



**Rama University, Kanpur**

**Dated: 10-05-2015**

**Constitution of BOS**

As per the university ordinance I am proposing BOS of Department of Management, Rama University, Kanpur for the year 2015-2016. The following members are nominated:

- |                      |               |
|----------------------|---------------|
| 1. Dr. Anshul Sharma | - Chairperson |
| 2. Mr. Om Ji Gupta   | - Member      |
| 3. Dr. Rakesh Singh  | - Member      |
| 4. Mr. Anubhav Singh | - Member      |
| 5. Mr. K. P. Singh   | - Member      |
| 6. Dr. Govind Kumar  | - Member      |

The following members agreed to review the minutes.

1. Prof. Devendra Awasthi (Dean, VSSD College, Kanpur – External Member)
2. Mr. Alok Singh (CEO, IVS Soft tech Ltd.) - External Member

Kindly approve it.

  
Dr. Anshul Sharma  
Dean FCM



# Rama University, Kanpur

Dated: 19-05-2015

## Minutes of Meeting

### Boards of Studies

A meeting of Boards of Studies of Faculty of commerce and management was held on 18-05-2015 in Dean Office. The following members were present:

- |                     |   |             |
|---------------------|---|-------------|
| 1. Dr.Anshul Sharma | - | Chairperson |
| 2. Mr. Om Ji Gupta  | - | Member      |
| 3. Dr.Rakesh Singh  | - | Member      |
| 4. Mr.Anubhav Singh | - | Member      |
| 5.Mr.K.P.Singh      | - | Member      |
| 6.Dr.Govind Kumar   | - | Member      |

The following members agreed to review the minutes .

- |  |   |                 |
|--|---|-----------------|
| 1. Prof. Devendra Awasthi (Dean, VSSDCollege,Kanpur) | - | External Member |
| 2. Mr.Alok Singh (CEO,IVS Soft tech Ltd.)            | - | External Member |

#### Agenda:

1. Approval of Course, evaluation scheme and detail syllabus for 3 years of B.Com (Honors).
2. Approval of external examiner.
3. Approval a list of paper setter.

The BOS committee confirmed the minutes of the BOS meeting held on 18/05/2015.

#### **2. The new programs and their curricula**

S. No.	Item No.	Existing	Recommendation /Action Taken
1.	Approval of Course, evaluation scheme and detail syllabus for 3 years of B.Com (Honors).	-	<ul style="list-style-type: none"> <li>• Approved Attached: Evaluation Scheme and</li> <li>• Detailed syllabus for 3 years.</li> <li>• (Annexure:1)</li> </ul>
2.	Continuation of Detail Syllabus of BBA (Digital Marketing)	Existing from 2014-15	<ul style="list-style-type: none"> <li>• Syllabus verified and approved (Annexure:2)</li> </ul>

	without major changes		
3.	Continuation of Detail Syllabus of MBA (Dual Specialisation) without major changes	Existing from 2014-15	<ul style="list-style-type: none"> <li>Syllabus verified and approved (Annexure:3)</li> </ul>
4.	Approval of external examiner	•	<ul style="list-style-type: none"> <li>Committee members agreed.</li> </ul>
5.	Approval a list of paper setter.		<ul style="list-style-type: none"> <li>Committee members agreed.</li> </ul>

**3. Recommendation on New courses under the Institute**

S. No.	Item No.	Feedback from Faculty/Student	Recommendation /Action Taken
1	B.Com(H)	Yes	Agreed

**4. Consideration of the curricula of the new programs prepared by the faculty**

S. No.	Item No.	Feedback from Faculty/subject experts/Industries	Recommendation /Action Taken
1	B.Com(H)	Yes	Agreed

**5. Result Analysis: YES**

**6. Any other issue with the permission of the Chair: No**

The meeting concluded with a vote of thanks to the chair.

Date of the Next Meeting: to be decided and conveyed later

(Chairman)

Encl.: Recommended Curricula attached for consideration and approval.

CC:

1. Dean Academics Office
2. Registrar Office

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**RAMA UNIVERSITY UTTAR PRADESH  
KANPUR**

**FACULTY OF COMMERCE AND MANAGEMENT**



**SYLLABUS AND EVALUATION SCHEME**

[Effective from the Session 2015-16]

**B.Com (Honours)**

*HP*

**1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> Year**

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## Detailed Syllabi of B.Com (Honours) Programme

### 1) Introduction to CBCS Choice Based Credit System:

The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill-based courses. The courses will be evaluated following the grading system, which is considered to be better than the conventional marks system. Grading system provides uniformity in the evaluation and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations which enables the student to move across institutions of higher learning. The uniformity in evaluation system also enables the potential employers in assessing the performance of the candidates.

### 2) Definitions:

- (i) 'Academic Programme' means an entire course of study comprising its programme structure, course details, evaluation schemes, etc. designed to be taught and evaluated in a teaching Department/Centre or jointly under more than one such Department/Centre.
- (ii) 'Course' means a segment of a subject that is part of an Academic Programme.
- (iii) 'Programme Structure' means a list of courses (Core, Elective, Open Elective) that makes up an Academic Programme, specifying the syllabus, credits, hours of teaching, evaluation and examination schemes, minimum number of credits required for successful completion of the programme, etc. prepared in conformity to University Rules, eligibility criteria for admission.
- (iv) 'Core Course' means a course that a student admitted to a particular programme must successfully complete to receive the degree and which cannot be substituted by any other course.
- (v) 'Elective Course' means an optional course to be selected by a student out of such courses offered in the same or any other Department/Centre.
- (vi) 'Open Elective' means an elective course which is available for students of all programmes, including students of the same department. Students of other Department will opt for these courses subject to fulfilling of eligibility of criteria as laid down by the Department offering the course.
- (vii) 'Credit' means the value assigned to a course which indicates the level of instructions, one-hour lecture/tutorial per week equals 1 credit, 1 hour practical class per week equals 2 credit. Credit for a practical could be proposed as part of a course or as a separate practical course.
- (viii) 'SGPA' means Semester Grade Point Average calculated for individual semester.
- (ix) 'CGPA' is Cumulative Grade Points Average calculated for all courses completed by the students at any point of time. CGPA is calculated each year for both the semesters clubbed together.

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Anu      R      B Singh      Govind  
Anshul sharma      D

- (x) Grand 'CGPA' is calculated in the last year of the course by clubbing together of CGPA of three years, i.e., six semesters. Grand CGPA is being given to the student in form of a transcript. For the benefit of the student a formula for the conversion of Grand CGPA into percentage marks is also given in the transcript.

### 3. Programme Structure

The B.Com (Hons) programme is a three-year course divided into six semesters. A student is required to complete at least 160 credits for the completion of the course and the award of degree.

		Semester	Semester
Part-I	First Year	Semester I	Semester II
Part-II	Second Year	Semester III	Semester IV
Part-III	Third Year	Semester V	Semester VI

### 4. Course Credit Scheme:

Semester	Core Courses			Open Elective			Elective Courses			Project/Viva			Total Credits
	No. of Papers	Credits for each	Total	No. of Papers	Credits for each	Total	No. of Papers	Credits	Total	No. of Papers	Credits	Total	
I	6	4	24	0	0	0	0	0	0	0	0	0	24
II	6	4	24	0	0	0	0	0	0	1	4	4	28
III	6	4	24	0	0	0	0	0	0	0	0	0	24
IV	6	4	24	0	0	0	0	0	0	1	4	4	28
V	7	4	28	0	0	0	0	0	0	0	0	0	28
VI	6	4	24	0	0	0	0	0	0	1	4	4	28
Total Credits for the Course			148			0			0			12	160

### 5. Eligibility for Admission

Applicants who have graduated under 10+2 scheme or an equivalent scheme, and secure not less than 50% aggregate are eligible for admission. Relaxation will be applicable as per government rules to the candidates belonging to SC, ST and OBC category as per the University rules.

### 6. Assessment of Students' Performance and Scheme of Examinations:

English shall be the medium of instruction and examination. Assessment of students' performance shall be as per evaluation scheme given semester wise.

**7. Pass Percentage & Promotion Criteria:**

Pass Percentage: 50% or equivalent grade (as per University rules) in each course. A student must score the minimum passing marks in each of the Core, Elective and Open Elective courses.

**8. Conversion of Marks into Grades:**

University rules to be followed.

**9. Grade Points:**

University rules to be followed.

**10. CGPA Calculation:**

University rules to be followed.

**11. SGPA Calculation:**

University rules to be followed.

**12. Grand SGPA Calculation:**

University rules to be followed.

**13. Conversion of Grand CGPA into marks:**

As notified by competent authority, the formula for conversion of Grand CGPA into marks is:  
Final percentage of marks = CGPA based on all four semesters x 9.5

**14. Division of Degree into Classes**

University rules to be followed.

**15. Attendance Requirement:**

University rules to be followed.

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Course Detail and Evaluation Scheme (Effective from the Session 2015-16)

B.Com (H)

Year-1 SEMESTER-I

S.No	Subject Code	Subject Name	Period			Evaluation Scheme			Subject Total	Credit
			L	T	P	CE	MTE	ETE		
1	BCH 101	Financial accounting	3	1	0	20	20	60	100	4
2	BCH 102	Business Mathematics	3	1	0	20	20	60	100	4
3	BCH 103	Business communication	3	1	0	20	20	60	100	4
4	BCH 104	Micro economics	3	1	0	20	20	60	100	4
5	BCH 105	Essentials of management	3	1	0	20	20	60	100	4
6	BCH 106	Computer applications in Business	3	1	0	20	20	60	100	4
		<b>Total</b>	<b>18</b>	<b>6</b>	<b>0</b>	<b>120</b>	<b>120</b>	<b>360</b>	<b>600</b>	<b>24</b>

L-Lecture, T-Tutorial, P-Practical, CE-Continuous Evaluation, MTE-Mid Term Exam, ETE-End Term Exam

### Evaluation Scheme

#### Course without practical components

1. For Continuous Evaluation (CE) is such as: 20 Marks
  - a. Attendance: 5Marks
  - b. Assignments/Quiz / Seminar/Term paper /Project: 15Marks
2. MTE - Mid Term Examination: 20 Marks
  - a. First Mid Term Examination: 10marks
  - b. Second Mid Term Examination: 10marks
3. End Term Examination: 60 Marks

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## Course Detail and Evaluation Scheme (Effective from the Session 2015-16)

B.COM (H)

Year-1 SEMESTER-II

S.No	Subject Code	Subject Name	Period			Evaluation Scheme			Subject Total	Credit
			L	T	P	CE	MTE	ETE		
1	BCH 201	Cost accounting	3	1	0	20	20	60	100	4
2	BCH 202	Macro Economics	3	1	0	20	20	60	100	4
3	BCH 203	Business law	3	1	0	20	20	60	100	4
4	BCH 204	Business Organizations	3	1	0	20	20	60	100	4
5	BCH 205	Business statistics	3	1	0	20	20	60	100	4
6	BCH206	Business environment	3	1	0	20	20	60	100	4
7	BCH207	Comprehensive viva	0	0	0	0	0	100	100	4
		<b>Total</b>	<b>18</b>	<b>6</b>	<b>0</b>	<b>120</b>	<b>120</b>	<b>460</b>	<b>700</b>	<b>28</b>

L-Lecture, T-Tutorial, P-Practical, CE-Continuous Evaluation, MTE-Mid Term Exam, ETE-End Term Exam

### Evaluation Scheme

#### Course without practical components

- For Continuous Evaluation (CE) is such as: 20 Marks
  - Attendance: 5Marks
  - Assignments/Quiz / Seminar/Term paper /Project: 15Marks
- MTE - Mid Term Examination: 20 Marks
  - First Mid Term Examination: 10marks
  - Second Mid Term Examination: 10marks
- End Term Examination: 60 Marks

#### Comprehensive Viva-Voce (BCH207)

- Comprehensive viva is completely internal evaluation at the end of the semester.
- Panel will be constituted by Program Coordinator and approved by the Dean.
- Viva to be conducted at least one-week prior to the commencement of end-semester examinations.

