



VIT[®]

Vellore Institute of Technology
(Deemed to be University under section 3 of UGC Act, 1956)

Bachelor of Commerce (Hons)

B. Com (Hons.) – (3 years)

(Under Choice Based Credit System) [CBCS]

Programme Educational Objectives (PEOs)

PEO_01: Graduates will function in their profession with social awareness and responsibility.

PEO_02: Graduates will interact with their peers in other disciplines in their work place, all stake holders and participate in business development and align with corporate strategies.

PEO_03: Graduates will be successful in pursuing higher studies in their chosen field.

PEO_04: Graduates will inherit the ability to pursue varied career paths including higher studies in any of the majors/interdisciplinary fields of study, teaching, research, industry and entrepreneurship

PROGRAMME OUTCOMES FOR CORE COURSES

S.no	Programme Outcomes	C 1	C 2	C 3	C 4	C 5	C 6	C 7	C 8	C 9	C 10	C 11	C 12	C 13	C 14	C 15	C 16	C 17	C 18	C 19	C 20	C 21		
1	Values for life and character building	✓	✓			✓	✓		✓			✓		✓		✓	✓			✓	✓			
2	Disciplinary knowledge	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
3	Communication skills						✓		✓			✓		✓								✓		
4	Critical thinking	✓			✓	✓	✓	✓	✓			✓	✓	✓	✓	✓				✓	✓	✓	✓	
5	Problem Solving	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
6	Analytical Reasoning	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
7	Research related skills	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
8	Cooperation/Teamwork					✓	✓					✓		✓	✓						✓	✓		
9	Scientific Reasoning	✓	✓			✓	✓	✓			✓	✓	✓	✓	✓	✓	✓				✓	✓	✓	
10	Reflective Thinking	✓				✓	✓	✓				✓	✓	✓		✓					✓	✓	✓	
11	Information/Digital Literacy	✓		✓	✓				✓	✓		✓	✓	✓	✓	✓		✓	✓					
12	Self-directed Learning	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
13	Moral and Ethical Awareness/Reasoning	✓	✓			✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓				✓	✓		
14	Leadership Readiness /Qualities					✓	✓		✓	✓		✓	✓	✓	✓						✓	✓		
15	Lifelong learning	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓		✓	✓	✓	✓		✓	✓	✓
16	Professional Skills	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
17	Application Skills	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
18	Experiential Learning	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
19	Employability	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
20	Decision Making Skills	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Legend:C1-Principles of Economics;C2-Business Mathematics; C-3Financial Accounting;C4-Management Principles;C5-Business Law;C6-Corporate Accounting; C7-Principles of Marketing; C8- Banking Theory and practice; C9-Corporate Law; C10Business Statistics; C11-Cost Accounting; C12Financial Management; C13Human Resource Management; C14-Accounting Software for Business; C15-Management Accounting; C16-Computer Application in Business; C17-Income Tax Law and Practice; C18-Auditing and Corporate Governance; C-19 Business Research Methods; C20-International Business; C21-Entrepreneurship Development.

PROGRAMME OUTCOMES FOR DISCIPLINE SPECIFIC ELECTIVE COURSES

S. No	Programme Outcomes	DSE 1	DSE 2	DSE 3	DSE 4	DSE 5	DSE 6	DSE 7	DSE 8	DSE 9	DSE 10	DSE 11	DSE 12
1	Values for life and character building	✓	✓			✓	✓		✓			✓	✓
2	Disciplinary knowledge	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
3	Communication skills						✓						✓
4	Critical thinking	✓			✓	✓	✓	✓			✓	✓	✓
5	Problem Solving	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
6	Analytical Reasoning	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
7	Research related Skills	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
8	Cooperation/Team work					✓	✓					✓	✓
9	Scientific Reasoning	✓	✓			✓	✓	✓	✓			✓	✓
10	Reflective Thinking	✓				✓	✓	✓				✓	✓
11	Information/Digital Literacy	✓		✓	✓					✓	✓		
12	Self-directed Learning	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
13	Moral and Ethical Awareness/Reasoning	✓	✓			✓	✓		✓			✓	✓
14	Leadership Readiness /Qualities					✓	✓					✓	✓
15	Lifelong learning	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
16	Professional Skills	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
17	Application Skills	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
18	Experiential Learning	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
19	Employability	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
20	Decision Making Skills	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

DSE- 1 Indirect Taxation; DSE- 2 Insurance Management; DSE- 3 Financial Markets and Institutions DSE- 4 Forensic Accounting and Fraud Investigation; DSE- 5 Investment Analysis and Portfolio Management; DSE- 6 Financial Risk Management; DSE- 7 Personal Finance and

Planning DSE- 8 Corporate Financial Reporting; DSE- 9 Financial Technology; DSE -10 E-Commerce DSE- 11 Organisational Behaviour; DSE- 12 Artificial Intelligence for Business

