



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

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K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

**School of Management
& Commerce**

Student Handbook

For

BBA and B.Com. (Hons.) Programme

&

MBA and M.Com. Programme

2018–19

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1. Introduction

The K.R. Mangalam Group has made a name for itself in the field of education. Over a period of time, the various educational entities of the group have converged into a fully functional corporate academy. Resources at KRM have been continuously upgraded to optimize opportunities for the students. Our students are groomed in a truly inter-disciplinary environment wherein they develop integrative skills through interaction with students from engineering, social sciences, management and other study streams.

The K.R. Mangalam story goes back to the chain of schools that offered an alternative option of world-class education, pitching itself against the established elite schools, which had enjoyed a position of monopoly till then. Having blazed a new trail in school education the focus of the group was aimed at higher education. With the mushrooming of institutions of Higher Education in the National Capital Region, the university considered it very important that students take informed decisions and pursue career objectives in an institution, where the concept of education has evolved as a natural process.

K.R. Mangalam University is established under the Haryana Private University Act 2006, received the approval of Haryana Legislature vide Amendment Act # 36 of 2013 and consent of the Hon'ble Governor of Haryana on 11th April 2013, which was published in the Gazette notification vide Leg. No.10/2013, dated 3rd May 2013.

KRM University is unique because of its

- Enduring legacy of providing quality education and thereby creating achievers who demonstrate leadership in diverse fields.
- Protecting and nurturing environment for teaching, research, creativity, scholarship, social and economic justice.

Objectives

- i. To impart undergraduate, post graduate and doctoral education in identified areas of higher education.
- ii. To undertake research programmes with industrial interface.
- iii. To integrate its growth with the global needs and expectations of the major stake holders through teaching, research, exchange & collaborative programmes with Foreign, Indian Universities/Institutions and MNCs.
- iv. To act as a nodal center for transfer of technology to the industry. v. To provide job oriented professional education to the students.

2. About School of Management &Commerce

The School of Management & Commerce takes pride in its professional and highly-qualify faculty, modern infrastructure, technology and resources in the fields of General Management, Human Resource, Finance, Operations, Marketing, Information Technology, Economics and International Business. This step towards development of professionals who are committed for its excellence in their personal and professional endeavors and also to match the industry practices through research, training and consultancy programmes. Hence, the school makes a meaningful contribution to the socio-economic development of its students and further to nation. The approach to pedagogy combines fieldwork, case studies and instrumented feedback with a strong emphasis on concepts and theory.

3. Programmes Offered

3.1 Bachelor of Business Administration (BBA) Programme

This programme aims at developing a student's intellectual ability, executive personality and managerial skills through an appropriate blending of business and general education. The

programme helps the student in understanding and developing unique leadership qualities required for successfully managing business functions or an enterprise.

Duration: - 3 Years (6 Semesters)

Eligibility Criteria: He/She should have passed the 10+2 examination conducted by Central Board of Secondary Education or equivalent examination from a recognized board with an overall aggregate of 50%.

Course Outline: Principles of Management/Financial Accounting/Economics/ Organizational Behavior/Business Statistics/Research Methodology/Business Law/ Strategic Management. Specialization is also facilitated in field of Human Resource, Marketing and Finance.

3.2 Master of Business Administration (MBA) Programme

This programme is designed to help students grow and succeed in the Managerial Field. Throughout the programme students gain valuable insights from the classroom, visitors and speakers who include Prominent Business Figures, Leading Academics and Global Commentators. The programme offers specialization in Finance, Marketing, Human Resource Management, International Business and IT.

Duration: 2 Years (4 Semesters)

Eligibility Criteria: He/ She should have passed Bachelor's Degree or equivalent with at least 50% Marks in aggregate.

International Summer School: Approx. 2 weeks of International summer school at prestigious universities outside India, to provide international exposure to the budding managers.

Course Outline: Management Process & Behavior/Business Communication/ Marketing Management/Legal Aspects of Business/Information Systems in Business/ Financial Accounting/ Managerial Economics/Quantitative Techniques/Human Resource Management/Financial Management/International Business Environment/ Intellectual Property Rights/ International Marketing/ Information Technology and System.

3.3 Bachelor of Commerce (Hons.) Programme

This programme provides students exposure in the business environment by preparing them to avail opportunities in the field of Finance and Commerce. It also aims to develop understanding and professional competence of Institutional Structure & Processes supporting Global Commerce.

Duration: - 3 Years (6 Semesters)

Eligibility Criteria: He/She should have passed the 10+2 examination conducted by Central Board of Secondary Education or equivalent examination from a recognized board in Commerce stream or any other stream with mathematics as one of the subjects with a minimum of 50% in aggregate.

Course Outline: Business Organization & Management/Micro and Macro Economics / Business Law / Financial Accounting / Business Statistics / Fundamentals of Computer & Information Systems / Corporate Law / Business Communication / Business Mathematics / Income-Tax Law & Practice / Corporate Accounting / Management Accounting, E-Commerce.

3.4 Master of Commerce (M.Com.) Programme

This programme has the distinct objective of equipping students with the knowledge, skill and attitude necessary to become employable in the area of Accounting, Auditing, Taxation, Valuation, Capital Markets, Financial Management and Law.

Duration: 2 Years (4 Semesters)

Course Outline: Management Process & Behavior / Business Communication / Marketing Management / Taxation Planning and Management/Computer

Applications / Accounting Theory and Practice / Managerial Economics / Quantitative Techniques / Human Resource Management / Financial Management / International Business Environment/ Securities Analysis/ International Marketing/ Statistical Analysis.

4. Career Options

In **BBA** several options are there like in the field of Commerce and Business, Marketing Research, Research Analysis, Banking & Finance, Insurance, Marketing, Travel & Tourism, Advertising, HR, Civil Services.

MBA - Management of both for Profit and Non-profit organization, Real-world Projects from industry opening; Marketing, Finance, Project Management, Entrepreneurship and many other domains depending on one's specialization, PSUs and Civil Services.

Similarly in **B.Com.** (Hons.) several options are there like in field of Finance, Commerce, Accountancy, Taxation, Discipline related to Business, Banking, Insurance, Auditing and Taxation, Cost & Works Accounts, Chartered Accountant/ Finance, Investment Banking, PSU, Defense Services and Civil Services.

M.Com. - Commerce, Marketing and Finance, Insurance & Banking, Investment Banking, Research and Teaching, Taxation, Industrial Firms and Organizations, PSUs and Civil Services.

5. Programme Duration

BBA, B.Com (H) - 3 years (6 semesters) MBA, M. Com - 2 years (4 semesters)

6. Class Timings:

The classes will be held from Monday to Friday, from 9.10 am to 4.10 pm.

7. Syllabi:

The syllabi of all courses for first year for all the programmes offered by SOMC are given in the following pages. For each course, the first line contains; Course Code, Title and credits of the course. This is followed by the course objectives, syllabus (Unit I to IV), Text book and reference books.

BBA I YEAR

SMMC 121

PRINCIPLES OF MANAGEMENT

Credits-3

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

UNIT - I

Introduction: Concept, Nature, Process and Significance of Management; Managerial Levels, Skills, Functions and Roles; Management v/s Administration; Coordination as Essence of Management; Development of Management Thought: Classical, Neo-Classical, Behavioral, Systems and Contingency Approaches.

UNIT - II

Planning: Nature, Scope and Objectives of Planning; Types of Plans; Planning Process; Business

Forecasting; MBO; Concept, Types, Process and Techniques of Decision-Making; Bounded Rationality.

Organizing: Concept, Nature, Process and Significance; Principles of an Organization; Span of Control; Departmentation; Types of an Organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization.

UNIT - III

Staffing: Concept, Nature and Importance of Staffing; Motivating and Leading: Nature and Importance of Motivation; Types of Motivation; Theories of Motivation-Maslow, Herzberg, X, Y and Z; Leadership - Meaning and Importance; Traits of a Leader; Leadership Styles -Likert's Systems of Management; Tannenbaum& Schmidt Model and Managerial Grid.

UNIT - IV

Controlling: Nature and Scope of Control; Types of Control; Control Process; Control Techniques - Traditional and Modern; Effective Control System.

TEXT BOOK:

1. Stoner, Freeman and Gilbert Jr. (2013). Management (6th Edition). New Delhi: Pearson Prentice Hall of India.

REFERENCE BOOKS:

1. Koontz, Cannice, and Weihrich (2014). Management- A Global, Innovative and Entrepreneurial Perspective (14th Edition). New Delhi: Tata McGraw Hill Publishing Company.
2. Chopra R. K., Mohan Puneet, & Sharma Vandana (2010). Principles & Practices of Management. New Delhi: Sun India Publication.
3. Tripathi P. C. & Reddy P. N. (2015). Principles & Practices of Management (5th Edition). New Delhi: Tata McGraw Hill Publishing House.
4. Gupta, C.B (2016). Management Concepts and Practices. New Delhi: Sultan Chand and Sons.

SMMC 123

MICRO – ECONOMICS

Credits-3

Course Objective: The objective of this subject is to give understanding of the basic concepts and issues in business economics and their application in business decisions.

UNIT - I

Introduction to Business Economics and Fundamental concepts: Nature, Scope, Definitions of Business Economics, Difference between Business Economic and Economics, Contribution and Application of Business Economics to Business. Micro vs. Macro Economics. Opportunity Costs, Time Value of Money, Marginalize, Instrumentalism, Market forces and Equilibrium, Risk, Return and Profits.

UNIT - II

Consumer Behavior and Demand Analysis: Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium. 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 of Demand, Cross Elasticity of Demand, Advertising Elasticity of Demand and Expectation Elasticity of Demand. Demand Forecasting: Need, Objectives and Methods (Brief)

UNIT - III

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 ISOQUANTS.

UNIT - IV

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.

TEXT BOOK:

1. Dwivedi, D.N.; Managerial Economics, Vikas Publishing House.

REFERENCE BOOKS:

1. Chaturvedi, D.D. and S. L. Gupta; Business Economics, Brijwasi Publishers.
2. Mehta, P. L.; Managerial Economics, Sultan Chand & Sons.
3. Koutsoyiannis, A.; Modern Micro Economics, Macmillan Press Ltd.
4. Salvatore, Dominick, Managerial Economics, McGraw-Hill Book Company.

SMMA147

PREPARATORY MATHEMATICS

Credit-3

Course Objective: The objective of this course is to:

Strengthen the mathematical foundation of the students to prepare them for advanced courses in mathematics in future semesters

Provide a strong review for students who studied mathematics in the final two years of school as well as provide a renewed introduction and basis for students who have not studied mathematics in two or more years.

UNIT I

Review of algebra. Equations and expressions in algebra. Linear equations in one and two variables. Methods of solving linear equations. Linear equations in three variables. Solution of linear equations in three variables by substitution methods.

UNIT II

Quadratic and bi-quadratic expressions. Solution of quadratic expressions by factorization and the quadratic formula. Rational expressions. Simplification of rational expressions. Bi-quadratic equation solving. Simple cubic equations and their solutions by replacement of roots.

UNIT III

Coordinate Geometry. Introduction to the system of axes and location of points in the plane. Distance between points in the plane. Locus of points. Straight lines. Slope and intercept form. Double intercept form. Slope-point and two-point form of straight lines. Intersection of lines.

UNIT IV

Functions. Definition of functions. Sum, difference, multiplication, and division of functions. Composition of functions. The Exponential function. The Logarithm function. Relations between the exponential and the logarithm functions. Introduction to the concept of limits. Simple limits.

TEXT BOOK:

1. Dr. Riyaz Ahmad Khan; *Introduction to remedial mathematics*; S. Chand Publishing.

REFERENCE BOOKS:

1. Mathematics, Textbook for class X, NCERT
2. Mathematics, Textbook for class XI, NCERT

SMEL101

COMMUNICATION SKILLS

Credit-4

Course Objective:

To make the students understand the basics of Grammar

To improve their written and oral communication so that they speak correct form of English with proficiency

To help them improve their personality and soft skills.

UNIT I

Introduction to Communication: Meaning, Forms & Types of Communication; Process of Communication; Principles of Effective Communication/7Cs, Barriers in Communication; Literature: *A Bird Came Down the Walk* by Emily Dickinson

UNIT II

Essentials of Grammar: Parts of Speech: Noun, Pronoun, Adjective, Verb, Adverb, Preposition, Conjunction, Interjection; Using tenses; Articles; Types of sentences; Reported Speech; Punctuation; Literature: *Stopping by Woods on A Snowy Evening* by Robert Frost

UNIT III

Building Vocabulary: Word Formation (by adding suffixes and prefixes); Common Errors; Words Often Confused; One word substitution, Homonyms and Homophones; Antonyms & Synonyms, Phrasal Verbs, Idioms & Proverbs (25 each); Commonly used foreign words(15 in number); Literature: *The Gift of Magi* by O'Henry

UNIT IV

Personality Development: Etiquette & Manners; Leadership; Inter & intra personal skills; Attitude, Self-esteem & Self-reliance; Public Speaking; Body Language: Posture, Gesture, Eye Contact, Facial Expressions; Presentation Skills/ Techniques; Literature: *My Prayer to Thee* by Rabindranath Tagore;

TEXT BOOK:

1. Kumar, Sanjay and Pushplata. *Communication Skills*. Oxford University Press.

REFERENCE BOOKS / SITES:

1. Tickoo, M.L, Subramanian A. E. and Subramanian P.R. *Intermediate Grammar, Usage and Composition*. Orient Blackswan.
2. Mitra, Barun K. *Personality Development and Soft Skills*. Oxford University Press.
3. "Best Poems", <http://100.best-poems.net/>. 20 July 2016.
4. "Classic English Short Stories", <http://www.eastoftheweb.com/short-stories/Collections/ClasEngl.shtml>, 20 July 2016.

SMCS 111

INFORMATION TECHNOLOGY FUNDAMENTALS

Credit-3

Course Objective: To familiarize management studies with computer and it's applications in day to day business and managerial activities, with more emphasis on its practical aspect.

UNIT I

Basics of Computers and its evolution: Evolution of computers, Data, Instruction and Information, Block diagram of a computer, Characteristics of computers, Functions of different units of a computer, Generations of computers, Classification of computers: - Digital, Analog and Hybrid, Micro, Mini, mainframe and Super Computer, Single-board computer.

UNIT II

Introduction to Computer Software: Open source Software, Copylefted and Non-copylefted Software; System Software; Application Software; Utility Software; Demoware, Shareware, Firmware, Freeware, Free Software. Compiler and Interpreter, Generations of languages: Machine Level, Assembly, High Level, 4GL.

Introduction to Computer System & Operating System Overview: Instruction execution, memory hierarchy, Objectives and Function of OS, Structure of OS, Types of operating systems, Component and Services offered by OS, Layered approach of OS, Properties of OS, System boot, File Management.

UNIT III

Input and Output Devices: Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code and Quick Response Reader, Voice Input Device, Monitor and its type, Printer and its type, Plotter

Computer Memory: Primary Memory (ROM and its type - PROM, EPROM, EEPROM, RAM) Secondary memory- SASD, DASD Concept, Magnetic Disks - Hard disks, Optical disks - CD ROM and its type (CD ROM, CD ROM-R, CD ROM-EO, DVD ROM), Flash Memory, Blu-ray Disk

UNIT IV

Concept of Data Communication and Networking: Networking Concepts, Types of networking (LAN, MAN AND WAN), Communication Media, Mode of Transmission (Simplex, Half Duplex, Full Duplex), Analog and Digital Transmission. Synchronous and Asynchronous Transmission, Network topologies.

Introduction to Database Management System:

Introduction to Database Systems: File System versus DBMS, Architecture of DBMS, Data Models, Schema and instances, Data independence, Advantages of a DBMS, Describing and storing data in a DBMS, Database Languages, Overview of Hierarchical, Network and Relational Database Management System.

Text Books:

1. Leon and Leon; Introduction to Information Technology, Leon Tech World.

Reference Books:

1. Sinha, Kr. Pradeep and Preeti Sinha; Foundations of Computing, BPB Publication.
2. Jain, V.K.; Computers and Beginners.

SMMC115

FINANCIAL ACCOUNTING

Credit-4

Course Objective: The primary objective of the course is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for users & consumers of accounting information.

UNIT I

Meaning and scope of accounting: Need for accounting, development of accounting, definition

and functions of accounting, limitation of accounting, book keeping and accounting, is accounting science or art?, end user of accounting information, accounting and other disciplines, role of accountant, branches of accounting, difference between management accounting and financial accounting, objectives of accounting, accounting equation.

Accounting principles and standards: Meaning of accounting principles, accounting concepts, accounting conventions, systems of book keeping, systems of accounting, introduction to accounting standards issued by ICAI. Journalizing transactions: journal, rules of debit and credit, compound journal entry, opening entry sub division of journal: cash journal, petty cash book, purchase journal, sales journal, sales return journal, voucher system.

Ledger posting and trial balance: ledger posting, relationship between journal and ledger, rules regarding posting, trial balance, final accounts of sole proprietorship.

UNIT II

Capital and revenue: Classification of income, classification of expenditure, classification of receipts, difference between capital expenditure & capitalized expenditure, revenue recognition. accounting concept of income: concept of income, accounting concepts and income measurement, expired cost & income measurement, relation principle and income measurement, accountants and economist's concept of capital and income.

UNIT III

Inventory Valuation: Meaning of inventory, objectives of inventory valuation, inventory systems, methods of valuation of inventories, Ind AS 2 on Inventories. provisions and reserves: concept of depreciation, causes of depreciation, basic features of depreciation, meaning of depreciation accounting, objectives of providing depreciation, fixation of depreciation amount, method of recording depreciation, methods of providing depreciation, depreciation policy, Ind AS 16 Property, Plant and Equipment (emphasis on depreciation)

UNIT IV

Shares and Share Capital: Shares, share capital, accounting entries, under subscription, oversubscription, calls in advance, calls in arrears, issue of share at premium, issue of share at discount, forfeiture of shares, surrender of shares, issue of two classes of shares, right shares, re-issue of shares.

Debentures: classification of debentures, issue of debentures, different terms of issue of debentures, writing off loss on issue of debentures, accounting entries, redemption of debentures.

Joint Stock Company: Introduction, meaning and definition of a company, essential characteristics of a company, kinds of companies, private and public limited companies, formation of company.

Company final accounts: books of account, preparation of final accounts, profit & loss account, balance sheet, Schedule III of financial statements, CA 2013, preparation of simple company final accounts.

TEXT BOOK:

1. Maheshwari, S.N. and S. K. Maheshwari; *An Introduction to Accountancy*, Vikas Publishing House (11ed.Revised)

REFERENCE BOOKS:

1. Monga, J.R. with professional advice by Girish Ahuja; *Fundamentals of Corporate accounting* (Ed 21st, 2016), JBA Book Code 154571
2. Bhattacharya, S.K. and J. Dearden; *Accounting for Manager - Text and Cases*, Vikas Publishing House.

