO5
CO1	√	-	-	-	√
CO2	√	-	√	-	√
CO3	-	-	√	√	-
CO4	√	-	-	-	√
CO5	-	-	√	√	-

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Have a clear understanding of the nature and importance of personal selling, recognizing when it is more effective than advertising and understanding different selling situations.					
<b>CO2</b>	Navigate the sales process confidently, from prospecting to closing, with the ability to make effective presentations, handle objections, and employ the AIDA model for successful selling.					
<b>CO3</b>	Manage a sales team, including recruitment, training, compensation, and performance appraisal, enhancing their ability to lead and develop successful sales personnel.					
<b>CO4</b>	Ability to control sales efforts through sales forecasting, budgeting, setting quotas, and analyzing sales costs, contributing to better resource allocation and planning.					
<b>CO5</b>	Consider the ethical and legal aspects of selling, and will be aware of recent trends in the field, preparing them to pursue sales careers with ethical awareness and adapt to evolving market conditions.					
<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**

The Nature and Importance of Personal Selling, Nature of Sales Management Situation where Personal Selling is more effective than Advertising, Types of Selling situations, Types of Sales Persons, Application of AIDA Model in Personal Selling.

**Unit 2 Process of Personal Selling**

Process of Effective Selling; Prospecting, Pre-approach, Approach, Presentation and Demonstration, Handling the objections, Closing the Sales, Post-Sale Activities, Qualities of a Successful Sales person with reference to B-2-C, B-2-B Marketing.

**Unit 3 Controlling the Sales Effort Sales Forecasting**

Sales Budget, Sales Quotas, Sales Territories, Sales Controlling and Sales Cost Analysis.

**Unit 4 Managing the Sales Force**

Recruitment and Selection, Training and Development, Compensation and Innovation, Direction and Suspension, Performance Appraisal of Sales Personnel.

**Unit 5 Emerging Issues in Selling Aspects**

Ethical and Legal aspects of Selling, Measures for Making Selling as attractive Career, Recent Trends in Selling.

**Suggested Readings:**

- Richard R. Still, Edward W. Cundiff, Norman A.P Govani 5th ed., *Sales Management: Decision, Strategies and Cases*, Pearson Education, New Delhi, 2009.
- Rosann L. Spiro, William J. Stanton, Gregory A. Rich 11th ed., *Management of a Sales Force*, Tata McGraw Hill, New Delhi 2008
- Mark W. Johnston, Greg W. Marshall, *Sales Force Management*, 8th ed. TMH, N.Delhi, 2007
- Charles Fatrell, *Sales Management*.

MUCOH22-603E1	ECONOMIC ENVIRONMENT OF INSURANCE BUSINESS			L-3, T-1, P-0	4 CREDITS
				Total Lecture	48
<b>Course Objectives:</b>					
<ul style="list-style-type: none"> <li>• Understand the Fundamentals of Insurance Economics: Develop a comprehensive understanding of the fundamental concepts of insurance, including its role in risk transfer, pooling, and reduction, along with its economic significance for individuals, businesses, and society.</li> <li>• Analyze Macroeconomic Factors Affecting Insurance: Explore the impact of macroeconomic variables such as economic cycles, inflation, interest rates, and GDP growth on the insurance industry, and critically evaluate how government policies and global trends shape the economic environment of insurance business.</li> <li>• Evaluate Investment Strategies and Pricing Decisions: Examine the interaction between financial markets, investment strategies, and insurance operations, assessing the implications of asset-liability management and economic shocks on pricing, underwriting, and risk assessment decisions.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
CO1	Students will grasp the main ideas of insurance, how it reduces risks, and its importance for individuals and businesses.				
CO2	Explain how things like economic ups and downs, inflation, and interest rates affect insurance, and understand why governments and global trends matter.				
CO3	Students will know how to handle money in insurance, consider both making profits and keeping promises to policyholders, and react to sudden economic changes.				
CO4	Figure out how much insurance should cost, taking into account economic conditions, and will be able to decide who to insure and how much to give them.				
CO5	Students will understand how people act when the economy changes, how companies compete, and how new tech affects insurance, helping them adapt to what customers want.				
<b>Mapping of Course Outcomes with the program Outcomes</b>					
	PO1	PO2	PO3	PO4	PO5
CO1	√	-	-	-	-
CO2	√	-	-	√	-
CO3	√	√	√	-	-
CO4	√	√	-	-	-
CO5	-	-	√	-	√

