



**ST. XAVIER'S COLLEGE (AUTONOMOUS), RANCHI**  
(AN AUTONOMOUS COLLEGE AFFILIATED TO RANCHI UNIVERSITY)

**SYLLABUS UNDER CBCS CURRICULUM OF**  
**B.COM (OFFICE MANAGEMENT & SECRETARIAL PRACTICE)**  
**HONOURS (SELF FINANCING) PROGRAMME**  
**w.e.f. Academic Session - 2024 – 27**

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**FOR UNDER GRADUATE COMMERCE**  
**SELF FINANCING PROGRAMME**  
**AS PER RANCHI UNIVERSITY REGULATION**



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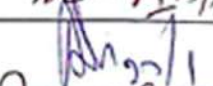
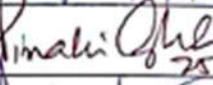
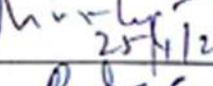
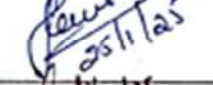
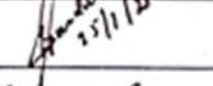
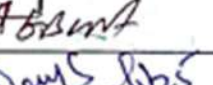
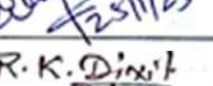
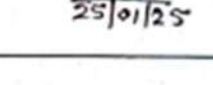



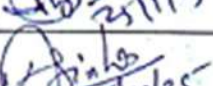
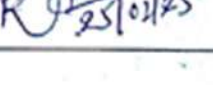


**Department of Vocational Programmes**  
**St. Xavier's College (Autonomous), Ranchi**  
 (An Autonomous College Affiliated to Ranchi University, Ranchi)

Ref. No.: VP/ CVoc/1/2025

Date: 25<sup>th</sup> January 2025

The meeting of the Board of Studies held today i.e. 25<sup>th</sup> January 2025 at 11.00 am at the Department to finalize the syllabus of three years undergraduate programme of B.Com. (Office Management & Secretarial Practice) Honors under the new CBCS Credit System which is effective from academic session of 2024-27 as per the directions of Ranchi University, Ranchi.

Sl No	Name of the Board Members	Status of the Board Member	Signature
1	Prof. Gautam Rudra, H.O.D. Department of Vocational Programmes	Chairperson	
2	FCMA. Ajay Deep Wadhwa, Rt. General Manager Finance, Central Coal Fields Ltd., Ranchi	University Representative	
3	Prof. (Dr.) Pinaki Ghosh, Associate Professor, Xavier Institute of Social Sciences (XIIS), Ranchi	Post Graduate Alumnus	
4	Prof. (Dr.) Somnath Mukherjee, Sr. Assistant Professor, Birla Institute of Technology (Lalpur Center), Ranchi	Academic Experts	
5	Prof. (Dr.) Harmeet Kaur, Associate Professor, Dean, Faculty of Commerce & Management, Jharkhand Rai University, Ranchi	Academic Experts	
6	Shri Saswat Mazumdar, Sr. Branch Manager, Reliance Nippon Life Insurance Company Ltd., Ranchi, Jharkhand	Industry Expert	
7	Prof. (Dr.) Kaushik Dutta, Assistant Professor, Department of Vocational Programmes, St. Xavier's College, Ranchi	Internal Member	
8	Prof. Nidhi Arya, Assistant Professor, Department of Vocational Programmes, St. Xavier's College, Ranchi	Internal Member	
9	Prof. (Dr.) Rakesh Kumar Dixit, Assistant Professor, Department of Vocational Programmes, St. Xavier's College, Ranchi	Internal Member	
10	Prof. (Dr.) Shakil Anwar Siddique, Assistant Professor, Department of Vocational Programmes, St. Xavier's College, Ranchi	Internal Member	
11	Prof. CMA. Ekta Arya, Assistant Professor, Department of Vocational Programmes, St. Xavier's College, Ranchi	Internal Member	
12	Prof. Fabian Tete, Assistant Professor, Department of Vocational Programmes, St. Xavier's College, Ranchi	Internal Member	
13	Prof. Hussain Ahmed, Assistant Professor, Department of Vocational Programmes, St. Xavier's College, Ranchi	Internal Member	
14	Prof. (Dr.) Deependra Kumar Sinha, Assistant Professor, Department of Vocational Programmes, St. Xavier's College, Ranchi	Internal Member	

**Minutes of the Meeting:**

All the members discussed in details thoroughly all the important point of the syllabus and unanimously this syllabus is approved with some changes for the three year undergraduate programme as per CBCS regulations of Ranchi University applicable from academic session 2017-20 and subsequently amended on 2019 to include one more GE papers in 1<sup>st</sup> to 4<sup>th</sup> semester of the programme. All regulations in related to composition of marks for the non-practical & practical papers, promotion and Credits of courses are to be followed as per the CBCS regulations of the Ranchi University, Ranchi.

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**Mission & Vision for B.Com. (Professional) Programme**

**Mission:** To offer high quality management programme that equip students with right knowledge, skills and attitudes required to succeed in a dynamic world.

- **Knowledge:** the right knowledge implies relevant contemporary and cutting-edge knowledge obtained through research and practiced which empowers students to think and act independently, creatively and ethically.
- **Skills:** The right skills enable students to think through complex problems, analyze them critically and find solutions quickly in a changing business environment.
- **Attitudes:** The right attitudes help students put their thoughts, feelings, behaviors' and actions in place while handling tough situations.

**Vision:** To be a leader in management education through industry focused curriculum, case based learning

**Programme Outcomes (PO) for B.Com. (Professional) Programme**

**PO1-Critical Thinking:** By the end of the programme students are expected to act intellectually such that they are able to take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at the ideas and decisions from different perspectives.

**PO2-Effective Communications:** By the end of the programme students are expected to possess good communication skills that are the cornerstone of any successful verbal and written communication required for the higher studies and jobs.

**PO3-Special Interaction:** At the end of the programme students are expected to have an insightful perspective towards difference in gender race, class, and disability and are able interact with each social entity in the most amicable way.

**PO4- Community engagements:** By the end of the programme students are expected to be continuously involved with their local community and contribute through their knowledge and skills towards the upliftment of the society and the country as a whole.

**PO5-Ethics:** At the end of the programme students are expected to have high ethical standards in terms of their work, social structure, family and their role responsibilities.

**PO6-Environment & Sustainability:** By the end of their programme students are expected to be aware of environmental issues and contribute towards sustainable developments of locality, society and nation as a whole.

**PO7-Self-directed and Lifelong learning:** By the end of the programme students are expected to be in a mental state such that they are able to cope with the dynamic socio technological changes and are motivated to learn and contribute towards self, social and national developments.

**PO8-Teamwork:** By the end of the programme students are expected to have an outstanding team skill which is much needed to create synergy in society and at the work place.

**PO9-Employability:** By the end of the programme students are expected to possess the necessary skills to become highly employable in the industry of their choice.

**PO10-Initiative & Leadership:** By the end of the programme students are expected to demonstrate initiative and leadership skill required for self, social, organization and nation's development.

**PO11-Demonstrate Mastery in Analytics:** Demonstrate the ability to identify a business situation from the stated information, assess the statistical techniques and the software applications required to model the same, and interpret the subsequent results to assist in effective decision making.

**PO12-Sensitivity towards Global Perspective:** Understand and imbibe information related to global business modules, brands strategies, and thereby assess global practices against localized customizations to better global presence within local settings and vice versa.

**Programme Specific Outcomes (PSO) for B.Com. (Office Management & Secretarial Practice) Honors**

**PSO 1:** This course helps the students to familiarize with the activities in the modern office and equip with the skills necessary to run the office efficiently and effectively.

**PSO 2:** This course helps the students to know the basics of the organizations' functionality regarding office management, human resource management, public relationship, corporate finance, corporate governance to enable and contribute to the organizations' success.

**PSO 3:** Develop knowledge and key skills in handling all human resource issues of the organization.

**PSO 4:** Understanding the basic concepts of accounts and finance so that it guides them to make right decisions regarding the financial and managerial matters of the organization.

**PSO 5:** It also helps the students to know about the corporate governance and its responsibilities towards society.

**PSO 6:** To develop their overall communication skills so that it will help them in various communication processes that helps them in different organization for the day to day operations.

**PSO 7:** It helps to understand the importance of public relationship, counseling and negotiation management along with the importance of customer relationship management.

**PSO 8:** It gives knowledge's regarding software application of MS Office and Tally which keeps them updated with the new trends in the office work.

**PSO 9:** It enable students to develop their entrepreneurial competencies and skills, to develop new business ideas, business plans and various other important issues relating to entrepreneurship.

**PSO 10:** It gives practical exposure to students by giving them the opportunity of training in corporate and helping them in developing their skills and competency for present corporate practices.

**PSO 11:** It helps students to understand important secretary ship management in dealing with company formations, meetings and to perform other legal responsibilities.

**PSO 12:** In a multi-dimensional knowledge imparting system students are trained for different corporate sectors like Insurance, Banking, Share Trading activities, Operations in NGO's, Cooperative sectors, Counseling & Negotiation, Arbitration, Company affairs, Travel & Tourism and Service Industries etc.

**PSO 13:** This programme also develops competencies in students regarding Social Research by using multiple platforms.

**PSO 14:** This programme also develops competencies & versatilities for rural sectors, so that students will find career opportunities in the rural sectors.

**PSO 15:** This programme also helps the students to understand the various perspective of employee behavior so that they can handle the employees effectively.

**PSO 16:** It also helps them to run the organization strategically and compete in the changing business environment.

**Programme Pedagogy for B.Com. (Office Management & Secretarial Practice) Honors**

- Classroom lecture with multimedia system.
- Comprehensive discussion of topics.
- Studio and workshop practice.
- Outcome based learning.
- Market Survey & Market Research
- Live workshops in the presence of industry experts.
- Task assignments through team work
- Summer and winter internship in the respective areas for gaining practical knowledge.
- Collaborative learning System with industry experts & trainers.
- Lecture from industry experts & industrial exposure visit.
- Technical delivery through comprehensive practical and simulation practices.
- Student's presentation and feedback and evaluation by industrial experts.
- Case studies and interpretation.
- Organizing "Know Your Corporate" programmes.
- Panel discussion with industry experts.
- Encourage to write Research paper on the different subjects.
- Special remedial classes for weaker students.
- Mentorship system of academic practices.
- Organizing Interview and Soft Skill Development sessions.

**COURSES OF STUDY FOR UNDERGRADUATE****B. COM (OFFICE MANAGEMENT & SECRETARIAL PRACTICE) HONORS PROGRAMME****Subjects Combination for****B. Com (Office Management & Secretarial Practice) Honors Programme (164 Credits)**

Honors/Core Courses <b>CC 14 Papers</b>	Discipline Specific Elective Courses <b>DSE 4 Papers</b>	Skill Enhancement Courses <b>SEC 2 Papers</b>	Compulsory Course <b>AECC 1+1=2 Papers</b>	Generic Courses <b>GE (A+B) 2+2+2+2=8 Papers</b>
B.Com (OMSP)	B.Com (OMSP) Specific	SEC in B.Com (OMSP)	Language Communication +EVS	GE in B.Com (OMSP)

**Semester wise Examination Structure for Mid Sem & End Sem Examinations:**

Sem	Core Honors, Allied DSE, Compulsory AECC Courses		Examination Structure		
	Code	Papers	Mid Semester Theory (F.M)	End Semester Theory (F.M)	End Semester Practical/ Viva (F.M)
I	Core 1	Principle & Practice of Management	25	75	---
	Core 2	Modern Office Operation	25	75	---
	GE 1 (A)	Financial Accounts	---	100	---
	GE 1 (B)	Marketing Management	---	100	---
	AECC 1	English Communication	---	100	---
II	Core 3	Organizational Behavior	25	75	---
	Core 4	Office Administration & Management	25	75	---
	GE 2 (A)	Cost & Management Accounting	---	100	---
	GE 2 (B)	Principle & Practice of Banking & Insurance	---	100	---
	AECC 2	Environmental Studies	---	100	---
III	Core 5	Corporate Reporting	25	75	---
	Core 6	Corporate Governance	25	75	---
	Core 7	Public Relation Management	25	75	---
	GE 3 (A)	Consumer Behavior	---	100	---
	GE 3 (B)	E – Commerce	---	100	---
	SEC 1	Research Methodology & Quantitative Technique	---	100	---
IV	Core 8	Human Resource Management	25	75	---
	Core 9	Company Secretarial Practice	25	75	---
	Core 10	Counseling & Negotiation Management	25	75	---
	GE 4 (A)	Business Ethics	---	100	---
	GE 4 (B)	Media Management & Digital Marketing	---	100	---
	SEC 2	Business Economics	---	100	---
V	Core 11	Strategic Management & Business Policies	25	75	---
	Core 12	Customer Relationship Management	25	75	---
	DSE 1	Computer Application in Office Management	25	75	---
	DSE 2	Computer Accounting – Tally	25	75	---
VI	Core 13	Management Information System	25	75	---
	Core 14	Business Legislation for Management	25	75	---
	DSE 3	Entrepreneurship Development	25	75	---
	DSE 4	On the Job Training	---	---	50+50



**Semester – I****5 Papers****CORE COURSE – C1****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40*****Instructions to Question Setter for*****Mid Semester Examination (MSE):**

*There will be two groups of questions. Group A is compulsory and will contain five questions of the very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.*

**End Semester Examination (ESE):**

*There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of 15 marks each, out of which any four are to answer.*

**Note:** *There may be subdivision in each question asked in Theory Examinations.*

**PRINCIPLE & PRACTICE OF MANAGEMENT****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objectives:** It provides the knowledge of Management and its different theories considered to be the backbone of every organization. Management functional system is also described for proper understanding of the management working system at every level.

**Course Learning Outcome:**

- Learning various management concepts such as planning, organizing, implementing, staffing, coordinating, controlling, motivating and Managerial Grid.
- Recognizing the human skills and conceptual skills as per industry requirements about basic management skills.
- Diagnosing various styles and qualities of efficient management, leadership, Organizing, Staffing Coordination and Controlling.

**Unit 1:** Forms of Business Ownership- Organization and Ownership-Sole Proprietorship, Partnership, Joint Stock Company, Public and Private Undertakings, Government Companies. **Lectures: 08**

**Unit 2:** Development of Management Thought and Approach—Taylor, Fayol, Herbert, Simon, Peter Drucker- Human Behavior Approach, Management Science approach, Contingency or Situational approach. **Lectures: 08**

**Unit 3:** Management- Meaning, Definition, Nature and its Scope. **Lectures: 03**

**Unit 4:** Management Functions and Skills—Different Management Level functions—Board of Directors, Chief executive, Top management, Supervisory Management, Grassroots Management. **Lectures: 08**

**Unit 5:** Planning—Fundamentals, Vision, Missions and Objectives, Strategy and Operational plans, planning pre-requisites, Forecasting, Decision Making, Strategic Planning. **Lectures: 08**

**Unit 6:** Organizing—Fundamentals, Design, Forms, Authority, Responsibility, Relationship, Conflict and Co-ordination, Changes in Organization. **Lectures: 06**

**Unit 7:** Staffing—Fundamentals, Recruitment & Selection, Training & Development Performance Appraisal. **Lectures: 07**

**Unit 8:** Directing—Fundamentals, Motivation theories, Application Leadership & Command. **Lectures: 08**

**Unit 9:** Controlling—Fundamentals, Operational Control Techniques. **Lectures: 04**

**Recommended Books**

1. Principles and Practice of Management—L.M. Prasad
2. Management: A Global and Entrepreneurial Perspective—Weihrich, Cannice, H. Koontz
3. New Era of Management—Richard L.
4. Management—James A. F. Stoner, R. Edward Freeman, Daniel R. Gilbert, JR.
5. Principles of Management—P. C. Tripathi & P. N. Reddy

**Note:** Latest edition of text books may be used

**CORE COURSE – C2****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40*****Instructions to Question Setter for******Mid Semester Examination (MSE):***

*There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.*

***End Semester Examination (ESE):***

*There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of 15 marks each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**MODERN OFFICE OPERATION****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objectives:** The purpose of this course is to familiarize the students with the activities in a modern office. Smooth functioning of any organization depends upon the way various activities are organized, facilities provide to the staff working in the office, the working environment and the tools and equipment's used in office.

**Course Learning Outcome:**

- To understand the importance and role of office in various organizations
- Understand the role and importance of office equipment in the workplace.
- Types of equipment's and their appropriate selection.
- Operating office equipment, files and mails.
- Effectively maintain office equipment.

**Unit I: Office and Office Management:** Meaning of office, Functions of office-primary and administrative management functions, importance of office, duties of the manager, his qualities and essential qualifications. Filing and Indexing-Its meaning and importance, essentials of good filing, centralized vs. decentralized filing, system of classification, methods of filing and filing equipment's, weeding of old records, meaning and need for indexing, various types of indexing.

**Lectures: 10**

**Unit II: Mail and Mailing Procedures:** Mailing Procedures-meaning and importance of mail, centralization of mail handling work, its advantages, mailing through post, courier, email, appending files with email, inward and outward mail-receiving, sorting, opening, recording, making distribution, folding of letters sent, maintenance of peon book, dispatching, courier services, central receipt and dispatch. Forms and Stationery: Office Forms-introduction, meaning, importance of forms, advantages of using forms, disadvantages of using forms, types of forms, factors affecting forms design, principles of form design, form control. Stationery-introduction, types of stationery used in offices, importance of managing stationery, selection of stationery, essential requirements for a good system of dealing with stationer, purchasing principles, purchasing procedure, standardization of station.