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Course Detail and Evaluation Scheme (Effective from the Session 2015-16)

B.COM (H)

Year-2 SEMESTER-III

S.No	Subject Code	Subject Name	Period			Evaluation Scheme			Subject Total	Credit
			L	T	P	CE	MTE	ETE		
1	BCH 301	Management accounting	3	1	0	20	20	60	100	4
2	BCH 302	Organizational behavior	3	1	0	20	20	60	100	4
3	BCH 303	Operations management	3	1	0	20	20	60	100	4
4	BCH 304	Marketing management	3	1	0	20	20	60	100	4
5	BCH 305	Human resource management	3	1	0	20	20	60	100	4
6	BCH306	Direct Taxes	3	1	0	20	20	60	100	4
		<b>Total</b>	<b>18</b>	<b>6</b>	<b>0</b>	<b>120</b>	<b>120</b>	<b>360</b>	<b>600</b>	<b>24</b>

L-Lecture, T-Tutorial, P-Practical, CE-Continuous Evaluation, MTE-Mid Term Exam, ETE-End Term Exam

### Evaluation Scheme

#### Course without practical components

- For Continuous Evaluation (CE) is such as: 20 Marks
  - Attendance: 5Marks
  - Assignments/Quiz / Seminar/Term paper /Project: 15Marks
- MTE - Mid Term Examination: 20 Marks
  - First Mid Term Examination: 10marks
  - Second Mid Term Examination: 10marks
- End Term Examination: 60 Marks

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## Course Detail and Evaluation Scheme (Effective from the Session 2015-16)

B.COM (H)

Year-2 SEMESTER-IV

S.No	Subject Code	Subject Name	Period			Evaluation Scheme			Subject Total	Credit
			L	T	P	CE	MTE	ETE		
1	BCH 401	Corporate accounting	3	1	0	20	20	60	100	4
2	BCH 402	Corporate Tax Planning	3	1	0	20	20	60	100	4
3	BCH 403	Corporate laws	3	1	0	20	20	60	100	4
4	BCH 404	Indian Economy	3	1	0	20	20	60	100	4
5	BCH 405	Indian Financial System	3	1	0	20	20	60	100	4
6	BCH 406	Operations research	3	1	0	20	20	60	100	4
7	BCH407	Comprehensive viva	0	0	0	0	0	100	100	4
		<b>Total</b>	<b>18</b>	<b>6</b>	<b>0</b>	<b>120</b>	<b>120</b>	<b>460</b>	<b>700</b>	<b>28</b>

L-Lecture, T-Tutorial, P-Practical, CE-Continuous Evaluation, MTE-Mid Term Exam, ETE-End Term Exam

### Evaluation Scheme

#### Course without practical components

- For Continuous Evaluation (CE) is such as: 20 Marks
  - Attendance: 5Marks
  - Assignments/Quiz / Seminar/Term paper /Project: 15Marks
- MTE - Mid Term Examination: 20 Marks
  - First Mid Term Examination: 10marks
  - Second Mid Term Examination: 10marks
- End Term Examination: 60 Marks

#### Comprehensive Viva-Voce(BCH407)

- Comprehensive viva is completely internal evaluation at the end of the semester.
- Panel will be constituted by Program Coordinator and approved by the Dean.
- Viva to be conducted at least one-week prior to the commencement of end-semester examinations.

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**Course Detail and Evaluation Scheme (Effective from the Session 2015-16)**

**B.COM (H)**

**Year-3 SEMESTER-V**

S.No	Subject Code	Subject Name	Period			Evaluation Scheme			Subject Total	Credit
			L	T	P	CE	MTE	ETE		
1	BCH 501	Indian Banking System	3	1	0	20	20	60	100	4
2	BCH 502	Foreign trade	3	1	0	20	20	60	100	4
3	BCH 503	Insurance and risk management	3	1	0	20	20	60	100	4
4	BCH 504	E-Commerce	3	1	0	20	20	60	100	4
5	BCH 505	Entrepreneurship development	3	1	0	20	20	60	100	4
6	BCH 506	Business finance	3	1	0	20	20	60	100	4
7	BCH 507	Enterprise Resource Planning	3	1	0	20	20	60	100	4
		<b>Total</b>	<b>21</b>	<b>7</b>	<b>0</b>	<b>140</b>	<b>140</b>	<b>420</b>	<b>700</b>	<b>28</b>

L-Lecture, T-Tutorial, P-Practical, CE-Continuous Evaluation, MTE-Mid Term Exam, ETE-End Term Exam

**Evaluation Scheme**

**Course without practical components**

1. For Continuous Evaluation (CE) is such as: 20 Marks
  - a. Attendance: 5Marks
  - b. Assignments/Quiz / Seminar/Term paper /Project: 15Marks
2. MTE - Mid Term Examination: 20 Marks
  - a. First Mid Term Examination: 10marks
  - b. Second Mid Term Examination: 10marks
3. End Term Examination: 60 Marks

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Course Detail and Evaluation Scheme (Effective from the Session 2015-16)

B.Com (H)

Year-3 SEMESTER-VI

S.No	Subject Code	Subject Name	Period			Evaluation Scheme			Subject Total	Credit
			L	T	P	CE	MTE	ETE		
1	BCH 601	Secretarial practices	3	1	0	20	20	60	100	4
2	BCH 602	Business policy	3	1	0	20	20	60	100	4
3	BCH 603	Security Analysis & Portfolio Management	3	1	0	20	20	60	100	4
4	BCH 604	Management information system	3	1	0	20	20	60	100	4
4	BCH 605	Auditing - principles & practice	3	1	0	20	20	60	100	4
6	BCH 606	Retailing Management	3	1	0	20	20	60	100	4
7	BCH 607	Comprehensive viva-Voce	0	0	0	0	0	100	100	4
		Total	18	6	0	120	120	460	700	28

L-Lecture, T-Tutorial, P-Practical, CE-Continuous Evaluation, MTE-Mid Term Exam, ETE-End Term Exam

Evaluation Scheme

Course without practical components

- For Continuous Evaluation (CE) is such as: 20 Marks
  - Attendance: 5Marks
  - Assignments/Quiz / Seminar/Term paper /Project: 15Marks
- MTE - Mid Term Examination: 20 Marks
  - First Mid Term Examination: 10marks
  - Second Mid Term Examination: 10marks
- End Term Examination: 60 Marks

Comprehensive Viva-Voce(BCH 607)

- Comprehensive viva is completely internal evaluation at the end of the semester.
- Panel will be constituted by Program Coordinator and approved by the Dean.
- Viva to be conducted at least one-week prior to the commencement of end-semester examinations.

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## BCH101: FINANCIAL ACCOUNTING

**Course objective:-** To understand how take decisions based on financial criteria, by studying various economic theories and analyzing financial information.

L	T	P	CR
3	1	0	4

### Detail Contents

Unit	Content	Hrs/Weightage
<b>Unit 1:</b>	Overview of Accounting concepts, Objectives of Accounting conventions and principles; Accounting Equation, International Accounting principles and standards, Matching of Indian Accounting Standards	<b>10/25%</b>
<b>Unit 2:</b>	Mechanics of Accounting: Double 'entry system of accounting, journalizing of transactions; ledger posting and trial balance ,preparation of final accounts, Profit & Loss Account, Profit & Loss Appropriation account and Balance Sheet, Policies related with depreciation, inventory and intangible assets like copyright, trademark, patents and goodwill	<b>10/25%</b>
<b>Unit 3:</b>	Depreciation: Introduction, Methods for calculating Depreciation Fixed Installment Method. Diminishing Balance Method	<b>10/25%</b>
<b>Unit 4:</b>	Higher Purchase : Introduction, Method to Calculate Higher Purchase ,Installment Payment Method	<b>10/25%</b>

### SUGGESTED READINGS

1. Maheshwari S.N & Maheshwari S K – A text book of Accounting for Management (Vikas Publication, 10th Edition)
2. Ambrish Gupta - Financial Accounting: A Managerial Perspective (Prentice Hall, 4<sup>th</sup> Edition)
3. Narayanswami - Financial Accounting: A Managerial Perspective (PHI, 2nd Edition).
4. Mukherjee - Financial Accounting for Management (TMH, 1st Edition).
5. Banerjee-Financial Accounting(Excel Books)

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## BCH102: BUSINESS MATHEMATICS

**Course objective:-** Objective: This course aims at equipping student with a broad based knowledge of mathematics with emphasis on business applications.

L	T	P	CR
3	1	0	4

### Detail Contents

Unit	Content	Hrs/Weightage
<b>Unit1:</b>	Matrix: Introduction, Square Matrix, Row Matrix, Column Matrix, Diagonal Matrix, Identity Matrix, Addition, Subtraction & Multiplication of Matrix, Use of Matrix in Business Mathematical Induction. Inverse of Matrix, Rank of Matrix, Solution to a system of equation by the adjoint matrix methods & Gaussian	10/25%
<b>Unit2:</b>	Percentage, Ratio and Proportion, Average, Mathematical Series-Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest. Permutation & Combination.	10/25%
<b>Unit3:</b>	Set theory- Notation of Sets, Singleton Set, Finite Set, Infinite Set, Equal Set Null Set, Subset, Proper Subset, Universal Set, Union of Sets, Inter-section of Sets, Use of set theory in business, Concept of Differentiation and Integration	10/25%
<b>Unit4:</b>	Maxima and Minima in Differentiation, Application of Differentiation & Integration in Business, Lagrangian multipliers, Differential Equations – Variable, Separable and Homogeneous Type- Business applications.	10/25%

### Text Books

1. Trivedi, (2010), Business Mathematics, 1st edition, Pearson Education
2. Bhardwaj, R.S. (2000). Mathematics for Economics and Business, Excel Book
3. Raghavachari, M, (2004), Mathematics for Management, McGraw Hill Education.
4. Cleaves, Cheryl, and Hobbs, Margie, (2008) Business Math, 7th Edition, Prentice Hall.

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## BCH103: Business Communication

**Course objective:-** To communicate effectively, orally and in written forms, and developing effective listening, reading and writing skills.

L	T	P	CR
3	1	0	4

### Detail Contents

Unit	Content	Hrs/ Weightage
Unit 1:	<b>Introduction to Communication:</b> Need for Effective Communication. <b>The Process of Communication:</b> Levels of communication; Flow of communication; Use of language in communication; Communication networks; Significance of technical communication. <b>Barriers to Communication:</b> Types of barriers; Miscommunication; Noise; Overcoming measures.	10/25%
Unit 2:	<b>Listening Skills:</b> Listening as an active skill; Types of Listeners; Listening for general content; Listening to fill up information; Intensive Listening; Listening for specific information; Developing effective listening skills; Barriers to effective listening skills. <b>Reading Skills:</b> Previewing techniques; Skimming; Scanning; Understanding the gist of an argument; Identifying the topic sentence; Inferring lexical and contextual meaning; recognizing coherence and sequencing of sentences; Improving comprehension skills. <b>Writing Skills:</b> Sentence formation, Use of appropriate diction, Paragraph and Essay Writing, Coherence and Cohesion.	10/25%
Unit 3:	<b>Letter Writing:</b> Formal, informal and semi-official letters; business letters. <b>Job Application:</b> Cover letter, Differences between bio-data, CV and Resume. <b>Report Writing:</b> Basics of Report Writing; Structure of a report; Types of reports.	10/25%
Unit 4:	<b>Non-verbal Communication and Body Language:</b> Forms of non-verbal communication; Interpreting body-language cues; Kinesics; Proxemics; Chronemics; Effective use of body language. <b>Interview Skills:</b> Types of Interviews; ensuring success in job interviews; appropriate use of non-verbal communication. <b>Presentation Skills:</b> Oral presentation and public speaking skills; business presentations. <b>Technology-based Communication:</b> Netiquettes: effective e-mail messages; power-point presentation; enhancing editing skills using computer software.	10/25%

### Text Books

1. Lesikar, Petit & Flately, Lesikar's Basic Business Communication, Tata McGraw-Hill
2. TN Chhabra (2007). Business Communication, Dāya Publication
3. Poe & Fruchling, Basic Communication, AITBS

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## BCH 104: MICRO ECONOMICS

**Course objective:-** The objective of the course is to familiarize the student with the basic concept of economics and to provide him/her with the knowledge of planning, scheduling and the related issues in the business economics practice.

L	T	P	CR
3	1	0	4

### Detail Contents

Unit	Content	Hrs/ Weightage
<b>Unit 1:</b>	Introduction to Business Economics and Fundamental concepts: Nature, Scope, Definitions of Business Economics, Difference between Business Economics and Economics, Contribution and Application of Business Economics to Business. Micro vs. Macro Economics	<b>10/25%</b>
<b>Unit 2:</b>	Consumer Behavior and Demand Analysis: Cardinal Utility Approach, Ordinal Utility Approach. Theory of Demand, Law of Demand, Movement along vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity, Cross Elasticity, Advertising Elasticity; Demand Forecasting: Need, Objectives and Methods (Brief)	<b>10/25%</b>
<b>Unit 3:</b>	Theory of Production: Meaning and Concept of Production, Factors of Production and Production function, Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISO QUANTS.	<b>10/25%</b>
<b>Unit 4:</b>	Cost Analysis & Price Output Decisions: Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economies and Diseconomies of Scale, Explicit Cost and Implicit Cost, Private and Social Cost. Pricing Under Perfect Competition, Pricing Under Monopoly, Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition, Pricing Under Oligopoly	<b>10/25%</b>

### Text Books

1. Samuelson, P & Nordhaus, W. (2009) Economics, 18th Edition, McGraw Hill Education.
2. Dwivedi, D.N. (2008) Managerial Economics, 7th edition, Vikas Publishing House.