<b>MAPPING OF COs WITH BLOOM'S TAXONOMY</b>						
<b>CO1</b>	Students will grasp the main ideas of insurance, how it reduces risks, and its importance for individuals and businesses.					
<b>CO2</b>	Explain how things like economic ups and downs, inflation, and interest rates affect insurance, and understand why governments and global trends matter.					
<b>CO3</b>	Students will know how to handle money in insurance, consider both making profits and keeping promises to policyholders, and react to sudden economic changes.					
<b>CO4</b>	Figure out how much insurance should cost, taking into account economic conditions, and will be able to decide who to insure and how much to give them.					
<b>CO5</b>	Students will understand how people act when the economy changes, how companies compete, and how new tech affects insurance, helping them adapt to what customers want.					
<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>	√	√	√	√	-	-

## **MUCOH22-603E1: ECONOMIC ENVIRONMENT OF INSURANCE BUSINESS CREDIT: 4**

### **Unit 1: Introduction to Insurance and Economic Environment**

Definition and concept of insurance, Role of insurance in the economy, Economic functions of insurance: risk transfer, risk pooling, and risk reduction, Insurance market structure: types of insurance companies and intermediaries, Regulatory framework and its impact on the insurance industry, Economic significance of insurance for individuals, businesses, and society.

### **Unit 2: Macroeconomic Factors Affecting the Insurance Industry**

Economic cycles and their impact on insurance demand and profitability, Inflation and its implications for insurance pricing and claims, Interest rates and their influence on investment income and liability valuation, GDP growth and its correlation with insurance penetration and consumer purchasing power, Government policies and their effect on insurance regulation and business operations, Global economic trends and their relevance to international insurance markets.

### **Unit 3: Financial Markets and Investment Strategies in Insurance**

Overview of financial markets: stock, bond, money, and real estate markets, Asset-liability management (ALM) in insurance companies, Investment strategies for insurance companies: risk and return considerations, Portfolio diversification and its impact on risk reduction, Role of reinsurance in managing investment and underwriting risks, Impact of economic shocks on investment portfolios and insurance solvency.

### **Unit 4: Pricing and Underwriting Decisions in a Changing Economic Landscape**

Insurance pricing factors: frequency, severity, loss trends, and risk exposure, Pricing methodologies in relation to economic variables, Underwriting process and risk assessment in dynamic economic environments, Adverse selection and moral hazard: economic implications for insurance markets, Catastrophic events and their impact on underwriting profitability, Incorporating economic forecasts into pricing and underwriting models.

### **Unit 5: Consumer Behavior, Market Competition, and Innovation**

Consumer behavior and its response to economic conditions, Demand elasticity and income elasticity of insurance products, Competition dynamics in the insurance industry: price wars, product differentiation, and customer loyalty, Technological innovation and its influence on insurance distribution and product development, Economic considerations of insurtech and digital transformation, Regulatory challenges and opportunities for fostering innovation in insurance.

**Suggested Readings:-**

- Scott E. Harrington, Gregory R. Niehaus, *Risk Management and Insurance*, McGraw-Hill Education
- Dua, V. (2005). *Insurance Principles and Practice*. Sultan Chand & Sons.
- Dua, V. (2011). *Economic Environment of Business*. Pearson Education India.
- Mishra, S. (2006). *Investment Management: Security Analysis and Portfolio Management*. Himalaya Publishing House.
- Dhar, B. (2015). *Risk Management and Insurance Planning*. Taxmann Publications.
- Bajpai, N., & Bajpai, S. (2016). *Insurance and Behavioral Economics: Improving Decisions in the Most Misunderstood Industry*. Palgrave Macmillan.