3. Maheshwari, S.N. and S.K. Maheshwari; *Advanced Accountancy*, Vol. I & II, Vikas Publishing House.

SMCS 167

INFORMATION TECHNOLOGY FUNDAMENTALS LAB

Credit-1

Course Objective: This practical course will give learning of basic operations of Windows, MS-Word, MS-PowerPoint and MS-Excel

List of Experiments

1. Introduction to GUI based Operating System: Desktop, Task Bar, My Documents, Control panel, logging and resetting window password and various ending a computer session., Working with Disks, Folders and files using file explorer and command prompt, taking backup on Mobile and pend drive using USB Port, music and video player.
2. Understanding and Accessing Individual Control Panel Items along with different ways of operating Control panel items.
3. Introduction to Document Editor Application Software: Document creation and formatting of document, inserting and formatting complex table, using inbuilt word template, office online template, creating-edit-modify template, import/export files, convert word document to web document, PDF files, creating hyperlinks, adding security features to word doc-ument- imposing password and checking virus in Macros. Finding and Replacing Text, Basic of E-Mail, E-mail Addressing, Using E-mail- opening mail, mailbox, creating and sending mail, replying mail, forwarding, sorting & searching e-mail, Document Collabora-tion, Instant Messaging and Mail Merging.
4. Introduction to Presentation Application Software: Creating a presentation, different views of the presentation, customizing slides using predefined layouts/ slide transition / para-graph or text animation, importing data from other sources in PowerPoint presentations.
5. Introduction to Spreadsheet Application Software: Features of a spreadsheet, Data entry, Cell referencing, entering series, editing data, ranges, formulae insertion, inserting functions, creating macros and hyperlink, import and export data.
6. Analysis using Spreadsheet Application Software: Consolidation of data and data analysis in spreadsheet: sorting and filtering techniques drop down list from range of cell, applying and removal of data validation to cell, protecting cell data using password.
7. Pivot table report and Pivot chart report in Spreadsheet Application Software: creating pivot table, grouping fields, drill down pivot, layout and format, filtering, sorting and condi-tional formatting data, chart creation.
8. Creating form, Reports and queries using Access Application Software.
9. Hand-on experience on Outlook Application Software calendar to organize day-to-day activities, creating an appointment & Repetitive Appointment, working with event, planning a meeting, create, view and delete group schedule.
10. Database Designing & Maintenance: Maintaining an access tables, managing database by SQL queries, documenting a database, assigning privileges to users of database.

SMEL171

COMMUNICATION SKILLS LAB

Credit-1

Course Objective:

- To make the students understand the basics of Grammar to enhance oral and written communication, and to train them to speak correct form of English fluently.
- To refine the personality of students and to enhance their self- confidence.
- In each practical class student should spend
 - 5 to 10 minutes on effective browsing of online News paper
 - 5 to 10 minutes on English Language software activities

Each student must actively complete the following ten activities in practical classes, and the Lab Record with the teacher's signature and the internal marks should be submitted to the External Expert during Viva.

Activity 1: Self- introduction: Informal introduction & formal introduction; A detailed write up on formal 'Self Introduction'; Formal Introduction of oneself in front of the group.

Activity 2: News Reading: Introduction to 'online News papers'; Browsing and selecting the preferred Newspaper; Browsing through the News Headlines; Selecting interested News items; Comprehending the content, writing down the essence and reading the News in front of the Group. Discuss 5 to 8 new words or terms, 4 to 5 important personalities of that day's news etc.

Activity 3: a. JAM: Introduction to 'Just A Minute speech' and the 'Extempore speech'; Preparation of speech on given topic (different topic for each student); delivery of the speech; Feedback (on content, time management, body language etc. highlighting the positive aspects first.)

b. Listening Comprehension: Listen to online / downloaded oration by renowned Orators; write down the content in a precise form and give an oral presentation of that write up following all the etiquettes of public speaking.

Activity 4: a. Turn Coat: Speaking for and against by the same person with time specification; assign topics from the immediate surroundings; write down the content either from the Net or from personal knowledge; prepare well and deliver; feedback & suggestions for improvement.

b. News Discussions: Selecting News of the day, Discussing among the group, prepare the news content and prepare the group opinion about the issue and present it in front of the class by the group involving each member; select 5 new words & new usages from the selected news item

Activity 5: Conversation ability: Characteristics of effective conversation; Listening to a few sample conversations; preparing conversation based on the given situation; enacting the situation through effective delivery of the script; feedback & suggestions for improvement.

Activity 6: Role Play: Characteristics of Role Play; assigning roles; developing the content to deliver; enacting the role with effective delivery; feedback & suggestions for improvement.

Activity 7: Public Speaking: Characteristics of effective Public speaking; possible barriers; watching demo online; topic assignment, information gathering & recording; delivery in front of the class; feedback & suggestions for improvement. . (Different topic for each student)

Activity 8: Group Discussion: Importance and characteristics; Dos & Don'ts in GD; Demo display; assign topic for the group, Preparation & performance; feedback & suggestions for improvement.

Activity 9: Debate: Difference between Group Discussion & Debating; Watching demo of Debating; Topic for the group of 2 or 4; preparation and performance; feedback & suggestions for improvement.

Activity 10: Interview: Importance & purpose of Job Interview; Interview etiquettes; Watch demo interview; Appear for formal mock interview; feedback & suggestions for improvement.

TEXT BOOK:

1. Kumar, Sanjay and Pushplata. *Communication Skills*, Oxford University Press.

REFERENCE BOOKS:

1. Mitra, Barun K. *Personality Development and Soft Skills*. Oxford University Press.
2. Raman, Meenakshi & Sharma, Sangeetha. *Technical Communication Principles and Practices*, 2nd Ed. Oxford University Press, New Delhi, 2011.

SMHA151

FRENCH I

Credit-2

Course Objectives: The aim of the course is to make the student learn French language from the basics to advance levels.

Unit I

Introduction to Language, Basic Vocabulary, General questions, French greetings, Audio activities, Role-play

Unit II

Basic Grammar (articles, nouns, adjectives, pronouns, prepositions, colors, opposites), Grammar exercises

Unit III

French Numbers, days of the week, months of the year, Vocabulary activities

Unit IV

Verbs (all groups), Negative sentence formation, Descriptive and creative writing exercises with related grammar and vocabulary, Grammar exercises, Activities based on vocabulary and grammar, Reading exercises

Text Book

1. Text Book JUMELAGE 1
2. Work Book JUMELAGE 1

Reference Book

1. Grammaire Française

SMMC 118

ORGANIZATIONAL BEHAVIOUR

Credit-4

Course Objective: This course aims to provide insights necessary to understand behavioural processes at individual, team and organizational level enable students to learn how to influence the human behaviour in organizations.

UNIT I

Foundation and background of OB: contemporary challenges -workforce diversity, cross-cultural dynamics, changing nature of managerial work, ethical issues at work, emotional intelligence in contemporary business

UNIT II

Individual behaviour and processes: individual differences – values and attitudes; Perception-concept, process and applications; Personality- concept, determinants and theories applications; Learning and Reinforcement, Stress – symptoms, causes, consequences and management

UNIT III

Interpersonal and team processes: group behaviour, group development, group dynamics, social loafing; developing teams – self-directed work teams, virtual teams; team building; Empowerment - concept, significance, process, prerequisites, Conflict – concept, sources, types, management of conflict, Power – concept, sources, approaches; organizational politics

UNIT IV

Organizational processes and structure: organizational structure and design, Work and job design; organizational learning; organizational culture; organizational change and development.

TEXT BOOK

1. Nelson, Debra L and James C Quick, Organisational Behaviour, Thomson Learning

REFERENCE BOOKS:

1. Pareek, Udai, Understanding Organisational Behaviour, Oxford University Press, New Delhi
2. Robbins, S.P., Organisational Behaviour, Prentice Hall of India, New Delhi
3. Hellgiegel, D & J.W. Slocum, Organisational Behaviour, Thomson Learning
4. McSchane, Organisation Behaviour, TMH, New Delhi
5. Luthans, Fred, Organisational Behaviour, McGraw Hill, New York
6. New Storm and Keith Davis, Organisation Behaviour, TMH, New Delhi

SMMC 124

MACRO – ECONOMICS

Credit-3

Course Objective: The purpose of Macroeconomics is to give students a thorough understanding of the principles of economics that apply to the economic system as a whole.

- To maximize the level of national income providing economic growth,
- To raise the utility and standard of living of participants in the economy by providing full employment
- To achieve Price stability and Balance of payment stability.

UNIT - I

Introduction to Macro Economics: Nature and Scope of Macro Economics, Macroeconomic Aggregates: Aggregate demand, Aggregate Supply, Aggregate Output, Aggregate Consumption.

Circular flow of Economic Activities and Income: Two Sector Economy, Three Sector Economy and Four Sector Economy, National Income: Concept, GDP, GNP, NDP, NNP, Per Capita Income, Personal Disposable Income, Measurement of National Income, Uses of National Income Data, Difficulties in the measurement of National Income.

UNIT – II

Income Determination: Consumption Function; Psychological Law of Consumption Function, Investment Function, Balance of payments.

UNIT – III

Money and Inflation: Functions of Money, Theories of Demand for Money, Determinants of Money Supply, Inflation: Introduction, Causes of Inflation, Inflation and Unemployment, Control of Inflation.

UNIT - IV

Business Cycle: Introduction, Features of Business Cycles, Phase of Business Cycles, Causes and Effects of Business Cycle, Measures to Control Business Cycles: Fiscal Policy and Monetary Policy, IS-LM model- The interaction of Real and Monetary sectors of the economy.

TEXT BOOK:

1. Diwedi, D. N. Macro Economics. New Delhi: Tata McGraw Hill

REFERENCE BOOKS:

1. Froyen, T. R. Macro Economics. New Delhi: Pearson Education
2. Agarwal, V. Macro Economic. New Delhi: Pearson Education

3. Geetika, Ghosh, P., & Chodhury, P. R. Managerial economics. New Delhi: Tata McGraw Hill.

SMMC319

BUSINESS ENVIRONMENT

Credit-4

Course Objective: The purpose of this course is to make students understand the contemporary changes in various laws, forces and regulatory measures governing business operations in India.

UNIT I

Introduction to Indian business environment: Nature, structure and components of business environment; country risk, political risk and corporate adjustment; salient features of Indian economy with respect to current economic survey.

UNIT II

Economic reforms: Current monetary and fiscal policy environment; competitive environment and the Competition Act 2002; consumer and investor's protection; introduction corporate governance.

UNIT III

Introduction to background of industrial policy and industrial policy of 1991; public sector reforms; public private partnership-concept, significance and major government initiatives; SMEs – threats and challenges; industrial sickness-concept, reason and impact; DFI's i.e. IDBI, IFCI and ICICI - concept and contribution to economy.

UNIT IV

Current scenario of Indian economy with respect to: Balance of payments; foreign trade policy; globalization trends; FDI in India; Foreign Exchange Management Act.

TEXT BOOK:

1. Cherulimum, F.(2015). Business environment - Text & cases (24thed.). New Delhi: Himalayas Publishing House.

REFERENCE BOOKS:

1. Mishra, S. K., & Puri, V. K. (2016). Economic environment of business (With case studies). (9th ed.). New Delhi: Himalaya Publishing House.
2. Shukla, M. B. (2012). Business environment - Text and cases. New Delhi: Taxman.
3. Cherulimum, F.(2015). International business environment (2nded.). New Delhi: Himalayas Publishing House.
4. Saleem, S. (2015). Business environment (3rded.). Noida: Pearson India Education.
5. Ashwatthapa, K. (2016). Essentials of business environment (13thed.). New Delhi: Himalayas Publishing House.
6. Datt, G., & Sundaram, K. P. M.(2016). Indian economy (72nd ed.). New Delhi: S. Chand.
7. Ministry of Finance. (2016-17)Economic Survey. New Delhi: Government of India.
8. Ministry of Finance. (2017-18)Union budget. New Delhi: Government of India.
9. Bedi, S.(2012). Business environment. New Delhi: Excel Books.

SMMA 109

BUSINESS MATHEMATICS

Credit-4

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

UNIT - I

Principle of Counting: Permutations and Combination, concept of factorial, Principle of Counting, Permutation with restriction Circular Permutation and Combination with restriction. Sequences & Series -A.P.& G.P.

UNIT - II

Introduction to calculus: Derivative as slope of tangent. Derivative as rate of change. Differentiation of polynomials, exponential functions, and logarithmic functions. Integration as the inverse operator of differentiation. Indefinite integral formulae. Concept of definite integral – area under curve.

UNIT - III

Application of calculus: Optimization using calculus, point of inflexion, absolute and local-maxima and minima. Applications in business and finance – Marginal rates of profit, cost, and revenue. Consumer's & Producer's surplus, Learning Curves. Introduction to ordinary differential equations in one variable - separable and homogeneous type.

UNIT - IV

Matrix Algebra: Definition, Types of Matrices, Operations on matrices, Adjoint, Inverse, Solution to a system of equations by: matrix methods and Gaussian Elimination method, Rank. Application of matrices to business. Creating business models using matrices. Illustrations of models that use matrices effectively.

TEXTBOOK:

1. Thukral, J.K.; Business Mathematics, BVP Publications- Sancheti and Kapoor; Business Mathematics

REFERENCE BOOKS:

1. Bhardwaj, R.S.; Mathematics for Economics and Business, Excel Books.
2. Raghavachari, M.; Mathematics for Management, Tata McGraw Hill.

SMCH 125

ENVIRONMENTAL STUDIES

Credit-3

Course Objectives: This course in environmental studies will develop the:

- Basic understanding about the concept related to environment such as eco system and biodiversity.
- understanding about pollution and its control.
- insight about the various concerns regarding environment such as population and social issues.

UNIT I

Introduction of Environmental Studies: Multidisciplinary nature of environmental studies; Scope and importance; Concept of sustainability and sustainable development.

Natural Resources: Renewable and Non-renewable Resources

Land resources: land use change; Land degradation, soil erosion and desertification.

Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.

Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).

Energy resources: Renewable and non- renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

UNIT II

Ecosystems: Definition and Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession.

Case studies of the following ecosystems:

- a) Forest ecosystem
- b) Grassland ecosystem
- c) Desert ecosystem
- d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Biological Diversity: Levels of biological diversity; genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots ; India as a mega-biodiversity nation; Endangered and endemic species of India; Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity; Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

UNIT III

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

Environmental Policies and practices: Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture.

Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act; Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context. International agreements: Montreal & Koyoto protocol and convention on biological diversity. Nature reserves, tribal population and rights, human wild life conflicts in Indian context.

UNIT IV

Human Communities and the Environment: Human population growth: Impacts on environment, human health and welfare; Resettlement and rehabilitation of project affected persons; case studies; Disaster management: floods, earthquake, cyclones and landslides; Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan; Environmental ethics: Role of Indian and other religions and cultures in environmental conservation; Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

Field work:

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

TEXT BOOKS:

1. ErachBharucha, Textbook of Environmental Studies, Universities Press (P) Ltd., Hyderabad, India.
2. AnubhaKaushik and C. P. Kaushik, Environmental Studies, New Age International Publishers(P) Ltd. New Delhi.

REFERENCE BOOKS:

1. A.K. De, Environmental Chemistry, New Age International Publishers(P) Ltd. New delhi.
2. P. H. Raven, D. M. Hassenzahl & L. R. Berg, Environment, John Wiley & Sons, New Delhi.
3. J. S. Singh, S. P. Singh and S. R. Gupta, Ecology, Environmental Science and Conservation, S. Chand Publication, New Delhi.

SMMC 224

FINANCIAL MANAGEMENT

Credit-4

Course Objective: The course is aimed at building an understanding of concepts, vital tools and techniques applicable for financial decision making by a business firm.

UNIT I

Nature and Scope of Financial Management: Financial objectives, financial decisions, importance, Impact of financial and economic environment on financial management; Time Value of Money

UNIT II

Sources of Finance: Planning for sources of finance; Capital Structure Theories: net income approach, net operating income approach, traditional approach and MM approach, determinants of capital structure; Cost of Capital: calculation, EBIT – EPS Analysis; Leverage.

UNIT III

Capital Budgeting: Conventional and DCF Methods; Inflation and Capital Budgeting; Risk Analysis and Capital Budgeting-Certainty Equivalent Factor; Risk Adjusted Discounting Rate; Decision Tree; Independent and Dependent Risk Analysis; Replacement Decisions, Sensitivity Analysis.

UNIT IV

Dividend Decision: Retained Earning Vs. Dividend Decision, Gordon Model, Walter Model, MM Approach, Lintner Model, dividend policies in practice; **Working Capital Management:** working capital estimation, Management of Cash (Various Theoretical Models), Inventory management and Receivables management

TEXT BOOKS:

1. Rustagi, Dr.R P, Elements of Financial Management, Taxman Publishers

REFERENCE BOOKS:

1. Kishore, Ravi M., Financial Management, Taxmann Publishers.
2. Prasanna, Chandra (Financial Management: Theory and Practice, Tata McGraw Hill.
3. SheebaKapil Financial Management, Pearson Education.
4. Shashi K Sharma, R k Mittal , Management Accounting, Principles and Practice, Kalyani Publications
5. Khan, M. Y. and Jain P. K. , Financial Management, Text, Problems & Cases, Tata McGraw Hill Company, New Delhi.

SMHA152

FRENCH II

Credit-2

Course Objectives: The aim of the course is to make the student learn French language from the basics to advance levels.

Unit I

Grammar topics and respective exercises (articles contracts, articles partitifs, adjectifs possessifs, adjectifs démonstratifs), Translation exercises

Unit II

Pronominal verbs (grammar rules and exercises), More verbs of all 3 groups, Time, Daily routine,

Unit III

Grammar exercises, Activities based on grammar and vocabulary

Unit IV

Passé composé (past tense), Creative writing exercises, Comprehension passages, Reading exercises

Text Book

1. Text Book JUMELAGE 1
2. Work Book JUMELAGE 1

Reference Book

1. Grammaire Française

MBA I YEAR

SMMC731 MANAGEMENT PROCESS & ORGANIZATIONAL BEHAVIOUR Credit-3

Course Objective: This course aims to provide insights necessary to understand behavioral processes at individual, team and organizational level enable students to learn how to influence the human behavior in organizations.

UNIT I

Foundation and background of OB: concept, nature & scope of OB, Foundations of OB, challenges & opportunities, ethical issues in OB.

UNIT II

Individual behavior and processes: individual differences—values and attitudes; Perception concept, process and applications; Personality—concept, determinants and theories applications; Learning and Reinforcement, Stress—symptoms, causes, consequences and management.

UNIT III

Interpersonal and team processes: group behavior, group development, group dynamics, social loafing; developing teams—self-directed work teams, virtual teams; team building; Empowerment—concept, significance, Conflict—Concept, sources, types, management of conflict, Power—concept, sources, approaches; organizational politics

UNIT IV

Organizational processes and structure: organizational structure and design, Work and job design; organizational learning; organizational culture; organizational change and development.

TEXT BOOKS:

1. Robbins, S.P. (2008) Organizational Behaviour, (7th Edition), New Delhi ND: Prentice Hall of India.

REFERENCE BOOKS

1. Pareek, Uday. (2012). Understanding Organisational Behaviour (3rd Edition). New Delhi ND: Oxford University Press.
2. Prasad, L.M. (2014). Organizational Behaviour (5th Revised Edition) Sultan Chand & Sons.
3. Aswathappa, K. (2007). Organizational Behavior, (7th Edition) New Delhi ND: Himalaya Publishing House.
4. VSP Rao, (2009) Organizational Behavior, (9th Edition) Excel Books.

SMMC709

MANAGERIAL ECONOMICS

Credit-3

Course Objective: The course is aimed at building a perspective necessary for the application of modern economic concepts, precepts, tools and techniques in evaluating business decisions taken by a firm. The course will also look at recent developments in business in the context of economic theory.

UNIT I

Introduction: Nature, Scope and Significance of Managerial Economics, its Relationship with other Disciplines, Role of Managerial Economics in Decision Making, Decision Making under Risk and Uncertainty.

UNIT II

Consumer Behavior and Demand Analysis: Cardinal and Ordinal Approaches to Consumer Behavior; Demand Functions; Determinants of Demand; Elasticity of Demand; Derivation of Market Demand; Demand Estimation and Forecasting.