**Lectures: 20**

**Unit III: Modern Office Equipment's:** Modern Office Equipment-Introduction, meaning and importance of office automation-Microsoft Office, Google Workplace, objectives of office mechanization, advantages, disadvantages, and factors determine office mechanization. Office Mechanization, Kinds of Office Mechanization-Computer Software, Storage Supplies(USB, Discs, External Hard drives), Documents Scanners, Shredders, Computer Projector, Audio Visual Aids, Photocopiers, Fax, Telephone; Budget: Budget-Annual, revised and estimated, Recurring and non-recurring heads of expenditure; Audit: Audit process- Vouching, verification and valuation (in brief), Consumables/stock register and Asset register, Procedure for disposal of Records and Assets.

**Lectures: 10**

**Unit IV: Banking facilities:** Types of Accounts, passbook and cheque book. Other forms used in banks, ATM and money transfer. Abbreviations/Terms used in Office: Explanation of abbreviations/terms used in office in day to day work. Modes of Payment: Types of payments handled such as postal orders, Cheque

(crossed/uncrossed), post-dated and pre-dated cheques, stale cheque, dishonored cheque, Credit and Debit Card Payment, Prepaid Card Payments, Bank Transfers, E-Wallets, Cash, Mobile Payments. **Lectures: 10**

**Unit V: Role of Secretary:** Definition: Appointment, Duties and Responsibilities of a Personal Secretary, Qualifications for appointment as Personal Secretary, Modern technology and office communications, email, voice mail, internet, multimedia, scanner, video-conferencing, web-casting. Agenda and Minutes of Meeting, Drafting, Fax-messages, emails, Maintaining of Appointment Diary. **Lectures: 10**

**Recommended Books:**

1. Principles of Office Management-R. C. Bhatia
2. Text book of Office Management-Leffingwell and Robinson
3. Office Management & Control-Terry and R. George
4. Office Management and Commercial Correspondence-B. Duggal

**Note: Latest edition of textbooks may be used**

**GENERIC ELECTIVE (GE 1A)****(Credit: Theory:05 + Tutorials:01=06)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40****Instructions to Question Setter for  
End Semester Examination (ESE):**

*There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks. Group B will contain descriptive type six question of 20 marks each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**FINANCIAL ACCOUNTS****Theory: 75 Lectures; Tutorial: 15 Lectures**

**Objective:** To make the students familiar with generally accepted accounting principles of financial accounting and their applications in business organizations excluding corporate entities.

**Course Learning Outcomes:**

- Grasp the fundamentals of double-entry bookkeeping, ensuring every financial transaction.
- Familiarity with Accounting Standards and Generally Accepted Accounting Principles (GAAP).
- Ability to analyze the income statement to understand a company's profitability over a specific period.
- Understanding the balance sheet to evaluate a company's financial position at a specific point in time, including assets, liabilities, and equity.
- Ability to analyze financial statement, balance sheet, ratio analysis and cash flow statement

**Unit-I:** Financial Accounting: Nature and scope, Limitations of financial accounting. Accounting Standards: Meaning, Significance, Generally Accepted Accounting Principles (GAAP), IFRS, IND AS & GFR.

**Lectures: 10**

**Unit-II:** Accounting Process: Form recording of transactions in preparation of final accounts, Rectifications of errors

**Lectures: 12**

**Unit-III:** Bank Reconciliation Statements-Meaning, Reasons for difference between passbook and cash book, Advantages & disadvantages of BRS, Calculation of Reconciliation.

**Lectures: 06**

**Unit-IV:** Depreciation Accounting: Meaning of depreciation, causes, and objects of providing depreciation, factors affecting depreciation. Methods of depreciation: straight line method and diminishing balance method.

**Lectures: 12**

**Unit-V:** Accounting for Partnership-Rights, duties and power of a partner, kinds of partners, fixed and fluctuating capital, goodwill, revaluation & profits sharing calculation, accounting entries for admission of partner, retirement of a partner.

**Lectures: 12**

**Unit-VI:** Analysis of Financial Statements, Common Size Balance Sheet, Ratio Analysis.

**Lectures: 15**

**Unit-VII:** Cash Flow Statement- Meaning, Objectives, Importance, Components of cash flow, preparation of cash flow (direct and indirect method).

**Lectures: 08****Recommended Books**

1. Fundamentals of Accounting—D.C. Rawat & R.C. Bhatt
2. Basic Financial Accounting—J. R. Monga
3. Financial Accounting—S. N. Maheshwari
4. Financial Accounting—P. C. Tulsian
5. Fundamentals of Financial Accounting—Ashok Sehgal & Deepak Sehgal
6. Financial Accounting—R. NarayanaSwarmy
7. Advanced Accounting—S.P.Jain and K.L.Narang
8. Financial Accounting—Naseem Ahmed, Nawab Ali Khan, M.L.Gupta
9. Accounting & Analysis—CRISIL
10. Financial Accounting—Weygandt, Kieso & Kimmel
11. Introduction to Accountancy—T. S. Grewal and S. C. Gupta

**Note: Latest edition of textbooks may be used**

**GENERIC ELECTIVE (GE 1B)****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40*****Instructions to Question Setter for  
End Semester Examination (ESE):***

*There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks. Group B will contain descriptive type six question of 20 marks each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**MARKETING MANAGEMENT****Theory: 75 Lectures; Tutorial: 15 Lectures**

**Objective:** To provide the working knowledge of different concepts of marketing and their use in managerial decision.

**Course Learning Outcome:**

- Grasp the fundamental principles and theories of marketing; including market segmentation, targeting, positioning, and the marketing mix.
- Learn to develop, implement, and evaluate comprehensive marketing plans and strategies that align with business goals.
- Understand the stages of the product development process; develop skills in identifying market opportunities and creating innovative products that meet consumer needs.
- Understand the application of different pricing models and their impact on profitability and market share.
- Gain a comprehensive understanding of the different elements of the promotional mix, including advertising, sales promotion, public relations, personal selling, and direct marketing.

**Unit I:** Marketing: Concept, Nature, Functions & Importance. Selling vs. Marketing, Marketing Environment: Nature, Types & Strategies to deal with internal and external (Micro and Macro) Marketing Environment, Ethical and Social Responsibilities of Marketing, Impact of brick and mortar store.

**Lectures: 12**

**Unit II:** Marketing System, Types of Marketing, Marketing Information System; Definition and Components, Marketing Research-Definition, Objective, Process & Significance.

**Lectures: 08**

**Unit III:** Consumer Behavior: Factors influencing the Consumer Behavior, Consumer Buying Process, Buying Motives, Consumer Market in India, Shifting consumer behavior pattern.

**Lectures: 08**

**Unit IV:** Market Segmentation: Concept, Importance and basis, Target Market Selection, Market Positioning: Concept & Importance. Market Repositioning, Product Differentiation vs. Market Segmentation, Contemporary issues in Marketing.

**Lectures: 08**

**Unit V:** Marketing Mix: Definition, Importance & Factors determining Marketing Mix, Meaning and Nature of Products, Concept of Product Mix, Product Planning and New Product Development, Product Life Cycle, Product Packaging: Def., Functions and requisite of good packaging, Branding and Labeling.

**Lectures: 10**

**Unit VI:** Pricing: Concept, Objectives & Importance of Channels of Distribution of Consumer Goods, Types of Channels of Distribution, Factors affecting choice of distribution channels, Logistics: Meaning, Importance, Objectives, Marketing Logistics Task, Approaches of Logistics (Total Cost & Total System Approach).

**Lectures: 08**

**Unit VII:** Promotion: Meaning, Nature & Importance, Types of Promotion, Concept of Promotion Mix and Factors affecting Promotion Mix, Emerging trends in marketing.

**Lectures: 06****Recommended Books:**

1. Marketing Management—Philip Kotler
2. Marketing Management—Kotler, Keller, Koshy and Jha
3. Principles of Marketing—Mcdenial, Lamb, Hair
4. Marketing Management-Planning, Control—V. S. Ramaswamy & S. Namakumari

**Note: Latest edition of text books may be used**

**ABILITY ENHANCEMENT COMPULSORY COURSE (AECC 1)****(Credit: Theory – 02)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40****Instructions to Question Setter for  
End Semester Examination (ESE):**

*There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks. Group B will contain descriptive type six question of 20 marks each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**ENGLISH COMMUNICATION****Theory: 30 Lectures**

**Objective:** To equip students effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for English communication.

**Course Learning Outcomes:**

- Communicate effectively in spoken English on issues and ideas with a reasonable degree of fluency and accuracy in different social settings and different kinds of social encounters.
- Recognize real life spoken English, basic structures in spoken discourse.
- To understand the verbal and non-verbal English communication, their barriers and strategies in intra, inter and group communication.
- To develop monologue, dialogue and group discussion speaking skills.
- To develop and understand close reading, comprehension, summarizing, paraphrasing, analyzing, interpretation, translation of texts.
- To develop writing skills, documentation, report writing, making notes and letter writing.

**Unit I:** Communication – Definition, stages, barriers, types: verbal and non-verbal, Listening- Meaning, Nature and importance, Principles of Good Listening.

**Unit II:** Class-presentation (Oral for five minutes) on any of the above-mentioned topics: Descriptive writing, expansion of an idea.

**Unit III:** Writing skills –, notice writing, advertisement writing, précis writing, essay writing, letter writing (applications), and Business letter formats (letters of enquiry, replies and complaints), resume writing, covering letter

**Unit IV:** Vocabulary building: One-word substitution, synonyms and antonyms, idioms and phrases

**Recommended Books:**

1. Technical Communication, M.H. Rizvi, Tata McGrawhill
2. Effective Business Communication, Asha Kaul
3. Developing Communication Skills, Krishnamohan
4. Functional Grammar and Spoken and Written Communication in English, Bikram K. Das, Orient Blackswan
5. Précis, Paraphrase and Summary, P.N. Gopalkrishnan, Authors Press
6. Communication Skills, Sanjay Kumar and Pushplata, Oxford Publication

**Note: Latest edition of textbooks may be used**

-----END OF SEM I-----



**Semester – II****5 Papers****CORE COURSE – C3****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40*****Instructions to Question Setter for*****Mid Semester Examination (MSE):**

*There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.*

**End Semester Examination (ESE):**

*There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of 15 marks each, out of which any four are to answer.*

**Note:** *There may be subdivision in each question asked in Theory Examinations.*

**ORGANIZATIONAL BEHAVIOR****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objectives:** This course provides the knowledge about the behavioral system of human within organization. The effects of the human behavior in different forms are analyzed for proper understanding with its influential factors.

**Course Learning Outcomes:**

- To develop a broad range of skills and knowledge that can significantly enhance the effectiveness and efficiency of individuals and groups within an organization.
- Understanding how individuals perceive their environment and how they learn and adapt to changes.
- Recognizing how personality traits and attitudes influence work behavior.
- Learning about different theories of motivation and how to apply them to enhance employee performance.
- Gaining insights into various leadership styles and their impact on organizational culture and employee performance.
- Learning how to effectively manage and lead organizational change initiatives.
- Learning strategies to manage and resolve conflicts within groups.

**Unit I:** Introduction to Organizational Behavior- Definitions, Key Elements of OB, Nature and Scope of OB, need for Studying OB, Contributing Discipline to OB, Models of OB. **Lectures: 10**

**Unit II:** Basic Human Process—Perception-Meaning, Perceptual Process, Factors Affecting Perception, Perception and its Application in OB. Learning- Meaning, Definition, Components of Learning, Determinants of Learning. Individual Differences-Human Behavior and its Causation, Personality-Concept, Determinants, Types of Personality, Theories of Personality. Emotions-Meaning, Definitions, Types, Sources, Stress-Meaning, Concept, Symptoms of Stress, Measurement of Stress, The Individual in the Organization - Office/professional/social behavior of an individuals, Factors Influencing Individual Behavior, **Lectures: 14**

**Unit III:** Attitudes-Meaning, Characteristics, Components, Factors Influencing Attitude, Types of Attitude/Work Related Attitude. **Lectures: 06**

**Unit IV:** Motivations in Organizations-Meaning, Definitions, Importance, Theories of Motivation (Maslow's, Herzberg's, Mc. Clelland's, Vroom's, Mc. Gregor's). Career Dynamics- Meaning, Nature, Types. **Lectures: 07**

**Unit V:** Group Dynamics— Meaning, Group processes/Styles, Types of Groups, Factors affecting Group Behavior, Interpersonal Behavior. **Lectures: 06**

**Unit VI:** Influencing Others—Influence, Power-Meaning, Bases of Power, Politics in the Organization-Meaning, Reasons, Leaderships in the Organizations-Meaning, Importance, Functions of Leader, Leadership

**Unit V:** Organizational Processes— Meaning, Steps, Organizational Structures-Meaning, Types, Organizational Design-Meaning. Definitions, Factors, Organizational Culture-Meaning, Causes, Organizational Change-Meaning, Process, managing organizational change, Strategic Planning-Meaning, Process, Organizational Development-Meaning, Objective, Characteristics. **Lectures: 15**

**Unit VI:** Conflict-Meaning, Features. Conflict Management, Negotiations Skills- Meaning, Steps in Negotiation Process, Negotiation Skills. **Lectures: 07**

**Recommended Books**

1. Organizational Behavior—M. N. Mishra
2. Organizational Development—Dr. Vasu Deva
3. Organizational Behavior—Jit S Chandan
4. Organizational Behavior—Dr. Vipin B. Kumar & Dr. S. Gopinandan
5. Organization Behavior—Robbins

**Note: Latest edition of textbooks may be used**

**CORE COURSE – C4****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40*****Instructions to Question Setter for******Mid Semester Examination (MSE):***

*There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.*

***End Semester Examination (ESE):***

*There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of 15 marks each, out of which any four are to answer.*

**Note:** *There may be subdivision in each question asked in Theory Examinations.*

**OFFICE ADMINISTRATION & MANAGEMENT****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objectives:** This course explains the importance of office administration and its management within the available resources. It also defines the productivity factors relate with the working systems of office.

**Course Learning Outcomes:**

- Developing theoretical knowledge and practical skills aimed at preparing individuals to effectively manage administrative tasks and oversee office operations.
- Gaining a comprehensive understanding of the various functions within an office environment, including but not limited to, record-keeping, communication systems, scheduling, and task delegation.
- Develop the ability to organize information, tasks, and resources efficiently to optimize office productivity and workflow.
- Gaining a solid grasp of key theoretical frameworks that explain how organizations functions and operate.

**Unit I:** Introduction to Office Organization and Management.**Lectures: 02****Unit II:** Nature and Types of Organization.**Lectures: 02****Unit III:** Principles and Process of Planning.**Lectures: 03****Unit IV:** Departmentalization and Span of Control**Lectures: 03****Unit V:** Delegation and Decentralization**Lectures: 03****Unit VI:** Office Staff Motivation & Morale**Lectures: 03****Unit VII:** Office Supervision & Controlling**Lectures: 03****Unit VIII:** Office System, Routines and Manual.**Lectures: 04****Unit IX:** Office Accommodation and Layout**Lectures: 04****Unit X:** Office Record Management**Lectures: 03****Unit XI:** Office Furniture, Equipment and Machine**Lectures: 04****Unit XII:** Office Communication, Correspondence and Mail**Lectures: 04****Unit XIII:** Office Stationary and Control**Lectures: 04****Unit XIV:** Standardization, Standard and Work Measurement**Lectures: 04****Unit XV:** Production Control and Quality Control.**Lectures: 04****Unit XVI:** Business Reports.**Lectures: 03****Unit XVII:** Office Manual & Administration**Lectures: 04****Unit XIX:** Internal Audit for Office**Lectures: 03****Recommended Books:**

1. Office Procedures—M.N. Mishra
2. Office Management—Bajaj & Tuli
3. Office Management—R.S.N. Pillai & Bagavat
4. Office Organization and Management—S. P. Arora

**Note:** Latest edition of textbooks may be used

**GENERIC ELECTIVE (GE 2A)****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40*****Instructions to Question Setter for  
End Semester Examination (ESE):***

*There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks. Group B will contain descriptive type six question of 20 marks each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**COST & MANAGEMENT ACCOUNTING****Theory: 75 Lectures; Tutorial: 15 Lectures**

**Objectives:** It gives students insight knowledge regarding use of cost and management accounts and uses in different areas of costing and accounting.

**Course Learning Outcomes:**

- Able to develop understanding of various cost-related concepts, techniques, and applications.
- Able to understand various aspects of materials management, cost estimation and control within a manufacturing or production environment like material control system, Economic Order Quantity, Levels of Material, LIFO and FIFO inventory control system.
- To identify different types of overhead costs, ability to estimate overhead costs using various methods and skills necessary to effectively manage overhead costs, allocate them accurately, and make informed decisions to enhance organizational performance and profitability.