### Reference Books

1. Kreps, D. (2009). Microeconomics for Managers, 1st edition, Viva Books Pvt. Ltd.
2. Peterson, L. and Jain (2006) Managerial Economics, 4th edition, Pearson Education.

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## BCH 105: Essentials of Management

**Course objective:-** The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.

L	T	P	CR
3	1	0	4

### Detail Contents

Unit	Content	Hrs/ Weightage
<b>Unit 1:</b>	Management: Concept, Nature, Importance; Management: Art and Science, Management As a Profession, Management Vs. Administration, Management Skills, Levels of Management, Managers V/s Entrepreneurs – Managers V/s Leaders – Guidelines for Managerial Excellence and success Taylor and Scientific Management, Fayol's Administrative Management, Bureaucracy, Hawthorne Experiments and Human Relations, Social System Approach, Decision Theory Approach.	<b>10/25%</b>
<b>Unit 2:</b>	Introduction to Functions of Management Planning: Nature, Scope, Objectives and Significance of Planning, Types of Planning, Process of Planning, Barriers to Effective Planning, Strategic Planning-an overview; Management by Objectives (MBO), SWOT Analysis, Decision Making. Organizing: Concept, Organization Theories, Forms of Organizational Structure, Combining Jobs: Departmentation, Span of Control.	<b>10/25%</b>
<b>Unit 3:</b>	Staffing: Concept, System Approach, and Manpower Planning, chain of command Delegation, Decentralization, Span of Management, Line-staff Authority and Decentralization, Staffing Decisions – Authority and Responsibility Relationships, Decision Making Process, Models of Decision Making. Job Design, Recruitment & Selection and Performance Appraisal Directing: Concept, Direction and Supervision. Motivation: Concept, Motivation and Performance, Special Motivational techniques: Money, participation, reward systems.	<b>10/25%</b>
<b>Unit 4:</b>	Leadership: Concept and Functions, Process and models of Leadership Development, Contemporary views on Leadership: Transformational-Transactional, Qualitative measures of Control, Feed back Management	<b>10/25%</b>

### Text Books

1. Weiss, Joseph W (2009), Business Ethics: Concepts & Cases, Cengage Learning.
2. Colin Fisher and Alan Lovell (2009), Business ethics and values: Individual, Corporate and International Perspectives, Prentice Hall
3. Hartman, Laura P. and Joe Des Jardins (2007). Business Ethics: Decision-Making for Personal Integrity and Social Responsibility, McGraw-Hill/Irwin

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## BCH 106: Computer Applications in Business

**Course objective:-** To understand the most widely used software packages for documentation, data storage and presentation.

L	T	P	CR
3	1	0	4

### Detail Contents

Unit	Content	Hrs/ Weightage
Unit 1:	Introduction to Computers: Block structure of a computer, Components of a computer system, Flow Chart and Algorithm; Introduction to High Level and Low Level Languages; Software: System s/w, Application s/w. Basic concepts of operating systems. Internet access: Introduction to www, Internet and intranet, Creation of E-mail address, Send & receive messages, Use of search engines, Delivering information with Microsoft Mail, Use of MS – Outlook/Outlook Express.	10/25%
Unit 2:	Word processing: MS-Word, word basics, Creating a new word document, page-setup, Editing document, cut, copy, paste, paste special, paste as hyperlink. Different views of document, tool bar customization, formatting text and documents, working with header and footer, footnotes, endnotes, tables and sorting, graphics, mail merge and macros; Insert page break, column break, section break, paragraph, change cases, borders and shading. Spelling and grammar checking, Auto correct, Track changes, Inserting, deleting, selecting table, Insert rows and columns, Table auto format, formulas, split table.	10/25%
Unit 3:	Power Point:Basics, working with texts and graphics in Power Point, adding animation, sound, pictures and video. Creating new slide, inserting new slide, background setting, auto layout, apply design templates. Inserting header and footer, Slide from file, Clip art. Different view of slide, duplicates, delete slide, slide sorter, Master slide; Animation setting, slide transition, custom show.	10/25%
Unit 4:	MS Excel: Spreadsheets and their uses in business, Excel basics, creating a new worksheet, rearranging worksheets, excel formatting techniques, using functions and working with graphics in excel. Cut, Copy, Paste, Paste special, Auto fill, Delete Sheet, Clear. Page break preview; Custom View, Header and footer; Inserting Row, Column, Worksheet, Function, Object, Hyperlink; Formatting row and column; Protection, goal seeks scenarios, Customize, option, sort, filter, form, and subtotal. Validation, table, consolidate, pivot table and chart, get external data	10/25%

### Text Books:

1. P.K. Sinha, Fundamental of Computers, BPB
2. Leon & Leon, Internet for Everyone, Leon Tech World
3. Curtin, Foley, Sen and Martin, Information Technology Tata McGraw Hill
4. Ron Masfield, MS-Office Tech Publications

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## BCH 201: COST ACCOUNTING

**Course objective:-**The primary objective of the course is to familiarize the students with the basic cost concepts, allocation and control of various costs and methods of costing.

L	T	P	CR
3	1	0	4

### Detail Contents

Unit	Content	Hrs/Weightage
Unit 1:	Meaning and Scope of Cost Accounting: Basic Cost Concepts – Elements of Costs, Classification of Costs, Total Cost Build up and Cost Sheet, Emerging Terms viz. Life Cycle Costing, Activity Based Costing, Back Flush Costing. Materials Control: Meaning – Steps Involved – Materials and Inventory – Techniques of Material/Inventory Control – Valuation of Inventory – Material Losses	10/25%
Unit 2:	Control: Direct and Indirect Labour, Steps Involved – Treatment of Idle Time, Holiday Pay, Overtime etc. in Cost Accounts, Casual Workers & Out Workers, Labour Turnover, Methods of Wage Payment. Incentive Plans. Overheads: Meaning and Classification of Overheads – Treatment of Specific Items of Overheads in Cost Accounts – Stages Involved in Distribution of Overheads – Methods of Absorption of Overheads – Treatment of Under and Over Absorption of Overheads	10/25%
Unit 3:	Methods of Costing: Single Output Costing, Job Costing, Contract & Batch Costing.	10/25%
Unit 4:	Process Costing (including Joint Products and By-products and Inter-process Profits), Operating/Service Costing; (Transport & Power House only); Reconciliation of Cost and Financial Accounts	10/25%

### Text Books

1. Maheshwari, S. N. and Mittal, S. N. (2009), Cost Accounting – Theory and Problems, 22<sup>nd</sup> Revised Edition, ShriMahavir Book Depot.
2. Rajasekaran, (2010), Cost Accounting, 1st edition, Pearson Education.
3. Dutta, Mahesh, (2006), Cost Accounting - Principle Practices, 1st edition, Pearson Education.
4. Arora, M.N., (2009), Cost Accounting, Vikas Publishing House.

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## BCH 202: MACRO ECONOMICS

**Course objective:-** The objective of the course is to familiarize the student with the basic concept of Macro-Economics and to provide him/her with the knowledge of planning, scheduling and the related issues in the Macro-Economics practice.

### Detail Contents

L	T	P	CR
3	1	0	4

Unit	Content	Hrs/Weightage
Unit 1:	Concepts of Macro Economics and National Income Determination: Definitions, Importance, Limitations of Macro-Economics, Macro-Economic Variables. Circular Flow of Income in Two, Three, Four Sector Economy, Relation between Leakages and Injections in Circular Flow; National Income: Concepts, Definition, Methods of Measurement, National Income in India, Problems in Measurement of National Income & Precautions in Estimation of National Income.	10/25%
Unit 2:	Macro-Economic Framework: Theory of Full Employment and Income: Classical, Modern(Keynesian) Approach, Consumption Function, Relationship between Saving and Consumption; Investment function, Concept of Marginal Efficiency of Capital and Marginal Efficiency of Investment; National Income Determination in Two, Three and Four Sector Models; Multiplier in Two, Three and Four Sector Model.	10/25%
Unit 3:	Analysis of Money Supply and Inflation: Functions and Forms of Money, Demand for Money - Classical, Keynesian and Friedmanian Approach, Measures of Money Supply, Quantity Theory of Money, Inflation- Types, Causes, Impact and Remedies	10/25%
Unit 4:	Equilibrium of Product and Money Market: Introduction to IS-LM Model, Equilibrium- Product Market and Money Market, Monetary & Fiscal Policy	10/25%

### Text Books

1. Soga, Erol, (2008) Macro Economics, 1st edition, Pearson Education.
2. Agarwal, ((2010)) Macroeconomics Theory and Policy, 1st edition, Pearson Education.
3. Dwivedi, D. N., ((2005)) Macro Economics, McGraw Hill Education.
4. Mishra, S. K. and Puri, V. K., ((2003)), Modern Macro-Economic Theory, Himalaya Publishing House.

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## BCH 203: BUSINESS LAW

**Course objective:-**To acquaint students with a basic and elementary knowledge of the Business Law.

L	T	P	CR
3	1	0	4

### Detail Contents

Unit	Contents	Hrs/Weightage
Unit 1:	Indian Contract Act, 1872 (Fundamental Knowledge: essentials of valid contract; discharge of contract; remedies for breach of contract; contracts of indemnity; guarantee; bailment; plédge and agency	10/25%
Unit 2:	Sale of Goods Act 1930: meaning of sale and goods; conditions and warranties ;transfer of property; rights of an unpaid seller	10/25%
Unit 3:	The Negotiable Instruments Act 1881: essentials of negotiable instruments; kinds of negotiable instruments; holder and holder in due course; negotiation by endorsements; crossing of a cheque and dishonor of a cheque.	10/25%
Unit 4:	The Companies Act 1956 (Basic elementary knowledge): essential characteristics of a company; types of companies; Memorandum and Articles of Association; prospectus; Shares: kinds; allotment and transfer; debentures; essential conditions for a valid meeting; kinds of meetings and resolutions; directors and remuneration; directors, managing directors and their appointment; qualifications; powers and limits on their remuneration; prevention of oppression and mismanagement.	10/25%

### Text Books

1. Pathak, Akhileshwar, (2009), Legal Aspects of Business, 4th Edition, McGraw Hill Education
2. Kuchhal, M. C., (2006), Business Law, Vikas Publishing House, New Delhi.
3. Singh, Avtar, (2006), Company Law, Eastern Book Co. Lucknow, Bharat Law House, Delhi.

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## BCH 204 : BUSINESS ORGANIZATIONS

**Course objective:** The course aims to provide basic concepts and knowledge with regard to a business enterprise and its various functional areas.

L	T	P	CR
3	1	0	4

### Detail Contents

Unit	Content	Hrs./Weightage
Unit 1:	Introduction: Concept, Nature and Scope of Business; Concept of Business as a System; Business and Environment Interface; Business Objectives; Profit Maximization vs Social Responsibility of Business; Introduction to Business Ethics and Values.	10/25%
Unit 2:	Business Enterprises: Entrepreneurship – Concept & Nature; Locations of Business Enterprise (Weber's Theory); Government Policy on Industrial Location. Forms of Business Organization: Sole Proprietorship, Joint Hindu Family Firm, Partnership firm, Joint Stock Company, Cooperative Organization; Types of Companies, Choice of form of organization; Promotion of a company – Stages in formation; documentation (MOA, AOA).	10/25%
Unit 3:	Business: Scope and role; Government Policies. Government & Business Interface: Rationale; Forms of Government and Business Interface.	10/25%
Unit 4:	Multinationals: Concept and role of MNCs; Transactional Corporations (TNCs); International Business Risks. Business Combinations: Concept and causes of business combinations; Chambers of Commerce and Industry in India; FICCI, CII, ASSOCHAM, AIMO, etc.	10/25%

### Text Books:

1. Business Organisation Raj Aggarwal Excel Books, Delhi
2. Business Organisation V McMillan, New Delhi
3. MISHRA AND PURI, BO, Himalaya Publishing House, New Delhi

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## BCH 205 Business Statistics

**Course objective:-** To Compute and understand the measures of central tendency time series analysis ,index number, Correlation, equation of simple regression line ,probability concepts and perform probability theoretical distributions ,Hypothesis Testing concepts & perform various parametric and non parametric tests. Role Quantity in managerial decision making

### Detail Contents

L	T	P	CR
3	1	0	4

Unit	Content	Hrs/Weightage
<b>Unit 1:</b>	Role of statistics in Business Decisions Descriptive Statistics Scope, functions and limitations of statistics, Measures of Central tendency – Mean, Median, Mode, Percentiles, Quartiles, Measures of Dispersion – Range Standard deviation, Variance, Coefficient of Variation. Measures of shape and relative location; Skewness and Kurtosis	10/25%
<b>Unit 2:</b>	Index Numbers, Construction of Price and Quantity. Time series analysis: Concept, Additive and Multiplicative models, Components of time series, Trend analysis: Least Square method - Linear and Non-Linear equations	10/25%
<b>Unit 3:</b>	Correlation Analysis: Rank Method & Karl Pearson's Coefficient of Correlation and Properties of Correlation. Regression Analysis: Fitting of a Regression Line and Interpretation of Results, Properties of Regression Coefficients and Relationship between Regression and Correlation.	10/25%
<b>Unit 4:</b>	Theory of Probability, Addition and Multiplication Law, Bayes' Theorem, Theoretical Distributions: Binomial, Poisson and Normal Distribution, Sampling Distribution, Standard Error, Theory of Estimation, Point Estimation, Interval Estimation; Testing of Hypothesis: Large Sample Tests, Small Sample test, (t, F, Z Test and Chi Square Test).	10/25%

### Text Books

1. Levins, Krehbiel & Berenson, Business Statistics, Pearson Education
2. Levin & Rubin, Statistics for Management, Prentice Hall
3. Sancheti & Kapoor, Business Mathematics, Sultan Chand and Sons
4. Gupta, Statistical Methods, Sultan Chand and Sons

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## BCH 206 : Business Environment

**Course objective:-** The basic objective of this course is to familiarize the students with the nature and dimensions of evolving business environment in India to influence managerial decisions.