UNIT III

Theory of Production and Cost: Managerial uses of Production Function, Short Run and Long Run Production Analysis, Isoquants, Optimal Combination of Inputs, Empirical Estimation of Production Functions; Traditional and Modern Theory of Cost in Short and Long Run, Economies of Scale and Economies of Scope, Empirical Estimation of Cost Function.

UNIT IV

Theory and Behavior of Firm: Profit Maximization; Alternative Objectives of Business Firms; Price Output Decisions; under Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly; Pricing Policies and Methods, Strategic Behavior of Firms; **Game Theory:** Nash Equilibrium, Prisoner's Dilemma Price & Non-Price Competition.

TEXT BOOK:

1. Salvatore, D. Managerial economics in a global economy. Irwin, McGraw-Hill.
2. REFERENCE BOOKS:
3. Geetika, Ghosh, P., & Choudhury, P.R. (2nded). Managerial economics. New Delhi: McGraw Hill Education.
4. Dwivedi, D. N. Managerial economics. New Delhi, ND: Vikas Publication House.
5. Christopher, R. Thomas, & S. Charles, Maurice. Managerial economics. New
6. Delhi: Tata McGraw Hill.
7. Dholakia, R.H., & Oza, A.N. Micro economics for management students. New Delhi: Oxford University Press.
8. Keating, Berry, & Wilson, J. H. An economic foundation for business decision. New Delhi: Biztantra Publication.

9. Gupta, G.S. Managerial economics: Micro economic. McGraw Hill.
10. Truett&Truett. Managerial economics. John Wiley & Sons Inc.
11. Petersen, H. Craig, &Cris, L W. Managerial economics. New Delhi: Pearson Education (Singapore) Ltd.

SMMC725

ACCOUNTING FOR MANAGEMENT

Credit-4

Course Objective: The course aims at enabling students to understand the basic accounting principles and techniques of preparing & presenting the accounts for users of accounting information. The course also familiarizes the students with the basic cost and management accounting concepts and their applications in managerial decision making.

UNIT I

Nature of Accounting Information: Scope of Accounting, Accounting concepts, Principles & Standards, Journal, Ledger, Trial Balance, Depreciation Accounting (straight line and diminishing balance methods), Preparation of Final Accounts Trading Account, Profit and Loss Account; Balance Sheet (with adjustments)

UNIT II

Cost Accounting: Meaning, Objectives Importance, Methods, Classification of Cost, Preparation of Cost Sheet, Material Cost Accounting, Perpetual Inventory Control, Inventory Valuation, EOQ, ABC Analysis, Setting of Reorder Level, Maximum Level, Minimum Level.

UNIT III

Performance Evaluation Techniques: Introduction to Budgeting and Budgetary Control; Installation of Budgetary Control system; Classification of Budget; Fixed and Flexible Budgeting; Standard Costing and Variance Analysis (Labour and Materials); Balanced Scorecard; Responsibility Accounting.

UNIT IV

Decision Making Techniques: Marginal Costing; Absorption Costing; Contribution; Key factor; Cost-Volume-Profit Analysis; Decision making under decision involving alternative choice; Introduction to Activity Base Costing, Targeting Costing, Life Cycle Costing; Uniform Costing

Change in Text Book:

1. Maheshwari, S.N. Accounting for Management. Vikas Publishing House. New Delhi:

REFERENCE BOOKS:

1. Shashi K Gupta, Sharma R.K. Management Accounting, Kalyani publications
2. Arora, M. N. (2015). Cost Accounting (12th ed). New Delhi: Vikas Publishing House.
3. Khan, M.Y., & Jain, P.K. (2015). Financial Management, Text, Problems & Cases (7th ed). New Delhi: Tata McGraw Hill Company.
4. Maheshwari, S.N. Financial and Cost Accounting. New Delhi: Sultan Chand & Sons.
5. Maheshwari, S.N. (2015). Advanced Accountancy -Vol. I & II (10th ed). New Delhi: Vikas Publishing House.
6. ICAI, Accounting Standards (Latest).
7. Bhattacharya, Ashish K. Financial Accounting for Business Managers. New Delhi: Prentice Hall of India.

Course Objective: This course is designed to prepare students to analyse and interpret business problems using Statistical methods. The quantitative evaluation of a problem is imperative to eliminate/minimize the subjectivity associated with the managerial decision-making process. This course is intended to help students "in making-sense-of" enormous amount of statistics to which they are exposed in their everyday life.

UNIT I

Role of statistics: Application of statistics in managerial decision-making; Descriptive Measures: Measures of central tendency - mean, median, mode and their implications; Measures of Dispersion: range, mean deviation, standard deviation and their significance, Measures of Skewness

UNIT II

Correlation Analysis: Meaning and uses; Types of correlation, Methods of calculation of coefficients – Karl Pearson and Rank correlation, Analysis and interpretation; Regression Analysis: Introduction, Difference between correlation and regression, Linear regression equation, Standard error of the estimate, Coefficient of determination

UNIT III

Probability: Concept of probability and its uses in business decision-making; Addition and multiplication theorem of probability; Bayesian analysis and its application; Probability Theoretical Distributions: Concept and application of Binomial; Poisson and Normal distributions

UNIT IV

Sampling and Hypothesis Testing: Sampling theory; Formulation of hypotheses; Application of Z-test, t-test and χ^2 (Chi) square-test in testing of the hypothesis

TEXT BOOK:

1. Lenin Rubin- Statistics for Management, Pearson (2000), 7th Ed., New Delhi

REFERENCE BOOKS:

1. Beri- Statistics for Management (Tata McGraw-Hill)
2. Chandran J S- Statistics for Business and Economics (Vikas), 1998.
3. Render and Stair Jr- Quantitative Analysis for Management (Prentice-Hall, 7th edition)
4. Sharma J K - Business Statistics (Pearson Education)
5. Gupta C B- An Introduction to Statistical Methods (Vikas), 1995, 9th ed.
6. Earshot L- Essential Quantitative Methods for Business Management and Finance (Palgrave, 2001)
7. Ken Black- Business Statistics for Contemporary Decision Making – (John Wiley), 4th ed.

Course Objective: The course aims at making students understand concepts, philosophies, processes and techniques of managing the marketing operations of a firm.

Course Content:

UNIT I

Introduction to Marketing: Meaning, core concepts, nature and scope of marketing; marketing philosophies; concept of marketing myopia & marketing mix; understanding marketing environment; models of consumer and organizational behaviour, buying decision process; market segmentation, targeting and positioning.

UNIT II

Product: Product concept; new product development process; product levels; product classifications; introduction of product mix, major product decisions; branding, packaging and labeling; product differentiation; product life cycle.

Price: Concept of price and pricing, applications of pricing; determinants of price; pricing process, important pricing strategies and policies.

UNIT III

Place (distribution): Nature, functions, and types of distribution channels; channel functions and flows; channel levels; channel-design decisions; channel conflict, coordination and competition.

Promotion (communication): Developing effective communications; characteristics of the marketing communications mix; factors in setting the marketing communications mix; elements of promotion mix-advertising, personal selling, publicity and sales promotion.

UNIT IV

Introduction to emerging trends in marketing- Consumerism; retailing; rural marketing; societal marketing; direct and interactive marketing; green marketing; digital marketing.

TEXT BOOK:

1. Kotler, P., Keller, K., Koshy, L., & Jha, M. (2016). *Marketing management* (16th ed.). New Delhi: Pearson.

REFERENCES BOOKS:

1. Kurtz, D. L., & Boone, L. E. (2013), *Principles of contemporary marketing* (16th ed.). New Delhi: Cengage Learning India.
2. Douglas, I. D. & Leonard J. P., *Marketing management: text and cases* (7th ed.). U.S.A.: John Wiley and Sons.
3. Pride, W. M. and Ferrel, O. C. (2004), *Marketing: concepts and strategies* (12th ed.). New Delhi: iztantra/Wiley India Pvt. Ltd..
4. Etzel, M. J., Bruce, J. W., Stanton, W. J., & Pandit, A. (2010). *Marketing* (14th ed.). New Delhi: Tata McGraw-Hill.
5. Kumar, S. R. (2012). *Case studies in marketing management*. New Delhi: Pearson.

SMCS 775

IT FOR MANAGERS LAB

Credit-1

LIST OF EXPERIMENTS

1. **Personal Productivity Software:**
 - 1.1 Word Processing:
 - 1.2 Editing Features
 - 1.3 Formatting Features, Saving, Printing
 - 1.4 Table Handling
 - 1.5 Page Settings, Spell-Checking
 - 1.6 Macros

1.7 Mail-Merge, and Equation Editors

2. Spreadsheet :

2.1 Workbook:

2.2 Worksheets, Data Types

2.3 Operators, Cell Formats

2.4 Freeze Panes, Editing Features

2.5 Formatting Features

2.5 Creating Formulas, using Formulas

2.6 Cell References, Replication

2.7 Sorting, Filtering, Functions

2.8 Charts and Graphs.

3. Presentation Graphics Software:

3.1 PowerPoint:

3.2 Templates

3.3 Views

3.4 Formatting Slide, Slides with Graphs

3.5 Animation

3.6 Using Special Features

3.7 Presenting Slide Shows.

SMEL722

BASICS OF BUSINESS COMMUNICATION

Credit-3

OBJECTIVES:-

- To enable the student understand the basics, characteristics, importance and application of business communication
- To groom students to be effective and successful Business administrators by enhancing their communication skills
- To understand and practice the different types of business communications

COURSE CONTENTS

Unit 1

Basic Principles of Communication: Introduction, Understanding Communication, the Communication Process, Barriers to Communication, the Importance of Communication in the Workplace, Types of Communication & Communication Channels; Stress Management

Unit 2

The Nature of Business Communication: Introduction, Types of Business Communication, Communication Network in Organizations, Types of Meetings, Guidelines for Meetings, What is a Report? Types of Business Reports, Format for Business Reports, Steps in Report Preparation, Advantages of Oral Communication, Business Presentations

Unit 3

Internal and External Business -Communication – The Importance of Listening in the Workplace: Barriers to Listening, Strategies for Effective Listening, Listening in a Business Context; Principles of Business Writing, Writing Memos, Circulars and Notices; Electronic Media and Shareholder Communication, What is an Intranet?

Unit 4

Employment Communication – *Resumes and Cover Letters*, Group Discussions and Interviews, Principles of Business Letter Writing, Types of Business Letters, Format for Business Letters; Communication with Media through News Releases, Communication about the Organization through Advertising

Assignments:-

1. Power point presentation
2. Report
3. Group Discussion
4. Advertisement
5. Mock Interview

TEXT BOOK:

1. Banerjee Sudershan, Tan Crispian et.al. *Effective Business Communication*, CEGR, Delhi, 2016.

REFERENCE BOOKS:

1. Adair, J. *Effective Communication*. Pan McMillan.
2. Thill, J. V. & Bovee, G. L. *Excellence in Business Communication*. McGraw Hill, New York.
3. Bowman, J.P. & Branchaw, P.P. *Business Communications: From Process to Product*. Dry den Press, Chicago.
4. Mitra, Barun K. *Personality Development and Soft Skills*, OUP, Delhi, 2012.
5. <http://allnotes4mba.blogspot.in/2012/01/business-communication.html>
6. <http://management.ind.in/forum/mba-notes-business-communication-328105.html>
7. <https://rkmbvcbbba.wordpress.com/2011/04/23/business-communication-notes-from-semester-exam-point-of-view/>

SMAW737

LEGAL ASPECTS OF BUSINESS

Credit-3

Course Objective: The course is designed to provide an understanding of legal processes involved in management of an organization. The main focus is on understanding basic laws affecting the operation of a Business Enterprise

UNIT I

The Indian Contract Act: Essentials of a valid contract, void agreements, performance of contracts, breach of contract and its remedies, Quasi-Contracts

UNIT II

The Sale of Goods Act: Contract of sale of goods, conditions and warranties, transfer of property, rights of an unpaid seller; the negotiable instruments act: nature and types; negotiation and assignment; holder-in-due course, dishonour and discharge of a negotiable instrument, arbitration

UNIT III

The Companies Act, 1956: Nature and types of companies; formation; memorandum and articles of association; prospectus, shares and share capital, allotment of shares

UNIT IV

Membership: borrowing powers; management and meetings; accounts and audit; compromise arrangements and reconstruction; prevention of oppression and mismanagement; winding up; Consumer Protection Act and Cyber Law; RTI Act 2005 : Purpose, Right to Information and

Obligation of Public Authorities, Exemption from disclosure of information.

TEXT BOOK:

1. Tulisian P.C., Business Law, TMH, New Delhi

SUGGESTED READINGS:

1. Kuchhal, M.C. and Deepa Parkash, Business Legislation Management, Vikas Publishing House Pvt. Ltd.
2. Khergamwala, J.S., The Negotiable Instrument Acts, N.M. Tripathi, Bombay, 1980
3. Ramaiyam, A., Guide to the Companies Act, Wadhwa, Nagpur, 1992
4. Shah, S.M., Business Law for Managers, Sultan Chand, New Delhi, 1998

SMHA151

FRENCH - I

Credit-2

Course Objectives: The aim of the course is to make the student learn French language from the basics to advance levels.

Unit I

Introduction to Language, Basic Vocabulary, General questions, French greetings, Audio activities, Role-play

Unit II

Basic Grammar (articles, nouns, adjectives, pronouns, prepositions, colors, opposites), Grammar exercises

Unit III

French Numbers, days of the week, months of the year, Vocabulary activities

Unit IV

Verbs (all groups), Negative sentence formation, Descriptive and creative writing exercises with related grammar and vocabulary, Grammar exercises, Activities based on vocabulary and grammar, Reading exercises

Text Book

1. Text Book JUMELAGE 1
2. Work Book JUMELAGE 1

Reference Book

1. Grammaire Française

SMMC750

CONTEMPORARY ISSUES DISCUSSION-I

Credit-1

The contemporary issues are related to the current and the thrust areas of the world market (related to the management) which will be discussed by the faculty with the help of case studies, role plays, group discussion or lecture method (using audio & visual aids). The performance of the students at contemporary issues will be evaluated by a panel of internal examiners. The students will make a report and present an oral presentation before the panel (Deans of School or a panel of internal examiners appointed by the Dean). The assessment of the report and its presentation will be jointly done by the internal examiners. To give more insight on the topic concerned an industry expert may be invited.

Course Objective: The course is aimed at building an understanding of concepts, vital tools and techniques applicable for financial decision making by a business firm.

UNIT I

Introduction: Nature, scope and objectives of financial management. Financial decision making and types of financial decisions. Agency problem. Stock price maximization and agency costs.

Funds Flow Analysis; Cash Flow Statement and its Interpretation (AS-3), Ratio

Analysis **UNIT II**

Capital Structure: Planning for Sources of Finance (Domestic and International); Capital Structure; Leverages; Cost of Capital; Net Income Approach; Net Operating Income Approach; Traditional Approach and MM Approach;

UNIT III

Capital Budgeting: Nature, significance and kinds of capital budgeting decisions, Time Value of Money, Capital budgeting techniques- ARR, Payback period, Discounted payback period, NPV, Equivalent annual NPV, IRR, and Modified IRR. Capital budgeting decision under inflation. Capital budgeting decision under uncertainty.

UNIT IV

Dividend Policy: Retained Earnings Vs. Dividend Decision; Gordon Model; Walter Model; MM Approach; Planning of Development of Funds Through Management of Assets - Fixed and Current: Working Capital Management; Management of Cash (Various Theoretical Models); Operating Cycle.

TEXT BOOKS:

1. Maheshwari, S. N. Financial Management - Principles & Practice. Sultan Chand & Sons.

REFERENCE BOOKS:

1. Pandey I M, Financial Management. VikasPublication .
2. Prasanna Chandra, Financial Management: Theory and Practice. Tata McGraw Hill.
3. NarayanaSwamy, Financial Accounting a Managerial Perspective. PHI.
4. Khan, M. Y. and Jain P. K. Financial Management, Text, Problems & Cases. Tata McGraw Hill Company, New Delhi.
5. Shashi K Gupta, Sharma R.K. Management Accounting, Kalyani publications

Course Objective: The purpose of this course is to acquaint students with various laws, forces and regulatory measures governing business operations in India.

UNIT I

Introduction: Nature and structure of business environment; macro and micro indicators; assessing risk in business environment; emerging sectors of Indian economy; relative size and growth of public and private sectors.

UNIT II

Design and strategy of economic reforms; current state of growth and investment; interest rate structure and present monetary policy; fiscal environment; current inflationary position and

its impact on business sector; competitive environment; legislation for anti-competitive and unfair trade practices; consumer and investor protection.

UNIT III

Current industrialization trends and industrial policy; environment for the SME sector; infrastructure development and policy; public sector reforms and performance; public-private partnership; intellectual property regime and the R&D environment; trends in service sector growth; banking reforms and challenges; business opportunities in the rural sector.

UNIT IV

Globalization trends and challenges; balance of payments trends; environment for foreign trade and investment; exchange rate movements and their impact; India's competitiveness in the world economy; external influences on India's business environment

Text Book:

1. Cherunilam, Francis. Business environment. (3rd e d.). New Delhi: Himalaya Publishing House.

REFERENCE BOOKS:

1. Saleem Shaikh, Business environment. New Delhi: Pearson Publication. India
2. Paul, Justin. Business environment: Text & cases (3ed.) New Delhi: McGraw Hill Education (India) Pvt. Ltd.
3. Mishra, S. K., &Puri, V. K. Economic environment for business. New Delhi: Himalaya Publishing House.
4. Fernando, A. C. Business environment. New Delhi: Pearson Publication. India
5. Economic Survey. Govt. of India.
6. Monthly Bulletin. Reserve Bank of India. Mumbai

SMMC728

BUSINESS RESEARCH METHODS

Credit-4

Course Objective: The course aims at equipping students with an understanding of the research process, tools and techniques in order to facilitate managerial decision-making.

UNIT I

Introduction to Business Research: Definition; Nature and Scope of Business Research; The Research Process; Problem Identification and Definition; Determination of Information Needs; Hypothesis Formulation; Developing Research Proposal; Ethical issues in Research.

UNIT II

Research Design and Data Collection: Types of Research Design; Secondary and Primary Data; Primary Data Collection Instruments -Questionnaire Designing and Testing; Schedule; Observation Methods; Qualitative Research; Scaling Techniques and Attitude Measurement; Online Data Sources and Research.

UNIT III

Sample Design: Defining the Universe and Sampling Unit; Sampling Frame; Probability and Non-probability Sampling Methods; Sample Size Determination, Data Collection and Survey Errors.

UNIT IV

Data Analysis, Interpretation and Report Preparation: Data Editing and Coding; Tabulation;

Hypothesis Testing; Analysis of Variance; Advanced Data Analysis Techniques- Factor Analysis, Cluster Analysis, Discriminant Analysis; Conjoint Analysis; Multi-Dimensional Scaling; use of SPSS/Mini-Tab in data analysis, Report Preparation and Presentation.

TEXT BOOK:

1. Business Research Methods – Zikmund- Thomson
2. Donald, R. Cooper and Pamela, S. Schindler .Business Research Methods. TataMcGraw Hill.

REFERENCE BOOKS:

1. Research Methodology - R.Panneerselvam- PHI
2. Research Methods for Business Students- Saunders- Pearson
3. Business Research- Collis J & Hussey R- Palgrave
4. Business Research Methods – Donald R. Coopers and Schindler.
5. MLA handbook for researchers

SMMC736

HUMAN RESOURCE MANAGEMENT

Credit-3

Course Objective: This Course will aid the students in having a clear understanding about the concepts, methods and techniques and issues involved in managing human resource so as to facilitate employing, maintaining and promoting a motivated force in an organization.