<b>MUCOH22-603E2</b>	<b>MANAGERIAL ECONOMICS</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>• The aim of teaching Managerial Economics is to equip students with a comprehensive understanding of economic principles and analytical tools that are essential for effective decision-making in a business environment.</li> <li>• By the end of the course, students should be able to apply economic theories and concepts to analyze market dynamics, make informed pricing decisions, optimize production processes, and evaluate factor pricing strategies.</li> <li>• This knowledge will empower students to address real-world business challenges, maximize resource utilization, and contribute to efficient and strategic decision-making within various market structures.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Have a solid grasp of the fundamental economic principles and concepts that underpin managerial decision-making, enabling them to analyze business situations from an economic				
<b>CO2</b>	Analyze the interplay of demand and supply in different market structures, interpret consumer behavior patterns, and assess the implications of elasticity for pricing and revenue strategies.				
<b>CO3</b>	Apply production function theories, analyze cost curves, and make informed decisions on production processes and economies of scale to optimize resource allocation.				
<b>CO4</b>	Devise pricing strategies tailored to diverse market conditions, evaluate pricing policies under different market structures, and comprehend factor pricing theories that contribute to effective resource allocation.				
<b>CO5</b>	Adept at using economic models to make critical business decisions, assess the impact of these decisions on profit, welfare, and social well-being, and contribute to overall business sustainability and success.				
<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>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>	Have a solid grasp of the fundamental economic principles and concepts that underpin managerial decision-making, enabling them to analyze business situations from an economic					
<b>CO2</b>	Analyze the interplay of demand and supply in different market structures, interpret consumer behavior patterns, and assess the implications of elasticity for pricing and revenue strategies.					
<b>CO3</b>	Apply production function theories, analyze cost curves, and make informed decisions on production processes and economies of scale to optimize resource allocation.					
<b>CO4</b>	Devise pricing strategies tailored to diverse market conditions, evaluate pricing policies under different market structures, and comprehend factor pricing theories that contribute to effective resource allocation.					
<b>CO5</b>	Adept at using economic models to make critical business decisions, assess the impact of these decisions on profit, welfare, and social well-being, and contribute to overall business sustainability and success.					
<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**

Introduction to Managerial Economics, Evolution, Nature, Scope and Significance, Circular Flow in an Economy, Principles, Production Possibility Frontier, Managerial Economics: Micro and Macro Economics.

**Unit 2: Market Forces: Demand and Supply**

Demand Analysis: Theory of demand; Objectives of demand analysis and determinants of demand; theory of consumer behavior; Elasticity of demand and its measurement methods; importance in decision-making. Supply Analysis: Objective of supply analysis; Determinants of supply, Elasticity of supply.

**Unit 3: Production Function and Cost Analysis**

Theory of Production and Cost Analysis; Production Functions and its Managerial Uses; Cobb Douglas Production Function, Laws of Production and analysis: Empirical Estimates of Production and Cost; short run and Long run average cost curves and their analysis; Economies and Diseconomies of scale.

**Unit 4: Organization of the Firm**

Pricing Decision: Pricing under different Market Structures: Perfect and Imperfect (Monopoly, Duopoly, Monopolistic Competition, Oligopoly Markets), Pricing Policies and Strategies; Collusive and Non-Collusive Oligopoly; Baumol's Marries' and O. Williamsons Model.

**Unit 5: Factor Pricing**

Determination of Factor Pricing; Marginal Productivity Theory; Richardian and Modern Theories of rent; Modern Theory of Wage rate determination; Classical, Neo-Classical and Keynesian Theory of Interest; Modern Theory of Profit; Welfare Economics; Pareto optimality Conditions; Social Welfare Function.