**Unit I:** Introduction-Meaning, objectives and advantages of cost accounting, difference between financial, cost, and management accounting. Cost concepts and classification, Role of a Cost Account in an organization. **Lectures: 08**

**Unit II:** Cost Accounting Standards, Generally Accepted Principles for Cost Accounting, Cost Accounting Standards for Auditing, Cost Records & Audit. **Lectures: 05**

**Unit III:** Material Costing-Introduction, objectives of material control system, ABC Analysis, Economic Order Quantity, Levels of Material, LIFO and FIFO inventory control system & Just in Time. **Lectures: 12**

**Unit IV:** Labor Costing-Introduction, Time and motion study, Idle time, Bonus plan, Piece wages system, Rate wage system, Labor turnover **Lectures: 10**

**Unit V:** Overheads-Meaning, Classification of overhead, Apportionment of overhead, Reapportionment of overhead, overhead absorption rate **Lectures: 10**

**Unit VI:** Cost Sheet-Meaning, Elements of cost, Advantages of cost sheet, Calculation of cost of sales. **Lectures: 08**

**Unit VII:** Process Costing-Meaning, Normal loss, abnormal loss, Valuation of scrap, Transfer valuation, Basic Concept of Marginal Costing. **Lectures: 10**

**Unit VIII:** Budgeting and budgetary Control-Concept of budget and budgetary control, objectives, merits and limitations, Budget administration, Functional budgets, Fixed and flexible budgets, Zero base budget. **Lectures: 12**

**Recommended Books:**

1. Cost Accounting—Jawhar Lal
2. Cost accounting—Principle and Practice—M. N. Arora
3. Cost Accounting—S. N. Maheshwari and S. N. Mittal
4. Cost Accounting: Principles and Methods—S.P.Jain and K. L. Narang
5. Management Accounting—H. V. Jhamb
6. Management Accounting—S. K. Singh and Lovleen Gupta
7. Cost Accounting—Rajiv Goel

**Note: Latest edition of textbooks may be used**

**GENERIC ELECTIVE (GE 2B)****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40*****Instructions to Question Setter for  
End Semester Examination (ESE):***

*There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks. Group B will contain descriptive type six question of 20 marks each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**PRINCIPLE & PRACTICE OF BANKING & INSURANCE****Theory: 75 Lectures; Tutorial: 15 Lectures**

**Objectives:** To make the students understand the various services offered and various risk faced by banks, and to make them aware of various banking innovation after nationalization. It also gives them an overview about insurance industry. To make the students understand various principle, provision and procedure those govern the life insurance business.

**Course Learning Outcomes:**

- Understand the basic concepts, principles, structure, role and functions of banking and insurance.
- Gain an understanding of international banking and insurance markets, its structure and functioning.
- Students will be able prepared & manage and promote bank deposit products effectively, ensuring customer satisfaction and contributing to the financial stability and growth of their banking institution.
- Will be well-prepared to manage and promote credit products effectively, ensuring responsible lending practices, customer satisfaction, and the financial health of their organization.
- Develop an understanding of insurance principles, products, and practices, as well as the role of insurance in risk management and financial planning.

**Unit I:** Introduction, Evolution and structure Indian Banking system: Role and functions of Banks, Regulatory provisions/enactments, Governing Banks, Major functions of RBI. **Lectures: 08**

**Unit II:** Retail, Wholesale and International Banking: Nature & scope of retail banking, Wholesale & International banking services. **Lectures: 08**

**Unit III:** Deposit: Banker-Customer Relation, Different deposit products, Services rendered by banks, Mandate and Power of Attorney, Banker's Lien-Right of set off, Garnishee Order, Income Tax Attachment Order etc. **Lectures: 08**

**Unit IV:** Credit: Principles of lending, various credit facilities, working capital and term loans, Credit appraisal techniques, Approach to lending., Credit Management, Credit Monitoring, NPA (Non-Performing Asset), SARFASI Act. **Lectures: 08**

**Unit V:** Insurance-meaning, purpose and need uses and its role in financial planning, Human Life value, Types of Insurance, Life insurance contract-definition and special features, Role and types of Intermediaries, Tax benefits. **Lectures: 10**

**Unit VI:** Life Insurance Products, Policy Form-Contents of a typical life insurance Policy-Conditions and privileges-free look period, payment of premium, grace days' auto cover, forfeiture, proof of age, revival of lapsed policy, non-forfeiture regulations, indisputable policy assignment and nomination. **Lectures: 10**

**Unit VII:** Underwriting, Pricing & Claim -Underwriting-meaning, purpose, factors, medical examination, sources of information, Pricing-meaning, objectives Life Insurance Claim – Introduction, importance, types, Claim settlement process, Arbitration and grievance redressal. **Lectures: 08**

**Recommended Books:**

1. Principles of Banking—Taxman
2. Principles and Practice of Banking and Insurance—O. P. Agarwal
3. Principles of Insurance—Tripathi and Reddy
4. IC-38-Insurance Institute of India

**Note: Latest edition of textbooks may be used**

**ABILITY ENHANCEMENT COMPULSORY COURSE (AECC 2)****(Credit: Theory – 02)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40*****Instructions to Question Setter for  
End Semester Examination (ESE):***

*There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks. Group B will contain descriptive type six question of 20 each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**ENVIRONMENTAL STUDIES****Theory: 30 Lectures**

**Objective:** Develop awareness among the students about the necessity and importance of environment for human and its developments.

**Course Learning Outcomes**

- Gain an interdisciplinary understanding of environmental issues and the importance of sustainable development.
- Develop analytical and critical thinking skills to address environmental problems.
- Be equipped to contribute positively to environmental protection efforts, supported by an understanding of laws, conservation practices, and ethical considerations.
- Apply practical knowledge to real-world contexts through fieldwork, fostering an active role in environmental monitoring and advocacy.

**Unit I: Introduction to environmental studies Multidisciplinary:** Nature of environmental studies; Scope and importance; Concept of sustainability and sustainable development. **Lectures: 02**

**Unit II: Ecosystems:** Definition, Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems: Forest ecosystem Grassland Ecosystem Desert Ecosystem Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries). **Lectures: 02**

**Unit III: Natural Resources: Renewable and Non-renewable Resources:** Land resources and land use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations. Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state). Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies. **Lectures: 05**

**Unit IV: Biodiversity and Conservation:** Levels of biological diversity: genetic, species and ecosystem diversity; Bio geographic zones of India; Biodiversity patterns and global biodiversity hot spots India as a mega-biodiversity nation; Endangered and endemic species of India Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Information. **Lectures: 05**

**Unit V: Environmental Pollution:** Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution Nuclear hazards and human health risks Solid waste management: Control measures of urban and industrial waste. Pollution case studies. **Lectures: 05**

**Unit VI: Environmental Policies & Practices:** Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD). Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context. **Lectures: 04**

**Unit VII: Human Communities and the Environment:** Human population growth: Impacts on environment, human health and welfare. Resettlement and rehabilitation of project affected persons; case



studies. Disaster management: floods, earthquake, cyclones and landslides. Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan. Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

**Lectures: 03**

**Unit VIII: Field work**

**Lectures: Equal to 04**

Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc. Visit to a local polluted Site-Urban/Rural/Industrial/Agricultural. Study of common plants, insects, birds and basic principles of identification. Study of simple ecosystems-pond, river, Delhi Ridge, etc.

**Recommended Books:**

1. Raziuddin, M., Mishra P.K. 2014, A Handbook of Environmental Studies, Akanaksha Publications, Ranchi.
2. Mukherjee, B. 2011: Fundamentals of Environmental Biology. Silverline Publications, Allahabad.
3. Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.
4. Gadgil, M., & Guha, R.1993. This Fissured Land: An Ecological History of India. Univ. of California Press.
5. Gleeson, B. and Low, N. (eds.) 1999.Global Ethics and Environment, London, Routledge.
6. Gleick, P. H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
7. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. Principles of Conservation Biology. Sunderland: Sinauer Associates, 2006.
8. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. Science, 339: 36--37.
9. McCully, P. 1996. Rivers no more: the environmental effects of dams (pp. 29-64). Zed Books.
10. McNeill, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century.
11. Odum, E.P., Odum, H.T. & Andrews, J. 1971.Fundamentals of Ecology. Philadelphia: Saunders.
12. Pepper, I.L., Gerba, C.P. &Brusseau, M.L. 2011. Environmental and Pollution Science. Academic Press.
13. Rao, M.N. &Datta, A.K. 1987. Waste Water Treatment. Oxford and IBH Publishing Co. Pvt. Ltd.
14. Raven, P.H., Hassenzahl, D.M. & Berg, L. R. 2012.Environment. 8th edition. John Wiley & Sons.
15. Rosencranz, A., Divan, S., & Noble, M. L. 2001. Environmental law and policy in India. Tripathi 1992.
16. Sengupta, R. 2003. Ecology and economics: An approach to sustainable development. OUP. Singh, J.S.,
17. Singh, S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.
18. Warren, C. E. 1971. Biology and Water Pollution Control. WB Saunders.
19. Wilson, E. O. 2006.The Creation: An appeal to save life on earth. New York: Norton.

**Note: Latest edition of textbooks may be used**

-----END OF SEM II-----

**Semester – III****6 Papers****CORE COURSE – C5****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40*****Instructions to Question Setter for*****Mid Semester Examination (MSE):**

*There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.*

**End Semester Examination (ESE):**

*There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of 15 marks each, out of which any four are to answer.*

**Note:** *There may be subdivision in each question asked in Theory Examinations.*

**CORPORATE REPORTING****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objectives:** The reporting system is analyzed thoroughly in the aspects of business and financial reporting. Different models of accounting and reporting is described for proper understanding about the importance of reporting and its various applications.

**Course Learning Outcomes:**

- Students will be able to handle the complexities of segment reporting, provide valuable insights into the performance of different business segments.
- Students will be able to understanding and applying regulatory requirements related to interim reporting and developing familiarity with the specific disclosure requirements for interim financial statements, including interim reporting formats and content.
- Focusing on non-financial aspects such as environmental impact, social responsibility, and human capital and will be well-equipped to effectively measure, report, and communicate the value created by an organization across its various stakeholders, contributing to greater transparency, accountability, and sustainability in business practices.
- Understanding the conceptual underpinnings of social accounting, including its purpose, scope, and stakeholders and equipping individuals with the skills and knowledge necessary to understand, analyze, and communicate the social and environmental impact of an organization.
- Students will be able to effectively assess, report, and communicate corporate governance practices

**Unit I: Introduction to Financial Reporting****Lectures: 02**

**Unit II:** Specific Issues in Financial Reporting—Historical Cost and Fair Value Accounting, Current Purchase Power Accounting, Current Cost Accounting, Monetary Working Capital Adjustment.

**Lectures: 06**

**Unit III:** Segment Reporting—Nature, Benefits and Arguments, Segmentation and Business Activities, Market Structure, Reportable Segments, Primary Reporting Formats.

**Lectures: 06**

**Unit IV:** Interim Reporting—Need, SEBI's Guidelines, Problems and Practices.

**Lectures: 04**

**Unit V:** Value Added Reporting—Concept, Value and Utility, Economic Value Added.

**Lectures: 04**

**Unit VI:** Human Resource Accounting and Reporting—Concepts, Methods, Value Accounting.

a. Hermanson Model, b. Giles & Robinson Model, c. Lev & Schwartz Model, d. Ogan Model, e. Jaggi & Lau Model

**Lectures: 12**

**Unit VII:** Managerial Role-Acquisition, Development, Allocation, Conservation, Capital Budgeting and Limitations.

**Lectures: 06**

**Unit VIII:** Social Accounting & Reporting—Introduction, Scope and Contribution, Measurement of Social Cost and Benefits, Surrogate Valuation, Appraisal, Analysis and Audit.

**Lectures: 07**

**Unit IX:** Environmental Accounting and Reporting—Concept, Incentives, Disincentives, Environmental Cost, Guidelines for Reporting.

**Lectures: 06**

**Unit X:** Corporate Governance Reporting—Concept, Benefits, Developments, Mandatory and Non Mandatory Requirements, Corporate Governance Structures and its Roles, Various Government Policies.

**Lectures: 07**

**Recommended Books**

1. Corporate Financial Reporting—M. Saeed
2. The Reporting—Manoj Kumar Singh
3. Corporate Financial Reporting—Jawahar Lal

**Note: Latest edition of textbooks may be**

**CORE COURSE – C6****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40*****Instructions to Question Setter for*****Mid Semester Examination (MSE):**

*There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.*

**End Semester Examination (ESE):**

*There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of 15 marks each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**CORPORATE GOVERNANCE****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objectives:** This course provides the knowledge of corporate governance and its importance for the corporate sector. Different parameters of the governing systems are also discussed for proving knowledge of application.

**Course Learning Outcomes:**

- Developing knowledge of foundational principles and theories of corporate governance.
- Understanding the roles, responsibilities, and duties of key stakeholders, including boards of directors, executives, shareholders, and regulators.
- Understanding the diverse range of stakeholders affected by organizational activities, including employees, customers, suppliers, local communities, and the environment.
- Knowledge of foundational principles and theories of CSR, including the triple bottom line (economic, social, and environmental), stakeholder theory, and sustainable development goals.
- Knowledge of foundational principles and theories of corporate governance, including accountability, transparency, fairness, and responsibility.

**Unit I:** Introduction to Corporate Governance**Lectures: 02****Unit II:** Social Responsibility**Lectures: 03****Unit III:** Professional and Social Responsibility**Lectures: 03****Unit IV:** Corporate Governance and Social Accounting.**Lectures: 06****Unit V:** Auditing and Reporting.**Lectures: 06****Unit VI:** Corporate Social Responsibility.**Lectures: 07****Unit VII:** Contribution of NGO's to Corporate Social Responsibility.**Lectures: 05****Unit VIII:** Corporate Governance Standard and Practices.**Lectures: 07****Unit IX:** Corporate Governance Code.**Lectures: 04****Unit X:** Recommendation of National Committee on Corporate Governance**Lectures: 08****Unit XI:** The Legislations**Lectures: 09**

- The Air (Prevention and Control of Pollution) Act 1981
- The Water (Prevention and Control of Pollution) Act 1974
- Related Sections of Indian Companies Act 1956
- Listing Agreement of SEBI
- Related Government Orders/Notifications

**Recommended Books**

1. Corporate Governance-Code Systems, Standards and Practices—Subhash Chandra Das
2. Corporate Governance in India-An Evolution—Subhash Chandra Das

**Note: Latest edition of textbooks may be used**

**CORE COURSE – C7****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for  
Mid Semester Examination (MSE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

**End Semester Examination (ESE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No. 1 will be very short type** of consisting of ten questions of 1 mark each. **Question No. 2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six question of 15 marks each, out of which any four are to answer.

**Note:** There may be subdivision in each question asked in Theory Examinations.

**PUBLIC RELATIONSHIP MANAGEMENT****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objectives:** Provides knowledge about the importance of public relation by the application of various tools. Different situational focuses are also elaborated for providing knowledge of application of public relationship management.

**Course Learning Outcomes:**

- Grasping the basic principles, theories, and concepts of public relations, including its role in organizations, society, and the media landscape.
- Developing strong written and verbal communication skills to craft effective press releases, speeches, pitches, and other communication materials. This includes clarity, persuasiveness, and adaptability to different audiences.
- Understanding how to build and maintain relationships with journalists' other media professionals and other stakeholders which involves pitching stories, arranging interviews, and managing media inquiry.

**Unit I:** Introduction to Public Relation**Lectures: 03****Unit II:** Corporate interest in Public Relation.**Lectures: 03****Unit III:** Public Relation Agencies—Growth and Challenges.**Lectures: 02****Unit IV:** Process and Practice of Public Relation—Environment Scanning, Target Publics, Right to Information.**Lectures: 05****Unit V:** Create a communication Plan, Communication and Media Strategies, Communication Message and Transmission Strategies, Resistance to Change, Mass Communication, Evaluation the impact of PR Plan and its Process, Public Relation Audit.**Lectures: 08****Unit VI:** Negotiation Skills and Public Relation—Process and Conflict.**Lectures: 03****Unit VII:** Marketing PR and Integrated Marketing Communication.**Lectures: 03****Unit VIII:** Customer Relation—Public Relation and Customer satisfaction.**Lectures: 03****Unit IX:** Dealer Relations—Objectives of Good Relationship and Communication.**Lectures: 03****Unit X:** Vendor Relations—Objectives and Importance of PR for Vendor.**Lectures: 03****Unit XI:** Employee Public Relations—Characteristics and Management Objectives.**Lectures: 03****Unit XII:** Media Relations—Networking, Assistance and Norms, Press Conference.**Lectures: 03****Unit XIII:** CSR and Community Relations—Objectives, Community Networking and Media.**Lectures: 03****Unit XIV:** Corporate Image & Identity Management—Definition, PR Role and Image Management, Corporate Advertising—Advertising Credibility, Objectives, Types, Media Management.**Lectures: 03****Unit XV:** Process, Identity Mix, Identity and Image Relationship, Legal aspects of Corporate.**Lectures: 06****Unit XVI:** Investors Relations—Introduction, Objective, Role, Responsibility and Communication**Lectures: 03****Unit XVII:** Event Management—Objective, Types, Classification, Public Relation application in organizing an Event.**Lectures: 03****Unit XVIII:** Crisis Management—Definition, Kinds, Ten Commandants and PR application.**Lectures: 03**

**Unit XIX:** Government and PR—Objectives, Agencies, Private and Public Sector, PR problem related with Government. **Lectures: 03**

**Unit XX:** PR and Lobbying—Definition and Nature of Lobbyists, Pressure Group and PR role in lobbying **Lectures: 03**

**Unit XXI:** Ethics in Public Relation—Legal aspects, Ethical Code, IPR Code for PR, ASCI Code.

**Lectures: 03**

**Unit XXII:** Public Relation Agency—Definition, Functions, Selection, Structure and Audit **Lectures: 03**

**Recommended Books**

1. Management of Public Relation & Communication—Sailesh Sengupta
2. Public Relations—Shrutika Kasor
3. Public Relations-Principles and Practices—Iqbal S. Sachdeva

**Note: Latest edition of textbooks may be used**



**GENERIC ELECTIVE (GE 3A)****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40*****Instructions to Question Setter for  
End Semester Examination (ESE):***

*There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks. Group B will contain descriptive type six question of 20 marks each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**CONSUMER BEHAVIOR****Theory: 75 Lectures; Tutorial: 15 Lectures**

**Objectives:** For providing behavioral aspects of consumers by identifying various elements. It also develops the students' concepts about the application of behavioral tools in the buying process of the consumer.