UNIT I

Introduction to HRM: Nature scope Characteristics, objectives, functions, evolution, role of HR Manager, strategic HRM, HR Policies, challenges to HR professionals;

UNIT II

Talent acquisition: HRP, Job analysis, Recruitment and Selection, Placement, Induction, Socialization, training and development; executive development; career planning and management, succession planning; HRD; Employee empowerment

UNIT III

Managing performance Appraisal: Performance appraisal; Wage and Salary administration; Incentive Compensation;

Maintaining and Retaining HR: Job changes, Employee Health and Safety, employee welfare, social security, Discipline and Grievances.

UNIT IV

Integrating HR: Industrial Relations and Disputes, Collective bargaining, QWL, trade Unions. **HR in knowledge era:** HR in virtual organizations, HR in mergers and acquisitions, outplacement, outsourcing, employee leasing, HR audit, international HRM, HRIS

TEXT BOOK:

1. Dessler, G. (2012). Human Resource Management, (2nd Edition). Pearson Education

REFERENCE BOOKS:

1. Aswathappa, K., (2013). Human Resource Management, (7th Edition). McGraw Hill Education.
2. Rao V.S.P.(2013). Human Resource Management, (3rd Edition). Excel Books.

3. C.B. Gupta (2015). Human Resource Management (16th edition), Sultan Chand & Sons.
4. Aswathappa, K. (2015). Human Resource Management: Text and Cases, (7th Edition) McGrawhill.
5. Werner J. M. (2012). Human Resource Management, (5th Edition) Delhi, Cengage Laming.

SMMC743

PRODUCTION & OPERATION MANAGEMENT

Credit-3

Course Objective: The course is designed to familiarize the students with decision making in planning, scheduling, control and productivity improvement in production and operations function in both manufactories and service organizations. Emphasis would be on to bring about effectiveness and efficiency of operations by job and work design, process design, layout design and design and control of systems related to production resources planning ,quality, scheduling, maintenance, inventory and environment and safety. Importance of supply chain management and operating in a lean environment is also to be highlighted.

Course Contents

UNIT I

Nature, Evolution and scope of Production and Operations management, Operations as a competitive strategy, Product and service design: Factors and issues, Facility location: planning and analysis,

UNIT II

Flow strategies and process design. Lean processing and operations, Cellular manufacturing, (Re-) design of work systems, work measurement, aggregate production planning, scheduling: Flow shop and job shop, Management of quality,

UNIT III

Statistical process control, process capability analysis and six sigma approach, Concept and Framework of a TQM System, Elements and objectives of Supply Chain Management, Inventory Management: Models and Applications.

UNIT IV

Introduction to contemporary productivity improvement techniques/systems like TPM, MRP, JIT etc.; Environment, Safety and other considerations in Production & Operations Management.

TEXT BOOK:

1. Chary, S. N. (2012). Production and operations management (5th ed.). New Delhi: Tata McGraw Hill.

SUGGESTED READINGS

1. Chunawalla, S. A., & Patel, D. R. (2016). Production and operations management (9thed.). Mumbai, Maharashtra : Himalaya Publishing House.
2. Aswathappa, K., &Bhat, K.S. (2015). Production and operations management (2nded.). Mumbai, Maharashtra : Himalaya Publishing House.
3. Muhlemann, A., Oakland, J., Lockyer K., Sudhir, B., &Katyayani, J. (2013). Production and operations management lectures guide (6th ed.). New Delhi: Pearson Education.
4. Schroeder, R. G. (2011). Operations management: Contemporary concepts and cases (5th ed.). New Delhi: McGraw Hill.
5. Schroeder, R. G. (2011). Operations management: Contemporary concepts and cases

SMCS741

E-BUSINESS

Credit-3

Course Objective: The course imparts understanding of the concepts and various application issues of e-business like Internet infrastructure, security over internet, payment systems and various online strategies for e-business.

UNIT I

Introduction to E -business: Electronic Business, Electronic Commerce, Electronic Commerce Models, Types of Electronic Commerce, Value Chains in Electronic Commerce, E-Commerce in India. Internet, World Wide Web, Internet Architectures, Internet Applications, Web Based Tools for Electronic Commerce, Intranet, Composition of Intranet, Business Applications on Intranet, Extranets. Electronic Data Interchange, Components of Electronic Data Interchange, Electronic Data Interchange Communication Process

UNIT II

Security Threats to E-business: Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates, Security Protocols over Public Networks: HTTP, SSL, Firewall as Security Control, Public Key Infrastructure (PKI) for Security, Prominent Cryptographic Applications.

UNIT III

Electronic Payment System: Concept of Money, Electronic Payment System, Types of Electronic Payment Systems, Smart Cards & Electronic Payment Systems, Infrastructure Issues in EPS, Electronic Fund Transfer

UNIT IV

E-Business Applications & Strategies: Business Models & Revenue Models over Internet, Emerging Trends in e- Business, e-Governance, Digital Commerce, Mobile Commerce, Strategies for Business over Web, Internet based Business Models.

Text Book:

1. Whitley, David. e- Commerce Strategy, Technologies and Applications. Tata McGraw Hill.

REFERENCE BOOKS:

1. Treese G. Winfield & Stewart C. Lawrance Designing Systems for Internet Commerce. Addison Wesley.
2. Trepper Charles. E-Commerce Strategies. Prentice Hall of India, New Delhi.
3. Rehman S.M. & Raisinghania. Electronic Commerce Opportunity & Challenges. Idea Group Publishing, USA.
4. Knapp C. Michel. E-commerce Real Issues & Cases. Thomson Learning.
5. Schneider Gary P. and Perry, James T Electronic Commerce. Thomson Learning.
6. Bajaj, Kamlesh K and Nag, Debjani. E-Commerce: The Cutting Edge of Business. Tata McGraw Hill, Publishing Company Ltd., New Delhi.

SMMA878

QUANTITATIVE ANALYSIS FOR MANAGEMENT-II

Credit-4

Course Objective: In this course, the students will be introduced to important ideas in operations research. The field of operations research is concerned with the development and application of quantitative techniques to finding optimal solution of problems faced by managers of manufacturing and service organizations. Specifically, the module has been designed to reflect

a strong application orientation. The students will be able to appreciate how operations research contributes to effective decision-making.

UNIT I

Linear programming: general structure of LP model, assumptions, formulation of product mix problems. Linear programming solution: graphical solutions, simplex algorithm application for maximising and minimising solutions, duality, sensitivity analysis

UNIT II

Transportation models: statement of problem, minimisation algorithm, methods for finding initial solution: north-west corner rule, Vogel's approximation method (VAM), testing for optimality: stepping stone method, modified-distribution method (MODI method), unbalanced supply and demand, degeneracy and its resolution, alternative optimal solutions, prohibited routes, maximisation of problem

Assignment models: Mathematical statements of problem, minimisation using Hungarian algorithm, resolve unbalancing, multiple optimal solution, and restrictions on assignments, maximisation case

UNIT III

Queuing theory: Essential operating features of a queuing system, performance measures of a queuing system, classification of queuing models, single-server queuing models

Sequencing problem: Introduction, problem of sequencing, processing of n jobs through two machines and three machines.

Project Management: Rules for drawing the network diagram, Applications of CPM and PERT techniques in project Planning and Control.

UNIT IV

Game Theory: introduction, two-person zero-sum and constant sum games, saddle point, mixed or randomised strategy, domination, graphical solution

Decision analysis: Decision-making process, types of decision making environments: under certainty, under risk, under uncertainty, criteria of decision-making under uncertainty, criteria of decision-making under risk, decision tree approach

Introduction to optimization software: Excel solver, Management scientist,

Tora **TEXT BOOK:**

1. Anderson, sweeney, and william: An Introduction to Management Sciences: South-Western 2012

REFERENCE BOOKS:

1. Ackoff R L and Sasieni M W- Fundamentals of Operations Research (Wiley, 1968)
2. Budnick F S et al – Principles of Operations Research for Management (Irwin, 1977)
3. Churchman C W et al – Introduction to Operations Research (Wiley, 1957)
4. Hillier F S – Introduction to Operations Research (Holden-Day, 1987)
5. Mitchell G H – Operations Research Techniques and Examples (The English University Press, 1972)
6. Thierauf R J and Klekamp R L – Decision Making Through Operations Research (Wiley, 1970)
7. Thomas R – Quantitative Methods for Business Studies (Prentice Hall, 1997)

8. Wagner M H – Principles of Operations Research (Prentice Hall, 1982)
9. Wisniewski M – Quantitative Methods for Decision Makers (Macmillan, 1996)

SMMC742

INTERNATIONAL BUSINESS

Credit-3

Course Objective: The objective of the paper is to acquaint the students with the fundamentals of international business. The paper provides exposure to multiple dimensions of the field and imparts international perspective to Business decisions.

UNIT I

Recent global trends in international trade and finance; dimensions and modes of IB; structure of IB environment; risk in IB; motives for internationalization of firms; organizational structure for IB; world trading system and impact of WTO; exchange rate systems; global financial system; barriers to IB; international business information and communication.

UNIT II

Foreign market entry strategies; country evaluation and selection; factors affecting foreign investment decisions; impact of FDI on home and host countries; types and motives for foreign collaboration; control mechanisms in IB.

UNIT III

Decisions concerning global manufacturing and material management; outsourcing factors; managing global supply chains; product and branding decisions; managing distribution channels; international promotion mix and pricing decisions; counter trade practices; mechanism of international trade transactions.

UNIT IV

Harmonizing accounting difference across countries; currency translation methods for consolidating financial statements; the LESSARD-LORANGE Model; cross cultural challenges in IB; international staffing decisions; compensation and performance appraisal of expatriate staff; ethical dilemmas and social responsibility issues.

Text Book:

1. Daniels, J.D. and H. LEER adesbaugh, International Business-Environment and Operations (New Delhi; Pearson Education)

Suggested Readings:

1. Hill, Charles W.L., International Business -competency in the Global Marketplace (New Delhi: Tata McGraw Hill)
2. Sundaram, Anant K and Steward J Black, The International Business Environment: Text and Cases (New Delhi: Prentice Hall of India)
3. Sharan, V., International Business: Concept, Environment and Strategy (New Delhi: Pearson Education)
4. Beth V. Yarbrough and Robert H. Yarbrough, The World Economy – Trade and Finance, Thomson Learning, Singapore

SMHA152

FRENCH - II

Credit-2

Course Objectives: The aim of the course is to make the student learn French language from the basics to advance levels.

Unit I

Grammar topics and respective exercises (articles contracts, articles partitifs, adjectifspossessifs,

adjectifs démonstratifs), Translation exercises

Unit II

Pronominal verbs (grammar rules and exercises), More verbs of all 3 groups, Time, Daily routine,

Unit III

Grammar exercises, Activities based on grammar and

vocabulary **Unit IV**

Passé composé (past tense), Creative writing exercises, Comprehension passages, Reading exercises

Text Book

1. Text Book JUMELAGE 1
2. Work Book JUMELAGE 1

Reference Book

1. Grammaire Française

SMMC752

CONTEMPORARY ISSUES DISCUSSION-II

Credit-2

The contemporary issues are related to the current and the thrust areas of the world market (related to the management) which will be discussed by the faculty with the help of case studies, role plays, group discussion or lecture method (using audio & visual aids). The performance of the students at contemporary issues will be evaluated by a panel of internal examiners. The students will make a report and present an oral presentation before the panel (Deans of School or a panel of internal examiners appointed by the Dean). The assessment of the report and its presentation will be jointly done by the internal examiners. To give more insight on the topic concerned an industry expert may be invited.

B. Com (H) I Year

SMMC 121

PRINCIPLES OF MANAGEMENT

Credit-3

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

UNIT - I

Introduction: Concept, Nature, Process and Significance of Management; Managerial Levels, Skills, Functions and Roles; Management v/s Administration; Coordination as Essence of Management; Development of Management Thought: Classical, Neo-Classical, Behavioral, Systems and Contingency Approaches.

UNIT - II

Planning: Nature, Scope and Objectives of Planning; Types of Plans; Planning Process; Business Forecasting; MBO; Concept, Types, Process and Techniques of Decision-Making; Bounded Rationality.

Organizing: Concept, Nature, Process and Significance; Principles of an Organization; Span of Control; Departmentation; Types of an Organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization.

UNIT - III

Staffing: Concept, Nature and Importance of Staffing; Motivating and Leading: Nature and Importance of Motivation; Types of Motivation; Theories of Motivation-Maslow, Herzberg, X, Y and Z; Leadership - Meaning and Importance; Traits of a Leader; Leadership Styles - Likert's Systems of Management; Tannenbaum & Schmidt Model and Managerial Grid.

UNIT - IV

Controlling: Nature and Scope of Control; Types of Control; Control Process; Control Techniques - Traditional and Modern; Effective Control System.

TEXT BOOK:

1. Stoner, Freeman and Gilbert Jr. (2013). Management (6th Edition). New Delhi: Pearson Prentice Hall of India.

REFERENCE BOOKS:

1. Koontz, Cannice, and Weihrich (2014). Management- A Global, Innovative and Entrepreneurial Perspective (14th Edition). New Delhi: Tata McGraw Hill Publishing Company.
2. Chopra R. K., Mohan Puneet, & Sharma Vandana (2010). Principles & Practices of Management. New Delhi: Sun India Publication.
3. Tripathi P. C. & Reddy P. N. (2015). Principles & Practices of Management (5th Edition). New Delhi: Tata McGraw Hill Publishing House.
4. Gupta, C.B (2016). Management Concepts and Practices. New Delhi: Sultan Chand and Sons.

SMMC 123

MICRO – ECONOMICS

Credit-2

Course Objective: The objective of this subject is to give understanding of the basic concepts and issues in business economics and their application in business decisions.

UNIT - I

Introduction to Business Economics and Fundamental concepts: Nature, Scope, Definitions of Business Economics, Difference between Business Economic and Economics, Contribution and Application of Business Economics to Business. Micro vs. Macro Economics. Opportunity Costs, Time Value of Money, Marginalize, Instrumentalism, Market forces and Equilibrium, Risk, Return and Profits.

UNIT - II

Consumer Behavior and Demand Analysis: Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium. 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 of Demand, Cross Elasticity of Demand, Advertising Elasticity of Demand and Expectation Elasticity of Demand. Demand Forecasting: Need, Objectives and Methods (Brief)

UNIT - III

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 ISOQUANTS.

UNIT - IV

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.

TEXT BOOK:

1. Dwivedi, D.N.; Managerial Economics, Vikas Publishing House.

REFERENCE BOOKS:

1. Chaturvedi, D.D. and S. L. Gupta; Business Economics, Brijwasi Publishers.
2. Mehta, P. L.; Managerial Economics, Sultan Chand & Sons.
3. Koutsoyiannis, A.; Modern Micro Economics, Macmillan Press Ltd.
4. Salvator, Dominick, Managerial Economics, McGraw-Hill Book Company.

SMMC 113

FUNDAMENTAL OF ACCOUNTING

Credit-4

Course Objective: To introduce students to Accounting, stressing its importance in today's business world. To help students understand the main concepts and principles of Accounting. To provide students with a theoretical basis upon which they will develop their knowledge in other areas of accounting.

UNIT I

Accounting: Meaning, Difference between accounting and book keeping, Branches of accounting; Importance and Limitations of Accounting, Users of Accounting information, Accounting Principles, Conventions and Concepts. Accounting standard- (Indian & International) Recording: Accounting Cycle/process, Journal, Golden Rules of recording, Compound journal entry, Opening entry, Numerical of Journal Entries Subsidiary Books: Cash Book, Purchase Book, Purchase Return Book, Sales Book, Sales Return Book, Journal Proper, Debit Note and credit note.

UNIT II

Ledger: Meaning, Need, Posting Transaction to Ledger, Closing different types of Ledgers, Numerical Problem Trial Balance: Meaning, Preparation of Trial Balance, Errors Revealed (Merits) and Errors Not Revealed (Demerits) by Trial Balance, Numerical Problems on preparation and correction of Trial Balance.

UNIT III

Capital and Revenue: Classification of Income; Classification of expenditure; Classification of Receipts.

Rectification of Errors: Classification of errors; Location of errors: Suspense account.

UNIT IV

Preparation of Final Accounts: Manufacturing accounting, Trading accounting, P/L A/c and Balance Sheet with adjustments. Reserves and provisions: Depreciation Accounting- Meaning Causes of depreciation, Calculating Depreciation - Straight Line & Written-Down Value Method Preparation of Bank Reconciliation Statement.

TEXT BOOKS:

1. Maheshwari S. N. & Maheshwari S. K. Advanced Accountancy Vol. I, Noida, Vikas publications

REFERENCE BOOKS:

1. Shukla, M. C., Grewal, T. S. and Gupta, S. C. Advanced Accounts. New Delhi: S.Chand &

Co.

2. Tulsian, P. C. Financial Accounting. New Delhi: Pearson Education.
3. Grewal, T.S. Introduction to Accountancy. New Delhi: S. Chand Publication.
4. Sehgal, A. & Sehgal, D. Advanced Accountancy Vol. I. New Delhi: Taxman Publication
5. Goel, D.K. & Goel, S. Financial Accounting Arya Publications

SMCS111

INFORMATION TECHNOLOGY FUNDAMENTALS

Credit-3

Course Objective: To familiarize management studies with computer and its applications in day to day business and managerial activities, with more emphasis on its practical aspect.

UNIT I

Basics of Computers and its evolution: Evolution of computers, Data, Instruction and Information, Block diagram of a computer, Characteristics of computers, Functions of different units of a computer, Generations of computers, Classification of computers: - Digital, Analog and Hybrid, Micro, Mini, mainframe and Super Computer, Single-board computer.

UNIT II

Introduction to Computer Software: Open source Software, Copylefted and Non-copylefted Software; System Software; Application Software; Utility Software; Demoware, Shareware, Firmware, Freeware, Free Software. Compiler and Interpreter, Generations of languages: Machine Level, Assembly, High Level, 4GL.

Introduction to Computer System & Operating System Overview: Instruction execution, memory hierarchy, Objectives and Function of OS, Structure of OS, Types of operating systems, Component and Services offered by OS, Layered approach of OS, Properties of OS, System boot, File Management.

UNIT III

Input and Output Devices: Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code and Quick Response Reader, Voice Input Device, Monitor and its type, Printer and its type, Plotter

Computer Memory: Primary Memory (ROM and its type - PROM, EPROM, EEPROM, RAM) Secondary memory- SASD, DASD Concept, Magnetic Disks - Hard disks, Optical disks - CD ROM and its type (CD ROM, CD ROM-R, CD ROM-EO, DVD ROM), Flash Memory, Blu-ray Disk

UNIT IV

Concept of Data Communication and Networking: Networking Concepts, Types of networking (LAN, MAN AND WAN), Communication Media, Mode of Transmission (Simplex, Half Duplex, Full Duplex), Analog and Digital Transmission. Synchronous and Asynchronous Transmission, Network topologies.

Introduction to Database Management System:

Introduction to Database Systems: File System versus DBMS, Architecture of DBMS, Data Models, Schema and instances, Data independence, Advantages of a DBMS, Describing and storing data in a DBMS, Database Languages, Overview of Hierarchical, Network and Relational Database Management System.

Text Book:

1. Leon and Leon; Introduction to Information Technology, Leon Tech World.

Reference Books:

1. Sinha, Kr. Pradeep and Preeti Sinha; Foundations of Computing, BPB Publication.
2. Jain, V.K.; Computers and Beginners.