L	T	P	CR
3	1	0	4

### Detail Contents

Unit	Content	Hrs/Weightage
Unit 1:	An Overview of Business Environment: Type of Environment-Internal, External, Micro and Macro Environment, Competitive Structure of Industries, Environmental Analysis and Strategic Management, Managing Diversity, Scope of Business, Characteristics of Business, Objectives and the Uses of Study, Process and Limitations of Environmental Analysis	10/25%
Unit 2:	Economic Environment: Nature of Economic Environment, Economic, Nature and Structure of the Economy, Monetary and Fiscal Policies, Competition Act, 2000	10/25%
Unit 3:	Socio-Cultural Environment: Nature and Impact of Culture on Business, Culture and Globalization, Social Responsibilities of Business, Business and Society, Social Audit, Business Ethics and Corporate Governance; Political Environment: Functions of State, Economic Roles of Government, Government and Legal Environment, The Constitutional Environment, Rationale and Extent of State Intervention	10/25%
Unit 4:	Natural and Technological Environment: Innovation, Technological Leadership and Followership, Sources of Technological Dynamics, Technology Transfer, Time Lags in Technology Introduction, Status of Technology in India. Management of Technology, Features and Impact of Technology	10/25%

### Text Books

1. Shaikh, Saleem, (2010), Business Environment, 2<sup>nd</sup> Edition, Pearson Education.
2. Cherunilam, Francis, (2007), Business Environment - Text and Cases, Himalaya Publishing House.

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## BCH207: Comprehensive Viva-Voce

The objective of the comprehensive viva-voce is to ensure that the student is well prepared for the upcoming semester examinations and give any necessary feedback on his level of preparation and help by assigning a faculty for any further help if required. Student will be tested on 4 point criteria. Comprehensive viva-voce covers all the subjects the student studied in that semester during the course work. The Comprehensive Viva-Voce is intended to assess the student's understanding of various subjects he has studied during that semester. The Head of the Department or program coordinator shall constitute panels to conduct the viva-voce. Each panel shall consist of at least two faculty members of different specializations out of which one should be a senior faculty member of the department.

### Following is the process for conducting the viva:

1. Student shall be ready to give a board/ppt presentation on any topic of his/her interest for not less than 15 minutes
2. Student should also submit the topic presentation material (PPT) to the program coordinator before appearing for the viva-voce
3. Student will be interviewed for not less than 15 minutes in which the panel members will ask not less than 15 questions randomly chosen from all subjects of the course in that semester.
4. Students will be evaluated on the basis of Presentation, Query handling, Subject Knowledge, and Communication skills each carrying 20 marks and another 20 marks for the quality of material submitted by the students.

### Evaluation Scheme

PRESENTATION	20 MARKS
QUERY HANDLING	20 MARKS
COMMUNICATION SKILLS	20 MARKS
SUBJECT KNOWLEDGE	20 MARKS
QUALITY OF PRESENTATION MATERIAL (HARD	20 MARKS
TOTAL	100 MARKS

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## BCH 301: MANAGEMENT ACCOUNTING

**Course objectives:** To understand the importance of accounting in organizations and understand various financial statements of organizations. To understand and differentiate among various assets and liabilities

### Detail Contents

L	T	P	CR
3	1	0	4

Unit	Content	Hrs/Weigtag
Unit 1:	Management Accounting: nature and scope; financial accounting; cost accounting and management accounting; advantages and limitations; role of management accountant.	10/25%
Unit 2:	Financial Analysis: financial statements and their limitations; concepts and tools of financial Analysis; comparative financial statements; common size financial statements; trend percentages; ratio analysis, fund flow and cash flow analysis; ratio analysis: nature and interpretation; classification of ratios; profitability ratios; turnover ratios; financial ratios utility and limitations; DUPONT Control Chart; funds & cash flow analysis; concept of funds flow statement	10/25%
Unit 3:	Budgets and budgetary control: concept, advantages and limitations of Budgetary Control; establishing a system of budgetary control; preparation of different budgets; fixed and flexible budgeting; performance budgeting and zero base budgeting; concept of responsibility accounting; types of responsibility canthers; standard costing and variance analysis; meaning of standard cost; relevance of standard cost for variance analysis; significance of variance analysis; computation of material, labour variances.	10/25%
Unit 4:	Marginal costing and profit planning: marginal costing differentiated from absorption costing; direct costing; differential costing; key factor; break-even analysis; margin of safety; cost-volume-profit relationship; advantages, limitations and applications of marginal costing; decisions involving alternative choices: concept of relevant costs; steps in decision making; decisions regarding determination of sales mix; exploring new markets	10/25%

### Text Books

1. Bhattacharya, (2010), Management Accounting, 1st edition, Pearson Education.
2. Maheshwari, S.N., (2009), Principles of Management Accounting, Sultan Chand & Sons.
3. Khan, M.Y, and Jain, P.K., (2009), Management Accounting, 5th Edition, McGraw Hill Education

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## BCH 302: ORGANISATIONAL BEHAVIOUR

**Course objectives:** The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behavior at the individual, group and organizational levels in the changing global scenario. The course must be taught using case study method.

### Detail Contents

L	T	P	CR
3	1	0	4

Unit	Content	Hrs/Weightage
Unit 1:	Introduction: Concept and nature of Organizational behaviour; contributing disciplines to the field of O.B.; O.B. Models; need to understand human behaviour; challenges and opportunities	10/25%
Unit 2:	Individual and interpersonal behaviour: biographical characteristics; ability; values; attitudes: formation; theories; organization related attitude; relationship between attitude and behavior; personality: determinants and traits; emotions; learning: theories and reinforcement schedules; perception: process and errors; interpersonal behaviour: Johari Window; Transactional Analysis: ego states; types of transactions; life positions; applications of TA	10/25%
Unit 3:	Group behavior and team development: concept of group and group dynamics; types of groups; formal and informal groups; stages of group development; theories of group formation; group norms, group cohesiveness; group think and group shift; group decision making; inter group behaviour; concept of team Vs. group; types of teams; building and managing effective teams	10/25%
Unit 4:	Organization culture and conflict management: organizational culture; concept; functions; socialization; creating and sustaining culture; managing conflict; sources ;types; process and resolution of conflict; managing change; resistance to change; planned change; managing across cultures; empowerment and participation.	10/25%

### Text Books

1. Robbins, S.P. and Sanghi, S., (2009), Organizational Behaviour; 13th edition, Pearson Education.
2. Singh, Kavita, (2010), Organizational Behaviour: Text and Cases, 1st edition, Pearson Education.
3. Luthans, Fred, (2008), Organizational Behavior, 11th Edition, McGraw Hill Education.
4. Mirza, S., (2003), Organizational Behavior, 1st Edition, McGraw Hill Education.
5. McShane, Steven, Von, Glinow and Sharma, Radha, (2008), Organizational Behaviour, 4th Edition, McGraw Hill Education.
6. Kinicki, Angelo and Kreitner, Robert, (2005), Organizational Behaviour, 2nd Edition, McGraw Hill Education

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## BCH 303: OPERATIONS MANAGEMENT

**Course objectives:** To develop basic understanding of concepts, theories and techniques of production process and operation management

### Detail Contents

L	T	P	CR
3	1	0	4

Unit	Content	Hrs/Weightage
Unit 1:	Introduction to Operation Management: basic concept of production / transformation; types of transformation	10/25%
Unit 2:	Quality Management & Statistical Quality Control: TQM; quality specification; design quality; quality at source; zero defects; cost of quality; continuous improvement; benchmarking poka-yoke; quality awards; Statistical Quality Control: acceptance sampling; AQL & LTPD; P Chart, X & R Chart	10/25%
Unit 3:	Facility Location and Layout: issues in facility location; plant location methods; factor rating; Centre of Gravity Methods; Analytic Delphi Method; four basic layout formats; assembly line balancing; splitting tasks; problems in facility layout	10/25%
Unit 4:	Waiting Line & Inventory Management: economics of waiting line; queuing system; four waiting line models along with application; inventory management and waiting line management; inventory models	

### Text Books

1. Muhleman, (2008), Production and Operations Management, 6th edition, Pearson Education
2. B.Mahadevan, (2010), Operations Management, Theory and Practical, Pearson Education

### References Books

1. Kachru, Upender, (2006), Production and Operation Management, Excel Books
2. Chary, S.N and Paneerselvam R., (2009), Production and Operations Management, McGraw Hill Education
3. Stevenson, W. J, (2007), Operations Management, 9th Edition, McGraw Hill Education
4. Gaither, Norman and Frazier, G., (2004), Operations Management, 9th Edition, Cengage Learning

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## BCH 304: MARKETING MANAGEMENT

**Course objective:-** To understanding the Nature and scope of marketing, Evolution, Various marketing orientations, Core concepts of marketing, customer value and the value delivery process. Marketing challenges in the globalized economic scenario.

### Detail Contents

L	T	P	CR
3	1	0	4

Unit	Content	Hrs/ Weightage
Unit 1:	Introduction to marketing: Core concepts, Marketing and selling, Marketing mix. Factors affecting marketing environment; Marketing and globalization Marketing planning process & strategic planning;	10/25%
Unit 2:	Product Decisions: Product Mix, Differentiation & Positioning, New product development, Consumer adoption process, Product Life Cycle and strategies, Packaging and Labeling decisions. Branding & brand equity, Services Marketing, Pricing Decisions: Objectives, Factors affecting pricing decisions, Price Skimming & Penetration pricing	10/25%
Unit 3:	Distribution Decisions: Nature and types of Marketing Channels, Channel Design and Channel Management Decisions, Retailing, Wholesaling, Physical distribution. Selection and Management of Intermediaries Promotion Decisions: Communication process, Promotion Mix, Advertising, Sales Promotion, Public Relations, Managing the Sales force Selection	10/25%
Unit 4:	New Concepts: Green Marketing, Global Marketing, Buzz marketing, viral marketing Customer Relationship Management (CRM), Strategic marketing process; E-Commerce: Marketing in the digital age.	10/25%

### Text Books

1. Kotler, Philip Marketing Management, Prentice Hall
2. Subhash C. Jain, Marketing Management, Cengage Publications
3. Ramaswamy&Namakumari, Marketing Management, McMillan

### Reference Books

1. Kurtz & Boone, Principles of Marketing, Cengage Publications
2. Kotler& Armstrong, Principles of Marketing, Prentice Hall

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## BCH305: Human Resource Management

**Course objective:-** To understand the Human Resource Management function, its components, human resource information system and industrial relations as required in an industrial set up.

### Detail Contents

L	T	P	CR
3	1	0	4

Unit	Content	Hrs/ Weightage
Unit 1:	Introduction: concept, nature, scope, objectives and importance of HRM; Importance of Human Resource Management, Human Resource Practices, Introduction, Concept of Personnel Management, Functions of the Labor Welfare Officer, personnel management v/s HRM; role of HRM in strategic management; Kaizen; TQM and Six Sigma	10/25%
Unit 2:	HR Planning- Concept of Human Resource Planning (HRP), Factors in HRP, Process of HRP; Job Analysis – Job Description and Job Specification; Recruitment – Introduction, Concept of Recruitment, Factors Affecting Recruitment, Types of Recruitment, Selection: Introduction, Concept of Selection, Process of Selection, Selection Tests, Barriers in Selection, placement and induction	10/25%
Unit 3:	Training and Development: concept and importance of training; types of training; methods of training; design of training program; ,Employee Relations: Introduction, Concept of Employee Relations, Managing Discipline, Managing Grievance , Employee Counseling	10/25%
Unit 4:	Compensation and Maintenance: compensation: job evaluation – concept, process and significance; components of employee remuneration – base and supplementary; Performance and Potential Appraisal – concept and objectives; traditional and modern methods; limitations of Performance	10/25%

### Text Books

1. Aswathappa, K., (2010), Human Resource Management, McGraw Hill Education.
2. DeCenzo, D. A. and Robbins, S.P. (2007), Fundamentals of Human Resource Management, 9<sup>th</sup> edition, John Wiley.