**Course Learning Outcome:**

- Familiarity with cross-cultural differences in consumer behavior.
- Ability to analyze consumer attitudes and beliefs toward products, brands, and marketing messages, and to develop strategies to influence and change consumer attitudes.
- Understanding of factors that contribute to consumer satisfaction and loyalty.
- Understanding of the stages of the consumer decision-making process.

**Unit I:** Introduction to Consumer Behavior—Meaning, Definition, Influencing Factors, Advantages & Disadvantages, Scope and Application. **Lectures: 08**

**Unit II:** Introduction to Consumer Behavior Model: Howard Model, Engel Blackwell Model, Jagdish Sheth Model, Model of Industrial Marketing. **Lectures: 06**

**Unit III:** Diffusion of Innovations—Meaning & Process, Attributes, Adoption Process, Cultural aspects of different Habitual, Gender and Age Group **Lectures: 05**

**Unit IV:** Consumer Motivation- Concept and Different Theories of Motivation. **Lectures: 04**

**Unit V:** Buying Behavior—Nature, Attitude, Personality, Freudian Theory, Life Style Concept. **Lectures: 05**

**Unit VI:** Consumer Psychographics—Meaning & Definition, Variables and Applications. **Lectures: 05**

**Unit VII:** Influential Factors—Meaning & importance; Definition, Social and Economic Class, Family and its Role-Life Cycle of Family, Role in the decision making process, Diffusion of Innovations, Group Dynamics Consumer Reference. **Lectures: 06**

**Unit VIII:** Organizational Buying Behavior—Meaning & importance; Definition, Models of Industrial Business and Service Sector Buying Behavior. **Lectures: 06**

**Unit IX:** Consumer involvement & importance; Decision making—Definition, Antecedents, Strategic Implications, Consumer Involvement Model. **Lectures: 05**

**Unit X:** Information Search & importance; Processing—Definition, Factors, Stages. **Lectures: 04**

**Unit XI:** E-Commerce & Consumer behavior—Def., Operation, Sales and Advertising Methods. **Lectures: 06**

**Recommended Books**

1. Consumer Behavior—P. C. Jain & Monika Bhatt
2. Consumer Behavior—M. Vohra
3. Consumer Behavior—Schiffman L. G
4. Consumer Behavior—Blackwell
5. Consumer Behavior—P. C. Jain

**Note: Latest edition of textbooks may be used**

**GENERIC ELECTIVE (GE 3B)****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40*****Instructions to Question Setter for  
End Semester Examination (ESE):***

*There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks. Group B will contain descriptive type six question of 20 marks each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**E – COMMERCE****Theory: 75 Lectures; Tutorial: 15 Lectures**

**Objectives:** The basic purpose of this paper is to familiarize the students with the preliminary aspects of ecommerce.

**Course Learning Outcome:**

- Students will gain a comprehensive understanding of e-commerce concepts, models, technologies, and trends.
- Capability to design, develops, and manages e-commerce websites and online stores.
- Knowledge of supply chain management principles and practices in the context of e-commerce, including inventory management, order fulfillment, logistics, and last-mile delivery, to ensure efficient and timely product delivery to customers.
- Understanding of electronic payment systems, payment gateways, and online transaction security mechanisms.
- Knowledge of mobile commerce trends, technologies, and best practices.

**UNIT I: E-commerce and its Technological Aspects:** Overview of developments in Information Technology and Defining E-Commerce: Introduction, meaning, concept, scope of E commerce, Electronic Market, Electronic Data Interchange, Internet Commerce, Benefits and limitations of E-Commerce, produce a generic framework for E-Commerce, Architectural framework of Electronic Commerce, Web based E Commerce Architecture.

**Lecture: 12**

**UNIT II: Consumer Oriented E Commerce E-Retailing:** Traditional retailing and e retailing, Benefits of e retailing, Key success factors, Models of e retailing, Features of e retailing. E-Marketing: Business to Business (B2B), Business to customer (B2C) e-commerce; Online Sales force, On line Service & Support.

**Lecture: 08**

**UNIT III: E services:** Categories of e-services, Web-enabled services, matchmaking services, Information-selling on the web, e entertainment, Auctions and other specialized services. Business to Business Electronic Commerce.

**Lecture: 08**

**UNIT IV: Electronic Data Interchange:** Benefits of EDI, EDI technology, EDI standards, EDI communications, EDI Implementation, EDI Agreements, EDI Security. Electronic

Payment Systems, Need of Electronic Payment System: Study and examine the use of Electronic Payment system and the protocols used, Study Electronic Fund Transfer and secure electronic transaction protocol for credit card payment. Digital economy: Identify the methods of payments on the net - Electronic Cash, cheques and credit cards on the Internet.

**Lecture: 12**

**UNIT V: Security in E Commerce:** Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption, Protecting Web server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server. Legal Aspects of e-commerce, Security issues of e-commerce: Firewall, E-locking, Encryption; Cyber laws - aims and salient provisions; Cyber laws in India and their limitations.

**Lecture: 10**

**UNIT VI: Issues in E Commerce:** Understanding Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas, Candidate Ethical Principles Privacy and Information Rights: Information collected at E-Commerce Websites, The Concept of Privacy, Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance.

**Lecture: 10**

**Recommended Books**

1. Agarwala, K.N. and D. Agarwala -Business on the Net: What's and How's of E-Commerce, McMillan
2. Ravi Kalkota -Frontiers of E-Commerce, TMH
3. O'Brien J. -Management Information System, TMH
4. Oberoi, Sundeep -E-Security and You, TMH
5. Young, Margret Levine -The complete reference to Internet, TMH

**Note: Latest edition of textbooks may be used**

**SKILL ENHANCEMENT COURSE (SEC 1)****(Credits: Theory-02)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE = 40****Instructions to Question Setter for  
End Semester Examination (ESE):**

*There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks. Group B will contain descriptive type six question of 20 marks each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**RESEARCH METHODOLOGY & QUANTITATIVE TECHNIQUE****Theory: 30 Lectures**

**Objectives:** It develops the understanding about the various aspects of research and its applications. The application of data and its importance are also providing the knowledge about the research systems with data.

**Course Learning Outcomes**

After completion of this course students will gain knowledge regarding

- Have a comprehensive understanding of research methodology, data collection techniques, and hypothesis testing.
- Be equipped to design research studies, collect relevant data, analyze data using various statistical methods, and interpret results.
- Be able to use quantitative techniques and tools, such as measures of central tendency, probability distributions, and regression analysis, to draw meaningful conclusions.
- Be proficient in using MS Excel for data analysis, preparing data for research, and presenting findings through reports.
- Develop the necessary skills to conduct independent research and present results in a structured and professional manner, both in written reports and presentations.

**Research Methodology****Lectures: 12**

**Unit I:** Research - meaning, objective & types.

**Unit II:** Research design - meaning, features of a good design.

**Unit III:** Methods of data collections.

**Unit IV:** Attitude measurement & Scales.

**Unit V:** Test of Hypothesis-Parametric & Nonparametric Tests.

**Unit VI:** Interpretation

**Unit VII:** Report writing.

**Quantitative Technique****Lectures: 18**

**Unit VIII:** Measures of Central Tendency - Arithmetic Mean, Median and Mode.

**Unit IX:** Measures of Variations - Range, Quartiles, Mean Deviation and Standard Deviation

**Unit X:** Index Number

**Unit XI:** Time Series

**Unit XII:** Use of MS Excel in Data Analysis, Correlation & Regression Analysis

**Recommended Books:**

1. Research Methodology—R. Panneerselvam
2. Quantitative Techniques—C. R. Kothari
3. Quantitative technique—C. Satyadevi
4. Mass Media Research—Roger D. Wimmer & Joseph R. Dominick

**Note: Latest edition of textbooks may be used**

-----END OF SEM III-----

**Semester – IV****6 Papers****CORE COURSE – C8****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40*****Instructions to Question Setter for*****Mid Semester Examination (MSE):**

*There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.*

**End Semester Examination (ESE):**

*There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of 15 marks each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**HUMAN RESOURCE MANAGEMENT****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objectives:** Provides knowledge about the importance of human resource management with its various applicable systems. This subject considers the strategic system of human resource management with its various propositions and lay down the productive system of human resource management.

**Course Learning Outcomes:**

- Prepares to handle various HR functions, contribute to organizational success, and foster a positive work environment.
- To acquire skills in sourcing, attracting, assessing, and selecting qualified candidates for job vacancies. This includes understanding recruitment strategies, conducting interviews, evaluating resumes, and utilizing selection tools and techniques.
- Learn how to assess training needs, design and deliver training programs, and evaluate training effectiveness to enhance employee skills and competencies.
- Able to conduct performance appraisals, identifying development opportunities, and managing performance-related issues.
- Gain knowledge of compensation principles and practices, including job evaluation, salary structures, incentive systems, and benefits administration. competitive compensation packages to attract and retain talent.
- Gain understanding of motivation and develop the knowledge and skills needed to apply motivational theories effectively in various personal and professional contexts.
- Learning about employee relations strategies, conflict resolution techniques, and labor law regulations. Students should understand employee rights, disciplinary procedures, grievance handling, and the role of unions in the workplace.

**Unit I:** Introduction to Human Resource Management—Similarities and differences between Personnel Management and Human Resource Management. **Lectures: 02**

**Unit II:** Evolution of Human Resource Management—Human Relation and Industrial Relation Movements, emergence of Contemporary HR, Strategic Focus Era and Functions of HRM. **Lectures: 03**

**Unit III:** Job Design and Motivation—Job Rotation, Job Enlargement, Job Enrichment, Job Simplification, shorter workweek and flexi time, new trends. **Lectures: 03**

**Unit IV:** Empowerment - Types, Elements, Importance, Characteristics of Labor market. **Lectures: 03**

**Unit V:** Recruitment —Meaning, Definitions, Sources of Recruitment **Lectures: 03**

**Unit VI:** Selection-Meaning, Selection Procedure. **Lectures: 03**

**Unit VII:** Interview- Meaning, Definitions, Importance, Types **Lectures: 03**

**Unit VIII:** Placement and Induction—Introduction; Transfers-Meaning, Objectives, Types; Promotion-Meaning, Features, Purpose, Types; and Demotion-Meaning, Types, Causes, Success and Career System. **Lectures: 05**

**Unit IX:** Performance Appraisal—Evolution, Definition, Uses, Process, Methods, Merit Rating.

**Lectures: 04**

**Unit X:** Motivation- Meaning, Process, Motivation Theories (Maslow, Herzberg, Vroom, Alderfer, McGregor).

**Lectures: 06**

**Unit XI:** Leadership—Definition, Importance, Nature, Levels, Types, Managerial Grid, Reddin's 3D Models of Leadership, Power-Meaning and Bases of Power and Politics-Meaning, Reasons for Organizational Politics.

**Lectures: 05**

**Unit XII:** Training and Development—Introduction, Difference Between Training and Development; Training-Meaning, Methods; Development-Meaning, Methods; Induction- Meaning, Objectives, Methods, Management Development Programme.

**Lectures: 06**

**Unit XIII:** Organizational Culture and Employee Behavior—Introduction, Evolution Meaning and Types, Maintaining uniform Culture.

**Lectures: 04**

**Unit XIV:** Compensation Administration—General and Executive Compensation, Pricing Evaluated Job, Merit Rating in Wage Programme.

**Lectures: 04**

**Unit XV:** Human Resource Information System—Introduction, Job Information, Job Families, Competence, Organizing HR department.

**Lectures: 03**

**Unit XVI:** Human Resource Accounting—Introduction, Nature and Objectives, Models of HR Accounting.

**Lectures: 03**

**Recommended Books:**

1. Human Resource Development and Management—Biswanath Ghosh
2. Human Resource Management-Principle and Practice—P. G. Aquinas
3. Human Resource Management—Ashwathappa

**Note: Latest edition of textbooks may be used**

**CORE COURSE – C9****(Credit: Theory:05 + Tutorials:01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for  
Mid Semester Examination (MSE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

**End Semester Examination (ESE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No. 1 will be very short type** of consisting of ten questions of 1 mark each. **Question No. 2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six question of 15 marks each, out of which any four are to answer.

**Note:** There may be subdivision in each question asked in Theory Examinations.

**COMPANY SECRETARIAL PRACTICE****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objectives:** The objective of the course is to impart basic knowledge of the provisions of the Companies Laws and the Depository Laws along with relevant case laws.

**Course Learning Outcomes:**

- Developing responsibilities aimed at ensuring a company complies with legal and regulatory requirements.
- Gain an understanding of the legal frameworks governing corporations, including company law, corporate governance principles, and regulatory compliance.
- Develop knowledge of company law requirements, including incorporation procedures, filing obligations, and compliance with statutory regulations.
- Capability to provide support to the board of directors, including facilitating board meetings, drafting agendas, recording minutes, and ensuring proper communication between the board and management.
- Knowledge of share capital and managing shareholder relations, including organizing shareholder meetings, managing proxies, and communicating effectively with shareholders on corporate matters.
- Develop knowledge about rights and obligations of depositories, participants, Issuers and Beneficial Owners, Inquiry and Inspections, Penalty.

**Unit I:** Introduction, Characteristics of a company, concept of lifting corporate veil, Types of companies, association not for profit, illegal association, Formation of company- Promoters their legal position, pre-incorporation contract and provisional contracts. Documents-Memorandum of Association, Articles of Association, Doctrine of Construction Notice and Indoor Management, prospectus and Book of Building process.

**Lectures: 12**

**Unit II:** Share Capital-issue, allotment and forfeiture of share, transfer & transmission of shares, buyback, share certificate and share warrant, Members and shareholder-their rights and duties, shareholders' meetings, kinds, convening and conduct of meetings, AGM, EGM, Statuary Meeting & Class meetings.

**Lectures: 10**

**Unit III:** Management-Directors, classification of directors, disqualifications, appointment, legal position, powers and duties, disclosures of interest, removal of directors, board meetings, key managerial personnel and remuneration, dividend provisions and issue of bonus shares, Investigations, Audit and accounts.

**Lectures: 10**

**Unit IV:** Winding up concepts and modes of winding up Emerging issues in company law: Postal Ballot, Small Shareholders on Board, Directors Identity Number (DIN), Corporate Identity Number (CIN), MCA-21, Online Filling of Documents, Online Registration of Company, National Company Law Tribunal (NCLT), Limited Liability Partnership (LLB), Insider Trading, Rating Agencies, Producer Company-concept and formation.

**Lectures: 12**

**Unit V:** Depository Act 1996: Definitions, Rights and Obligations of Depositories, Participants, Issuers and Beneficial Owners, Inquiry and Inspections, Penalty. **Lectures: 08**

**Unit VI:** Secretarial Audit: Meaning, Objectives and Scope, Process, Applicability and Approaches to conduct Secretarial audit, Forensic audit. **Lectures: 08**

**Recommended Books:**

1. Company Law—Ashok K. Bagrial
2. Corporate laws—M. C. Kuchhal
3. Corporate Laws—Indrajeet Dagar and Anurag Agnihotri
4. Company Law—G. K. Kapoor and Sanjay Dhamija
5. Manual of Companies Act, Corporate Laws and SEBI Guidelines—Bharat Law House

**Note: Latest edition of textbooks may be used**



**CORE COURSE – C10****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for  
Mid Semester Examination (MSE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

**End Semester Examination (ESE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No. 1 will be very short type** of consisting of ten questions of 1 mark each. **Question No. 2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six question of 15 marks each, out of which any four are to answer.

**Note: There may be subdivision in each question asked in Theory Examinations.**

**COUNSELLING & NEGOTIATION MANAGEMENT    Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objectives:** It provides the knowledge of counseling and negotiation with its importance for the different organizations. The situational aspects are also described for proper practical understanding.

**Course Learning Outcomes:**

- To develop an understanding of various counseling techniques, such as active listening, empathy, and rapport-building, to effectively engage with clients and facilitate positive outcomes.
- To gain a solid understanding of the theoretical foundations of the counseling approach being studied including knowledge of key concepts, principles, and assumptions are underlying the approach.
- To demonstrate an understanding of the sequential stages of the counseling process, including initial assessment, goal setting, intervention, and termination.
- To adept at managing conflicts constructively, fostering positive relationships, and promoting collaborative problem-solving and decision-making in diverse personal and professional settings.
- Developing the knowledge, skills, and competencies needed to effectively manage employee performance and achieve organizational goals.
- Developing the knowledge, skills, and attitudes necessary to navigate ethical dilemmas, uphold professional standards, and ensure the welfare of clients.
- Develop a comprehensive understanding of negotiation concepts and principles.
- Learn how to prepare for negotiations effectively, including setting clear objectives, conducting research, identifying interests and priorities, and developing negotiation strategies and tactics.