SMEL 101

COMMUNICATION SKILLS

Credit-4

Course Objective: The purpose of this course is to

- Understand the basics of Grammar to improve written and oral communication and to speak correct form of English with proficiency
- Improve students' personality and enhance their self-confidence

UNIT I

Introduction to Communication: Meaning, Forms & Types of Communication; Process of Communication; Principles of Effective Communication/7Cs, Barriers in Communication; Literature: A Bird Came Down the Walk by Emily Dickinson

UNIT II

Essentials of Grammar: Parts of Speech: Noun, Pronoun, Adjective, Verb, Adverb, Preposition, Conjunction, Interjection; Using tenses; Articles; Types of sentences; Reported Speech; Punctuation; Literature: Stopping by Woods on A Snowy Evening by Robert Frost

UNIT III

Building Vocabulary: Word Formation (by adding suffixes and prefixes); Common Errors; Words Often Confused; One word substitution, Homonyms and Homophones; Antonyms & Synonyms, Phrasal Verbs, Idioms & Proverbs (25 each); Commonly used foreign words(15 in number); Literature: The Last Leaf by O'Henry

UNIT IV

Personality Development: Etiquette & Manners; Leadership; Inter & intra personal skills; Attitude, Self-esteem & Self-reliance; Public Speaking; Body Language: Posture, Gesture, Eye Contact, Facial Expressions; Presentation Skills/ Techniques; Literature: My Prayer to Thee by Rabindranath Tagore;

TEXT BOOK:

1. Kumar, Sanjay and Pushplata. Communication Skills. Oxford University Press.

REFERENCE BOOKS / SITES:

1. Tickoo, M.L, Subramanian A. E. and Subramaniam P.R. Intermediate Grammar, Usage and Composition. Orient Blackswan.
2. Mitra, Barun K. Personality Development and Soft Skills. Oxford University Press.
3. "Best Poems", <http://100.best-poems.net/>. 20 July 2016.
4. "Classic English Short Stories" ,<http://www.eastoftheweb.com/short-stories/Collections/ClassEngl.shtml>, 20 July 2016.

SMCS 167

INFORMATION TECHNOLOGY FUNDAMENTALS LAB

Credit-1

Course Objective: This practical course will give learning of basic operations of Windows, MS-Word, MS-PowerPoint and MS-Excel

List of Experiments

1. Introduction to GUI based Operating System: Desktop, Task Bar, My Documents, Control

- panel, logging and resetting window password and various ending a computer session., Working with Disks, Folders and files using file explorer and command prompt, taking backup on Mobile and pend drive using USB Port, music and video player.
2. Understanding and Accessing Individual Control Panel Items along with different ways of operating Control panel items.
 3. Introduction to Document Editor Application Software: Document creation and formatting of document, inserting and formatting complex table, using inbuilt word template, office online template, creating-edit-modify template, import/export files, convert word document to web document, PDF files, creating hyperlinks, adding security features to word document- imposing password and checking virus in Macros. Finding and Replacing Text, Basic of E-Mail, E-mail Addressing, Using E-mail- opening mail, mailbox, creating and sending mail, replying mail, forwarding, sorting & searching e-mail, Document Collaboration, Instant Messaging and Mail Merging.
 4. Introduction to Presentation Application Software: Creating a presentation, different views of the presentation, customizing slides using predefined layouts/ slide transition / paragraph or text animation, importing data from other sources in PowerPoint presentations.
 5. Introduction to Spreadsheet Application Software: Features of a spreadsheet, Data entry, Cell referencing, entering series, editing data, ranges, formulae insertion, inserting functions, creating macros and hyperlink, import and export data.
 6. Analysis using Spreadsheet Application Software: Consolidation of data and data analysis in spreadsheet: sorting and filtering techniques drop down list from range of cell, applying and removal of data validation to cell, protecting cell data using password.
 7. Pivot table report and Pivot chart report in Spreadsheet Application Software: creating pivot table, grouping fields, drill down pivot, layout and format, filtering, sorting and conditional formatting data, chart creation.
 8. Creating form, Reports and queries using Access Application Software.
 9. Hand-on experience on Outlook Application Software calendar to organize day-to-day activities, creating an appointment & Repetitive Appointment, working with event, planning a meeting, create, view and delete group schedule.
 10. Database Designing & Maintenance: Maintaining an access tables, managing database by SQL queries, documenting a database, assigning privileges to users of database.

SMMC153

FUNDAMENTALS OF ACCOUNTING LAB

Credit-1

Course Objective: This practical course will bridge the gap between traditional manual accounting and modern computerized accounting.

- To make students aware about automation of accounting activities
- To provide practical hands on MS-Excel for doing various accounting activities
- To help students to understand the use of the software Tally in computerization of accounting system.

UNIT I

MS-Excel in Accounting: Introduction to MS Excel, MS Excel in day-to-day office activities, Accounting in MS-Office, Financial Formulas in MS-Office - Various Calculation Sheets, Calculation of Interest, Principle and Compounding

UNIT II

Setting-up Books of Accounts in Tally: Introduction, Creation of Company, Introduction to Gateway of Tally, Menu, Company Info menu, Features & Configuration options for company.

UNIT III

Maintaining accounts: group and ledgers, working with account masters, viz, group, ledger, cost centre and category, currency.

UNIT IV

Voucher entry and reporting: Entry of accounts vouchers, printing of vouchers, creation and alteration of vouchers types and vouchers classes, viewing and printing various reports, printing & viewing balance sheet, p&I account, trial balance

Text Book:

1. Koget Solutions Inc. Tally 9 in Simple Steps. New Delhi: Wiley India.

Reference Books:

1. Maidasani, D. Accounting with Tally 9.0. New Delhi: Lakshmi Publications.
2. Nadhani, A. K. Tally 9 - Training Guide. New Delhi: BPB Publications.

SMEL171

COMMUNICATION SKILLS LAB

Credit-1

Course Objective: The Communication Skills Lab focuses on communication activities in functional and situational contexts. It encourages students to speak with fluency and accuracy as well as to enhance the four language skills of reading, writing, listening and speaking through real life and professional situations.

In each practical class student should spend

- 5 to 10 minutes on effective browsing of online News paper
- 5 to 10 minutes on English Language software activities

Each student must actively complete the following ten activities in practical classes, and the Lab Record with the teacher's signature and the internal marks should be submitted to the External Expert during Viva.

Activity 1: Self- introduction: Informal introduction & formal introduction; A detailed write up on formal 'Self Introduction'; Formal Introduction of oneself in front of the group.

Activity 2: News Reading: Introduction to 'online News papers'; Browsing and selecting the preferred Newspaper; Browsing through the News Headlines; Selecting interested News items; Comprehending the content, writing down the essence and reading the News in front of the Group. Discuss 5 to 8 new words or terms, 4 to 5 important personalities of that day's news etc.

Activity 3: a. JAM: Introduction to 'Just A Minute speech' and the 'Extempore speech'; Preparation of speech on given topic (different topic for each student); delivery of the speech; Feedback (on content, time management, body language etc. highlighting the positive aspects first.)

b. Listening Comprehension: Listen to online / downloaded oration by renowned Orators; write down the content in a precise form and give an oral presentation of that write up following all the etiquettes of public speaking.

Activity 4: a. Turn Coat: Speaking for and against by the same person with time specification; assign topics from the immediate surroundings; write down the content either from the Net or from personal knowledge; prepare well and deliver; feedback & suggestions for improvement.

b. News Discussions: Selecting News of the day, Discussing among the group, prepare the news content and prepare the group opinion about the issue and present it in front of the class by the group involving each member; select 5 new words & new usages from the selected news item

Activity 5: Conversation ability: Characteristics of effective conversation; Listening to a few sample conversations; preparing conversation based on the given situation; enacting the situation through effective delivery of the script; feedback & suggestions for improvement.

Activity 6: Role Play: Characteristics of Role Play; assigning roles; developing the content to deliver; enacting the role with effective delivery; feedback & suggestions for improvement.

Activity 7: Public Speaking: Characteristics of effective Public speaking; possible barriers; watching demo online; topic assignment, information gathering & recording; delivery in front of the class; feedback & suggestions for improvement. . (Different topic for each student)

Activity 8: Group Discussion: Importance and characteristics; Dos & Don'ts in GD; Demo display; assign topic for the group, Preparation & performance; feedback & suggestions for improvement.

Activity 9: Debate: Difference between Group Discussion & Debating; Watching demo of Debating; Topic for the group of 2 or 4; preparation and performance; feedback & suggestions for improvement.

Activity 10: Interview: Importance & purpose of Job Interview; Interview etiquettes; Watch demo interview; Appear for formal mock interview; feedback & suggestions for improvement.

TEXT BOOK:

1. Kumar, Sanjay and Pushplata. *Communication Skills*. Oxford University Press.

REFERENCE BOOKS:

1. Mitra, Barun K. *Personality Development and Soft Skills*. Oxford University Press.
2. Raman Meenakshi & Sharma, Sangeetha. *Technical Communication Principles and Practices*, 2nd Ed. Oxford University Press, New Dehi, 2011.

SMHA151

FRENCH I

Credit-2

Course Objectives: The aim of the course is to make the student learn French language from the basics to advance levels.

Unit I

Introduction to Language, Basic Vocabulary, General questions, French greetings, Audio activities, Role-play

Unit II

Basic Grammar (articles, nouns, adjectives, pronouns, prepositions, colors, opposites), Grammar exercises

Unit III

French Numbers, days of the week, months of the year, Vocabulary activities

Unit IV

Verbs (all groups), Negative sentence formation, Descriptive and creative writing exercises with related grammar and vocabulary, Grammar exercises, Activities based on vocabulary and grammar, Reading exercises

Text Book

1. Text Book JUMELAGE 1
2. Work Book JUMELAGE 1

Reference Book

1. GrammaireFrancaise

SMMC124

MACRO – ECONOMICS

Credit-3

Course Objective: The purpose of Macroeconomics is to give students a thorough understanding 41

of the principles of economics that apply to the economic system as a whole.

- To maximize the level of national income providing economic growth,
- To raise the utility and standard of living of participants in the economy by providing full employment
- To achieve Price stability and Balance of payment stability.

UNIT - I

Introduction to Macro Economics: Meaning and Definition, Characteristics and Scope, Macro Economic Variables Measure of Economic Performance: Circular flow of economic activities and Income: Two Sector Economy, Four Sector Economy National Income: Concept, GDP, GNP, NDP, NNP, Per Capita Income, Personal Disposable Income, Measurement of National Income, Uses of National Income Data, Difficulties in the measurement of National Income.

UNIT - II

Money Supply and Inflation: Demand and Supply for Money, Concept of Money Supply, Value of Money Inflation: Introduction, Causes of Inflation, Inflation and Employment, Control of Inflation.

UNIT - III

Aggregate Price Level: Consumer Price Index, Wholesale Price Index, GDP Deflator Level of Investment, Unemployment, Balance of payments.

UNIT - IV

Business Cycle: Introduction, Features of Business Cycles, Phase of business cycles, Causes and Effects of Business cycle, Controlling Business Cycles: Fiscal Policy, Monetary Policy and Exchange rate Policy Macroeconomic Aggregates: Aggregate demand, Aggregate Supply, Aggregate Output, Aggregate Consumption, IS-LM model- The interaction of Real and Monetary sectors of the economy.

TEXT BOOKS:

1. Diwedi, D. N. Macro Economics. New Delhi: Tata McGraw Hill

REFERENCE BOOKS:

1. Froyen, T. R. Macro Economics. New Delhi: Pearson Education
2. Agarwal, V. Macro Economic. New Delhi: Pearson Education
3. Geetika, Ghosh, P., & Chodhury, P. R. Managerial economics. New Delhi: Tata McGraw Hill.

SMMC 122

ADVANCED ACCOUNTING

Credit-4

Course Objective: This course on advanced accounting would promote the accounting knowledge of students to a higher level.

1. To appraise the students about the application of accounting knowledge in special business activities
2. To impart the skills of preparation of final accounts of non-trading concerns/ organizations and Partnership
3. To develop the skills of recording of transactions relating to hire purchase system, royalty and Branches.

UNIT I

Receipts and payment accounts: Differences between Receipts and payment accounts and income and expenditure accounts, Preparation of Receipts and payment accounts, income and expenditure accounts, and balance sheet.

UNIT II

Royalty Account: Meaning, types of royalty, copyright royalty, Preparation of ledger accounts - Royalty Account, Landlord Account - Short workings Account - Minimum Rent Account, numerical Accounting of non-trading Institutions.

UNIT III

Hire Purchase System: Features, Difference between Hire purchase and Installment purchase systems, Accounting Treatment in the Books of Hire Purchaser and Hire Vendor, Default in payment. Branch accounts- objective, types of branch, stock and debtors' method, wholesale branch method and independent branch and inter branch transactions, numerical.

UNIT IV

Final accounts of partnership firms: Methods of keeping capital accounts of a partner, Admission, retirement and death of a partner including treatment of goodwill. Dissolution of partnership firms, modes of settlement of accounts simple numerical problems.

TEXT BOOKS:

1. Maheshwari S N & Maheshwari S K. Financial Accounting. Vikas Publishing Co.

REFERENCE BOOKS:

1. Jain S.P. & Narang K.L. Advanced Accounting, Kalyani Publishers.
2. Gupta, R.L. and Radhaswamy M. Advanced Accountancy, Sultan Chand & Sons., New Delhi.
3. Maheshwari & Maheshwari. Advanced Accountancy-I, Vikash Publishing Co.
4. Sehgal & Sehgal, Advanced Accountancy Vol. I, Taxman Publication

SMMC319

BUSINESS ENVIRONMENT

Credit-4

Course Objective: The purpose of this course is to make students understand the contemporary changes in various laws, forces and regulatory measures governing business operations in India.

Course Content:

UNIT I

Introduction to Indian business environment: Nature, structure and components of business environment; country risk, political risk and corporate adjustment; salient features of Indian economy with respect to current economic survey.

UNIT II

Economic reforms: Current monetary and fiscal policy environment; competitive environment and the Competition Act 2002; consumer and investor's protection; introduction corporate governance.

UNIT III

Introduction to background of industrial policy and industrial policy of 1991; public sector reforms; public private partnership-concept, significance and major government initiatives; SMEs – threats

and challenges; industrial sickness-concept, reason and impact; DFI's i.e. IDBI, IFCI and ICICI - concept and contribution to economy.

UNIT IV

Current scenario of Indian economy with respect to: Balance of payments; foreign trade policy; globalization trends; FDI in India; Foreign Exchange Management Act.

TEXT BOOK:

1. Cherulimum, F.(2015). Business environment - Text & cases (24thed.). New Delhi: Himalayas Publishing House.

REFERENCE BOOKS:

1. Mishra, S. K., &Puri, V. K. (2016). Economic environment of business (With case studies). (9th ed.). New Delhi: Himalaya Publishing House.
2. Shukla, M. B. (2012). Business environment - Text and cases. New Delhi: Taxman.
3. Cherulimum, F.(2015). International business environment (2nded.). New Delhi: Himalayas Publishing House.
4. Saleem, S. (2015). Business environment (3rded.). Noida: Pearson India Education.
5. Ashwatthapa, K. (2016). Essentials of business environment (13thed.). New Delhi: Himalayas Publishing House.
6. Datt, G., &Sundaram, K. P. M.(2016). Indian economy (72nd ed.). New Delhi: S. Chand.
7. Ministry of Finance.(2016-17)Economic Survey. New Delhi: Government of India.
8. Ministry of Finance.(2017-18)Union budget. New Delhi: Government of India.
9. Bedi, S.(2012). Business environment. New Delhi: Excel Books.

SMMA 109

Business Mathematics

Credit-4

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

UNIT - I

Principle of Counting: Permutations and Combination, concept of factorial, Principle of Counting, Permutation with restriction Circular Permutation and Combination with restriction.Sequences& Series -A.P.& G.P.

UNIT - II

Introduction to calculus: Derivative as slope of tangent. Derivative as rate of change. Differentiation of polynomials, exponential functions, and logarithmic functions. Integration as the inverse operator of differentiation. Indefinite integral formulae. Concept of definite integral – area under curve.

UNIT - III

Application of calculus: Optimization using calculus, point of inflexion, absolute and local-maxima and minima. Applications in business and finance – Marginal rates of profit, cost, and revenue. Consumer's & Producer's surplus, Learning Curves. Introduction to ordinary differential equations in one variable - separable and homogeneous type.

UNIT - IV

Matrix Algebra: Definition, Types of Matrices, Operations on matrices, Adjoint, Inverse, Solution to a system of equations by: matrix methods and Gaussian Elimination method, Rank. Application of matrices to business. Creating business models using matrices. Illustrations of models that use matrices effectively.

TEXTBOOK:

1. Thukral, J.K.; Business Mathematics, BVP Publications- Sancheti and Kapoor; Business Mathematics

REFERENCE BOOKS:

1. Bhardwaj, R.S.; Mathematics for Economics and Business, Excel Books.
2. Raghavachari, M.; Mathematics for Management, Tata McGraw Hill.

SMCH125

ENVIRONMENTAL STUDIES

Credit-3

Course Objectives: This course in environmental studies will develop the:

- basic understanding about the concept related to environment such as eco system and biodiversity.
- understanding about pollution and its control.
- insight about the various concerns regarding environment such as population and social issues.

UNIT I

Introduction of Environmental Studies: Multidisciplinary nature of environmental studies; Scope and importance; Concept of sustainability and sustainable development.

Natural Resources: Renewable and Non-renewable Resources

Land resources: land use change; Land degradation, soil erosion and desertification.

Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.

Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).

Energy resources: Renewable and non- renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

UNIT II

Ecosystems: Definition and Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession.

Case studies of the following ecosystems:

- a) Forest ecosystem
- b) Grassland ecosystem
- c) Desert ecosystem
- d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Biological Diversity: Levels of biological diversity; genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots ; India as a mega-biodiversity nation; Endangered and endemic species of India; Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity; Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

UNIT III

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

Environmental Policies and practices: Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture.

Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act; Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context. International agreements: Montreal & Koyoto protocol and convention on biological diversity. Nature reserves, tribal population and rights, human wild life conflicts in Indian context.

UNIT IV

Human Communities and the Environment: Human population growth: Impacts on environment, human health and welfare; Resettlement and rehabilitation of project affected persons; case studies; Disaster management: floods, earthquake, cyclones and landslides; Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan; Environmental ethics: Role of Indian and other religions and cultures in environmental conservation; Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

Field work:

Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.

Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.

Study of common plants, insects, birds and basic principles of identification.

Study of simple ecosystems-pond, river, Delhi Ridge, etc.

TEXT BOOKS:

1. ErachBharucha, Textbook of Environmental Studies, Universities Press (P) Ltd., Hyderabad, India.
2. AnubhaKaushik and C. P. Kaushik, Environmental Studies, New Age International Publishers(P) Ltd. New Delhi.

REFERENCE BOOKS:

1. A.K. De, Environmental Chemistry, New Age International Publishers(P) Ltd. New Delhi.
2. P. H. Raven, D. M. Hassenzahl & L. R. Berg, Environment, John Wiley & Sons, New Delhi.
3. J. S. Singh, S. P. Singh and S. R. Gupta, Ecology, Environmental Science and Conservation, S. Chand Publication, New Delhi.

SMMC 118

ORGANIZATIONAL BEHAVIOUR

Credit-4

Course Objective: This course aims to provide insights necessary to understand behavioural processes at individual, team and organizational level enable students to learn how to influence the human behaviour in organizations.