### Reference Books

1. Durai, Praveen, (2010), Human Resource Management, Pearson Education.
2. Monappa, A. and Saiyadain, M., (2001), Personnel Management, McGraw-Hill Education.
3. Dessler, Gary, (2004) Human Resource Management, Pearson Education.
4. Jyothi, P. and Venkatesh, D.N, (2006), Human Resource Management, Oxford Higher Education.

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## BCH 306: DIRECT TAXES

### Course objective:

Focuses on three key aspects of income taxation. Includes basic concepts of income taxation, and understand the interaction of various components involved in the determination of the income tax. Covers the audit process, including how a taxpayer may appeal an audit decision and how an appeal may reach various courts. Learn how research differs from other legal research and will understand the implications of various types of authorities regarding tax law and procedure.

L	T	P	CR
3	1	0	4

### Detail Contents

Unit	Content	Hrs./ Weightage
Unit 1:	Income Tax Act 1961 an overview, Important terms, Concepts of Income, Residential Status and Tax liability, Exempted Incomes, Heads of Income –Income from salaries.	10/25%
Unit 2:	Heads of Income – Income from house property, Profits and Gains of a business or profession, Capital Gains, Income from other sources	10/25%
Unit 3:	Deductions from Gross Taxable Income, Clubbing of Incomes, Set-off and carry forward of losses, Individual Assessment – Computation of taxable income and tax liability, Assessment of Hindu undivided family.	10/25%
Unit 4:	Assessment of Partnership firm, Assessment Procedure, Income Tax Authorities and their powers, Wealth Tax Act 1957 – Important features.	10/25%

### Text Books

1. T.N. Manoharan : Income Tax Law – Snow White Publications Pvt. Ltd. Mumbai.
2. Dr. H.C. Mehrotra : Income Tax Law and Accounts – SahityaBhavan Publications.
3. Dr. AvadheshOjha, V.K. Subramani&ManojGupta : Direct Taxes Ready Reckoner – The Tax publishers, Jodhpur.
4. Dr. VinodSinghania& Monica Singhania : Income Tax- Taxman Publications Pvu. Ltd. New Delhi.
5. DinkarPagare : Direct Tax Planning and Management Sultan Chand & Sons, New Delhi.

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## BCH 401: CORPORATE ACCOUNTING

**Course objective:** The main objective of this subject to provide the knowledge of companies accounts. It includes Accounts of Holding Company, Banking Company accounts. It also describes the process of liquidation which is included in the company accounts. This subject also provides the knowledge of amalgamation of the company. It also helps students to give practical knowledge of accounts.

L	T	P	CR
3	1	0	4

### Detail Contents

Unit	Content	Hrs./ Weightage
Unit 1:	Accounting for share capital: issue, forfeiture and reissue of forfeited shares- issues of rights and bonus shares-sebi guidelines-concepts of book building, demat shares and employee share option scheme (esos), redemption of preference shares and buy back of shares. Issues and redemption of debentures.	10/25%
Unit 2:	Final accounts: preparation of profit and loss account and balance sheet of corporate entities, excluding calculation of managerial remuneration. Disposal of company profits. Valuation of goodwill and valuation of shares; concepts and calculation - simple problem only.	10/25%
Unit 3:	Amalgamation of companies: concepts and accounting treatment as per accounting standard: 14 (icai) (excluding intercompany holdings). Internal reconstruction: concepts and accounting treatment excluding scheme of reconstruction. Accounts of holding companies/parent companies: preparation of consolidated balance sheet with one subsidiary company. Relevant provisions of accounting standard: 21 (icai).	10/25%
Unit 4:	Banking companies: preparation of final account from a given trial balance. Concept of nonperforming assets (npa). Cash flow statement: concepts of funds. Preparation of cash flow statement as per accounting standard (as): 3 (revised) (icai): indirect method only.	10/25%

### Text Books

1. Monga, J.R., "Fundamentals of Corporate Accounting", Mayur Paper Backs, New Delhi.
2. Shukla, M.C., T.S. Grewal, and S.C. Gupta, "Advanced Accounts", Vol-II, S. Chand & Co., New Delhi.
3. Gupta, R.L. and M. Radhaswamy, "Advanced Accountancy", Vol-II, Sultan Chand and Sons, New Delhi.

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## BCU 402: CORPORATE TAX PLANNING

**Course objective:** The present course aims at familiarizing the participants with the principles, problems and structure of Different types of business taxes in India and relevance of these taxes in business decisions. Besides, a broad understanding or role of taxation in economic and industrial development of an economy will also be given.

### Detail Contents

		L	T	P	CR
		3	1	0	4
Unit	Content				Hrs./ Weightage
Unit 1:	Introduction: Definitions: Income, Person, Assesse, Assessment Year, Previous Year, Gross Total Income, Total Income; Residential Status and Scope of Total Income on the basis of Residential Status, Agricultural Income.				10/25%
Unit 2:	Taxation of Companies: Definitions: Company and its Types, Heads of Income, Deductions from Company Total Income for Companies, Simple Problems on Computation of Taxable Income of Companies, Minimum Alternate Tax u/s 115JB				10/25%
Unit 3:	Tax Planning: Concepts relating to Tax Avoidance and Tax Evasion and Tax Planning with Reference to: Location of Undertaking, Type of Activity, Ownership; Tax Planning relating to: Mergers and Demergers of Companies, Tax Concessions in respect of Specific Financial and Managerial Decisions like Capital Lease, Finance or Rental, Managerial Remuneration.				10/25%
Unit 4:	Tax Management: Filing Returns and Assessments, Penalties and Prosecutions, Appeals and Revision, Advance Tax, TDS, Advance Rulings, Avoidance of Double Taxation Agreement				10/25%

### Text Books

1. AhujaGirish, Genta R (2010) "Simplified Approach to Corporate Tax Planning and Management", Bharat Law House Pvt. Ltd., Delhi
2. Singhania V. Singhania (2006) "Corporate Tax Planning and Business Tax Procedures", Taxman Publications, Delhi

### Reference Books

1. AhujaGirish, Genta R (2010). Systematic Approach to Income Tax, Service Tax and VAT, Bharat Law House Pvt. Ltd., Delhi
2. Singhania V. Singhania (2006) "Student's Guide to Income Tax", Taxman Publications, Delhi.

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## BCH 403: CORPORATE LAWS

**Course objective:** The objective of the course is to impart basic knowledge of the provisions of the Companies Act 1956 and Depository Act 1996 along with relevant case law.

### Detail Contents

L	T	P	CR
3	1	0	4

Unit	Content	Hrs./ Weightage
Unit 1:	Introduction: Concept of lifting of 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 Constructive Notice and Indoor Management, Prospectus and Book Building.	10/25%
Unit 2:	Share Capital – issue, allotment and forfeiture of share, demat of share, transmission of shares. Members and shareholder – their rights and duties. Convening and conduct of shareholders meetings.	10/25%
Unit 3:	Legal position, powers and duties. other managerial personnel and Management – Directors, their dis-qualifications, appointment, disclosures of interest, removal of directors, board meetings, remuneration., Dividend and issue of bonus shares. Investigations.	10/25%
Unit 4:	Winding up – concept and modes of winding up, Emerging issues in company law: (i) Producer Company – concept and formation (ii) Corporate governance – concept, relevance and provisions under listing agreement. Depositories Act 1996.	10/25%

### Text Books

1. Hicks, Andrew & Goo S H, Cases and Material on Company Law, Oxford University Press
2. Kershaw, David, Company Law in Context, Oxford University Press, UK
3. Gowar, LCB, Principles of Modern Company Law, Stevens & Sons, London.
4. Hanningan, Brenda, Company Law, Oxford University Press, UK
5. Sharma, J. P, An Easy Approach to Corporate Laws, Ane Books Pvt Ltd, New Delhi.

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## BCH 404: INDIAN ECONOMY

**Course objective:** The present course aims to know the Economic system of India for the prospective of upbringing of the students to gather knowledge on various components, policies and strategies of economic of India.

### Detail Contents

L	T	P	CR
3	1	0	4

Unit	Content	Hrs./ Weightage
Unit 1:	Indian economy in the Pre-British Period Structure and organization of villages, towns, industries and handicrafts. Towards a Market Economy Changes in the land system; Taxation system during the British period and economic consequences of British rule, Case for protection of Indian industries, Indian economy at the time of independence/ colonial economy: Semi-feudal economy; Back ward, stagnant and other features.	10/25%
Unit 2:	Structure of the Indian Economy- Basic features; Natural resources — Land, water and forest resources; Broad demographic features — Population size and growth rates, sex composition, rural-urban migration, occupational distribution; Problem of over-population; Population policy; Infrastructure development; National Income-methods & trends, Poverty, unemployment & inflation—causes, effects, remedies, trends.	10/25%
Unit 3:	Planning in India-Objectives; Strategy; Broad achievements and failures; Current Five Year Plan — Objectives, allocation and targets; Economic reforms- Rationale behind economic reforms; Progress of privatization and globalization. Agriculture — nature & importance; Land Reforms; New agricultural strategy and Green Revolution; Rural credit, Agricultural marketing. Industry — Industrial policy of 1948, 1956, 1977 and 1991; Industrial licensing policy; MRTP and Competition Act, FERA and FEMA; Role of public sector enterprises in India's industrialization.	10/25%
Unit 4:	Role of foreign trade; Trends in exports and imports; Composition and direction of India's foreign trade; Balance of payments crisis and the economic reforms — Export promotion measures and the new trade policies. New economic reforms — Liberalization, privatization & globalization; Rationale behind economic reforms; progress of privatization & globalization. Foreign capital — FDI, Multinational corporations (MNCs).	10/25%

### Text Books

1. Todaro, Michael P. and Stephen C. Smith. Economic Development.Eighth edition.
2. Bettelheim. Charles India Independent.Chapters 1, 2 and 3.
3. Bhagwati, J. and Desai, P. India: Planning for industrialization, OUP, Ch 2.
4. Patnaik, Prabhat. Some Indian Debates on Planning. T. J. Byres (ed.).

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## BCH 405: INDIAN FINANCIAL SYSTEM

**Course objective:** To understand the functions of RBI as well as management of RBI, banking and non-banking financial institution as well as to know about the basic function of several of financial services

L	T	P	CR
3	1	0	4

### Detail Contents

Unit	Content	Hrs./ Weightage
Unit 1:	Financial System and Markets: Constituents and functioning; RBI – Role and functions. Regulation of money and credit, Monetary and fiscal policies, Techniques of regulation and rates; Overview of Foreign Exchange Market, Financial Sector Reforms in India, Overview of Financial Services: nature, scope and importance etc.	10/25%
Unit 2:	Banking Industry in India, constituents, banking sector reforms, determination of commercial interest rates: fixed and floating, Management of capital funds- capital adequacy norms, Liquidity Management, Asset Liability Management - Gap analysis, Management of Non- performing assets, Strategies for making commercial banks viable.	10/25%
Unit 3:	Securitization: concept, nature, scope and their implications. Securitization of Auto loans and housing loans, Securitisation in India. DFIs in India - IDBI, ICICI, IFCI, NABARD, RRBs, State Level Institutions ; NBFCs - Their status, types, working and strategies for commercial viability ; Insurance & Mutual Fund organisations - Their status, types, working and strategies for commercial viability.	10/25%
Unit 4:	Leasing and Hire Purchase: Industry. Size and scope. Parties involved Evaluation of Lease transaction, Types of lease and their implications, Hire purchase and lease - differences and implications for the business. Other financial services: Factoring, Forfeiting, Discounting and Re Discounting Of Bills, Consumer Credit and Plastic Money – concept, working and uses of each.	10/25%

### Text Books:

1. Padmalatha Suresh and Justin Paul, "Management of Banking and Financial Services, Pearson, Delhi, 2012.
2. Meera Sharma, "Management of Financial Institutions – with emphasis on Bank and Risk Management", PHI Learning Pvt. Ltd., New Delhi, 2010.

### Reference books:

1. Raising Venture Capital, Rupert Pearceans Simon Barnes, John Wiley & Sons, Ltd, 2006.
2. Lal, B.B. (2008). Income Tax and Central Sales Tax: Law and Practice, 29th Edition, Pearson Education

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## BCH406: Operation Research

### Course objective

To provide the students an understanding about the agribusiness cooperative organizations and their management.