**Counseling****Unit I:** Introduction to Counseling.**Lectures: 02****Unit II:** Approaches to Counseling.**Lectures: 05****Unit III:** Goals of Counseling.**Lectures: 02****Unit IV:** Process and Procedure of Counseling.**Lectures: 06****Unit V:** Counseling skills and its role in conflict management.**Lectures: 04****Unit VI:** Changing Behavior through Counseling.**Lectures: 03****Unit VII:** Organizational Application of Counseling Skills.**Lectures: 02****Unit VII:** Dealing with subordinates' problem.**Lectures: 02****Unit VIII:** Performance Management.**Lectures: 03****Unit IX:** Behavior abuse and counseling management.**Lectures: 05****Unit X:** Ethics in counseling.**Lectures: 03****Negotiation****Unit XI** Introduction to Negotiation**Lectures: 02****Unit XII:** Rule of Negotiation**Lectures:04****Unit XIII:** Negotiation Style and Tactics.**Lectures: 04**

**Unit XIV:** Salary Negotiation.

**Lectures: 03**

**Unit XV:** Cross Cultural Negotiation.

**Lectures: 04**

**Unit XVI:** Negotiation and Ethics.

**Lectures: 06**

**Recommended Books**

1. Counseling Skills for Managers—Kavita Singh
2. Negotiation Tool Kit—Roger J. Volkema

**Note: Latest edition of textbooks may be used**

**GENERIC ELECTIVE (GE 4A)****(Credit: Theory:05 + Tutorials:01=06)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40*****Instructions to Question Setter for  
End Semester Examination (ESE):***

*There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks. Group B will contain descriptive type six question of 20 marks each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**BUSINESS ETHICS****Theory: 75 Lectures; Tutorial: 15 Lectures**

**Objectives:** This course introduces the importance of ethics in business. Students focus on the significance of ethics to stakeholder, examine who bears responsibility for monitoring ethics and explore ethical situation common in organization.

**Course Learning Outcomes:**

- Aims to develop the knowledge, skills, and attitudes necessary to understand ethical issues in business and make ethical decisions.
- To learn ethical decision-making models and frameworks, such as the ethical decision-making process or the four-component model of ethical decision-making, and practice applying these models to real-world business scenarios to identify ethical issues, consider alternatives, and make ethically sound decisions.
- To understand the concept of corporate social responsibility (CSR) and its importance in business ethics, including the responsibilities of businesses to stakeholders, society, and the environment, and the role of CSR in creating sustainable business practices.
- To focus on developing an understanding of the ethical considerations and responsibilities associated with intellectual property rights, particularly patents.
- Focus on developing an understanding of ethical principles, values, and practices within the context of Indian corporate culture and business environment.

**Unit 1:** Meaning and Nature of Ethics, Moral and Ethics: Importance of Ethics, Types of Ethics, Causes of Unethical Behavior. **Lectures: 08**

**Unit 2:** Meaning Nature and Importance of Business Ethics, Types of Business Ethics, Factors Influencing Business Ethics, Corporate Ethics: Ethical Behavior and Audit of Ethical Behavior **Lectures: 10**

**Unit 3:** Individual Ethics, Professional Ethics, Gandhian Philosophy of Ethical Behavior, Social Audit, Concept of Globalization and Global Business Network, Relationship among Business, Business Ethics and Business Development. **Lectures: 10**

**Unit 4:** Developing Business System Ethics relating to Ethics in Global Economy, Marketing Ethics in Foreign Trade, Role of Business Ethics in Developing Civilized Society, Concept of Corporate Social Responsibility. **Lectures: 10**

**Unit 5:** Relationship between CSR and Business Ethics, Justice and Economic Environment Protection, Business Ethics and Consumer Protection, Business Ethics and Social Justice. **Lectures: 10**

**Unit 6:** Arguments for and against Corporate Social Responsibility, Meaning of Functional Ethics, Types of Ethics according to Functions of Business (Marketing and HRM), Types of Ethics according to Functions of Business (Purchase, Selling and Distribution). **Lectures: 10**

**Unit 7:** Patents, Copy-rights, Intellectual Property rights, Trade Marks, and Business Ethics, Ethical Value System. **Lectures: 10**

**Unit 8:** Indian Values and Ethics, Business Ethics, Ethics and Corporate Excellence, Indian and Global Case Studies. **Lectures: 07**

**Books and references**

1. Business Ethics - O.C. Ferrell, John Paul Fraedrich, Linda Ferrell.
2. Business Ethics - Gautam Pherwani

3. Business Ethics - Prof. Agalgatti.
4. Governance ethics and social responsibility of business – Neeru Vasishth and Namita Rajput
5. Business Ethics: Concepts and Cases – Manuel G. Velasquez

**Note: Latest edition of textbooks may be used**

**GENERIC ELECTIVE (GE 4B)****(Credit: Theory:05 + Tutorials:01=06)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE =40****Instructions to Question Setter for  
End Semester Examination (ESE):**

*There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks. Group B will contain descriptive type six question of 20 marks each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**MEDIA MANAGEMENT& DIGITAL MARKETING      Theory: 75 Lectures; Tutorial: 15 Lectures**

**Objectives:** To understand the role of media in advertising and marketing with its advantages and disadvantages. The functional aspects are also to be understood for proper application of media in general and digital marketing system.

**Course Learning Outcomes:**

- To develop the knowledge, skills, and competencies necessary to effectively manage media campaigns, leverage digital platforms, and achieve marketing objectives in today's digital landscape.
- To develop a comprehensive understanding of the media industry, including traditional media (such as print, television, and radio) and new media (such as digital platforms and social media networks).
- To learn how to develop media plans and strategies to reach target audiences effectively, considering factors such as audience demographics, media consumption habits, budget allocation, and campaign objectives.
- To develop a comprehensive understanding of digital marketing channels, tools, and techniques, including search engine optimization (SEO), search engine marketing (SEM), social media marketing (SMM), email marketing, content marketing, and influencer marketing.
- Understand the principles of website optimization and user experience design, including optimizing website content, navigation, design, and functionality to enhance user engagement and conversion rates.

**Media Management**

**Unit 1: Introduction of Media Management** - Introduction, Definition & Types of Media, Selection of Media—TRP Rating, Prime Time Demand, Sponsored Events Demand, Cinema and Film Media.

**Lectures: 08**

**Unit 2: Print Media**-Definition, Growth and Development, Functions, Impact of Mass Media. **Lectures: 05**

**Unit 3: Electronic Media** - Electronic Invasion, Visual Communications, Visual Aids-Factors for selection and Using Guidelines, Advantages and Disadvantages of it. **Lectures: 05**

**Unit 4: Press Media** - Press Registrar, Rights and Responsibilities of the Press, Press Council of India-Objectives and Composition of the Council, Functions of the Council. **Lectures: 08**

**Digital Marketing**

**Unit I:** Introduction to Web Marketing and SEO -The Significance of Web Marketing, Internal Measures for SEO, Do and Don't for Web Content, Link Building, Introduction to Web Marketing Tools. **Lecture: 08**

**Unit II:** Introduction to Ad Words-Online Advertising and Search Engines, Ad Words overview, Creating and Managing Campaigns, Advanced Ad Words-KeyWord Planner, Product List Ads **Lectures: 05**

**Unit III:** Display Network-Advertising on Display Networks, Image Advertising, Mobile Advertising, Video Advertising, YouTube Advertising. **Lectures: 05**

**Unit IV:** Social Media Advertising- Creating Effective Content, Do and Don'ts for Social Media Advertising, Analyzing Target Audience. **Lectures: 05**

**Unit V:** E-Mail Marketing-Creating E-mail Campaigns, Effective strategies for E-mail Marketing **Lectures:03**

**Unit VI:** Social Networking Services (SNS)-Common uses for the SNS, the SNS Industry, Facebook Advertising, Introduction to Google Analytics, Tracking performances. **Lectures: 05**

**Unit VII:** Search Engine Marketing (SEM)-Campaigns include Google PPC, LinkedIn, YouTube Video, Face book Campaign, Benefits of Ad word compared to other Networks, Ad word setup, Creating, Planning, Deployment, etc.

**Lectures: 10**

**Unit VIII:** Social Media Optimization (SMO)-Social Media-Definition, Social Media Business, establishing your online identity, engaging your Audience, how to use Groups, Forums.

**Lectures: 08**

**Recommended Books:**

1. Media and Communication Management—C.S. Rayudu
2. Media & Advertising—C. D. Aggarwal
3. Media Management—Dr. Rakesh Kumar
4. Print Media and Electronic Media—Jitendra Kumar Sharma
5. Digital Marketing-Godfrey Parkin, Web Marketing- Eric Marrow.
6. Basics of Digital Marketing-Damian Rayan& Calvin Jones.

**Note: Latest edition of textbooks may be used**

**SKILL ENHANCEMENT COURSE (SEC 2)****(Credits: Theory-02)****Marks: 100 (ESE: 3Hrs)=100****Pass Marks Th ESE = 40*****Instructions to Question Setter for  
End Semester Examination (ESE):***

*There will be two groups of questions. Group A is compulsory and will contain three questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 & 3 will be short answer type of 5 marks. Group B will contain descriptive type six question of 20 marks each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**BUSINESS ECONOMICS****Theory: 30 Lectures**

**Objectives:** This course intends to expose the student to the basic concepts in economics, in both micro and macroeconomic system.

**Course Learning Outcomes:**

- To focus on developing the knowledge, skills, and abilities necessary to analyze economic concepts and principles within the context of business decision-making.
- To develop a solid understanding of fundamental economic principles, theories, and concepts, including supply and demand, opportunity cost, marginal analysis, elasticity, and market structures.
- To develop skills in cost analysis, including fixed costs, variable costs, total costs, average costs, and marginal costs, and learn how to make pricing decisions based on cost considerations, market conditions, and competitive dynamics.
- Developing the knowledge, skills, and abilities necessary to analyze pricing strategies, determine optimal pricing decisions, and understand the economic principles underlying pricing behavior.
- Develop a solid understanding of the concepts of demand and supply, including the law of demand, the law of supply, demand curves, supply curves, determinants of demand, and concept of elasticity.

**Unit I:** Introduction–Basic concepts, Economic rationale of optimization, Nature and scope of business economics, Macro and Micro economics, Basic problems of an economy, Marginalize, Equi-marginalize, Opportunity cost principle, Discounting principle, Risk and uncertainty. Externality and trade-off, Constrained and unconstrained optimization, Economics of Information, Theory of Utility - Theory of utility, cardinal and ordinal utility theory, law of diminishing marginal utility, law of Equi-marginal utility, indifference curves, consumer equilibrium, consumer surplus. Introduction to national, global, geopolitics and circular economy.

**Lectures: 13**

**Unit II:** Concept of Demand and Supply - Different concepts of demand, demand curve, Determinants of demand, Law of demand, Demand forecasting methods, Market equilibrium, Concepts of elasticity. Concept of supply, supply curve, Conditions of supply, Elasticity of supply, Economies of scale and scope.

**Lectures: 08**

**Unit III:** Inflation, Deflation and Hyperinflation: Types, measurements and remedies.

**Lectures: 05**

**Unit IV:** Pricing in different Market Structures - Market – Types – Structures –Features - Price determination (long run and short run) in Perfect Competition, Monopoly, Monopolistic and Oligopoly markets, pricing strategies.

**Lectures: 04****Recommended Books**

1. Managerial Economics and Financial Accounting—M. Kasi Reddy & S. Saraswati
2. Managerial Economics—K. P. M. Sunderam
3. Microeconomics—Robert S. Pindyck & Daniel L. Rubinfeld
4. Business Economics—K. Rajagopalachar
5. Principles of Economics—Case, E. Karl and Fair C. Ray

**Note: Latest edition of textbooks may be used**

-----END OF SEM IV-----

**Semester – V****4 Papers****CORE COURSE – C11****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40*****Instructions to Question Setter for*****Mid Semester Examination (MSE):**

*There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.*

**End Semester Examination (ESE):**

*There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of 15 marks each, out of which any four are to answer.*

**Note:** *There may be subdivision in each question asked in Theory Examinations.*

**STRATEGIC MANAGEMENT & BUSINESS POLICIES****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objective:** The most important aspects of business are strategic system and its applications at the various stages. Different models are analyzed thoroughly for proper understanding of business with its strategic application.

**Course Learning Outcome:**

- Students will gain a comprehensive understanding of strategic management concepts, theories, frameworks and tools.
- Expertise in conducting external environmental analysis.
- Ability to formulate business strategies that align with organizational goals and objectives, based on external and internal analysis.
- Knowledge of strategy implementation processes.
- Expertise in developing key performance indicators (KPIs), balanced scorecards, and other metrics to monitor and evaluate strategic performance.

**A. Strategic Management**

**Unit I:** Introduction to Strategies- Introduction; Objectives; Fundamentals of Strategy; Conceptual Evolution of Strategy; Scope and Importance of Strategies; Purpose of Business-Setting Goals(SMART), Objectives and tactics; Difference between Goals and Objectives of Business; Strategic Intent through Vision and Mission Statement; Core Competencies of Business, Analysis of mission for all the institutions, SWOT. **Lectures: 10**

**Unit II:** Strategic Management- Introduction; Need and Scope; Evolution and Development, Key Features of Strategic Management; Importance of Strategic Management; Role of Strategists in Decision Making, Strategist in various management levels; Types of Strategies-Corporate Level, Business Level, Tactical and Functional Level, Operational Level, Blue and Red ocean strategy, Ethical issue in strategic management. **Lectures: 10**

**Unit III:** Strategy Analysis- Meaning, Strategy Analysis and its Importance; Environmental Appraisal and Scanning-Need for Environmental appraisal, environmental Scanning Techniques, Competitive and Industry Analysis; Organizational Positioning and Strategic Advantage profile-BCG Business Portfolio Matrix, Igor Ansoff Growth Matrix, McKinsey/GE Growth Pyramid. **Lectures: 10**

**Unit IV:** Strategy Formulation & Implementation – Introduction, Strategic Formulation, Approach to strategic decision making process, Process in strategic formulation, Strategic implementation and its stages, Reasons, Strategy leadership and strategy implementation, Strategic business unit, SWOT. **Lectures: 10**

**Unit V:** Strategic control & Evaluation – Introduction, Strategy Evaluation, Strategic Control, Concept of Synergy and its meaning. **Lectures: 05**



**B. Business Policies**

**Unit VI:** Business Policies – Introduction, Objectives, Importance, Definition of policy, process, procedure and programmes, Types of Policies, Business policy statement. **Lectures: 05**

**Unit VII:** Business policy and Decision making – Introduction, Objective, Factors considering before framing business policies, steps involved in framing business policies, Policy cycle and its stages, Role of policies in retail strategy. **Lectures: 05**

**Unit VIII:** Business Continuity Plan – Introduction, Concept, steps in BCP, Business impact area, BCP and its influencing on policy making. **Lectures: 05**

**Unit IX:** Business investment strategy – Business plan and venture, Business investment strategies for new, existing, poor and faulty businesses. **Lectures: 05**

**Unit X:** Strategies for multinational corporation – Concept, Benefits of MNCs, Limitation of MNCs, Techniques employed by MNCs to manage market. **Lectures: 03**

**Unit XI:** Strategic Alliance – Concept, Types of strategic alliance and business decision, problems involved in strategic alliance. **Lectures: 04**

**Unit XII:** Role of creativity and innovation in business – Introduction, creativity, Innovation, Importance and challenges. **Lectures: 03**

**Recommended Books:**

1. Strategic Management—R. Srinivasan
2. Strategic Management—Keso Prasad
3. Essentials of Strategic Management—J. David Hunger & Thomas L. Wheelen
4. Strategic Management—Fred R. David
5. Strategic Management & Competitive Advantage—Jay B. Barney & W. S. Hesterly
6. Strategic Management—John Parnell

**Note: Latest edition of textbooks may be used**

**CORE COURSE – C12****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for  
Mid Semester Examination (MSE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

**End Semester Examination (ESE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No. 1 will be very short type** of consisting of ten questions of 1 mark each. **Question No. 2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six question of **15 marks** each, out of which any four are to answer.

**Note: There may be subdivision in each question asked in Theory Examinations.**

**CUSTOMER RELATIONSHIP MANAGEMENT****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objectives:** Developing awareness among the students about the importance of customer relationship management and its various applications for the business. By defining various tools of relationship management student is well versed with the application.

**Course Learning Outcomes:**

- Grasp the fundamental concepts, benefits, and goals of CRM.
- Gain knowledge of various market research methods used to study consumer behavior, such as surveys, focus groups, and observational studies.
- Learn the factors that contribute to consumer satisfaction and overall experience and to understand how to measure and enhance customer satisfaction to improve loyalty and retention.
- To contribute to a robust customer complaint management system that enhances customer satisfaction.
- To effectively implement and manage E-CRM systems to enhance customer relationships, improve satisfaction, and drive business success in the digital age.