UNIT I

Foundation and background of OB: contemporary challenges -workforce diversity, cross-cultural

dynamics, changing nature of managerial work, ethical issues at work, emotional intelligence in contemporary business

UNIT II

Individual behaviour and processes: individual differences – values and attitudes; Perception-concept, process and applications; Personality- concept, determinants and theories applications; Learning and Reinforcement, Stress – symptoms, causes, consequences and management

UNIT III

Interpersonal and team processes: group behaviour, group development, group dynamics, social loafing; developing teams – self-directed work teams, virtual teams; team building; Empowerment - concept, significance, process, prerequisites, Conflict – concept, sources, types, management of conflict, Power – concept, sources, approaches; organizational politics

UNIT IV

Organizational processes and structure: organizational structure and design, Work and job design; organizational learning; organizational culture; organizational change and development.

TEXT BOOK

1. Nelson, Debra L and James C Quick, OrganisationalBehaviour, Thomson Learning

REFERENCE BOOKS:

1. Pareek, Udai, Understanding OrganisationalBehaviour, Oxford University Press, New Delhi
2. Robbins, S.P., OrganisationalBehaviour, Prentice Hall of India, New Delhi
3. Hellgiegel, D & J.W. Slocum, OrganisationalBehaviour, Thomson Learning
4. McSchane, OrganisationBehaviour, TMH, New Delhi
5. Luthans, Fred, OrganisationalBehaviour, McGraw Hill, New York
6. New Storm and Keith Davis, OrganisationBehaviour, TMH, New Delhi

SMHA152

FRENCH II

Credit-2

Course Objectives: The aim of the course is to make the student learn French language from the basics to advance levels.

Unit I

Grammar topics and respective exercises (articles contracts, articles partitifs, adjectifspossessifs, adjectifsdemonstratifs), Translation exercises

Unit II

Pronominal verbs(grammar rules and exercises), More verbs of all 3 groups, Time, Daily routine,

Unit III

Grammar exercises, Activities based on grammar and vocabulary

Unit IV

Passe compose (past tense), Creative writing exercises, Comprehension passages, Reading exercises

Text Book

1. Text Book JUMELAGE 1
2. Work Book JUMELAGE 1

Reference Book

1. GrammaireFrancaise

M. Com I Year

SMMC731

MANAGEMENT PROCESS & ORGANIZATIONAL BEHAVIOUR

Credit-3

Course Objective: This course aims to provide insights necessary to understand behavioral processes at individual, team and organizational level enable students to learn how to influence the human behavior in organizations.

UNIT I

Foundation and background of OB: concept, nature & scope of OB, Foundations of OB, challenges & opportunities, ethical issues in OB.

UNIT II

Individual behavior and processes: individual differences–values and attitudes; Perception concept, process and applications; Personality-concept, determinants and theories applications; Learning and Reinforcement, Stress–symptoms, causes, consequences and management.

UNIT III

Interpersonal and team processes: group behavior, group development, group dynamics, social loafing; developing teams–self-directed work teams, virtual teams; team building; Empowerment-concept, significance, Conflict–Concept, sources, types, management of conflict, Power–concept, sources, approaches; organizational politics

UNIT IV

Organizational processes and structure: organizational structure and design, Work and job design; organizational learning; organizational culture; organizational change and development.

TEXT BOOKS:

1. Robbins, S.P. (2008) Organizational Behaviour, (7th Edition), New Delhi ND: Prentice Hall of India.

REFERENCE BOOKS

1. Pareek, Udai. (2012). Understanding Organisational Behaviour (3rd Edition). New Delhi ND: Oxford University Press.
2. Prasad, L.M. (2014). Organizational Behaviour (5th Revised Edition) Sultan Chand & Sons.
3. Aswathappa, K. (2007). Organizational Behavior, (7th Edition) New Delhi ND: Himalaya Publishing House.
4. VSP Rao, (2009) Organizational Behavior, (9th Edition) Excel Books.

SMMC709

MANAGERIAL ECONOMICS

Credit-3

Course Objective: The course is aimed at building a perspective necessary for the application of modern economic concepts, precepts, tools and techniques in evaluating business decisions taken by a firm. The course will also look at recent developments in business in the context of economic theory.

UNIT I

Introduction: Nature, Scope and Significance of Managerial Economics, its Relationship with other Disciplines, Role of Managerial Economics in Decision Making, Decision Making under Risk and Uncertainty.

UNIT II

Consumer Behavior and Demand Analysis: Cardinal and Ordinal Approaches to Consumer Behavior; Demand Functions; Determinants of Demand; Elasticity of Demand; Derivation of Market Demand; Demand Estimation and Forecasting.

UNIT III

Theory of Production and Cost: Managerial uses of Production Function, Short Run and Long Run Production Analysis, Isoquants, Optimal Combination of Inputs, Empirical Estimation of Production Functions; Traditional and Modern Theory of Cost in Short and Long Run, Economies of Scale and Economies of Scope, Empirical Estimation of Cost Function.

UNIT IV

Theory and Behavior of Firm: Profit Maximization; Alternative Objectives of Business Firms; Price Output Decisions; under Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly; Pricing Policies and Methods, Strategic Behavior of Firms; **Game Theory:** Nash Equilibrium, Prisoner's Dilemma Price & Non-Price Competition.

TEXT BOOK:

1. Salvatore, D. Managerial economics in a global economy. Irwin, McGraw-Hill.

REFERENCE BOOKS:

1. Geetika, Ghosh, P., & Choudhury, P.R. (2nded). Managerial economics. New Delhi: McGraw Hill Education.
2. Dwivedi, D. N. Managerial economics. New Delhi, ND: Vikas Publication House.
3. Christopher, R. Thomas, & S. Charles, Maurice. Managerial economics. New Delhi: Tata McGraw Hill.
4. Dholakia, R.H., & Oza, A.N. Micro economics for management students. New Delhi: Oxford University Press.
5. Keating, Berry., & Wilson, J. H. An economic foundation for business decision. New Delhi: Biztantra Publication.
6. Gupta, G.S. Managerial economics: Micro economic. McGraw Hill.
7. Truett & Truett. Managerial economics. John Wiley & Sons Inc.
8. Petersen, H. Craig, & Cris, L W. Managerial economics. New Delhi: Pearson Education (Singapore) Ltd.

SMMA780

STATISTICAL ANALYSIS FOR BUSINESS

Credit-4

Course Objective: This is designed to train the future commerce graduates to interpret and effectively apply powerful statistical analysis to generate factual insights, which can then be used in evidence-based decision making through processing company's data effectively and accurately to estimate the trend of various micro and macro environmental forces on commercial policies & trade.

UNIT I

Statistical decision theory: Introduction; decision making environments; decision making under

uncertainty - criterion of optimism, criterion of pessimism, equally likely decision (Laplace) criterion, criterion of realism and criterion of regret; decision making under risk- expected monetary value and expected monetary loss criteria.

Regression & correlation analysis: Regression equations, regression coefficients; partial correlation, coefficient of multiple correlation, multiple regression analysis.

UNIT II

Probability theory and distributions: Probability-classical, relative and subjective; addition and multiplication probability models; conditional probability; Bernoulli and Baye's theorem; binomial, Poisson and normal distributions their characteristics and applications.

UNIT III

Statistical inference: Estimation point and interval estimation, qualities of a good estimator; statistics and parameter, tests of significance, types of errors in testing of hypothesis, level of significance, two tailed and one tailed tests, standard error and its utility, degrees of freedom, test statistics, critical values, acceptance and rejection regions; procedure for hypothesis testing.

UNIT IV

Parametric tests: Difference between large and small sample; test of significance in attributes; significance tests in large variables and significance tests in small sample and it's applications.

Non-Parametric tests: Difference between parametric and nonparametric tests; chi square test-assumptions, conditions and applications; Wilcoxon test, Kruskal Wallis test and it's applica-tion; Introduction to statistical software (any one)- SPSS, SAS, R, Minitab, and Stata.

TEXT BOOK:

1. Gupta, S. P. & Gupta, M. P. (2014). *Business statistics*, New Delhi: S. Chand Publication.
2. Levin, R. I. & Rubin, D. S. (1998). *Statistics for management* (7th ed.). New Delhi: Prentice hall of india.

REFERENCE BOOKS:

1. Kohler, H. (2002). *Statistics for business & economics*, (3rd ed.). Harper Collins.
2. Lawrence B. M., *Statistics for business & economics*, Harper Collins
3. McClave, J. T., Benson, P. G. & Sincich, T. T., *Statistics for business & economics*, Pearson.
4. Poonia, V. S. & Poonia, M. (2011). *Advanced statistics*, New Delhi: Vishwabharti Publication.
5. Lun, C. Y., *Statistical analysis: With business and economic applications*, Holt, Rinchart and Winslon.
6. Spiegel, M.R. *Theory and Problems of Statistics*, Schaum Publishing Company.
7. Aczel, Amir D., *Complete Business Statistics*, McGraw Hill, 1999.
8. Kazmeir Leonard J., Norval F. Pohl, *Basic Statistics for Business and Economics*, McGraw Hill International (2nd ed.)

SMAW 773

CORPORATE LEGAL FRAMEWORK

Credit-4

Course Objective: The course is prepared with the intention to make commerce graduates to understand and deal with legal and regulatory compliances, which should be synchronized with budgets as well as alignment with strategic objectives of the firm.

UNIT-I

The companies Act 2013 (Relevant Provisions): Definition, Types of companies, Formation of company; Promotion, Incorporation and commencement of business; Memorandum of

Association, Articles of Association, Prospectus.

UNIT-II

Management of company: Directors appointment, powers, duties, company meetings, resolutions; managerial remuneration.

Winding up and Dissolutions: Meaning, modes of winding up, payment of liabilities.

UNIT-III

The Securities Contracts (Regulation) Act, 1956: Salient features, important definitions, stock exchanges in India, listing of securities, penalties and procedure, appeal, power of SEBI to make regulations, securities laws in India.

UNIT-IV

Regulatory environment for international business; FERA & FEMA; brief introduction of Information Technology Act, 2000; Competition Act 2002; The Real Estate (Regulation and Development) Act, 2016 (RERA).

TEXT BOOKS:

1. ICSI(2017), *Companies act with rules*, Taxman Publications.
2. Singh, B. & Singh, J.,(2005). *Securities market: operation and reforms*, New Delhi: Deep & deep publications pvt ltd.

REFERENCE BOOKS:

1. Avadhani, V. A.,(1996). *SEBI Guidelines & listing of companies*. New Delhi: Himalaya publishing house.
2. Various acts with latest amendments i.e. Information Technology Act, 2000; The Competition Act, 2002; Securities (Contract and Regulation) Act, 1956; The Companies Act, 2013; The Real Estate (Regulation and Development) Act, 2016 etc.

SMCS736

COMPUTER APPLICATIONS

Credit-3

Course Objective: The purpose of this course is to equip the students with fundamental aspects of computers, database management and statistical packages focusing on their applications in Commerce.

UNIT I

Introduction to IT: Concept of Data, Information and Knowledge in Information Technology, Changing decision making scenario: Quality of information, role of IT in information generation and value addition.

Computer Hardware and Software: Types of computer systems - micro, mini, mainframe and super, Introduction to Operating systems, Application Software and Programming Languages.

UNIT II

Databases Management Systems: Concept of Database Management Systems. Database Design - Physical and Logical design. Data bases, tables, Forms, Queries, Reports, SQL, Client server Architecture, Distributed Databases.

UNIT III

Statistical Packages: Use of specific packages in areas like Regression, ANOVA, Factor Analysis, Discriminant Analysis, Con-joint analysis and small sample tests such as, F-test and Chi-

Square test.

UNIT IV

Management information systems: Transaction processing system (TPS) Traditional versus contemporary TPS. Decision support system (DSS): Examples and applications, Introduction to Expert Systems.

TEXT BOOK:

1. Fundamental of Information Technology, Leon A. and Leon M., Vikas Software Manuals.

REFERENCE BOOKS:

1. Management Information Systems, Laudon, Kenneth C and Jane P. Laudon, New Delhi, Prentice Hall of India.
2. Fundamentals of Computers, Morley, Deborah and Charles S. Parker, New Delhi Learning India Pvt. Ltd.

SMCS764

COMPUTER APPLICATIONS LAB

Credit-1

LIST OF EXPERIMENTS:

1. **Getting Familiar with Access Objects:** Tables, Queries, Forms, Reports, and Modules Creating Database: Creating database using wizards, documenting the database, creating own databases.
2. **Creating Tables:** Working with tables in design view, setting field properties, naming fields, setting data types, setting primary key, multiple field primary keys, creating indexes, using table wizard.
3. **Creating Queries:** Working with query design grid, adding tables, adding fields, sorting records, setting field criteria, planning for null values, using simple query wizard - summarizing your records.
4. **Introduction to MS-Excel:** Overview of Electronic Spreadsheets, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto sum, Copying Formula, Formatting Data, Creating Charts, Sorting Data, Filtering etc.
5. **MS-Excel:** Calculation of mean, median, mode, standard deviation, standard error mean using Excel.
6. **Statistical Packages:** Using MS-Excel or any other tools for performing advanced statistical analysis and tests.
7. **DSS and Expert Systems:** Exploring the working and applications of a DSS using any selected DSS or Expert Systems based tools.

SMMC701

PRINCIPLES AND PRACTICES OF TAXATION

Credit-4

Objective: To familiarize and update the students with the basic principles of taxation, Structure of Indian Taxation system and provisions of indirect tax.

Unit I

Introduction: Principles of taxation, Tax-GDP Ratio: Meaning, Significance & Determinants. Tax Equity: Benefit Principle of Taxation; Ability to-pay principle of taxation. Tax Capacity & Tax Effort, Tax bases and tax policy – Determinants of tax yield – Classification of taxes.

Unit II

International Double Taxation: Assignment Rules of Foreign Income- Source Versus Residence;

Methods to alleviate international tax duplication: Exemption, Tax Credit Method, Bilateral Tax Treaty, Multilateral Tax Treaty, OECD Model & United Nations Model- Tax Convention, International Tax Avoidance and Evasion; Transfer Pricing; Tax Havens, Tax Treaty Shopping – Anti Avoidance Measures. Indian Law on Double Tax Relief.

Unit III

Incidence of Taxation: Types of tax incidence, Factors determining extent of tax shifting, taxation and efficiency: Excess Burden of Taxation; Administrative Costs; Compliance Costs. Distribution of Tax Burden, - Buoyancy and elasticity of tax revenue-Tax evasion in India, causes and consequences of tax evasion, Methods to curb tax evasion, Tax Incentives: Rationale, benefits and costs of tax incentives, forms of tax incentives: Tax Holidays, investment allowance, deductions, reinvestment incentives etc.

Unit IV

Constitutional Provisions Pertaining to Taxes: Rationale for constitutional arrangements. Distribution of taxation powers between the Center and States in the constitution of India; Restrictions on the taxation powers of the States; sharing of Central taxes. Recommendations of the Thirteenth Finance Commission.

Tax treatment of capital gains: exemption, presumptive tax, Tax amnesties.

TEXT BOOKS:

1. Musgrave. Richard and Peggy Musgrave, Public Finance in Theory and Practice, McGraw Hill Book Company.
2. Sury, M.M. Fiscal Policy Development in India: 1947 to 2007, Indian tax foundation in association with New Century publications, New Delhi.

REFERENCE BOOKS:

1. Peerzode, Sayal Afzal, Economics of Taxation, Atlantic Publishers& Distributors Pvt. Ltd.
2. Goode. Richard, Government Finance in Developing Countries, New Delhi. Tata – McGraw Hill publishing Company Ltd.
3. Government of India, Ministry of Finance, Report of the Indirect Taxation Enquiry Committee
4. Government of India, Ministry of Finance, Speeches of Union Finance Ministers, 1947-48 to 1984-85
5. Singhanian. Vinod K, Direct Taxes: Law and Practice (Delhi: Taxmann Publications (p)

SMMC702

FINANCIAL SERVICES

Credit-4

Course Objective: The objective of this paper is to acquaint the students about major financial services.

UNIT I

Hire-Purchase : Conceptual; Framework; Features; Hire-purchase and Credit Sale; Hire-purchase and Installment Sale; Legal Framework; Taxation Aspects; Banks and Hire-purchase Business; Bank Credit for Hire-purchase Business

Leasing : Meaning; Steps in Leasing; Types of Lease; Advantages and Disadvantages of Leasing ; Leasing and Hire-purchase; Legal Aspects of Leasing.

Unit-II

Venture Capital : Meaning, Features, Scope and Significance; Venture Capital Guidelines;

Methods of Venture Financing; Indian Venture Capital Scenario.

Mutual Fund : Meaning and Classification of Mutual Funds; Organisation of the Funds; Operation of the Funds; Net Asset Value; Mutual Funds in India; Regulation of Mutual Funds in India.

Factoring and Forfaiting : Factoring-Meaning; Modus Operandi; Terms and Conditions; Functions; Types of Factoring; Factoring Vs. Discounting; Factoring in India; Forfaiting – Definition, Working of Forfaiting; Factoring Vs. Forfaiting.

UNIT III

Merchant Banking : Meaning ; Origin; Merchant Banks and Commercial Banks; Services of Merchant Banks ; Regulation By SEBI; Merchant Banking in India.

Underwriting : Meaning and Nature of Underwriting; Forms of Underwriting; Need and Significance of Underwriting; Underwriting of Capital Issues in India; SEBI's Guidelines on Underwriting.

Unit-IV

Credit Rating : Meaning and Functions of Credit Rating; Significance of Credit Rating; Credit Rating in India; Rating Process and Methodology; Credit Rating Agencies in India; Limitations of Rating; Future of Credit Rating in India.

Stock Broking : Introduction; Stock Brokers; Sub-Brokers; Foreign Brokers; Stock Market Trading.

Depository Services :Meaning and Objectives of Depository Services; Depository Process; Trading in a Depository System; Depository System in India; Depository Institution in India; SEBI Regulations

TEXT BOOKS:

1. Siddaiah, Thummuluri.(2011). *Financial services*, Noida: Pearson Education.

REFERENCE BOOKS:

1. Bhole, L. M., *Financial institutions and markets* , New Delhi: Tata McGraw Hills.
2. Pathak, *Indian financial system*, Noida: Pearson Education.
3. Khan, M.Y., *Indian financial system*, New Delhi: Tata McGraw Hill.
4. Machiraju, H.R., *Indian financial system*, Vikas Publishing House.
5. Machiraju, H.R., *Working of stock exchange in India*, New Age Publication.

SMMC724

FINANCIAL MANAGEMENT

Credit-4

Course Objective: The course is aimed at building an understanding of concepts, vital tools and techniques applicable for financial decision making by a business firm.

UNIT I

Introduction: Nature, scope and objectives of financial management. Financial decision making and types of financial decisions. Agency problem. Stock price maximization and agency costs.

Funds Flow Analysis; Cash Flow Statement and its Interpretation (AS-3), Ratio

Analysis UNIT II

Capital Structure: Planning for Sources of Finance (Domestic and International); Capital Structure; Leverages; Cost of Capital; Net Income Approach; Net Operating Income Approach; Traditional Approach and MM Approach;

UNIT III

Capital Budgeting: Nature, significance and kinds of capital budgeting decisions, Time Value of Money, Capital budgeting techniques- ARR, Payback period, Discounted payback period, NPV, Equivalent annual NPV, IRR, and Modified IRR. Capital budgeting decision under inflation. Capital budgeting decision under uncertainty.

UNIT IV

Dividend Policy: Retained Earnings Vs. Dividend Decision; Gordon Model; Walter Model; MM Approach; Planning of Development of Funds Through Management of Assets - Fixed and Current; Working Capital Management; Management of Cash (Various Theoretical Models); Operating Cycle.