L	T	P	CR
3	1	0	4

### Detail Contents

Unit	Content	Hrs/ Weightage
Unit 1:	Introduction to OR: Managerial Decision Making and OR. OR Models: Principles and Types. Linear Programming: Problem Formulation, Graphical & Simplex Method, Duality, and Sensitivity Analysis	10/25%
Unit 2:	Transportation Models, Trans-shipment Problem, Travelling Salesman Problem, Assignment Models; Replacement Models: Group Replacement, Individual Replacement Characteristics of M/M/I Queue model; Applications of Queue model for better service to the customers Johnsons Algorithm for n Jobs and Two machines, n Jobs and Three Machines, Two jobs and m - Machines Problems	10/25%
Unit 3:	Inventory control (deterministic Models only) Price Break Inventory Model; Principles of Optimality, Recurrence Relation; Game Theory: Zero Sum Two Person Game, Saddle Point, Graphical Method, Approximation Method, Pure Mixed Strategy, Dominance	10/25%
Unit 4:	PERT-CPM: Uncertainty of PERT, Early Start, Early Finish, Late Start Late Finish and Float, Crashing of activity in CPM, Decision Making: Decision making environment, decision under uncertainty, decision under risk, decision tree analysis.	10/25%

### Text Books

1. J K Sharma, Quantitative Techniques for Managerial Decisions, 1st Edition, Macmillan
2. N D Vohra, Quantitative Techniques in Management, 2nd Edition, Tata McGraw-Hill
3. S.D. Sharma, Operations Research, 12th Edition, Kedar Nath Ram Nath & Co

### Reference Books

1. Tulsian&Pandey Quantitative Techniques, 1st Pearson Education
2. Hillier & Lieberman, Introduction to Operations Research, 7th Tata McGraw-Hill
4. H.A. Taha, Operations Research
5. C.K. Mustafi, Operations Research

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## BCH407: Comprehensive Viva-Voce

The objective of the comprehensive viva-voce is to ensure that the student is well prepared for the upcoming semester examinations and give any necessary feedback on his level of preparation and help by assigning a faculty for any further help if required. Student will be tested on 4 point criteria. Comprehensive viva-voce covers all the subjects the student studied in that semester during the course work. The Comprehensive Viva-Voce is intended to assess the student's understanding of various subjects he has studied during that semester. The Head of the Department or program coordinator shall constitute panels to conduct the viva-voce. Each panel shall consist of at least two faculty members of different specializations out of which one should be a senior faculty member of the department.

### Following is the process for conducting the viva:

1. Student shall be ready to give a board/ppt presentation on any topic of his/her interest for not less than 15 minutes
2. Student should also submit the topic presentation material (PPT) to the program coordinator before appearing for the viva-voce
3. Student will be interviewed for not less than 15 minutes in which the panel members will ask not less than 15 questions randomly chosen from all subjects of the course in that semester.
4. Students will be evaluated on the basis of Presentation, Query handling, Subject Knowledge, and Communication skills each carrying 20 marks and another 20 marks for the quality of material submitted by the students.

### Evaluation Scheme

PRESENTATION	20 MARKS
QUERY HANDLING	20 MARKS
COMMUNICATION SKILLS	20 MARKS
SUBJECT KNOWLEDGE	20 MARKS
QUALITY OF PRESENTATION MATERIAL (HARD	20 MARKS
TOTAL	100 MARKS

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## BCH501: INDIAN BANKING SYSTEM

### Course objective

This course enables the students to know the working of the Indian banking system and its functions. Moreover, to know about the banking regulation Act, RBI role and Function.

L	T	P	CR
3	1	0	4

### Detail Contents

Unit	Content	Hrs/Weightage
Unit 1:	Indian Banking System: Structure and organization of banks; Reserve Bank of India; Apex banking institutions; Commercial banks; Regional rural banks; Co-operative banks; Development banks.	10/25%
Unit 2:	State Bank of India: Brief History; Objectives; Functions; Structure and organization; working and progress. Banking Regulation Act, 1949: History, Social control; Banking Regulation Act as applicable to banking companies and public sector banks.	10/25%
Unit 3:	Banking Regulation Act as applicable to Co-operative banks. Regional Rural and Co-operative Banks in India: Functions; Role of regional rural and cooperative banks in rural India; Progress and performance.	10/25%
Unit 4:	Reserve Bank of India: Objectives; Organization; Functions and working; Monetary policy; Credit control measures and their effectiveness.	10/25%

### TEXT BOOKS:

1. Basu A.K: Fundamentals of Banking- Theory and Practice; A. Mukherjee and Co., Calcutta.
2. Sayers R.S: Modern Banking; Oxford University Press.
3. Panandikar S.G. and Mithani D.M. Banking in India; Orient Longman.
4. Reserve Bank of India: Functions and Working.
5. Dekock: Central Banking; Crosby Lockwood Staples, London.
6. Tennam M.L: Banking- Law and Practice in India; India Law House, New Delhi.
7. Khubchandani B.S.: Practice and Law of Banking; Macmillan, New Delhi.
8. Shekhar and Shekhar: Banking Theory and Pracice; Vikas Publishing House, New Delhi.

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## BCH502: FOREIGN TRADE

### Course objective

1. To familiarize students with the process of international and domestic trade procedures.
2. To form a base of policy framework in International Trading with special emphasis on India.
3. To apprise them of the documentation procedures and its sanctity in Intl' Business

### Detail Contents

L	T	P	CR
3	1	0	4

Unit	Content	Hrs/ Weightage
Unit 1:	Introduction: Foreign Trade and economic development. India's foreign trade-trends, problems and prospects India's Balance of Payments, Trade Policy, Recent Development, WTO Economic Self Reliance-meaning, achievements, importance for Indian Economy, Foreign trade policy.	10/25%
Unit 2:	Export Documentation/incentives and cargo handling: Types of documents, Characteristics and relevance; Financing for export; Pre and post shipment credit, Export Incentives, Nature of risks, Cargo insurance: Contract, procedures and documentation for cargo loss claims, Role of schemes of ECGC and commercial banks, Quality control and Pre-shipment inspection; Schemes and procedures; Excise and custom clearance regulations, procedures and documentation.	10/25%
Unit 3:	Export – Import Procedure: Procurement for Exports-panning and methods of procurement for exports; procurement through imports, financing imports-instruments and related procedures and documentation, Custom clearance of Imports- regulations, procedures and documentation	10/25%
Unit 4:	Import Documentation and Institutional Support for India's Foreign Trade: Duty Exemption Schemes: Objectives, benefits, procedures and documentation, Schemes for import of capital goods, Procedures and documentation for new / second hand capital goods, Objective criteria and benefits, procedures and documentation; Policy for EOU / FTZ/ EPZ units, Objectives, criteria and benefits.	10/25%

### Text Books

1. Foreign Trade Policy (2009-2013)
2. Ram Paras (2009). Export: What, Where and How? Anupam Publications.

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## BCH503: INSURANCE AND RISK MANAGEMENT

### Course objective

To help the students to learn the basics and fundamentals of insurance principles and practices being practiced in the insurance industry. The knowledge in this field of insurance may help the students to adopt this as a career.

### Detail Contents

L	T	P	CR
3	1	0	4

Unit	Content	Hrs/Weightage
Unit 1:	Introduction: History of insurance in general and in India in particular. Basic nature of insurance. Definition of insurance. Comparison of Life Insurance with other forms of insurance. Principles of contract and its applicability to the valid insurance contract.	10/25%
Unit 2:	Principles of Life insurance and its impact on insurability. Morality tables and its kind. Basic elements in computation of premium. Peculiarities of life insurance product and the classification Nature of group insurance and types of group Insurance covers Policy claims and its procedures for settlement of various type of claims. Policy document and its various components including conditions and privileges under the policy.	10/25%
Unit 3:	Study of various proposal and policy forms used in general Insurance Scope of coverage of fire insurance and Marine insurance, Motor insurance Various kinds of miscellaneous insurances Describe classes of insurances requiring specialized knowledge i.e industrial all risk insurance, aviation insurance, oil and gas insurance Regulatory provisions under Insurance Act 1938, and IRDA Act 1999. Underwriting practice and procedures, types and classification of hazards	10/25%
Unit 4:	Basic concept of risk, classification of risks, and process of risk management. Identification and evaluation of risk – risk analysis. Risk control – loss prevention and its importance. Risk financing and transfer of risks. Risk retention and its importance/basis of reinsurance.	10/25%

### TEXT BOOKS

1. Neelam Gulati-Principles of Risk Management & Insurance (Excel Books)
2. Kakkar - Insurance Management (New Age International Publishers, New Delhi)
3. Vaughan & Vaughan - Fundamentals of risk & Insurance (John Wiley & Sons, New York)
4. Mishra M.N. - Insurance Principle & Practice (Sultan Chand & Company Ltd., New Delhi)

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## BCH504: E-COMMERCE

### Course objective

The objective of the course is to familiarize the participants with conceptual understanding, tools and techniques of Electronic Commerce used in business world

### Detail Contents

L	T	P	CR
3	1	0	4

Unit	Content	Hrs/Weightage
Unit 1:	Introduction: E-commerce and physical commerce; types of e-commerce; some e-commerce scenarios; advantages of e-commerce; basic e-commerce technologies; client-side and server-side programming; database connectivity; session tracking techniques; advanced e-commerce technologies: mobile agent; WAP; XML; data mining; Rich Internet Application; Web2.0; REST Web services; Web mash up; working of search engines; internet security	10/25%
Unit 2:	Internet payment systems; characteristics of payment system; SET protocol for credit card payments; e-cash; e-check; micropayment system; e-commerce strategies: strategies for marketing; sales and promotion; strategies for purchasing and support activities; strategies for web-auctions; virtual communities; and web portals	10/25%
Unit 3:	Internet payment systems; characteristics of payment system; SET protocol for credit card payments; e-cash; e-check; micropayment system; e-commerce strategies: strategies for marketing; sales and promotion; strategies for purchasing and support activities; strategies for web-auctions; virtual communities; and web portals	10/25%
Unit 4:	Integration of applications: approaches to middleware; RPC and RMI; EAI; e-business integration; loosely coupled e-business solutions for integration; services oriented architecture, EAI and web services; WS security; E-commerce infrastructure: cluster of servers; virtualization techniques; cloud computing; server consolidation using the cloud; introduction to Hadoop; HDFS; Google Apps Engine.	10/25%

### Text Books

1. E-Commerce Fundamentals and application (Henry Chan) Wiley Publication
2. Electronic Commerce (Gary Schneider) Thomson Course Technology
3. E-Business Organizational and technical foundation (Michael P) Wiley Publication

### Reference Books

1. E-Commerce Strategies, Technology and applications (David) Tata McGraw-Hill
2. Introduction to E-commerce (Jeffrey) Tata- McGraw-Hill
3. E-Business and Commerce- Strategic Thinking and Practice (Brahm) Biztantra

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## BCH 505: ENTREPRENEURSHIP DEVELOPMENT

### Course objective

The course aims to acquaint the students with challenges of starting new ventures and enable them to investigate, understand and internalize the process of setting up a business

### Detail Contents

L	T	P	CR
3	1	0	4

Unit	Content	Hrs/Weightage
Unit 1:	Entrepreneurship: Concept, knowledge and skills requirement; characteristic of successful entrepreneurs; role of entrepreneurship in economic development; entrepreneurship process; factors impacting emergence of entrepreneurship; managerial vs. entrepreneurial approach and emergence of entrepreneurship.	10/25%
Unit 2:	Starting the venture: generating business idea – sources of new ideas, methods of generating ideas, creative problem solving, opportunity recognition; environmental scanning, competitor and industry analysis; feasibility study – market feasibility, technical/operational feasibility, financial feasibility; drawing business plan; preparing project report; presenting business plan to investors.	10/25%
Unit 3:	Functional plans: marketing plan – marketing research for the new venture, steps in preparing marketing plan, contingency planning; organizational plan – form of ownership.	10/25%
Unit 4:	Sources of finance: debt or equity financing, commercial banks, venture capital; financial institutions supporting entrepreneurs; legal issues – intellectual property rights patents, trademarks, copy rights, trade secrets, licensing; franchising.( NABARD ,SIDBI ,MUDRA Banks etc )	10/25%

### Text Books

- 1.Hisrich, Robert D., Michael Peters and Dean Shepherded, Entrepreneurship, Tata McGraw Hill, IND.
- 2.Barringer, Brace R., and R., Duane Ireland, Entrepreneurship, Pearson Prentice Hall, New Jersey (USA).
- 3.Lall, Madhurima, and ShikhaSahai, Entrepreneurship, Excel Book, New Delhi.
- 4.Charantimath, Poornima, Entrepreneurship Development and Small Business Enterprises, Pearson Education, New Delhi.