**Unit I:** Meaning, Importance, Application in Marketing and Human Resources.

**Lectures: 05**

**Unit II:** Consumer Response and its Importance, Response in different Segments.

**Lectures: 06**

**Unit III:** Consumer Satisfaction and its affecting factors, Measurement methodology and Analysis. Advantages of it, Loyalty breaking and Reclaim of lost consumers, Management of Consumer Loyalty.

**Lectures: 05**

**Unit IV:** Organizational success factors of CRM.

**Lectures: 05**

**Unit V:** Complaint Management System, Classification and Advantages. Measurement System, Market Research Process, Desk Research and Field Survey and Report Preparation.

**Lectures: 09**

**Unit VI:** Types of Service Business, Characteristics and Segmentation, Generate Customer Satisfaction through services.

**Lectures: 06**

**Unit VII:** Measurement System, Market Research Process, Desk Research and Field Survey and Report Preparation.

**Lectures: 08**

**Unit VIII:** E-CRM—Need and Application and Performance Enhancement, Artificial Intelligence in CRM

**Lectures: 03**

**Unit IX:** CRM in B2B & B2C system

**Lectures: 03**

**Unit X:** Introduction to Application Service Provider (ASP) Who are ASPs? Their role and function, advantages and disadvantages of implementing ASP.

**Lectures: 05**

**Unit XI:** Impact of CRM on Marketing Channels Meaning, how does the traditional distribution channel structure support customer relationship, emerging channel trends that impact CRM.

**Lectures: 05****Recommended Books:**

1. Customer Relationship Management—R. K. Sugandhi
2. Electronic Customer Relationship Management—J. Fjermestad & N. C. Romano
3. Customer Relationship Management—Niranjan Pani & Sarbeswar Mohapatra

**Note: Latest edition of textbooks may be used**

**DISCIPLINE SPECIFIC ELECTIVE (DSE 1)****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40*****Instructions to Question Setter for******Mid Semester Examination (MSE):***

*There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.*

***End Semester Examination (ESE):***

*There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of 15 marks each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**COMPUTER APPLICATION IN OFFICE MANAGEMENT****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objective:** Computer knowledge is the most essential part of today's modern business operations. This subject provides the essential computer knowledge which is very much applicable in corporate office management. Various computer tools are discussing for proper understanding of different text.

**Course Learning Outcomes:**

- Ability to create, edits, and format text documents using MS Word.
- Understanding of basic formatting options such as font styles, sizes, colors, and alignment.
- To effectively use MS Word to create, format, collaborate on, and secure documents for a wide range of personal, academic, and professional purposes.
- Ability to navigate Excel interfaces and understands basic spreadsheet terminology.
- Proficiency in entering and editing data in cells, rows, and columns.
- To leverage MS Excel as a powerful tool for data analysis, management, and visualization.
- Ability to design visually appealing and engaging presentations using PowerPoint's layout, design, and formatting features.

**(A) Microsoft Word****Lectures: 20**

**1. Introduction:** MS Word Application Window, Working with documents, Opening and Saving the file, Closing of the file, Exploring the Ribbon, Quick Access Toolbar, and Navigation Pane, Formatting the text, Different tabs of word environment, Alignment to text, Line spacing and paragraph spacing, Bullets, numbering, and lists, Applying fonts, Spell checking, Consulting thesaurus, Assign character styles, Borders and shading, Printing your document, Creating and Printing Merged Documents, Character and Paragraph Formatting, Page Design and Layout, Editing tools, Auto correct, Auto format, Working with different Views, Find and Replace and its different options, Navigation of Page, Page numbering, Header and footer, Footnotes and endnotes, Splitting panes, Tiling of the documents, Using mail merge, Page setup, Proofing options, Format Painter, Compatibility options.

**2. Working systems:**

Tables- Working with tables, inserting rows and columns, deleting data from a table, Borders and Shading, converting text to a table, Sort table data, Creating Nested tables, Calculations in a table, merging cells, Drawing more complex tables. Graphics- Inserting Images from various sources, crop a graphic, sizing a graphic, Wrap text around graphics, insert a symbol, insert a word art/SmartArt object, creating a drawing. Charts- Different types of Charts, working with charts, create a graph, create a chart from a table, Modify a chart.

**(B) Microsoft Excel****Lectures: 25**

**1. Introduction:** Spreadsheet Concepts, MS Excel Interface, Creating, Workbook and Worksheet, Saving and Editing a Workbook, Inserting, Deleting Work Sheets, entering data in a cell, Using AutoFill and Flash Fill, Copying and Moving from selected cells, Find and Replace, Changing the size of rows and columns,

Adding and deleting rows and columns, inserting page breaks, Applying themes, Handling operators in Formulae, Functions: Mathematical, Logical, Statistical, Text, Financial, Date and Time functions.

**2. Working Systems:** Introduction to charts and graphs, creating charts in excel, modifying charts, Available chart types, Change the layout or style of a chart, select a predefined chart style, Change the layout and style of chart elements manually, save a chart as a chart template, Using Function Wizard, Formatting Cells (Different Cell Formats, changing data alignment, changing date, number, character or currency format, changing font, adding borders and colors, Merge and Wrap), Printing worksheets, applying Freeze Panes, Cell References- Relative and Absolute, Conditional Formatting, Pivot table, What-If Analysis- Goal seek, Data Tables and Scenario Manager, Applying Filters.

### **(C) Power Point**

**Lectures: 15**

**1. Introduction:** Concept and Uses of presentation package, PowerPoint interface, Creating, Opening and Saving Presentations, creating presentation from template, working in different views in Power point, working with Slides, Adding, duplicating, and deleting slides, changing slide layouts, Organizing Slides, Adding and Formatting Text, Formatting Paragraphs.

**2. Working Systems:** Drawing and Working with Objects, Applying Themes and Backgrounds, inserting shapes, pictures and SmartArt, Handling Tables, working with Charts and Graphs, Designing Slide Shows, Running and Controlling a Slide Show, Printing Presentations, Applying Transitions and Animation, Hyperlinks and Action Buttons, slide show, creating a Photon Album, Master Slides, creating photo album, rehearse timing and record narration, Inserting Videos and Audios.

### **Recommended Books:**

1. Microsoft Office 2007—Lawpoint
2. Fundamentals of Computers—V. Rajaraman
3. Computer Fundamentals—D. P. Nagpal
4. Information System and Data Processing Management—N. K. Verma
5. PC Software and IT Tools—Gautam Roy

**Note: Latest edition of textbooks may be used**

**DISCIPLINE SPECIFIC ELECTIVE (DSE 2)****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for  
Mid Semester Examination (MSE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

**End Semester Examination (ESE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No. 1 will be very short type** of consisting of ten questions of 1 mark each. **Question No. 2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six question of 15 marks each, out of which any four are to answer.

**Note: There may be subdivision in each question asked in Theory Examinations.**

**COMPUTER ACCOUNTING-TALLY****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objectives:** This subject enhances the student's knowledge in very specific area, which provides them extra knowledge about computer accounting system. Which is an essential part today's corporate accounting system.

**Course Learning Outcomes:**

- To achieve a high level of proficiency in using Tally software, including understanding its interface, features, and functionalities.
- Gain a deeper understanding of accounting principles such as double-entry book keeping, ledger management, journal entries, trial balance, financial statements preparation, etc.
- Develop accurate and efficient data entry skills, including entering transactions, creating vouchers, managing inventory, etc., using Tally software.
- Gain knowledge of taxation laws and compliance requirements relevant to business operations and learn how to manage tax-related tasks using Tally software.
- Understanding of inventory management concepts and proficiency in managing inventory using Tally software.
- Learn how to customize and configure Tally software according to specific business needs, including creating custom reports, invoice formats, etc.

**Unit I: Basic Accounts:** Starting Tally, Company Creation, Chart of Accounts Account Masters Voucher Entry in Single Mode, Accounts Master and Voucher Lists, Day Book Summaries, Consumer Accounts Voucher Register, Trial Balance, Bank Reconciliation Statement, Final Accounts, Report Printing, Multi Account System, Data Maintenance, Moving to new financial year.

**Lectures: 10**

**Unit II: Traders Accounts:** Customers & Suppliers Profile, Sales & Purchase Voucher Entry, Bill Register, Sale & Purchase Summary, Bill Reference Entry, Outstanding Report.

**Lectures: 10**

**Unit III: Basic Inventory:** Inventory Master, Inventory Voucher, Invoicing, Inventory Reports, Sales Purchase Analysis, Stock & Journal Reports & GST

**Lectures: 10**

**Unit IV: Advance Accounting:** Cost categories and cost center, Voucher Types, TDS, Budget and Scenarios, Interest Voucher Class, Foreign Currencies.

**Lectures: 10**

**Unit V: Data Management:** Security, Export of Data, Internet Connectivity, Import of Tally Data, Tally XCL ODBC Connectivity.

**Lectures: 10**

**Unit VI: Advance Inventory:** Features, Price List, Discount, Billing Terms, Export Invoice, Batch Details, Delivery Challan Orders, Invoice Voucher Class, Manufacturing.

**Lectures: 10**

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**Recommended Books**

1. Tally EPF9 – Ramesh Bangra
2. Tally ERP9 – A. K. Nadhani & K. K. Nadhani

**Note: Latest edition of textbooks may be used**

-----END OF SEM V-----

**Semester – VI****4 Papers****CORE COURSE – C13****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40*****Instructions to Question Setter for*****Mid Semester Examination (MSE):**

*There will be two groups of questions. Group A is compulsory and will contain five questions of very short answer type consisting of 1 mark each. Group B will contain descriptive type six questions of five marks each, out of which any four are to answer.*

**End Semester Examination (ESE):**

*There will be two groups of questions. Group A is compulsory and will contain two questions. Question No. 1 will be very short type of consisting of ten questions of 1 mark each. Question No. 2 will be short answer type of 5 marks. Group B will contain descriptive type six question of 15 marks each, out of which any four are to answer.*

*Note: There may be subdivision in each question asked in Theory Examinations.*

**MANAGEMENT INFORMATION SYSTEM****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objectives:** Management information is the most vital aspects of corporate management. Information enables th

**Lectures: 10**

e corporate sector for better performance and organization management. This subject fulfills these objectives for the students.

**Course Learning Outcomes:**

- Gain a comprehensive understanding of the fundamental concepts, principles, and components of information systems.
- Proficient in utilizing various information technologies and tools commonly used in business settings, such as databases.
- Learning data management techniques, including data collection, storage, retrieval, and analysis, is essential. This involves understanding databases, data warehousing, data mining, and techniques for data visualization.
- Comprehend the design, development, and implementation of decision support systems to assist managers in making informed decisions.
- Learning how to analyze, model, and redesign business processes using information systems to improve efficiency, productivity, and competitiveness within organizations.

**Unit 1:** Introduction—Evolution, Structure, Logical Foundations.

**Lectures: 05**

**Unit 2:** Organizational Systems—Introduction, Nature, Characteristics, Classification of data and Information Systems.

**Lectures: 06**

**Unit 3:** Organizing Information System, Absorption Process of MIS in the organization.

**Lectures: 05**

**Unit 4:** Communication Technology—Telecommunications and Computer Networking.

**Lectures: 10**

**Unit 5:** Database Technology—Database and Enterprise Management, File Processing Systems, Data independence, approach and architecture.

**Lectures: 10**

**Unit 6:** Decision Support Systems—Introduction, Definition, Evolution, Characteristics, Model Management.

**Lectures: 08**

**Unit 7:** System Analysis & Design—Introduction, Context, Development, Design, Requirement Analysis, Diagramming Technique and Feasibility Analysis.

**Lectures: 10**

**Unit 8:** MIS Report- Meaning, Benefits and Types of MIS Report, Components and Steps for preparing MIS Report.

**Lectures: 06****Recommended Books:**

1. Management Information System—Waman S Jawadekar
2. Management Information System—S. Sadagopan
3. Management Information System—Versha Mehta, A. S. Sudan & Sudhir Dawra

**Note: Latest edition of textbooks may be used**

**CORE COURSE – C14****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for  
Mid Semester Examination (MSE):**

*There will be two groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.*

**End Semester Examination (ESE):**

*There will be two groups of questions. **Group A is compulsory** and will contain two questions. **Question No. 1 will be very short type** of consisting of ten questions of 1 mark each. **Question No. 2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six question of 15 marks each, out of which any four are to answer.*

***Note: There may be subdivision in each question asked in Theory Examinations.***

**BUSINESS LEGISLATION FOR MANAGEMENT****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objectives:** The objective of the course is to impart basic knowledge of the important business laws along with relevant case law.

**Course Learning Outcomes:**

- Gain a comprehensive understanding of the legal frameworks that govern business operations, including laws related to contracts.
- Learn about the formation of contracts for the sale of goods, including the elements required for a valid contract, offer and acceptance, consideration, and capacity of parties.
- Gain a comprehensive understanding of the legal framework provided by the Sale of Goods Act within the broader context of contract law. This includes understanding the Act's provisions, scope, and its application to various types of sales transactions.
- Provide foundation in the legal principles and rules governing partnerships, equipping them with essential knowledge and skills for establishing, operating, and managing partnerships effectively and ethically.
- Learn about the different types of negotiable instruments, including promissory notes, bills of exchange, and cheques. Understand the characteristics and requirements of each type of instrument.
- Develop essential knowledge and skills for navigating the legal and regulatory landscape of information technology and electronic commerce, as well as addressing emerging challenges related to cyber security and data protection.
- Gain a comprehensive understanding of the legal framework provided by the Right to Information Act within the broader context of transparency and accountability in governance.

**Unit-I: Contract Law 1872:** Contract-meaning, characteristics, and kinds, Essentials of valid Contract- Offer and acceptance, consideration, contractual capacity, free consent, legality of objects, Void agreements, Discharge of contract-modes of discharge including breach and its remedies, Contingent contracts, Quasi contracts.

**Lectures: 08**

**Specific Contract:** Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency

**Lectures: 06**

**Unit-III: Sale of Goods act 1930:** Contract of sale, meaning and difference between sale and agreement to sell, Conditions and warranties, transfer of ownership in goods including sale by non-owners, Performance of contract of sale, Unpaid seller-meaning and right of an unpaid seller against the goods and the buyer.

**Lectures: 10**

**Unit-IV: Partnership Act, 1932:** Nature and Characteristics of Partnership, Registration of Firms, Types of Partners, Rights and Duties if Partners, Implied Authority of a Partner, Incoming and Outgoing Partners, Mode of Dissolution of Partnership. The Limited Liability Partnership Act, 2008: Salient features of LLP, Difference between LLP and Partnership, LLP and Company, LLP Agreement, Partner and designated

partners, Incorporation documents, Incorporation by Registration, Partners and their Relations, Winding up.

**Lectures: 10**

**Unit-V: Negotiable Instruments Act 1881:** Meaning and Characteristics of Negotiable Instruments: Promissory Note, Bill of Exchange, Cheque, Holder and Holder in due course, Privileges of Holder in due course, Negotiation, Types of Endorsements, Crossing of Cheque, Bouncing of Cheques. **Lectures: 08**

**Unit-VI: Information Technology Act 2000 (E-Commerce):** Governing Act, Objects, Application, Digital Signature, Asymmetric Cryptosystem, Electronic Governance, Electronic Records, Digital signature Certificate, Duties of Subscribers, Penalties and Adjudication, Cyber Regulations Appellate Tribunal, Compounding of Offences, Offences and Prosecution. **Lectures: 09**

**Unit-VII: Right to Information Act 2005:** Governing Act, Administration, right to Information, and Information Exempt from Disclosure and Non-disclosure, and Request for Information, Disposal of Request, Information related to Third Party, Public Authority, Obligations of Public Authorities, Public Information Officer, Central and State Information Commission, Complaints, Appeals, Offences and Penalties.

**Lectures: 09**

**Recommended Books:**

1. Business and Industrial Laws—P. P. S. Gogna
2. Business Law—Nabi Publication
3. Business Legislation for Management—M. C. Kuchhal and Deepa Prakash

**Note: Latest edition of textbooks may be used**



**DISCIPLINE SPECIFIC ELECTIVE (DSE 3)****(Credit: Theory: 05 + Tutorials: 01=06)****Marks: 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100****Pass Marks (MSE + ESE)=40****Instructions to Question Setter for  
Mid Semester Examination (MSE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

**End Semester Examination (ESE):**

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No. 1 will be very short type** of consisting of ten questions of 1 mark each. **Question No. 2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six question of 15 marks each, out of which any four are to answer.

**Note: There may be subdivision in each question asked in Theory Examinations.**

**ENTREPRENEURSHIP DEVELOPMENT****Theory: 60 Lectures; Tutorial: 10 Lectures**

**Objective:** This course provides students with a solid introduction to the entrepreneurial process of creating new businesses, role of Creativity and innovation in entrepreneurial start-ups; manage family-owned companies, context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial business.

**Course Learning Outcome:**

- Students will gain a comprehensive understanding of entrepreneurship as a concept.
- Ability to foster innovation and creativity in entrepreneurship.
- Expertise in identifying and evaluating entrepreneurial opportunities.
- Capability to develop comprehensive business plans and strategies for new ventures.
- Ability to conduct market research and develop marketing strategies.
- Knowledge of financial management principles and techniques for new ventures.
- Understanding of legal and regulatory requirements for starting and operating a business.
- Expertise in entrepreneurial leadership skills.
- Knowledge of networking strategies and relationship-building techniques to establish connections.