TEXT BOOKS:

1. Maheshwari, S.N. Financial Management - Principles & Practice. Sultan Chand & Sons.

REFERENCE BOOKS:

1. Pandey I M, Financial Management. VikasPublication .
2. Prasanna Chandra, Financial Management: Theory and Practice. Tata McGraw Hill.
3. NarayanaSwamy, Financial Accounting a Managerial Perspective. PHI.
4. Khan, M. Y. and Jain P. K. Financial Management, Text, Problems & Cases. Tata McGraw Hill Company, New Delhi.
5. Shashi K Gupta, Sharma R.K. Management Accounting, Kalyani publications

SMMC728

BUSINESS RESEARCH METHODS

Credit-4

Course Objective: The course aims at equipping students with an understanding of the research process, tools and techniques in order to facilitate managerial decision-making.

UNIT I

Introduction to Business Research: Definition; Nature and Scope of Business Research; The Research Process; Problem Identification and Definition; Determination of Information Needs; Hypothesis Formulation; Developing Research Proposal; Ethical issues in Research.

UNIT II

Research Design and Data Collection: Types of Research Design; Secondary and Primary Data; Primary Data Collection Instruments -Questionnaire Designing and Testing; Schedule; Observation Methods; Qualitative Research; Scaling Techniques and Attitude Measurement; Online Data Sources and Research.

UNIT III

Sample Design: Defining the Universe and Sampling Unit; Sampling Frame; Probability and Non-probability Sampling Methods; Sample Size Determination, Data Collection and Survey Errors.

UNIT IV

Data Analysis, Interpretation and Report Preparation: Data Editing and Coding; Tabulation; Hypothesis Testing; Analysis of Variance; Advanced Data Analysis Techniques- Factor Analysis, Cluster Analysis, Discriminant Analysis; Conjoint Analysis; Multi-Dimensional Scaling; use of SPSS/Mini-Tab in data analysis, Report Preparation and Presentation.

TEXT BOOK:

1. Business Research Methods – Zikmund- Thomson
2. Donald, R. Cooper and Parmela, S. Schindler .Business Research Methods. TataMcGraw Hill.

REFERENCE BOOKS:

1. Research Methodology - R.Panneerselvam- PHI
2. Research Methods for Business Students- Saunders- Pearson
3. Business Research- Collis J & Hussey R- Palgrave
4. Business Research Methods – Donald R. Coopers and Schindler.
5. MLA handbook for researchers

SMMA733

QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS

Credit-4

Course Objective: The objective of the course is to acquaint the students with the use of quantitative models in decision making.

UNIT I

Introduction: Quantitative approach to management decision making. Linear Programming: Mathematical formulation of linear programming problems and their solution using graphic approach and simplex algorithm. Duality Sensitivity analysis.

UNIT II

Transportation: Solving the problem, Testing optimality MODI method. Cases of unbalanced problems, degeneracy, maximization objective, multiple solutions and prohibited routes. Assignment: Solving the problem. Cases of unbalanced problems, multiple optimum solutions, maximisation objective and unacceptable assignments. Game Theory: Games of pure strategy. Games of mixed strategy. Dominance.

UNIT III

Inventory Control: Techniques of selective control, Economic order quantity, (EOQ) models- classical, gradual replenishment without shortages, price breaks and planned stockouts, Deciding optimum safety stock and reorder level. Sequencing: n-jobs to be processed on two machines in the same order of machines. n-jobs to be processed on m machines in the same order of machines - by converting it into a two - n machine case. Two jobs to be processed on m machines in the different orders of machines.

UNIT IV

PERT/CPM: Networking with one estimate of time. Networks with three estimates of time. Time-cost trade-off. PERT/cost. Resource allocation and resource levelling. Queuing Theory: Elements of a queuing system. Models with Poisson arrival and services rates, single server and infinite and finite population .

TEXT BOOKS:

1. Vohra N.D., “*Quantitative Techniques in Management*”, The McGraw Hill companies.
2. KantiSwaru, P.K .*Gupta*, Operations Research, Sultan Chand & Sons

REFERENCE BOOKS:

1. Levin, R.I., D.S. Rubin and J.P. Stinson, “*Quantitative Approaches to Management*”, McGraw - Hill.

2. Bierman H. Jr, C.P. Bonini and W.H. Hausman, "Quantitative Analysis for Business Decisions", Homewood, Ill., Irwin 1983
3. Taha, Hamdy A., "Operations Research: An Introduction", Latest Edition, Prentice - Hall of India.

SMMC739

MANAGEMENT ACCOUNTING-I

Credit-4

Course Objective: The course aims at enabling students to understand the basic accounting principles and techniques of preparing & presenting the accounts for users of accounting information. The course also familiarizes the students with the basic cost and management accounting concepts and their applications in managerial decision making.

UNIT –I

Management Accounting-An Introduction: Nature & Scope, Financial Accounting vs. Cost Accounting vs. Management Accounting; Functions, Techniques, Principles; Scope; Utility; Limitations; Essentials for Success. Management Accountant: Position, Role and Responsibility;

UNIT –II

Managerial Control Process- Budgetary Control; Meaning and functions, Benefits, Limitations, Classification of the Budgets, Preparation of different types of Budgets, Fixed Versus Flexible Budget.

Standard Costing and Variance Analysis; Concept, Advantages, Types of Standards; Variance Analysis; Analysis of different types of material, labour, overhead variances.

UNIT –III

Marginal Costing and Break even analysis : Marginal Cost; Marginal Costing and Differential Costing, Marginal Costing and Absorption Costing; Contribution Analysis; Cost – Volume- Profit Analysis; Break-even Analysis, Different types of Break-even Points and Charts.

UNIT –IV

Decisions Involving Alternate Choices: Cost Concepts Associated with Decision-making; Specific Management Decisions – Make or buy; Add or Drop; Sell or Process Further; Operate or Shutdown; Special Order; Product-Mix; Pricing Decision.

TEXT BOOKS:

1. J.K.Aggarwal, R.K.Aggarwal, M.L.Sharma – Accounting for Managerial Decisions – Ramesh Book Depot., Jaipur.
2. R.Kishore – Advance Management Accounting – Taxam allied Services Pvt. Ltd.

REFERENCE BOOKS:

1. Maheshwari, S.N. Advanced Accountancy -Vol. I & II. Vikas Publishing House.
2. ICAI, Accounting Standards (Latest).
3. Maheshwari, S.N. Corporate Accounting for Managers. Vikas Publishing House, New Delhi.
4. Khan, M.Y. and Jain, P.K. Financial Management, Text, Problems & Cases. Tata McGraw Hill Company, New Delhi.
5. M.Y.Khan, P.K.Jain – Management Accounting – Tata McGraw Hill.
6. S.N.Mittal – Accounting & Financial Management – Shree Mahavir Book Depot, NaiSarak, New Delhi

Course Objective: The objective of this course is to familiarise students with auditing principles and procedures.

Unit-I

Introduction: Definition, Scope and Objectives of Auditing; Basic Principles Governing an Audit; Audit Evidence; Audit Planning and Programming; Audit Sampling; Analytical Procedure; Introduction to Statements on Standard Auditing Practices.

Unit-II

Company Audit : Provisions of the Companies Act, 1956 as Regards Maintenance of Books of Accounts and Registers; Audit of Share Capital; Audit of Reserves and Surplus; Audit of Debentures; Audit of Public Deposits; Audit of Investment.

Unit-III

Cost Audit : Definition and Objective; Cost Audit vis-à-vis Financial Audit; Advantages and Criticism against Cost Audit; Cost Auditor—Qualifications and Appointment Cost Audit Procedure – Material, Labour, Overheads, Depreciation, Work-in-progress and Stores and Spare Parts; Cost Audit Report.

Unit-IV

Management Audit : Definition, Objectives, Need and Importance of Management Audit; Management Auditor – Qualifications and Appointment; Techniques of Management Audit; Management Audit Vs. Financial Audit; Audit of Management Functions – Production, Personnel, Finance and Accounts, Selling and Distribution, General Management and Management Information System; Management Audit Report.

TEXT BOOKS:

1. Sharma T.R. Principles of Auditing Sahitya Bhawan Agra.

REFERENCE BOOKS:

1. Tondon B.N. Principles of Auditing, S. Chand and Co., New Delhi.
2. Gupta Kamal contemporary Auditing Tata McGraw Hill, New Delhi.
3. Kumar, Ravinder, and Sharma, Virender, Auditing: Principles and Practices, PHI.
4. Jha, Aruna, Auditing, Taxmann Publishers.
5. Meenakumari, S. and Nagarajan, I., Fundamentals of Auditing, APH Publishing

Course Objective: A student should become familiar with the mechanism for conducting business transactions through electronic means.

UNIT I

Introduction to online transactions : The meaning, nature, concepts and advantages of such transactions; categories of e-commerce; planning online businesses: nature and dynamics of the Internet, pure online vs. brick and click business, assessing requirement for an online business, designing, developing and deploying the system, E-Commerce Sales Product Life Cycle (ESLC) Model

UNIT II

Technology for online business: Internet, IT infrastructure; middleware contents: integrating e-business applications; mechanism of making payment through the Internet: electronic payment systems, payment gateways, plastic money: debit card, credit card; digital currencies and payment systems.

E-Marketing- Scope and Techniques of E-Marketing, Traditional web promotion; Web counters; Web advertisements, Role of Social media.

UNIT III

World Wide Web and E-enterprise: Offline secure processing, laws relating to online transactions, World Wide Web-Reasons for building own website, Benefits of Website, Registering a Domain Name, Role of web site in B2C E-commerce; push and pull approaches; Web site design principles. EDI and paperless trading; Pros & Cons of EDI; Related new technologies use in Ecommerce.

Applications of E-commerce and E-enterprise- Applications to Customer Relationship Management- Types of E-CRM, Functional Components of E-CRM.

Managing the E-enterprise- Introduction, Methodologies to manage the E-enterprise, Comparison between Conventional and E-organisation, Organisation of Business in an E-enterprise, Benefits and Limitations of E- enterprise

UNIT IV

Legal and Regulatory Environment and Security issues of E-commerce: Introduction to Cyber Laws-World Scenario, Cyber-crime& Laws in India and their limitations, Hacking, Web Vandals, E-mail Abuse, Software Piracy and Patents. Taxation Issues, Protection of Cyber Consumers in India and CPA 1986, Importance of Electronic Records as Evidence.

Security Issues in E-Commerce - Risk management approach to Ecommerce Security - Types and sources of threats, Protecting electronic commerce assets and intellectual property.

TEXT BOOKS:

1. Murty, C.V.S., E-commerce, Himalaya Publications, New Delhi.
2. Kienam, Managing Your E-Commerce business, Prentice Hall of India, New Delhi.

REFERENCE BOOKS:

1. Amor, Daniel – Pearson Edude, "E Business R (Evolution)"
2. Greenslein&Feinman, "Electronic Commerce", TMH.
3. Kosiur, Understanding E-Commerce, Prentice Hall of India, New Delhi.
4. Kalakota, Whinston, Frontiers of Electronic Commerce, Addison Wesley

SMCS702

E- COMMERCE LAB

Credit-1

Introduction to E-Commerce and Technology Infrastructure

An analysis of Ecommerce Websites (Example dell, nokia, eBay, Amazon, Wal-Mart, tesco, and government websites, etc.)

Case Study to analyze an Ecommerce websites by students.

Create an E-Commerce Website add categories and products to it

Create an E-Commerce Website add new product (with image) and attribute of products

Create an E-Commerce Website add new attribute value and mark priority

View and process your orders in pre-designed E Commerce website

View state of orders placed in pre- designed E Commerce Website

Study of different types of Access Control mechanisms.

Design a virtual catalog for an online retail business: Provide the requirements and considerations for this process.

Pick four different payment models used by e-commerce websites and study how different businesses use it to gain advantage.

SMMC706

INDIRECT TAXES

Credit-4

Course Objective:

To gain knowledge of the provisions of service tax and basic concepts of Value added tax (VAT) in India.

To understand the basics and get an insight into the biggest reform in India's indirect tax structure i.e. the Goods & Services Tax (GST).

UNIT I

Indirect Taxes: Issues & Challenges, Service Tax, Value Added Tax, Direct Tax Code.

Goods & Services Tax (GST) - Overview, Implementation, Liability of tax payer, GST council, Levy of GST,

UNIT II

Compliances, Input Tax Credit, Place and Time of Supply, Valuation in GST, Payment of GST

UNIT III

E-Commerce , Input Tax Credit, Input Service distributor, matching of Input Tax credit,

UNIT IV

Special Transactions, Assessment, Audit & Inspection, CGST & SGST, Refunds, GST Portal

TEXT BOOKS:

1. Dr. Vandanabangar, Dr. YogendraBangar, Comprehensive Guide to Indirect Tax Laws , AadhyaPrakashan Publishing
2. Nitya Tax Associates, Basics of GST, Taxmann's Publication

REFERENCE BOOKS:

1. V. S. Datey. Students Guide to Service Tax & VAT. New Delhi: Taxmann
2. Dr. Girish Ahuja & Dr. Ravi Gupta. Practical Approach to DIRECT & INDIRECT TAXES, (Income Tax, Excise, Customs, CST, VAT & Service Tax). New Delhi: Bharat publication

Course Structure BBA (2018-21)

BBA 2018						2018-2021 (Scheme of Studies)			SOMC
ODD	SEMESTER				EVEN SEMESTER				
Year	S.N.	Course Code	Course Title	Credit	S.N.	Course Code	Course Title	Credit	
FIRST	1	SMMC121	Principles of Management	3	1	SMMC118	Organisational Behaviour	4	
	2	SMMC123	Micro-Economics	3	2	SMMC124	Macro-Economics	3	
	3	SMMA147	Preparatory Mathematics	3	3	SMMC319	Business Environment	4	
	4	SMEL101	Communication Skills	4	4	SMMA109	Business Mathematics	4	
	5	SMCS102	Information Technology Fundamentals	3	5	SMCH125	Environmental Studies	3	
	6	SMMC115	Financial Accounting	4	6	SMMC224	Financial Management	4	
	7	SMCS152	Information Technology Fundamentals Lab	1	7		Foreign Language	2	
	8	SMEL171	Communication Skills Lab	1					
	9		Foreign Language	2					
TOTAL				24	TOTAL				24
SEC- OND	1	SMMC211	Human Resource Management	4	1	SMMC218	Research Methodology	4	
	2	SMMC303	Production & Operation Management	4	2	SMCS212	E-Commerce	3	
	3	SMAW217	Corporate Laws-I	4	3	SMCS256	E-Commerce Lab	1	
	4	SMEL217	Personality Development & Communication Skills	3	4	SMAW218	Corporate Laws-II	4	
	5	SMMA120	Business Statistics	4	5	SMMC201	Management Accounting	4	
	6	SMMC116	Marketing Management	4	6	SMMC310	Entrepreneurship	4	
	7	SMMC106	Cost Accounting	4	7	SMMA110	Quantitative Techniques and Operations Research in Management	4	
	8		Foreign Language	2	8		Foreign Language	2	
TOTAL				29	TOTAL				26
Summer Training of 6 weeks will be undertaken by students after semester IV, during their summer vacations, which will be evaluated in semester V									
THIRD	1	SMMC315	Taxation for Managers	4	1	SMMC306	Comprehensive Viva-Voce	4	
	2	SMMC314	Indian Economy	4	2	SMMC302	Business Policy and Strategic Management	4	
	3	SMCS313	Management Information System	3	3	SMMC324	International Trade and Practices	4	
	4	SMCS361	Management Information System Lab	1	4	SMCS112	Data Base Management System	3	
	5	SMMC312	Summer Training Project Report	4	5	SMMC304	Project Planning and Evaluation	4	
	6	SMMC220	Ethics,Values & Corporate Social Responsibility	4	6	SMMC325	Principles and Practices of Banking and Insurance	4	
	7	SMMC317	Management of Financial Institutions & Ser- vices	4	7		Value Added Course	2	
	8		Value Added Course	2	8		Departmental Electives	2	
	9		Departmental Electives	2					
TOTAL				28	TOTAL				27
					Total Credits				158

S. No.	Code	Value Added Course
1	SMMC461	Leadership Development
2	SMCS326	Cyber Security
3	SMMC462	SPSS & its Research Applications
4	SMEL465	Soft Skill Development
5	SMMC464	Micro, Small, Medium Enterprises
6	SMMC466	Stress Management
7	SMMC467	Value Management
8	SMMC468	Self Management
9	SMMC469	Time Management
10	SMMC470	Green Marketing
11	SMMC472	Yoga Lessons

S. No	Code	Departmental Electives
1	SMMC481	Industrial Relations
2	SMMC482	Organizational Development and Change
3	SMMC483	Introduction to Customer Relationship Management
4	SMMC484	Introduction to Service Marketing
5	SMMC485	Introduction to Integrated Marketing Communication.
6	SMCS328	Introduction to Digital Marketing
7	SMMC486	Supply Chain Management
8	SMMC465	Social Entrepreneurship Development
9	SMMC488	Banking Law and Practice
10	SMMC489	Introduction to Behavioural Finance
11	SMMC472	Yoga Lessons

S.NO.	Foreign Language	Course Title
	French	
a	SMHA151	French I
b	SMHA152	French II
c	SMHA251	French III
d	SMHA252	French IV
	Spanish	
a	SMHA161	Spanish I
b	SMHA162	Spanish II
c	SMHA261	Spanish III
d	SMHA262	Spanish IV
	German	
a	SMHA171	German I
b	SMHA172	German II
c	SMHA271	German III
d	SMHA272	German IV

Course Structure MBA (2018-20)									
MBA 2018				2018-2020 (Schemes of Studies)					SOMC
ODD SEMESTER					EVEN SEMESTER				
Year	S.N.	Course Code	Course Title	Credit	S.N.	Course Code	Course Title		Credit
FIRST	1	SMMC731	Management Process & Organizational Behavior	3	1	SMMC724	Financial Management		4
	2	SMMC709	Managerial Economics	3	2	SMMC729	Business Environment		3
	3	SMMC725	Accounting for Management	4	3	SMMC728	Business Research Methods		4
	4	SMMA737	Quantitative Analysis for Management -I	4	4	SMMC736	Human Resource Management		3
	5	SMMC733	Marketing Management	3	5	SMMC743	Production & Operation Management		3
	6	SMCS775	IT for Managers Lab	1	6	SMCS741	E-Business		3
	7	SMEL722	Basics of Business Communication	3	7	SMMA878	Quantitative Analysis for Management -II		4
	8	SMAW737	Legal Aspects of Business	3	8	SMMC742	International Marketing and Finance		3
	9	SMMC750	Contemporary Issues Discussion-I	1	9	SMMC752	Contemporary Issues Discussion- II		1
	10		Foreign Language	2	10		Foreign Language		2
					TOTAL				30
TOTAL				27					
SEC- OND	1	SMMC801	Summer Internship Project Report	4	1	SMMC884	Dissertation		6
	2	SMMC803	Business Ethics & Corporate Governance	3	2	SMMC802	Strategic Management		3
	3	SMMC805	Entrepreneurship	3	3		Elective (Specialization Departmental Electives)		3
	4	SMCS829	Management Information System	3	4		Elective (Specialization Departmental Electives)		3
	5		Elective (Departmental Electives)	3	5		Elective (Specialization Departmental Electives)		3
	6		Elective (Departmental Electives)	3					
	7		Elective (Departmental Electives)	3					
	8		Elective (Specialization Departmental Electives)	3					
	9		Elective (Specialization Departmental Electives)	3					
	10		Value Added Course	2					
	11	SMMC754	Contemporary Issues Discussion-III	1					
TOTAL				31	TOTAL				18
					Total Credits				106