PROGRAMME OUTCOMES FOR GENERIC ELECTIVE COURSES

S. No	Programme Outcomes	OE 1	OE2	OE 3	OE4	OE5	OE6	OE7	OE8	OE9
1	Values for life and character building	✓	✓	✓		✓	✓	✓	✓	✓
2	Disciplinary knowledge	✓	✓	✓	✓	✓	✓	✓	✓	✓
3	Communication skills	✓	✓	✓	✓	✓	✓		✓	✓
4	Critical thinking	✓	✓	✓	✓		✓	✓		
5	Problem Solving	✓	✓	✓	✓	✓	✓	✓	✓	✓
6	Analytical Reasoning	✓	✓	✓	✓		✓	✓		
7	Research related	✓	✓	✓	✓	✓	✓	✓	✓	✓
8	Skills	✓	✓	✓		✓	✓	✓	✓	✓
9	Cooperation/Teamwork		✓	✓	✓		✓	✓	✓	
10	Scientific Reasoning	✓	✓	✓	✓	✓	✓	✓	✓	✓
11	Reflective Thinking	✓	✓		✓	✓		✓	✓	✓
12	Information/Digital Literacy	✓	✓	✓	✓	✓	✓	✓	✓	✓
13	Self-directed	✓	✓		✓	✓	✓	✓	✓	✓
14	Learning	✓	✓	✓		✓	✓	✓		✓
15	Moral and Ethical	✓	✓	✓	✓	✓	✓	✓	✓	✓
16	Awareness/Reasoning	✓	✓	✓	✓	✓	✓	✓	✓	✓
17	Leadership Readiness /Qualities	✓	✓	✓	✓	✓	✓	✓	✓	✓
18		✓	✓	✓	✓	✓	✓	✓	✓	✓
19	Lifelong learning	✓	✓	✓	✓	✓	✓	✓	✓	✓
20	Professional Skills	✓	✓	✓	✓	✓	✓	✓		✓

OE- 1Principles of Integrated Marketing Communication; OE- 2Services Marketing; OE - 3Digital Marketing; OE- 4Labour laws and Industrial Relations; OE- 5Emotional Intelligence; OE-

6Strategic Management; OE- 7Operations Research Technique; OE- 8Supply Chain Management; OE -9Business Analytics.

PROGRAMME OUTCOMES FOR ABILITY ENHANCEMENT COMPUSORY COURSE

S.No.	Programme Outcomes	AECC 1	AECC 2	AECC 3	AECC 4
1	Values for life and character building	✓	✓	✓	
2	Disciplinary knowledge	✓	✓	✓	✓
3	Communication skills	✓	✓	✓	✓
4	Critical thinking	✓	✓	✓	✓
5	Problem Solving	✓	✓	✓	✓
6	Analytical Reasoning	✓	✓	✓	✓
7	Research Related skills	✓	✓	✓	✓
8	Cooperation/Teamwork	✓	✓	✓	
9	Scientific Reasoning		✓	✓	✓
10	Reflective Thinking	✓	✓	✓	✓
11	Information/Digital Literacy	✓	✓		✓
12	Self-directed Learning	✓	✓	✓	✓
13	Moral and Ethical Awareness/Reasoning	✓	✓		✓
14	Leadership Readiness/Qualities	✓	✓	✓	
15	Life long learning	✓	✓	✓	✓
16	Professional Skills	✓	✓	✓	✓
17	Application Skills	✓	✓	✓	✓
18	Experiential Learning	✓	✓	✓	✓
19	Employability	✓	✓	✓	✓
20	Decision Making Skills	✓	✓	✓	✓

AECC- 1 Technical English Communication; AECC- 2 Technical English Communication Lab; AECC- 3 Languages -Tamil/Hindi; AECC- 4 Environmental Studies,

PROGRAMME OUTCOMES FOR SKILLS ENHANCEMENT COURSES

S. No.	ProgrammeOutcomes	SEC 1	SEC 2	SEC 3	SEC 4	SEC 5	SEC 6	SEC 7
1	Values for life and character building	✓	✓	✓		✓	✓	
2	Disciplinary knowledge	✓	✓	✓	✓	✓	✓	✓
3	Communication skills	✓	✓	✓	✓	✓	✓	✓
4	Critical thinking	✓	✓	✓	✓	✓	✓	
5	Problem Solving	✓	✓	✓	✓	✓	✓	
6	Analytical Reasoning	✓	✓	✓	✓	✓	✓	
7	Research related skills	✓	✓	✓	✓	✓	✓	✓
8	Cooperation/Teamwork	✓	✓	✓		✓	✓	
9	Scientific Reasoning		✓	✓	✓	✓	✓	✓
10	Reflective Thinking	✓	✓	✓	✓	✓	✓	✓
11	Information/Digital Literacy	✓	✓		✓	✓		✓
12	Self-directed Learning	✓	✓	✓	✓	✓	✓	✓
13	Moral and Ethical Awareness/Reasoning	✓	✓		✓	✓		✓
14	Leadership Readiness /Qualities	✓	✓	✓		✓	✓	
15	Lifelong learning	✓	✓	✓	✓	✓	✓	✓
16	Professional Skills	✓	✓	✓	✓	✓	✓	✓
17	Application Skills	✓	✓	✓	✓	✓	✓	✓
18	Experiential Learning	✓	✓	✓	✓	✓	✓	✓
19	Employability	✓	✓	✓	✓	✓	✓	✓
20	Decision Making Skills	✓	✓	✓	✓	✓	✓	✓