**Unit I: Entrepreneurial Management:** The evolution of the concept of entrepreneurship, John Kao's Model on Entrepreneurship, Idea generation, Identifying opportunities and Evolution, Building the Team/Leadership, Strategic planning for business, Steps in strategic planning, Forms of ownership-Sole proprietorship, partnership, limited liability partnership and corporation form of ownership, advantage/disadvantage, Franchising, advantages/disadvantages of franchising, types of franchise arrangements, franchise contracts, franchise evolution checklist, Financing entrepreneurial ventures, managing growth, Valuation of a new company, Harvesting and Exist strategies, Corporate Entrepreneurship. **Lectures: 24**

**Unit II: Entrepreneurship Creativity and Innovation:** Stimulating Creativity, Organizational actions that enhance/hinder creativity, Managerial responsibilities, Creative Teams, source of innovation business, managing organizations for innovation and positive creativity. **Lectures: 06**

**Unit III: Social Entrepreneurship:** Introduction to social entrepreneurship, Characteristics and role of social entrepreneurs, Innovation and Entrepreneurship in a social Context, Start-Up and early stage venture issues in creating and sustaining a Non-profits organization, Financing and Risks, Business Strategies and Scaling up. **Lectures: 08**

**Unit IV: Family Business and Entrepreneurship:** The entrepreneur, role and personality, family business, concepts, structure and kinds of family firms, culture and innovation of family firm, managing business, family and shareholder relationships, conflict and conflict resolution in family firms, managing leadership, succession and continuity, women's issues in the family business, encouraging change in the family business system. **Lectures: 12**

**Unit V: Financing the Entrepreneurial Business:** Arrangements of funds, traditional source of financing, Loan syndicating, Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions, Venture capital.

**Lectures: 10**

**Recommended Books:**

1. Burns, P.-Entrepreneurship and small business. New Jersey
2. Drucker, P. F-Innovation and entrepreneurship: Practice and principles, USA; Elsevier
3. Gersick, K.E., Davis, J.A., Hampton, M. M., &Lansberg, I.-Generation to generation: Life Cycle of the family business: Boston: Havard Business School Press.
4. Hisrich, R., & Peters, M.-Entrepreneurship, New Delhi: Tata McGraw Hill
5. Holt, D. H.-Entrepreneurship new venture creation. New Delhi:PHI
6. John Kao, Creativity & Entrepreneurship
7. Kaplan, J.-Patterns of Entrepreneurship. Wiley
8. Khandwalla, P.-Corporate creativity. New Delhi: Tata McGraw Hill
9. Mullins, J.-New business road test. New Delhi: PHI

**Note: Latest edition of textbooks may be used**

**DISCIPLINE SPECIFIC ELECTIVE (DSE 4)****(Credits: Theory-01, Tutorial-05)****Marks: 50 (Internal Evaluation)+50 (External Evaluation)=100 Pass Marks (Internal + External)=40****ON JOB TRAINING****Objectives:** To provide basic and hand on understanding of the industry.**On the Job Works for six to eight weeks at the Designated Organization recommended by the college.****Guidelines to Examiners for End Semester Examination (ESE Pr):**

Evaluation of project dissertation work may be as per the following guidelines:

Overall project dissertation may be evaluated under the following heads by External &amp; Internal Examiners Separately:

- **Motivation for the choice of topic = 05 marks**
- **Project dissertation design = 05 marks**
- **Literature Review = 05 marks**
- **Methodology and Content depth = 05marks**
- **Results, Discussion & Future Scope = 05 marks**
- **Presentation style = 10 marks**
- **Viva-voce = 15 marks**
- **Total Marks =50 x 2 =100**

**PROJECT WORK**

All student related to Specific discipline will undergo 'Training/Project' of minimum 6 weeks' duration in Semester-VI, related to area of their specialization. Student alone or in a group of not more than three, shall undertake one Project Dissertation approved by the Subject Teacher / H.O.D. of the Department/College concerned.

The progress of the Project Dissertation shall be monitored by the faculty members at regular intervals, and followed by internal and external viva exam of 50 marks each.

Training Schedule: The students will be allowed to work on any project based on the concepts studied in core /elective or skill based elective courses.

The Units imparting industrial exposure shall conduct formal induction sessions and emphasis on personality skills while acquainting the learners with skills of trade.

**Academic Credits for training shall be based on following:**

- Log books and attendance
- Appraisals, Report and presentation, as applicable. For distribution of marks refer to details on Course structure/ Credit Distribution during the tenure of Industrial Exposure, apart from carrying out the assigned jobs. All trainees must ensure that the log books and appraisals are signed by the departmental/ sectional heads as soon as training in a particular department or section is completed. Trainees are also advised to make a report in their specialization in Semester-VI on completion of training in that respective department.
- A Power Point presentation (based on the report) for duration of **10 minutes** should be make. This will be presented in front of a select panel from the institute and the industry. The presentation should express the student's experiences in the department and what has he learned/ observed.

Marks will be awarded on this presentation and documents submitted to the faculty coordinator at the institute. Students have to submit the following on completion of industrial training to the concern faculty at the college:

1. Synopsis submission
2. Synopsis Approval will be given within a week from the date of submission.
3. Synopsis will be approved by concerned department faculty member.
4. Faculty members will be the internal guide of particular group of Students.
5. The group size will be minimum of 1 candidate and maximum of 3 candidates.
6. Group will present power point presentation in front of panel and submit the project status Report within the 15 to 20 days from the date of approval.
7. Final Project Submission contains Hard copy, Soft copy & leave letter. Project hard copy contains
  - a) Front page
  - b) Certificate of Authenticity
  - c) Certificate of job Trainings

- d) Declaration
- e) Acknowledgement
- f) Preface
- g) Table of content/index
- h) Objective of the project
- i) Scope of the Project
- j) Project guidelines (These points are mandatory)
  - 1. Introduction with Company profile.
  - 2. Vision, mission & objective.
  - 3. SWOT Analysis.
  - 4. Chronology of Achievements.
  - 5. Topic introduction & discussion.
  - 6. Its relevance & implication in company.
  - 7. Findings.
  - 8. Conclusion
  - 9. Further enhancement (Suggestion).
  - 10. Bibliography
  - 11. Reference Website
  - 12. CD (Compact Disc/Soft copy)
- k) The file should be Book Binding. One Project Report for office copy and each candidate must have its own copy.

**\*Topics, Objectives & Guidelines of the Project is to be decided by the Project Guide.**

----- END OF SEM VI-----

<b><u>End of Syllabi-B. Com (Office Management &amp; Secretarial Practice)</u></b>
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**ANNEXURE-I****B.COM – OFFICE MANAGEMENT & SECRETARIAL PRACTICE (HONOURS) PROGRAMME****Distribution of Credits Semester wise for Undergraduate Honors Courses****Semester wise distribution of 164 Credits**

	<b>CC</b>	<b>AECC</b>	<b>GE-A</b>	<b>GE-B</b>	<b>SEC</b>	<b>DSE</b>	<b>Total Credits</b>
Semester I	12	02	06	06			26
Semester II	12	02	06	06			26
Semester III	18		06	06	02		32
Semester IV	18		06	06	02		32
Semester V	12					12	24
Semester VI	12					12	24
	<b>84</b>	<b>04</b>	<b>24</b>	<b>24</b>	<b>04</b>	<b>24</b>	<b>164</b>

**CC = Core Course; AECC = Ability Enhancement Compulsory Course; GE = Generic Elective; SEC = Skill Enhancement Course; DSE = Discipline Specific Elective**

**ANNEXURE-II****MARKS DISTRIBUTION FOR EXAMINATIONS AND FORMAT OF QUESTION PAPERS****Marks distribution of Theory Examinations of Mid Semester:**

Topic	Code	Full Marks	Pass Marks	Time	Group-A (Very Short answer type Compulsory Questions) No. of Questions X Marks = F.M.	Group-B (Descriptive Questions with Choices) No. of Questions X Marks = F.M.	Total No. of Questions to Set	
							Group A	Group B
Mid Sem	T25	25	---	1 Hr	5 x 1 =5	4 (out of 6) x 5=20	5	6

**Marks distribution of Theory Examinations of End Semester**

Topic	Code	Full Marks	Pass Marks	Time	Group-A (Very Short answer type Compulsory Questions) No. of Questions X Marks = F.M.	Group-B (Descriptive Questions with Choices) No. of Questions X Marks = F.M.	Total No. of Questions to Set	
							Group A	Group B
End Sem	T75	75	40	3 Hrs	Q.No.1 (10x1) +1x5 =15	4 (out of 6) x 15=60	2	6
	T100	100	40	3 Hrs	Q.No.1 (10x1) +2x5 =20	4 (out of 6) x 20=80	3	6

# Question No.1 in Group – A carries 10 very short answer type 1 Mark Questions.

Abbreviations: T=Theory Examination, P= Practical Examination, I=Internal Exam, E=External Exam

Note: There may be sub divisions in each question asked in Theory Examinations.

**Marks distribution of Practical Examinations of End Semester**

Topic	Code	Full Marks	Pass Marks	Distribution of Marks	
End Sem	P50 + P50	100	40 (I + E)	(Internal + External)	Project File
					Viva
				P25 + P25	P25 + P25

Abbreviations: T=Theory Examination, P= Practical Examination, I=Internal Exam, E=External Exam

Note: There may be sub divisions in each question asked in Theory Examinations.

## ANNEXURE-III

**FORMAT OF QUESTION PAPER FOR MID SEM EXAMINATION OF  
SUBJECTS WITHOUT PRACTICAL**



**St. Xavier's College, Ranchi**

Mid Semester No. \_\_\_\_\_

Exam Year \_\_\_\_\_

Subject/Code \_\_\_\_\_

F.M. = 25

Time = 1Hr.

**General Instructions:**

- i. **Group A** carries very short answer type compulsory questions.
- ii. **Answer any 4 out of 6** subjective/ descriptive questions given in **Group B**.
- iii. Answer in your own words as far as practicable.
- iv. Answer all sub parts of a question at one place.
- v. Numbers in right indicate full marks of the question.

**Group A [5x1=5]**

1. ....
2. ....
3. ....
4. ....
5. ....

**Group B [5x4=20]**

- |         |     |
|---------|-----|
| 1. .... | [5] |
| 2. .... | [5] |
| 3. .... | [5] |
| 4. .... | [5] |
| 5. .... | [5] |
| 6. .... | [5] |

**Note: There may be subdivisions in each question asked in Theory Examination.**

## ANNEXURE-IV

**FORMAT OF QUESTION PAPER FOR END SEM EXAMINATION OF  
SUBJECTS WITHOUT PRACTICAL**



**St. Xavier's College, Ranchi**

Mid Sem No. \_\_\_\_\_

Exam Year \_\_\_\_\_

Subject/Code \_\_\_\_\_

F.M. =75

P.M. =40 (Including Mid Sem)

Time=3 Hrs.

**General Instructions:**

- i. **Group A** carries very short answer type compulsory questions.
- ii. **Answer any 4 out of 6** subjective/ descriptive questions given in **Group B**.
- iii. Answer in your own words as far as practicable.
- iv. Answer all sub parts of a question at one place.
- v. Numbers in right indicate full marks of the question.

**Group A**

1. ....

[10x1=10]

- a.
- b.
- c.
- d.
- e.
- f.
- g.
- h.
- i.
- j.

2. ....

[5x1=5]

**Group B**

1. ....

[15]

2. ....

[15]

3. ....

[15]

4. ....

[15]

5. ....

[15]

6. ....

[15]

**Note: There may be subdivisions in each question asked in Theory Examination.**



**ANNEXURE-V****FORMAT OF QUESTION PAPER FOR END SEM EXAMINATION OF  
GE, SEC & AECC PAPERS****St. Xavier's College, Ranchi****End Sem No.** \_\_\_\_\_**Exam Year** \_\_\_\_\_**Subject/Code** \_\_\_\_\_**F.M. = 100****P.M. = 40****Time=3 Hrs.****General Instructions:**

- i. **Group A** carries very short answer type compulsory questions.
- ii. **Answer any 4 out of 6** subjective/ descriptive questions given in **Group B**.
- iii. Answer in your own words as far as practicable.
- iv. Answer all sub parts of a question at one place.
- v. Numbers in right indicate full marks of the question.

**Group A**

1. ....

[10x1=10]

- a.
- b.
- c.
- d.
- e.
- f.
- g.
- h.
- i.
- j.

2. ....

[5x1=5]

3. ....

[5x1=5]

**Group B**

1. ....

[20]

2. ....

[20]

3. ....

[20]

4. ....

[20]

5. ....

[20]

6. ....

[20]

**Note: There may be subdivisions in each question asked in Theory Examination.**

**ANNEXURE-VI****FORMAT OF INTERNAL EXAMINATION FOR  
ON THE JOB TRAINING ASSESSMENT****St. Xavier's College, Ranchi**

Mid Sem No. \_\_\_\_\_

Exam Year \_\_\_\_\_

Subject/Code \_\_\_\_\_

**F.M. =50****P.M = 40 (Internal + External)****General Instructions:**

- |                                       |          |
|---------------------------------------|----------|
| 1. Motivation for the choice of topic | 05 marks |
| 2. Project dissertation design        | 05 marks |
| 3. Methodology and Content depth      | 10 marks |
| 4. Results, Discussion & Future Scope | 05 marks |
| 5. Presentation style                 | 10 marks |
| 6. Viva-voce                          | 15 marks |

**ANNEXURE-VII****FORMAT OF EXTERNAL EXAMINATION FOR  
ON THE JOB TRAINING ASSESSMENT****St. Xavier's College, Ranchi**

Mid Sem No. \_\_\_\_\_

Exam Year \_\_\_\_\_

Subject/Code \_\_\_\_\_

**F.M = 50****P.M = 40 (Internal + External)****General Instructions:**

- |                                       |          |
|---------------------------------------|----------|
| 1. Motivation for the choice of topic | 05 marks |
| 2. Project dissertation design        | 05 marks |
| 3. Methodology and Content depth      | 10 marks |
| 4. Results, Discussion & Future Scope | 05 marks |
| 5. Presentation style                 | 10 marks |
| 6. Viva-voce                          | 15 marks |

**ANNEXURE-VIII****Semester wise paper along with their credit system:**

Sem – I	Sem - II	Sem – III	Sem – IV	Sem – V	Sem – VI	Credit System
Core 1	Core 3	Core 5	Core 8	Core 11	Core 13	Core = 6 Credit
Core 2	Core 4	Core 6	Core 9	Core 12	Core 14	GE = 6 Credit
AECC 1	AECC 2	Core 7	Core 10	DSE 1	DSE 3	AECC = 2 Credit
GE 1A	GE 2A	SEC 1	SEC 2	DSE 2	DSE 4	SEC = 2 Credit
GE1B	GE2B	GE 3A	GE 4A			DSE = 6 Credit
		GE3B	GE4B			

**Calculation of SGPA & CGPA based on 10-point scale:**

Calculation of SGPA & CGPA based on 10 Point Scale	Grade and Grade Point Table		
Credit Point = Gr. Pt. (GrP) x Cr	<b>Marks in %</b>	<b>Grade</b>	<b>Grade Point</b>
<b>Semester Grade Point Average (SGPA)</b>	91-100	O	10
$SGPA = \frac{C (GrP \times Cr)}{\sum Cr} = \frac{\sum Crp}{\sum Cr}$	81-90	A+	9
<b>Cumulative Grade Point Average (CGPA)</b>	71-80	A	8
$CGPA = \frac{\sum_{s=1}^n (Crp)_s}{\sum_{s=1}^n (Cr)_s}$	61-70	B+	7
	51-60	B	6
	46-50	C	5
	40-45	P	4
	< 40	F	0
	Absent	X	0

**ANNEXURE-IX****Sample Calculation for SGPA & CGPA for B.Com. (OMSP) Honors Programme****Sample Calculation for SGPA:**

SEM	Course	Credit	Grade Letter	Grade Point	Credit Point (Credit X Grade)	SGPA (Credit Point/Credit)
I	C1	06	A	8	48	
	C2	06	B+	7	42	
	AECC 1	02	B	6	12	
	GE 1A	06	B	6	36	
	GE 1B	06	B+	7	42	
	<b>Total</b>	<b>26</b>			<b>180</b>	<b>6.92(180/ 26)</b>
II	C3	06	B	6	36	
	C4	06	C	5	30	
	AECC – 2	02	B+	7	14	
	GE 2A	06	A+	9	54	
	GE 2B	06	B+	7	42	
	<b>Total</b>	<b>26</b>			<b>176</b>	<b>6.76(176/ 26)</b>
III	C5	06	A+	9	<b>54</b>	
	C6	06	O	10	<b>60</b>	
	C7	06	A	8	<b>48</b>	
	SEC1	02	A	8	<b>16</b>	
	GE 3A	06	O	10	<b>60</b>	
	GE 3B	06	B+	7	<b>42</b>	
	<b>Total</b>	<b>32</b>			<b>280</b>	<b>8.75(280/ 32)</b>
IV	C8	06	B	6	<b>36</b>	
	C9	06	A+	9	<b>54</b>	
	C10	06	B	6	<b>36</b>	
	SEC2	02	A+	9	<b>18</b>	
	GE 4A	06	A	8	<b>48</b>	
	GE 4B	06	B+	7	<b>42</b>	
	<b>Total</b>	<b>32</b>			<b>234</b>	<b>7.31(234/ 32)</b>
V	C11	06	B	6	<b>36</b>	
	C12	06	B+	7	<b>42</b>	
	DSE1	06	O	10	<b>60</b>	
	DSE2	06	A	8	<b>48</b>	
	<b>Total</b>	<b>24</b>			<b>186</b>	<b>7.75(186/ 24)</b>
VI	C11	06	A+	9	<b>54</b>	
	C12	06	A	8	<b>48</b>	
	DSE1	06	B+	7	<b>42</b>	
	DSE2	06	A	8	<b>48</b>	
	<b>Total</b>	<b>24</b>			<b>192</b>	<b>8.0(192/24)</b>
<b>CGPA</b>						
<b>Grand Total</b>		<b>164</b>			<b>1248</b>	<b>7.61(1248/ 164)</b>