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## BCH 506: BUSINESS FINANCE

### Course objective

1. To help the students to develop cognizance of the importance of Financial Management in corporate valuation.
2. To enable students to describe how people analyze the corporate leverage under different conditions and understand why people valueate different corporates in different manner.

### Detail Contents

L	T	P	CR
3	1	0	4

Unit	Content	Hrs/Weigtage
Unit 1:	Meaning, scope and objective, Time value of money, Risk and return, Valuation of securities.	10/25%
Unit 2:	Capital Budgeting Process, Cash flow Estimation, financial evaluation- Non discounted and discounted cash flow techniques, Cost of Capital: estimation of components of cost capital—equity, debt and preference capital and WACC.	10/25%
Unit 3:	Sources of long term finance, Leverage: operating, financial and total, Dividend policy and share valuation, Dividend policy – practical aspects.	10/25%
Unit 4:	Working capital management: Concepts and factors affecting working capital, risk –return trade – off, working capital financial policy, Cash management, Inventory management.	10/25%

### Text Books

1. I.M. Pandey, Financial Management, Vikas Publishers
2. Khan and Jain, Financial Management, Tata McGraw Hill
3. Prasanna Chandra Financial Management (Theory & Practice), Tata McGraw Hill

### Reference Books

1. James C. Van Horne Financial Management & Policy, Pearson Education Asia
2. Brearly and Myres, Principles of Corporate Finance, Tata McGraw Hill
3. John J. Hampton Financial Decision Making: Concept, Problem and Cases, Prentice Hall India

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## BCH 507: ENTERPRISE RESOURCE PLANNING

### Course objective

This paper deals with a broad conceptual focus on the ERP and related technologies necessary to incorporate the ERP concept into the framework of the world market place. The present course explores those aspects of ERP which are unique to international business

L	T	P	CR
3	1	0	4

### Detail Contents

Unit	Content	Hrs/Weightage
Unit 1:	ERP: Enterprise Perspective: An Overview, Features of ERP, MIS Integration, ERP drivers, Trends in ERP, ERP in India.	10/25%
Unit 2:	ERP: System Perspective: Management Information System, Operations Support System, DSS, Transaction Processing System, Network Structure of ERP System, ERP Work flow, Process modelling for ERP Systems, Communication in ERP Systems, OLTP, (On Line Transaction Processing), OLAP (On Line Analytical Processing), Enterprise Integration Application Tools for ERP.	10/25%
Unit 3:	ERP: Resource Management Perspective: Business Modules in ERP Packages, Finance, Production, Human Resource, Plant Maintenance, Materials Management, Quality Management, Sales and Distribution, Resource Management, Business Process Reengineering, Relationship between ERP & BPR, ERP Implementation Life Cycle, Implementation methodology, ERP Project Management & Monitoring.	10/25%
Unit 4:	ERP: Resource Management Perspective: Business Modules in ERP Packages, Finance, Production, Human Resource, Plant Maintenance, Materials Management, Quality Management, Sales and Distribution, Resource Management, Business Process Reengineering, Relationship between ERP & BPR, ERP Implementation Life Cycle, Implementation methodology, ERP Project Management & Monitoring.	10/25%

### Text Books

1. Alexis, Leon (2nd Edition, 2008). Enterprise Resource Planning, Tata McGraw Hill
2. Luvai Motiwalla (2008). Enterprise Systems for Management, First edition, Pearson

### Reference Books

1. Imhoff, C. Loftis Lisa & Geiger, G. Jonathan (2001). Building the Customer Centric Enterprise, 1<sup>st</sup> Edition, John Wiley & Sons
2. Ashim Singla (2009). Enterprise Resource Planning, First edition, Cengage Learning

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## BCH 601: SECRETARIAL PRACTICES

### Course objective

To familiarize students with the activities in a modern office. Smooth functioning of any organization depends upon the way various activities are organized, the facilities provided to the staff working in the office, the working environment, tools and equipment used in office.

L	T	P	CR
3	1	0	4

### Detail Contents

Unit	Content	Hrs/Weightage
Unit 1:	The company secretary: Definition, importance appointment of the company secretary Qualifications for appointment rights duties and liabilities of a company secretary. Dismissal of the secretary. Role of secretary in the formation of a company promotion. Incorporation, Capital Subscription and commencement of business	10/25%
Unit 2:	Secretarial duties relating to issue and allotment of shares, calls forfeiture, lien and transfer of shares.	10/25%
Unit 3:	Specimen of certificates of incorporation, certificate of commencement of business, share certificates and share warrants. Dematerialization of shares.	10/25%
Unit 4:	Meeting and proceedings : Provisions relating to the company and Board Meetings, Secretarial duties relating to meetings Notice, Agenda, Proxy, Motion, Resolution, Minutes and Reports	10/25%

### TEXT BOOK

1. Company Secretarial Practice – N.D.Kapoor
2. Text Book of Company Secretarial Practice – P.K.Ghosh
3. Company Law & Secretarial Practice – Dr. M.R.Sreenivasan.
4. Company Law Secretarial Practice Manual by – K.R. Chandratre

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## BCH 602: BUSINESS POLICY

### Course objective

To provide conceptual and analytical skills to the students for accessing the environment & company opportunities along with fulfilling the objectives of concepts in knowledge, situations and relevant attitude.

### Detail Contents

L	T	P	CR
3	1	0	4

Unit	Content	Hrs/Weightage
Unit 1:	Strategic Management, Concept of strategy, Dimension of strategic decision, Levels of strategy, Strategy from modes, Overview of process of strategic planning & management.	10/25%
Unit 2:	Mission" vision, objective setting, Business definitions, summery statement of strategy, Deducing strategy fraction & endeavors.	10/25%
Unit 3:	Formulation of strategy, Components of environment & Environmental analysis, analysis of internal capabilities using different approaches, Strengths, Weakness, Opportunities, Threats (SWOT Analysis).	10/25%
Unit 4:	Strategic alternatives for growth, stable combinations & inter-national strategies. Choice of Strategies, Generic Business Strategies, Portfolio Analysis, Overview of Implementation Aspects.	10/25%

### TEXT BOOK

1. Business Policy and Strategic Management- Jauch Lawrence R & William Glueck Published by Tata McGraw Hill
2. Business Policy and Strategic Management – Dr AzharKazmi, Published by Tata McGraw Hill Publications
3. Business Policy and Strategic Management – SukulLomash and P.K Mishra, Vikas Publishing House Pvt Ltd, New Delhi
4. Strategic Management- Awareness and Change, John. L. Thompson, Internal Thomson Business Press.

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## BCH 603: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

### Course objective

The objective of this course is to expose the students to the concepts, tools and Techniques applicable in the field of security analysis and portfolio management

L	T	P	CR
3	1	0	4

### Detail Contents

Unit	Content	Hrs/Weightage
Unit 1:	Overview of Capital Market: Market of securities, Stock Exchange and New Issue Markets - their nature, structure, functioning and limitations; Trading of securities: equity and debentures/ bonds. Regulatory Mechanism: SEBI and its guidelines; Investor Protection.	10/25%
Unit 2:	Risk & Return : Concept of Risk, Measures of risk and return, calculation, trade off, systematic and unsystematic risk components. Nature of Stock Markets: EMH (Efficient Market Hypothesis) and its implications for investment decision. Valuation of Equity: Approaches to Equity Valuation- nature of bonds, valuation, Bond theorem, Term structure of interest rates, Duration.	10/25%
Unit 3:	Portfolio Analysis and Selection: Portfolio concept, Portfolio risk and return, Beta as a measure of risk, calculation of beta, Selection of Portfolio: Markowitz's Theory, Single Index Model, Capital market theorem, CAPM (Capital Asset Pricing Model) and Arbitrage Pricing Theory.	10/25%
Unit 4:	Portfolio Management and Performance Evaluation: Performance evaluation of existing portfolio, Sharpe and Treynor measures; Finding alternatives and revision of portfolio; Portfolio Management and Mutual Fund Industry	10/25%

### Text Books

1. Chandra. Prasanna, (2009), Investment Analysis and Portfolio Management, 3rd Edition, Tata McGraw Hill, New Delhi
2. Fischer and Jordon (2009). Security Analysis and Investment Management, 6th Edition, Pearson Education.

### Reference Books

1. Rustagi, R. P. (2008). Investment Analysis and Portfolio Management, 2nd Edition, Sultan Chand & Sons.
2. Frank K. Reilly, Keith E Brown. (2009). Investment Analysis and Portfolio Management, 8th Edition, Cengage Learning.
3. Ranganatham, (2004). Investment Analysis and Portfolio Management, 1st edition, Pearson Education.

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## BCH 604: MANAGEMENT INFORMATION SYSTEM

### Course objective

The objective of the course is to acquaint the students about the concept of information system in business organizations, and also the management control systems.

### Detail Contents

		L	T	P	CR
		3	1	0	4
Unit	Content	Hrs/Weightage			
<b>Unit 1:</b>	Introduction: Concept of Data and Information, Information Systems, Classification, Operations Support System (OSS), Management Support System(MSS), Transaction Processing System(TPS), Process Control System(PCS), Enterprise Collaboration System(ECS), Management Information System(MIS), Decision Support System(DSS)	10/25%			
<b>Unit 2:</b>	Role of MIS: Strategic Advantage with MIS, Competitive Strategy Concept, and the Value Chain and Strategic IS, Using IT for Strategic Advantage: Business Process Re-engineering, Creating a Virtual Company, Improving Business Quality: Total Quality Management, Becoming an Agile Company, Building a Knowledge Creating Company	10/25%			
<b>Unit 3:</b>	Developing MIS Systems: System Development Life Cycle, Investigation Phase, Prototyping, Feasibility Analysis, System Analysis (DFD and ER Diagram), System Design, Implementing Business Systems, Testing, Documenting, Training, Conversion and Maintenance.	10/25%			
<b>Unit 4:</b>	Applications: Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Security and Ethical Challenges Of IT, Ethical Responsibility - Business Ethics, Technology Ethics; Cyber Crime and Privacy Issues.	10/25%			

### TEXT BOOK

1. Laudon K C and Laudon J P - Management Information Systems: Managing the Digital Firms (Prentice Hall,1st Ed.)
2. O'Brien James - Management Information System (Tata Mc Graw Hill, 12th Ed.)
3. Jawedkar W S - Management Information System (Tata Mc Graw Hill, 3rd Ed.)
4. Arora Ashok, Bhatia Akshaya – Management Information System (Excel, 1st Ed.)
5. Davis & Olson – Management Information System (TMH, 2nd Ed.)
6. Murdick, Ross, Claggett – Information System For Modern Management (PHI, 3rd Ed.)
7. Stair & Reynolds – Fundamentals of Information Systems (Thompson, 2nd Ed.)

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## BCH 605: AUDITING - PRINCIPLES & PRACTICE

### Course objective

The major purpose of this course is to prepare students to understand the nature and objectives of an audit and make them appreciate the general auditing practice..

### Detail Contents

L	T	P	CR
3	1	0	4

Unit	Content	Hrs/Weightage
<b>Unit 1:</b>	Introduction: meaning and objectives of Auditing; Types of audit; Internal audit, Audit Process: Audit programme; Audit and books Working papers and evidences; consideration for commencing an audit, Routine checking and Test checking Intern Check System: Internal Control.	10/25%
<b>Unit 2:</b>	Audit Procedure: Vouching; Verification of assets and liabilities. Audit of Limited Companies: Company Auditor – Appointment, Powers, Duties and Liabilities.	10/25%
<b>Unit 3:</b>	Auditing Standards- Appointment, Powers, Duties and Liabilities of Auditors. Board Outlines of Company Audit and Auditor's Report. Special Audit of banking companies, Audit of educational institutions, Audit of insurance companies, Audit of non-profit companies, When Fraud is suspected and When a running a business is proposed. Investigation; Divisible Profit and Dividend.	10/25%
<b>Unit 4:</b>	Recent trends in Auditing- Nature and Significance of Cost Audit, Tax Audit; Management Audit and Computerized Audit.	10/25%

### TEXT BOOK

1. Sharma T.R. Principles of Auditing Sahitya Bhawan, Agra.
2. Tondon B.N. Principles of Auditing, S. Chand and Co., New Delhi.
3. Gupta Kamal contemporary Auditing Tata Mc Graw hill, New Delhi.

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## BCH 606: RETAILING MANAGEMENT

### Course objective

The main objective for the curriculum is to provide the learner with an overview of the retail industry, concepts and processes and an opportunity to understand the areas of accountability for a Retail Manager. The learner will also be able to determine a level of interest in pursuing a career in retail management.