Departmental Electives			
Marketing	S. No	Code	Electives
	1	SMMC827	Consumer Behavior
	2	SMMC876	Marketing Research
	3	SMMC830	Advertising & Brand Management
	4	SMMC829	Sales & Distribution Management
Finance	1	SMMC839	Security Analysis & Portfolio Management
	2	SMMC834	Financial Modeling Using Excel
	3	SMMC842	Strategic Financial Management
	4	SMMC865	International Financial Management
Human Resource	1	SMMC844	Strategic Human Resource Management
	2	SMMC845	Industrial Relations & Labor Laws
	3	SMMC847	Training & Development
	4	SMMC850	Talent Management
Information Technology	1	SMCS822	Data Base Management Systems
	2	SMCS823	Enterprise Resource Management
	3	SMCS824	Object-Oriented Programming
	4	SMCS825	Business Intelligence & Application
International Business	1	SMMC859	International Business Environment
	2	SMMC868	International Competitiveness & Strategic Management
	3	SMMC835	International Trade Operations
	4	SMMC846	International Supply Chain & Logistics Management

S. No	Code	Value Added Courses
1	SMMC461	Leadership Development
2	SMCS826	Cyber Security
3	SMMC462	SPSS & its Research Applications
4	SMEL465	Soft Skill Development
5	SMMC463	Cross Cultural Training
6	SMMC464	Micro, Small, Medium Enterprises
7	SMMC465	Social Entrepreneurship Development
8	SMMC466	Stress Management
9	SMMC467	Value Management
10	SMMC468	Self Management
11	SMMC469	Time Management
12	SMMC473	Management Lessons from Indian Scriptures
13	SMMC471	Vedas & Modern Management
14	SMMC472	Yoga Lessons

S.NO.	Foreign Language	Course Title
	FRENCH	
a	SMHA151	French I
b	SMHA152	French II
	SPANISH	
a	SMHA161	Spanish I
b	SMHA162	Spanish II
	GERMAN	
a	SMHA171	German I
b	SMHA172	German II

Specialization Departmental Elective									
Marketing	S. N.	Code	Electives	S. N.	Code	Electives	S. N.	Code	Electives
	1	SMMC832	Rural & Social Marketing	1	SMMC831	Customer Relationship Management	1	SMMC828	Retail Management
	2	SMMC833	Service Marketing	2	SMCS325	Digital Marketing	2	SMMC872	Strategic Marketing
	3	SMMC863	International Marketing	3	SMCS828	E- marketing	3	SMMC852	Advanced Marketing
	4	SMMC875	Pricing Strategy	4	SMMC879	Integrated Marketing Communication	4	SMMC867	Product Strategy & Management
Finance	1	SMMC841	Taxation Law & Management	1	SMMC837	Financial Institutions & services	1	SMMC838	Financial Derivatives
	2	SMMC892	Financial Inclusion	2	SMMC851	Capital Markets & Regulatory Framework	2	SMMC840	Insurance & Risk Management
	3	SMMC871	Behavioural Finance	3	SMMC853	International Accounting & Financial Reporting	3	SMMC857	Corporate Restructuring
	4	SMMC873	Principles & Practices of Banking	4	SMMC855	Securities Market Operations	4	SMMC854	Project & Infrastructure Finance

Resource	Human	1	SMMC843	Staffing & Compensation Management	1	SMMC874	Change, Conflict & Negotiation Management	1	SMMC880	International Labour Organization & International Labour Laws
		2	SMMC849	Performance Appraisal & Succession Planning	2	SMMC848	Cross Cultural Human Resource Development	2	SMMC881	Organizational Development
		3	SMMC856	Human Resource Information Management Systems	3	SMMC860	Leadership, Influence & Power	3	SMMC882	Emotional Intelligence
		4	SMMC858	HR Audit	4	SMMC870	International Human Resource Management	4	SMMC883	Organisational Psychology
Information Technology		1	SMCS810	Digital Inclusion for Development	1	SMCS814	System Analysis & Design	1	SMCS818	Cyber Laws
		2	SMCS811	ment Software Project Manage-	2	SMCS815	agement Network Applications & Man-	2	SMCS819	IT Consultancy
		3	SMCS812	E- Governance	3	SMCS816	Information Security & Risk Management	3	SMCS820	Business Process Re-engineering
		4	SMCS813	Strategic Information Systems	4	SMCS817	Data Warehousing & Data Mining	4	SMCS821	Decision Support Systems
International		1	SMMC863	International Marketing	1	SMMC862	Foreign Exchange Management	1	SMMC888	International Buyer Behaviour
				International Financial			International Trade Theory &			International Bank-Laws
		3	SMMC870	International Human Resource Management	3	SMMC886	Total Quality Management & Competitiveness	3	SMMC890	Comparative International Management
		4	SMMC885	Management of Technology & Innovation	4	SMMC887	Managing Export and Logistics	4	SMMC891	International Marketing Research

Course Structure B. Com. (Hons.) 2018-21										
B. Com (Hons.) 2018			2018-2021 (Scheme of Studies)						SOMC	
ODD SEMESTER					EVEN SEMESTER					
Year	S.N.	Course Code	Course Title	Credit	S.N.	Course Code	Course Title	Credit		
FIRST	1	SMMC121	Principles of Management	3	1	SMMC124	Macro – Economics	3		
	2	SMMC123	Micro – Economics	3	2	SMMC122	Advanced Accounting	4		
	3	SMMC113	Fundamentals of Accounting	4	3	SMMC319	Business Environment	4		
	4	SMCS102	Information Technology Fundamentals	3	4	SMMA109	Business Mathematics	4		
	5	SMEL 101	Communication Skills	4	5	SMCH125	Environmental Studies	3		
	6	SMCS152	Information Technology Fundamentals Lab	1	6	SMMC118	Organisational Behaviour	4		
	7	SMMC153	Fundamentals of Accounting Lab	1	7		Foreign Language	2		
	8	SMEL171	Communication Skills Lab	1						
	9		Foreign Language	2						
TOTAL				22	TOTAL				24	
SEC- OND	1	SMMC211	Human Resource Management	4	1	SMMC218	Research Methodology	4		
	2	SMMC215	Taxation Law and Practcies-I	4	2	SMMC106	Cost Accounting	4		
	3	SMMC224	Financial Management	4	3	SMCS212	E-Commerce	3		
	4	SMEL217	Personality Development & Communication Skills	3	4	SMCS256	E-Commerce Lab	1		
	5	SMAW217	Corporate Laws-I	4	5	SMAW218	Corporate Laws-II	4		
	6	SMMA120	Business Statistics	4	6	SMMC310	Entrepreneurship	4		
	7	SMMC116	Marketing Management	4	7	SMMC208	Taxation Law and Practcies-II	4		
	8		Foreign Language	2	8		Foreign Language	2		
TOTAL				29	TOTAL				26	
Project work will be undertaken by students during their summer vacations, after semester IV , which will be evaluated in semester V										
THIRD	1	SMMC314	Indian Economy	4	1	SMMC214	Corporate Accounting-II	4		
	2	SMMC213	Corporate Accounting-I	4	2	SMMC320	Auditing	4		
	3	SMMC220	Ethics ,Values & Corporate Social Responsibility	4	3	SMMC324	International Trade and Practices	4		
	4	SMMC201	Management Accounting	4	4	SMMC306	Comprehensive Viva-Voce	4		
	5	SMMC312	Summer Training Project Report	4	5	SMMC325	Principles and Practices of Banking and Insurance	4		
	6	SMMC317	Management of Financial Institutions and Services	4	6	SMMC302	Business Policy and Strategic Management	4		
	7	SMMC318	Investment Management	4	7		Value Added Course	2		
	8		Value Added Course	2	8		Deparmental Elective	2		
9						Deparmental Elective				
TOTAL				32	TOTAL				28	
					Total Credits					161

S. No.	Code	Value Added Course
1	SMMC461	Leadership Development
2	SMCS326	Cyber Security
3	SMMC462	SPSS & its Research Applications
4	SMEL465	Soft Skill Development
5	SMMC464	Micro, Small, Medium Enterprises
6	SMMC466	Stress Management
7	SMMC467	Value Management
8	SMMC468	Self Management
9	SMMC469	Time Management
10	SMMC470	Green Marketing
11	SMMC472	Yoga Lessons

S. No	Code	Departmental Electives
1	SMMC481	Industrial Relations
2	SMMC482	Organizational Development and Change
3	SMMC483	Introduction to Customer Relationship Management
4	SMMC484	Introduction to Service Marketing
5	SMMC485	Introduction to Integrated Marketing Communication.
6	SMCS328	Introduction to Digital Marketing
7	SMMC486	Supply Chain Management
8	SMMC465	Social Entrepreneurship Development
9	SMMC488	Banking Law and Practice
10	SMMC489	Introduction to Behavioural Finance
11	SMMC472	Yoga Lessons

S.NO.	Foreign Language	Course Title
	French	
a	SMHA151	French I
b	SMHA152	French II
c	SMHA251	French III
d	SMHA252	French IV
	Spanish	
a	SMHA161	Spanish I
b	SMHA162	Spanish II
c	SMHA261	Spanish III
d	SMHA262	Spanish IV
	German	
a	SMHA171	German I
b	SMHA172	German II
c	SMHA271	German III
d	SMHA272	German IV

Course Structure M.Com (2018-20)									
M.COM 2018						2018-2020 (Scheme of Studies)			SOMC
ODD SEMESTER					EVEN SEMESTER				
Year	S. N.	Course Code	Course Title	Credit		S. N.	Course Code	Course Title	C
FIRST	1	SMMC731	Management Process & Organizational Behavior	3		1	SMMC724	Financial Management	4
	2	SMMC709	Managerial Economics	3		2	SMMC728	Business Research Methods	4
	3	SMMA780	Statistical Analysis for Business	4		3	SMMC739	Management Accounting- I	4
	4	SMAW773	Corporate Legal Framework	4		4	SMMC756	Auditing-I	3
	5	SMCS736	Computer Application	3		5	SMCS720	E-Commerce	3
	6	SMCS764	Computer Application Lab	1		6	SMCS763	E-Commerce Lab	1
	7	SMMC701	Principles and Practices of Taxation	4		7	SMMC736	Human Resource Managment	3
	8	SMMC702	Financial Services	4		8	SMMC706	Indirect Taxes	4
			TOTAL	26				TOTAL	26
SEC- OND	1	SMMC801	Summer Internship Project Report	4		1	SMMC884	Dissertation	6
	2	SMMC803	Business Ethics and Corporate Governance	3		2	SMMC802	Strategic Management	3
	3	SMMC805	Entrepreneurship	3		3	SMMC861	International Trade Theory and Practices	3
	4	SMMC732	Management Accounting- II	4		4	SMMC838	Financial Derivatives	3
	5	SMMA733	Quantitative Techniques for Business Decisions	4		5	SMMC863	International Marketing	3
	6	SMMC865	International Financial Management	3		6	SMMC839	Security Analysis and Portfolio Management	3
	7	SMMC705	Corporate Tax Structure and Planning	4		7	SMMC760	Comprehensive Viva-Voce	3
	8	SMMC758	Auditing-II	3					
			TOTAL	28				TOTAL	24
								Total Credits	104

Doctor of Philosophy (Ph.D.)

The Ph.D. programme is based on the research carried out by the student under the guidance of Supervisor/Co-Supervisor(s) and the programme duration depends upon the completion of the selected research by the student.

The candidate should have a Post Graduate degree or its equivalent from a recognized university, in respective discipline, with minimum 55% marks or minimum CGPA of 5.5 on a 10 point scale.

Admission to Ph.D. programme will be based on the overall performance in Post Graduate degree in respective discipline, Written Entrance Examination, Personal Interview and available resources. Preference will be given to CSIR/UGC-NET qualified candidates and those having sponsored projects. Candidates with NET, SLET, GATE, MPAT, M.Phil. or equivalent qualification may be exempted from Entrance Examination.

Admitted candidates will have to clear mandatory course work and fulfill other requirements as per UGC guidelines. For fee structure and other details, see <http://www.krmangalam.edu.in/phd>

FEE STRUCTURE (2018-19)

Program	Fee for Semester I (in ₹)	Fee for Semester II (in ₹)	Total Fee per year (in ₹)
Under Graduate			
BBA-Bachelor of Business Administration	70000	70000	140000
B.Com. (Hons.)–Bachelor of Commerce	55000	50000	105000
Post Graduate:			
MBA–Master of Business Administration	125000	125000	250000
M.Com.–Master of Commerce	50000	50000	100000

Note: Fee may increase up to 10% each year.

MODE OF PAYMENT: By Cash/DD/Online Transfer/Credit Card/Debit Card

DD should be made in favour of “K.R. Mangalam University”, payable at New Delhi.

For Online transfer, see the KRMU Website.

Fee can be paid by: <http://pay.krmu.edu.in/>

ADMISSION COUNSELLING:

We invite you to have a personal interaction with our counsellor in order to know more about K.R. Mangalam University and the course.

Admission Office at:

- Sohna Road, Gurugram, Delhi-NCR
- N-Block, Greater Kailash-I, New Delhi-110048

Call/Mail at:

Landline No.: 0124-2867800, Mob: 08800697010-15, Helpline No.: 011-48884888

E-mail: admissions@krmangalam.edu.in

HOW TO APPLY:

For application form, eligibility & programme details, visit www.krmangalam.edu.in or collect a copy from the admission office.



K.R. MANGALAM UNIVERSITY

Campus: Sohna Road, Gurugram, Delhi – NCR, Pin : 122103
Mob: 08800697010-15 | Helpline: 011-48884888 | Landline: 0124-2867800
facebook.com/krmuniv | twitter.com/krmanglamuniv
E-mail: admissions@krmanglam.edu.in | website: www.krmangalam.edu.in



K.R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

(Recognized by UGC and a member of AIU)



School of Management & Commerce

K. R. Mangalam University

K.R. Mangalam University is proud to announce the sixth year of its incorporation and commencement of Academic Session 2018-19 upholding the mission of imparting state-of-the-art & technology-enabled teaching with industry-focused curriculum. The University strives to foster and maintain an environment of creativity with a deep commitment to academic excellence and over all personality development of its students. We look at our students

as individuals having different aspirations and unique interests and therefore, offer diverse programme of studies that are designed to develop their technical and analytical acumen and soft skills, along with qualities of personal and social ethics and social awareness with global perspectives. The School of Management & Commerce (SOMC), K.R. Mangalam University offers the following academic programmes:

School of Management & Commerce (UG Programmes)

Course Duration: 3 Years

Bachelor of Commerce, B.Com. (Hons.)

Eligibility Criteria: The Candidate should have passed the 10+2 examination conducted by Central Board of Secondary Education or equivalent examination from a recognized Board in Commerce stream or any other stream with Mathematics as one of the subjects with the minimum of 50% marks in aggregate.

The Programme is designed to develop the conceptual and practical skills of the students to select their professional career from a number of options available to them. It aims to develop students' intellectual pursuit of knowledge of commercial sciences and helps them understand the methods and processes of commerce in every area of activity. The Programme exposes them to the diverse area of application of knowledge in business firms and industrial organizations, and enables them to gain the practical knowledge in order to be globally competent.

Courses in: Management Concepts & Practices / Micro Economics / Macro Economics / Corporate Law / Income Tax Law & Practices / Financial Accounting / Corporate Accounting / Management Accounting / Business Mathematics / Business Statistics / Operations Management / E-commerce / Entrepreneurship / Foreign Language.

Career Options : Finance, Commerce, Accountancy and Taxation discipline related to Business, Banking, Insurance, Auditing and Taxation, Cost & Works Accounts, Investment Banking, PSUs, Defense Services, Civil Services, Education, etc.

Bachelor of Business Administration (BBA)

Eligibility Criteria: The candidate should have passed the 10+2 examination conducted by Central Board of Secondary Education or equivalent examination from a recognized Board with minimum 50% marks in aggregate.

The Programme aims at developing a student's intellectual ability, executive personality and managerial skills through an appropriate blending of business and general education. It seeks to develop students as analytical and rigorous thinkers so that they are able to apply the concepts learnt to all pertinent issues that affect an organization's performance and effectiveness. The Programme develops their point of view convincingly with reasoned responses, when challenged. Students are prepared to work effectively in a team-based environment, persuade and influence others to work collectively for a common goal.

Courses in: Strategic Management / Financial Accounting / Micro and Macro Economics / Organizational Behavior / Management Science / Research Methodology / Mercantile Law / Business Policy / Entrepreneurship / Production & Operations Management / Marketing / Finance / Human Resource Management / Foreign Language.

Career Options: Commerce and Business, Marketing Research, Research Analysis, Banking & Finance, Insurance, Advertising, HR, Education, etc.

School of Management & Commerce (PG Programmes)

Course Duration: 2 Years

Master of Business Administration (MBA)

Eligibility Criteria: The Candidate should have passed a Bachelor's Degree or equivalent from a recognized university with at least 50% marks in aggregate.

The MBA Programme aims to develop students into leaders ready to tackle the challenges of today's complex global business environment. The Programme provides integrative experience and experiential learning through the application of multi-disciplinary knowledge and by analyzing the impact of decisions and actions on various stakeholders. It prepares students to demonstrate awareness about the economic, environmental, political, legal and regulatory aspects of global business practices. The students acquire strategic and innovative thinking skills to enable effective decision-making and problem solving in complex and uncertain conditions. Throughout the Programme, students gain valuable insights & skills from classroom, lectures, case-studies, conferences, industrial visits and guest lectures delivered by industry professionals and leading academicians from across the world. The Programme offers core and open electives leading to specialization in the field of Finance, Marketing, Human Resource Management, International Business, Information Technology.

Courses in: Management Process / Organizational Behavior / Business Communication / Marketing Management / Legal Aspects of Business / IT for Manager / Financial Accounting / Managerial Economics / Quantitative Techniques / Management Science / Human Resource Management / Financial Management / International Financial Management / Business Environment / International Marketing / Production & Operations Management / Audit Courses / Personality Enhancement Modules / Foreign Language.

Summer Internship: 6-8 weeks of internship in organizations of repute in Delhi-NCR

International Summer School: Approx. 2 weeks of International summer school at prestigious universities outside India, to provide international exposure to the budding managers.

Career Options: Management - both for profit and not-for-profit organisations, industry openings in the stream of Marketing, Finance, IB, HR, IT, Entrepreneurship, PSUs, Civil Services, Education.

Master of Commerce (M.Com.)

Eligibility Criteria: The candidate should have passed B.Com. from a recognized university or equivalent with minimum of 50% marks in aggregate.

This Programme has a distinct objective to equip the students with knowledge, skills and attitude to become more suitable for the present and emerging job market. The Programme allows students to choose for further advanced studies in different specialization of commerce such as Accounting, Taxation, Finance, Human Resource, Marketing etc. thereby enabling them for a wide range of career dealing with the flow of money, from accountant to investment banker, money manager to personal finance consultant including entrepreneurial skills for starting new business ventures. The Program prepares students to exploit newly created opportunities in the accounting field and provides foundation for Ph.D. programme in Commerce.

Courses in: Management Process / Financial Derivatives / Taxation Laws-Direct & Indirect / Tax Planning / Financial Risk Management / Auditing / Corporate Accounting / Corporate Legal Framework / Security Analysis & Portfolio Management / E-Commerce / Financial Reporting & Standards.

Career Options: Commerce, Marketing and Finance, Insurance & Banking, Investment Banking, Research, Taxation, Industrial Organizations, PSUs, Civil Services and Education.