**Sample Calculation for CGPA:**

Semester I	Semester II	Semester III	Semester IV	Semester V	Semester VI
Credit:26; SGPA:6.92	Credit:26; SGPA:6.76	Credit:32; SGPA: 8.75	Credit:32; SGPA: 7.31	Credit:24; SGPA: 7.75	Credit:24; SGPA:8.0

**Thus, CGPA = (26x6.92+26x6.76+32x8.75+32x7.31+24x7.75+24x8.0)/164 = 7.6**

**ANNEXTURE - X****Suggestive Names of Question Setters & Evaluators**

<b><u>Course/ Code</u></b>	<b><u>Title of the Course</u></b>	<b><u>Names of the Question Setters</u></b>	<b><u>Names of the Answer Book Evaluators</u></b>
<b><u>Semester - I</u></b>			
<b>Core-1/ C101</b>	<b>Principles and Practices of Management</b>	<ol style="list-style-type: none"> <li>1. Prof. Nidhi Arya, Asst. Professor, Dept of Commerce Vocational Studies, SXC, Ranchi</li> <li>2. Prof. Fabian A. Tete, Asst. Professor, Dept of Commerce Vocational Studies, SXC, Ranchi</li> </ol>	<ol style="list-style-type: none"> <li>1. Prof. Dilip Kumar, Asst. Professor, ICFAI University, Ranchi</li> <li>2. Prof. Ranjay Kr Qamaresh, Asst. Professor, Marwari College, Ranchi</li> </ol>
<b>Core-2/ C102</b>	<b>Modern Office Operation</b>	<ol style="list-style-type: none"> <li>1. Prof. Nidhi Arya, Asst. Professor, Dept of Commerce Vocational Studies, SXC, Ranchi</li> <li>2. Prof.(Dr.) Shakil Anwar Siddique, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi</li> </ol>	<ol style="list-style-type: none"> <li>1. Prof. Nikita Mukherjee, (VF), Dept. of Commerce Vocational Studies, SXC, Ranchi</li> <li>2. Prof. Manisha Jain (VF), Dept of Commerce Vocational Studies, SXC, Ranchi</li> </ol>
<b>AECC-1/ AEC1</b>	<b>English Communication</b>	<ol style="list-style-type: none"> <li>1. Prof. Nidhi Arya, Asst. Professor, Dept of Commerce Vocational Studies, SXC, Ranchi</li> <li>2. Prof.(Dr.) Khyati Munjal (VF), Dept. of Commerce Vocational Studies, SXC, Ranchi</li> </ol>	<ol style="list-style-type: none"> <li>1. Prof. Nikita Mukherjee (VF), Dept. of Commerce Vocational Studies, SXC, Ranchi</li> <li>2. Prof. Nidhi Arya, Asst. Professor, Dept of Commerce Vocational Studies, SXC, Ranchi</li> </ol>
<b>GE-1 A/ GE01A</b>	<b>Financial Accounts</b>	<ol style="list-style-type: none"> <li>1. Prof. Ekta Arya, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi</li> <li>2. Prof. Hussain Ahmed, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi</li> </ol>	<ol style="list-style-type: none"> <li>1. Prof. Ashok Kumar, (VF), Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi,</li> <li>2. Prof. Ajay Minocha, (VF), Dept. of Commerce Vocational Studies, SXC, Ranchi</li> </ol>
<b>GE-1 B/ GE01B</b>	<b>Marketing Management</b>	<ol style="list-style-type: none"> <li>1. Prof. Gautam Rudra, Asst. Professor, Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi</li> <li>2. Prof. (Dr.) Kaushik Dutta, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi</li> </ol>	<ol style="list-style-type: none"> <li>1. Prof.(Dr.) Shakil Anwar Siddique, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi</li> <li>2. Prof. Nikita Mukherjee (VF), Dept of Commerce Vocational Studies, SXC, Ranchi</li> </ol>
<b><u>Semester - II</u></b>			
<b>Core-3/ C203</b>	<b>Organizational Behavior</b>	<ol style="list-style-type: none"> <li>1. Prof. Gautam Rudra, Asst. Professor, Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi</li> <li>2. Prof. Fabian A Tete, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi</li> </ol>	<ol style="list-style-type: none"> <li>1. Prof. Nidhi Arya, Asst. Professor, Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi</li> <li>2. Prof. Sumit, Asst. professor, Dept. of BBA, Marwari College, Ranchi</li> </ol>
<b>Core-4/ C204</b>	<b>Office Administration and Management</b>	<ol style="list-style-type: none"> <li>1. Prof. Nidhi Arya, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi</li> <li>2. Prof. Manisha Jain (VF), Dept. of Commerce Vocational Studies, SXC, Ranchi</li> </ol>	<ol style="list-style-type: none"> <li>1. Prof. Nikita Mukherjee, (VF), Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi</li> <li>2. Prof. Subroto Ghosh (VF), Asst. professor, Loyola Training Centre, Ranchi</li> </ol>
<b>AECC-2/ AEC02</b>	<b>Environmental Studies</b>	<ol style="list-style-type: none"> <li>1. Prof.(Dr.) Deependra K. Sinha, Asst. Professor, Dept. of Vocational Studies, SXC, Ranchi</li> <li>2. Prof. Shalini Minz, Asst. Professor, Dept. of Environmental Studies, St. Xavier's College, Ranchi</li> </ol>	<ol style="list-style-type: none"> <li>1. Prof. Pipas Kumar, Asst. professor, Dept. of Environmental Studies, SXC, Ranchi</li> <li>2. Prof. (Dr.) Deependra K. Sinha, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi</li> </ol>
<b>GE-2 A/ GE02A</b>	<b>Cost and Management Accounts</b>	<ol style="list-style-type: none"> <li>1. Prof. Hussain Ahmed, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi</li> </ol>	<ol style="list-style-type: none"> <li>1. Prof. Ashok Kumar, (VF), Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi,</li> </ol>

		2. Prof. Ajay Minocha, (VF), Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi	2. Prof. Ekta Arya, Asst. Professor, Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi
<b>GE-2 B/ GE02B</b>	<b>Principle and Practice of Banking and Insurance</b>	1. Prof. (Dr.) Rakesh Dixit, Asst. Professor, Dept of Commerce Vocational Studies, SXC, Ranchi 2. Prof. Siddharth Raja Halder, Asst. Professor, Amity University, Ranchi	1. Prof. Nidhi Arya, Asst. professor, Dept. of Commerce Vocational Studies, SXC, Ranchi 2. Prof. (Dr.) Shakil A. Siddique, Asst. professor, Dept of Commerce Vocational Studies, SXC, Ranchi
<b><u>Semester - III</u></b>			
<b>Core-5/ C305</b>	<b>Corporate and Financial Reporting</b>	1. Prof. Ekta Arya, Asst. Professor, Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi 2. Prof. Fabian A Tete, Asst. Professor, Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi	1. Prof. Ajay Minocha (VF) Dept. of Commerce Vocational Studies, SXC, Ranchi 2. Prof. Nidhi Arya, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi
<b>Core-6/ C306</b>	<b>Corporate Governance</b>	1. Prof. (Dr.) Kaushik Dutta, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi 2. Prof. Fabian A Tete, Asst. Professor, Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi	1. Prof. Nidhi Arya, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi 2. Prof. Ajay Minocha (VF) Dept. of Commerce Vocational Studies, SXC, Ranchi
<b>Core-7/ C307</b>	<b>Public Relationship Management</b>	1. Prof. Fabian A Tete, Asst. Professor, Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi 2. Prof. Nidhi Arya, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi	1. Prof. Tausif Ali Ahsan, Asst. Professor, Marwari College, Ranchi 2. Prof. Manisha Jain, (VF), Dept. of Commerce Vocational Studies, SXC, Ranchi
<b>SEC-1/ SEC01</b>	<b>Research Methodology and Quantitative Techniques</b>	1. Prof. (Dr.) Deependra K. Sinha, Asst. Professor, Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi 2. Prof. (Dr.) Shakil A. Siddique, Asst. professor, Dept of Commerce Vocational Studies, SXC, Ranchi	1. Prof. Hussain Ahmed, Asst. Professor, Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi 2. Prof. Siddhartha Raja Halder, Asst. Professor, Amity University, Ranchi
<b>GE-3 A/ GE03A</b>	<b>Consumer Behavior</b>	1. Prof. Gautam Rudra, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi 2. Prof. (Dr.) Kaushik Dutta, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi	1. Prof.(Dr.) Shakil Anwar Siddique, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi 2. Prof. Nikita Mukherjee, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi
<b>GE-3 B/ GE03B</b>	<b>E- Commerce</b>	1. Prof. (Dr.) Kaushik Dutta, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi 2. Prof.(Dr.) Shakil Anwar Siddique, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi	1. Prof. Nikita Mukherjee, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi 2. Prof. Manisha Jain (Visiting faculty) SXC, Ranchi
<b><u>Semester - IV</u></b>			
<b>Core-8/ C408</b>	<b>Human Resource Management</b>	1. Prof. Fabian A Tete, Asst. Professor, Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi 2. Prof. Nikita Mukherjee, (VF), Dept. of Commerce Vocational Studies, SXC, Ranchi	1. Prof. Shyamal Gomes, Assistant Professor, XISS, Ranchi 2. Prof.Ranjay Kumar Qamaresh, Assistant Professor, Marwari College, Ranchi
<b>Core-9/ C409</b>	<b>Company Secretarial Practice</b>	1. Prof. Gautam Rudra, Assistant Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi 2. Prof. A.D.Wadha, (VF), Dept of Commerce Voc Studies, SXC, Ranchi	1. Prof. Pooja Shukla, Assistant Professor, Amity University, Ranchi 2. Prof. Siddhartha Raja Halder, Asst. Professor, Amity University, Ranchi

<b>Core-10/ C410</b>	<b>Counseling and Negotiation Management</b>	<ol style="list-style-type: none"> <li>1. Prof.Nidhi Arya, Asst. Professor, Dept of Commerce Vocational Studies, SXC, Ranchi</li> <li>2. Prof. Subroto K. Ghosh, Asst. Professor, Loyola Training Centre, Ranchi</li> </ol>	<ol style="list-style-type: none"> <li>1. Prof. Fabian Tete, Asst. Professor, Dept of Commerce Vocational Studies, SXC, Ranchi</li> <li>2. Prof. Nikita Mukherjee, (VF), Dept of Commerce Vocational Studies, SXC, Ranchi</li> </ol>
<b>GE-4A/ GE04A</b>	<b>Business Ethics</b>	<ol style="list-style-type: none"> <li>1. Prof. (Dr.) Kaushik Dutta, Asst. professor, Dept. of Commerce Vocational Studies, SXC, Ranchi</li> <li>2. Prof.(Dr.) Shakil Anwar Siddique, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi</li> </ol>	<ol style="list-style-type: none"> <li>1. Prof. Fabian A Tete, Asst. professor, dept. of Commerce Vocational Studies, SXC, Ranchi</li> <li>2. Prof. Subroto Ghosh, Asst. Professor, Loyola Training Center, Ranchi</li> </ol>
<b>GE-4B/ GE04B</b>	<b>Media Management and Digital Marketing</b>	<ol style="list-style-type: none"> <li>1. Prof. Gautam Rudra, Asst. professor, Dept of Commerce Vocational Studies, SXC, Ranchi</li> <li>2. Prof.(Dr.) Shakil Anwar Siddique, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi</li> </ol>	<ol style="list-style-type: none"> <li>1. Prof. Kaushik Dutta, Asst. Professor, Dept of Commerce Vocational Studies, SXC, Ranchi</li> <li>2. Prof. Manisha Jain, (VF), Dept. of Commerce Vocational Studies, SXC, Ranchi</li> </ol>
<b>SEC 2/ SEC02</b>	<b>Business Economics</b>	<ol style="list-style-type: none"> <li>1. Prof. (Dr.) Deependra K. Sinha, Asst Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi</li> <li>2. Prof. Subroto Ghosh, (VF), Loyola Training Center, Ranchi</li> </ol>	<ol style="list-style-type: none"> <li>1. Prof. (Dr.) Deependra K. Sinha, Asst Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi</li> <li>2. Prof. Subroto Ghosh, (VF), Loyola Training Center, Ranchi</li> </ol>
<b><u>Semester - V</u></b>			
<b>Core-11/ C511</b>	<b>Strategic Management</b>	<ol style="list-style-type: none"> <li>1. Prof. Kaushik Dutta, Asst Professor, Dept of Commerce Vocational Studies, SXC, Ranchi</li> <li>2. Prof. Gautam Rudra, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi</li> </ol>	<ol style="list-style-type: none"> <li>1. Prof.(Dr.) Shakil Anwar Siddique, Asst. Professor, Dept. of Commerce Vocational Studies, SXC, Ranchi</li> <li>2. Prof. Subroto Ghosh, Asst. Professor, Loyola Training Center, Ranchi</li> </ol>
<b>Core-12/ C512</b>	<b>Customer Relationship Management</b>	<ol style="list-style-type: none"> <li>1. Prof. Nidhi Arya, Asst. Professor, Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi</li> <li>2. Prof. Fabian Tete, Asst. Professor, Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi</li> </ol>	<ol style="list-style-type: none"> <li>1. Prof. Fabian Tete, Asst. Professor, Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi</li> <li>2. Prof. Nikita Mukherjee, (VF), Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi</li> </ol>
<b>DSE-1/ DSE01</b>	<b>Computer Application in Office Management</b>	<ol style="list-style-type: none"> <li>1. Prof. Ritesh Kumar, Asst. Professor, Dept. of Computer Science, SXC, Ranchi</li> <li>2. Prof. Kamaldeep, Asst. Professor, Dept of Computer Science, SXC, Ranchi</li> </ol>	<ol style="list-style-type: none"> <li>1. Prof. Ritesh Kumar, Asst. Professor, Dept. of Computer Science, SXC, Ranchi</li> <li>2. Prof. Kamaldeep, Asst. Professor, Dept of Computer Science, SXC, Ranchi</li> </ol>
<b>DSE-2/ DSE02</b>	<b>Computer Accounting - Tally</b>	<ol style="list-style-type: none"> <li>1. Prof. (Dr.) Srinath Koley, Asst. professor, Dept. of Commerce, SXC, Ranchi</li> <li>2. Prof. (Dr.) Rakesh Raja, Asst. professor, Dept. of Commerce, SXC, Ranchi</li> </ol>	<ol style="list-style-type: none"> <li>1. Prof. (Dr.) Srinath Koley, Asst. professor, Dept. of Commerce, SXC, Ranchi</li> <li>2. Prof. (Dr.) Rakesh Raja, Asst. professor, Dept. of Commerce, SXC, Ranchi</li> </ol>
<b><u>Semester - VI</u></b>			
<b>Core-13/ C613</b>	<b>Management Information System</b>	<ol style="list-style-type: none"> <li>1. Prof. (Dr.) Kamaldeep, Asst. Professor Dept. of Computer Science, St. Xavier's College, Ranchi</li> <li>2. Prof. (Dr.) Shakil A. Siddique, Asst. Professor Dept. of Commerce Vocational Studies, SXC, Ranchi</li> </ol>	<ol style="list-style-type: none"> <li>1. Prof. Gurpreet Singh, Asst. Professor Dept. of Computer Science, St. Xavier's College, Ranchi</li> <li>2. Prof. Ritesh Kumar, Asst. Professor, Dept. of Computer Science, St. Xavier's College, Ranchi</li> </ol>
<b>Core-14/ C614</b>	<b>Business Legislation for Management</b>	<ol style="list-style-type: none"> <li>1. Prof. Pooja Shukla, Asst. Professor, Amity University, Ranchi</li> <li>2. Prof. Shiddharth Halder, Asst. Professor, Amity University, Ranchi</li> </ol>	<ol style="list-style-type: none"> <li>1. Prof. Ajay Minocha, (VF), Dept of Commerce Vocational Studies, St. Xavier's College, Ranchi</li> <li>2. Prof. Fabian Tete, Asst. Professor,</li> </ol>



			Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi
<b>DSE-3/ DSE03</b>	<b>Entrepreneurship Development</b>	<b>1.</b> Prof. Gautam Rudra, Asst. Professor, Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi <b>2.</b> Prof. Deependra K. Sinha, Asst. Professor, Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi	<b>1.</b> Prof. Kaushik Dutta, Asst. Professor, Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi <b>2.</b> Prof. (Dr.) Shakeel Anwar Siddique, Asst. Professor, Dept. of Commerce Vocational Studies, St. Xavier's College, Ranchi
<b>DSE-4 / DSE04</b>	<b>On the Job Training programme</b>	<b>Internal Viva Voce</b>	<b>External Viva Voce</b>