### Detail Contents

L	T	P	CR
3	1	0	4

Unit	Content	Hrs/ Weightage
Unit 1:	Overview of Retailing Environment and Management: Retailing, Definition and Concept, Functions of Retailing Driving Forces for Retailing, Building and Sustaining Relationships, Strategic Planning, Type of Retail Outlets, Market Structure, Retail Planning, Development and Control. The Customer and Retail Business: Knowing your Customers, Focusing on the Consumer, Mapping Out Society, Learning, Attitude.	10/25%
Unit 2:	Situational Analysis: Retail Institutions by Ownership. Retail Institutions by Store-based Strategy-Mix, Web, Nonstore-based and other Forms of Non Traditional Retailing. Communicating with Customers. Promotional Strategies used in retailing. Choosing a Store Location: Trading Area Analysis, Site Selection. Visual Merchandising and Atmospherics.	10/25%
Unit 3:	Managing Retail Business: Retail Organization and HRM, Retail Organization and Operations Management, Financial Dimensions, Managing Retail Services. Service Characteristics, Branding, Perceptions of Service Quality.	10/25%
Unit 4:	Delivering the Product: Retail Information Systems, Merchandise Management Retail Pricing, Development and Implementing Plans, People in Retailing. International Retailing: Internationalization and Globalization, Shopping at World Stores, Going International, The Internalization Process, Culture, Business and International Management.	10/25%

### TEXT BOOK

1. Newman A.J. and Cullen P - Retailing : Environment and Operations (Vikas, 1st Ed.)
2. Berman B and Evans J.R - Retail Management (Pearson Education, 9th Ed.)
3. Michael Levi M and Weitz BW - Retailing Management (Tata McGraw Hill, 5th Ed.)
4. Dunne Patrick M., Lusch Robert F. and Griffith David A - Retailing (Cengage Learning, 4th Ed.)
5. Cox Roger and Brittain Paul - Retailing: An Introduction (Pearson Education, 5th Ed.)
6. Newman and Cullen - Retailing (Cengage Learning, 1st Ed.)

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### BCH607: Comprehensive Viva-Voce

The objective of the comprehensive viva-voce is to ensure that the student is well prepared for the upcoming semester examinations and give any necessary feedback on his level of preparation and help by assigning a faculty for any further help if required. Student will be tested on 4 point criteria. Comprehensive viva-voce covers all the subjects the student studied in that semester during the course work. The Comprehensive Viva-Voce is intended to assess the student's understanding of various subjects he has studied during that semester. The Head of the Department or program coordinator shall constitute panels to conduct the viva-voce. Each panel shall consist of at least two faculty members of different specializations out of which one should be a senior faculty member of the department.

Following is the process for conducting the viva:

1. Student shall be ready to give a board/ppt presentation on any topic of his/her interest for not less than 15 minutes
2. Student should also submit the topic presentation material (PPT) to the program coordinator before appearing for the viva-voce
3. Student will be interviewed for not less than 15 minutes in which the panel members will ask not less than 15 questions randomly chosen from all subjects of the course in that semester.
4. Students will be evaluated on the basis of Presentation, Query handling, Subject Knowledge, and Communication skills each carrying 20 marks and another 20 marks for the quality of material submitted by the students.

#### Evaluation Scheme

PRESENTATION	20 MARKS
QUERY HANDLING	20 MARKS
COMMUNICATION SKILLS	20 MARKS
SUBJECT KNOWLEDGE	20 MARKS
QUALITY OF PRESENTATION MATERIAL (HARD	20 MARKS
TOTAL	100 MARKS

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## BBA603: Management Information Systems

Course Objective: The objective of the course is to acquaint the students about the concept of information system in business organizations, and also the management control systems.

Syllabus and detailed contents:

L	T	P	CR
3	0	0	3

Unit	Content	Hrs./Weightage
Unit 1:	Introduction: definition; purpose; objectives and role of MIS in business organization with particular reference to management levels; MIS growth and development; location of MIS in the organization: concept and design; Transaction Processing System; Decision Support System; Executive Information System; Expert System; recent developments in the Field of MIS	10/25%
Unit 2:	System Development: concept of system; types of systems: open; closed; deterministic; probabilistic ;relevance of choice of system in MIS; Integration of Organization Systems and Information Systems; System Development Life Cycle; System Analysis, Design and Implementation; MIS Applications in Business	10/25%
Unit 3:	Information Concepts: data and information; meaning and importance; relevance of information in Decision Making; sources and types of information; Cost Benefit Analysis: quantitative and qualitative aspects; assessing information needs of the organization	10/25%
Unit 4:	Information Technology: recent developments in the field of information technology; multimedia approach to information processing; decision of appropriate information technology for proper MIS; choice of appropriate IT systems: database, data warehousing & data mining concepts; centralized and distributed processing	10/25%

### Text Book

1. Laudon and Laudon, (2010), Management Information System, 11th edition, Pearson Education
2. Sadagopan, S., (2009), Management Information Systems, Prentice Hall of India

### Reference Books

1. LM Prasad, (2008), Management Information System, Sultan Chand
2. Arora, Ashok and Akshaya Bhatia, (2009), Information Systems for Managers, Excel Books, New Delhi
3. McLeod, Raymond, (2008), Management Information System, Pearson Education
4. Goyal, D.P., (2008), Management Information Systems-Managerial Perspectives, 2nd Edition, Macmillan, New Delhi

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## BBA604: International Business Management

Course Objective: The basis objective of this course is to provide understanding to the students with the global dimensions of management.

Syllabus and detailed contents:

L	T	P	CR
3	0	0	3

Unit	Content	Hrs./Weightage
<b>Unit 1:</b>	Overview of international business: introduction; concept; definition; scope; trends; challenges and opportunities; nature; meaning and importance of international competitive advantage; multidimensional view of competitiveness: financial perspectives: international monetary systems and financial markets; IMF; WB; IBRD; IFC; IDA; existing international arrangements; globalization and foreign investment: introducing FDI; National FDI Policy Framework; FPI; impact of globalization	10/25%
<b>Unit 2:</b>	Globalization: technology and its impact; enhancing technological capabilities; technology generation; technology transfer; diffusion; dissemination and spill over; rationale for globalization; liberalization and unification of world economics; international business theories; trade barriers: tariff and non-tariff barriers	10/25%
<b>Unit 3:</b>	Strategy making and international business: structure of global organizations; types of strategies used in strategic planning for achieving global competitive advantage; meaning, concept and scope of distinctive competitive advantage; financial integration; cross border merger and acquisitions	10/25%
<b>Unit 4:</b>	Socio-cultural environment: managing diversity within and across cultures; country risk analysis; macro-environmental risk assessment; need for risk evaluation; corporate governance; globalization with social responsibility: introduction; social responsibility of TNC; recent developments in corporate social responsibility and policy implications; global human resource management: selection; development; performance appraisal and compensation; motivating employees in the global context and managing groups across cultures; multicultural management	10/25%

### Text Books

1. Sharan, (2010), International Business, 2nd edition, Pearson Education.
2. Tamer, Cavusgil, Gary, Knight, (2010), International Business: Strategy, Management and the New Realities, 1st Edition, Pearson Education.

### Reference Books

1. Sinha P.K, (2008), International Business Management, Excel Books.
2. K. Aswathappa, (2008), International Business, McGraw Hill Education.
3. Hodgetts, R., Luthans, F., Doh, Jonathan, (2008), International Management: Culture, Strategy and Behaviour, Pearson Education.
4. Deresky, (2010), International Management: Managing Across Border

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## BBA605: Database Management Systems

Course Objective: To develop understanding of database management system and abilities to use DBMS packages

Syllabus and detailed contents:

L	T	P	CR
3	0	0	3

Unit	Content	Hrs./Weightage
Unit 1:	Introduction to Database Systems: file System versus DBMS; advantages of DBMS; describing and storing data in a database; queries in a DBMS; structure of a DBMS; people who deal with databases; introduction to data models; architecture of DBMS	10/25%
Unit 2:	Entity Relationship Model: overview of database design; entities; attributes, and entity sets; relationships and relationship sets; additional features of the ER Model; conceptual database design with the ER Model: entity versus attribute; entity versus relationship; Relational Model: introduction to relational model; foreign key constraints; enforcing integrity constraints; querying relational data; logical database design: ER to Relation; introduction to views; destroying/altering tables and views; Coddrules	10/25%
Unit 3:	Schema Refinement and Normal Forms: introduction to schema refinement; functional dependencies ;examples; motivation; schema refinement ;reasoning about functional dependencies; normal forms; decompositions ;normalization (Up to 3rd Normal Form)	10/25%
Unit 4:	Concept of Objects: objects; tables; queries; forms; reports ;modules; database creation and manipulation; SQL Queries: the form of a basic SQL Query; union, intersect and expect ;introduction to nested queries; aggregate operators; null values	10/25%

### Text Books

1. Elmasri and Navathe, (2009), Fundamentals of Database Systems, 5<sup>th</sup> Edition, Pearson Education
2. IITL Education Ltd., (2010), Introduction to Database System, Pearson Education

### Reference Books

1. Ramakrishnan, R. and Gehrke, J. (2007), Database Management Systems, 3<sup>rd</sup> Edition, McGraw Hill Education
2. Kanan, A. and Date, C. J., (2006), "An Introduction to Database Systems", Vol. I & Vol. II, 8<sup>th</sup> Edition, Addison Wesley Publishing Company
3. Singh. S. L., (2008), Database System Concept and Application, 2<sup>nd</sup> Edition, Pearson Education.
4. Atul, Kahate, (2006), Introduction to Database Management System, 1<sup>st</sup> Edition Pearson Education

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## BBA606: Research Report

### PRC (Project Review Committee):

Every candidate shall be required to submit a thesis or dissertation on a topic approved by the Project Review Committee. A Project Review Committee (PRC) shall be constituted with the Head of the Department as Chairperson, Project Supervisor and one senior faculty member of the Department. Project supervisors will be allocated to each student based on the student's area of interest or specialization. Supervisor allocation will be done by HoD or Academic Head of the Department.

### Pre-submission of the action plan:

In consultation with his Project Supervisor, the student has to present the title, objective, and plan of action of his project work to the Project Work Review Committee (PRC) for approval. Only after obtaining the consent of the PRC can the student initiate the Project work.

### Change of guide:

If a candidate wishes to change his supervisor or topic of the Project, he can do so with the PRC's approval. However, the PRC shall examine whether or not the change of topic/supervisor leads to a major change in his project proposal's initial plans.

### Project work initiation and submission:

1. The Project's work shall be initiated at the beginning of the III year 1st Semester and the duration of the Project is one semester.
2. A candidate is permitted to submit Project Thesis only after the approval of PRC not earlier than 12 weeks from the date of approval of the project work.
3. For the approval of PRC the candidate shall submit the draft copy of thesis to the Head of the Department and make an oral presentation before the PRC.
4. After approval from the PRC, a soft copy of the thesis should be submitted for ANTIPLAGIARISM check and the plagiarism report should be submitted to the University and be included in the final thesis.
5. The thesis will be accepted for submission, if the similarity index is less than **20%**. If the similarity index has more than the required percentage, the student is advised to modify accordingly and re-submit the soft copy of the thesis after one month.

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6. Three copies of the Project Thesis certified by the supervisor shall be submitted to the College/School/Institute, after submission of a research paper related to the project work in a UGC approved journal. A copy of the submitted research paper shall be attached to thesis.
7. The thesis shall be adjudicated by an external examiner selected by the University. For this, the Principal of the College/School/Institute shall submit a panel of **three** examiners from among the list of experts in the relevant specialization as submitted by the supervisor concerned and Head of the Department.
8. If the report of the external examiner is unsatisfactory, the candidate shall revise and re-submit the thesis. If the report of the examiner is unsatisfactory again, the thesis shall be summarily rejected. Subsequent actions for such dissertations may be considered, only on the specific recommendations of the external examiner and /or Project work Review Committee. No further correspondence in this matter will be entertained, if there is no specific recommendation for resubmission.
9. If the report of the external examiner is satisfactory, the Head of the Department shall coordinate and make arrangements for the conduct of Main Project Viva – Voce examination.

**Evaluation scheme:**

1. The Main Project Viva-Voce examination will be evaluated for **100 marks**.

Criteria	Internal	External	Total
Project Report	25	25	50
Viva Voce	25	25	50
Total	50	50	100

2. The Main Project Viva-Voce examination shall be conducted by a board consisting of the Supervisor, Head of the Department and the external examiner who adjudicated the thesis.
3. The candidate has to secure a minimum of 50% of marks in Main Project Viva-Voce examination.
4. If he fails to secure a minimum of 50% marks, he will reappear for the Main Project Viva-Voce examination only after three months. In the reappeared examination also, if he fails to fulfill the requirements, he will not be eligible for the award of the degree, unless he is asked to revise and re-submit his project work by the board within a specified time period (within **four** years from the date of commencement of his first year first semester).

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