**Suggested Readings**

- Crag W. Paterson, W. Cris Lewis, and Sudhir K. Jain, Managerial Economics, PHI Learning /Pearson, New Delhi, 2004.
- GS Gupta, Managerial Economics, 2nd Edition, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 2011
- Dominique Salvatore, Managerial Economics in a Global Economy, 4th ed., Cengage Learning, 2006
- DN Dwivedi, Managerial Economics, 4th ed., Vikas Publishing House, New Delhi, 2006
- Koutsoyiannis A., Modern Micro Economics, MacMillan, 2000

<b>MUCOH22-651P</b>	<b>RESEARCH REPORT &amp; VIVA-VOCE</b>			<b>L-0, T-0, 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>• The objective behind assigning students to prepare project reports is that by preparing project reports, students develop research and analytical skills. They learn how to gather information, critically evaluate sources, analyze data, and present their findings in a structured manner.</li> <li>• Project reports provide an opportunity for students to enhance their communication and presentation skills.</li> <li>• Through the process of preparing project reports, students apply the knowledge and concepts learned in their coursework to real-world situations or specific topics of interest. This helps them deepen their understanding of the subject matter and make connections between theory and practice.</li> <li>• Overall, the objective of assigning project reports is to foster holistic learning, encompassing research skills, critical thinking, communication, and independent learning, while allowing students to explore specific topics of interest and apply their knowledge in a practical context.</li> </ul>					
<b>Course Outcomes:</b> At the end of the course, the students will be able to					
<b>CO1</b>	Demonstrate proficiency in conducting independent research, gathering relevant information, and applying analytical skills to critically evaluate and interpret data and findings presented in the project report.				
<b>CO2</b>	They learn how to organize information, articulate their ideas effectively, and present their findings in a clear and concise manner.				
<b>CO3</b>	Exhibit self-direction and initiative in independently planning and executing the project report.				
<b>CO4</b>	Demonstrate effective time management skills by adhering to project deadlines and effectively managing resources to complete the report.				
<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>CO1</b>	√	√	√	√	-
<b>CO2</b>	√	√	√	√	-
<b>CO3</b>	√	√	√	√	√
<b>CO4</b>	√	√	√	-	-

The research report is designed to provide students with an opportunity to apply their knowledge and skills acquired during the course to a real-world scenario. It focuses on comprehensive research, analysis, and presentation of a specific topic related to the subject matter, trade, industry, commerce, corporate world, or corporate affairs. The project report carries a significant weightage in evaluating the students' understanding, application, and articulation of the knowledge gained throughout the semester.

**Components of the Project Report Syllabus:**

**Topic Selection:** Students are required to select a relevant and appropriate topic related to the subject matter, trade, industry, commerce, corporate world, or corporate affairs. The topic should align with the course objectives and provide scope for in-depth research and analysis.

**Research and Analysis:** Students are expected to conduct comprehensive research on the chosen topic, gathering relevant information from credible sources. They should critically analyze the collected data, identify key trends, patterns, and insights, and present their findings in a structured and logical manner.

**Application of Knowledge:** Students should demonstrate the application of the knowledge acquired during the course in analyzing the chosen topic. They should showcase their understanding of the subject matter, make connections between theoretical concepts and real-world scenarios, and propose practical solutions or recommendations based on their analysis.

**Presentation and Articulation:** Students should present their project report in a clear, concise, and organized manner. They should articulate their ideas effectively, ensuring coherence and logical flow of information. Proper citation and referencing should be followed to acknowledge the sources of information used.

**Question and Answer Session:** Following the submission of the project report, students may be required to present their findings in a seminar-style session. The expert appointed by the Dean will evaluate the students' understanding, articulation, and application of knowledge. A question and answer session (viva) will provide an opportunity for further discussion, clarification, and assessment.

**Evaluation and Assessment:** The expert appointed by the Dean will evaluate the project report based on the students' research, analysis, presentation, articulation, and their ability to apply the knowledge gained during the semester. Marks will be awarded accordingly, reflecting the students' comprehension, application, and relevance of the subject matter to practical situations and their interrelationship with other concepts.