SEC- 1Selling and Negotiation Skills; SEC- 2Intra and Inter Personal Skills; SEC- 3 Office Management; SEC- 4Cyber Security; SEC 5Event Management; SEC6Stock Market Operations; SEC7 New Venture Planning and Development

Programme Specific Outcomes (PSO's)

On completion of B. Com (Hons) programme, graduates will be able to

PSO_01: Demonstration of deeper understanding of business world both from theoretical and practical perspective.

PSO_02: Application of knowledge to comprehend the dynamism of the corporate world and its impact on the economy from various perspectives.

PSO_03: Demonstration of comprehensive knowledge of various procedures and the procedural glitches that can affect the working of an organisation.

PSO_04: Demonstration of multidisciplinary approach towards commerce as it originates from the discipline of economics, politics, law, mathematics, etc.

PSO_05: Students will be able to prove proficiency with the ability to engage as professionals like CA, CMA, CS and other courses.

Category-wise Credit Distribution

Category	Credits
Compulsory Core Courses (CC)	84
Discipline Specific Electives (DSE)	24
Open Electives (OE)	20
Ability Enhancement Compulsory Courses (AECC)	9
Skill Enhancement Courses (SEC)	4
Project Work	6
Total credits	147
Non-Graded Courses	08

Details of the Course for B. Com (Hons)

S. No	Course Category	Credits (Theory + Tutorial/ Practical)
I	<u>Compulsory Core Courses</u> (21 Papers)	Courses x Credits 1x2 = 2 (Lab course) 2x5 = 10 (Theory 3+ Tutorial 2) 18x4=72(Theory 3 + Tutorial 1) ----- 84 -----
II	<u>Elective Courses</u> Discipline Specific Electives* Open Electives	6 x 4= 24 (Theory 3+Tutorial 1) 5x 4= 20 (Theory 3+ Tutorial 1) ----- 44 -----
III	<u>Ability Enhancement Courses (AEC)</u> AECC-1 Technical English Communication AECC -2Technical English Communication Lab AECC-3 Language-Tamil/Hindi / French AECC-3 Environmental Studies	2 1 3 3 ----- 9 -----
IV	<u>Skill Enhancement Courses (Minimum Two Course)</u> SE 1 SE 2	2 (Theory) 2 (Theory) ----- 4 -----
V	<u>Project Work</u>	6
	Total	147
	Non-Credit Courses	8

Programme Structure of B.Com (Hons)

Compulsory Core Courses (84 Credits)

Course Code	Courses	L	T	P	C
UCCA151L	Principles of Economics	3	1	0	4
UCCA152L	Business Mathematics	3	1	0	4
UCCA153L	Financial Accounting	3	2	0	5
UCCA154L	Management Principles	3	1	0	4
UCCA155L	Business Law	3	1	0	4
UCCA156L	Corporate Accounting	3	2	0	5
UCCA157L	Principles of Marketing	3	1	0	4
UCCA158L	Banking Theory and practice	3	1	0	4
UCCA159L	Corporate Law	3	1	0	4
UCCA160L	Business Statistics	3	1	0	4
UCCA251L	Cost Accounting	3	1	0	4
UCCA252L	Financial Management	3	1	0	4
UCCA253L	Human Resource Management	3	1	0	4
UCCA256E	Computer Applications in Business	3	0	2	4
UCCA255L	Management Accounting	3	1	0	4
UCCA256E	Accounting Software for Business	0	0	4	2
UCCA353L	Income Tax Law and Practice	3	1	0	4
UCCA352L	Auditing and Corporate Governance	3	1	0	4
UCCA351L	Business Research Methods	3	1	0	4
UCCA354L	International Business	3	1	0	4
UCCA355L	Entrepreneurship Development	3	1	0	4
	Total Credits				84

Elective Courses (44Credits)**Discipline Specific Electives (24 Credits) (Any 6 Courses)**

Course Code	Courses	L	T	P	C
UCCA257L	Indirect Taxation	3	1	0	4
UCCA258L	Insurance Management	3	1	0	4
UCCA259L	Financial Markets and Institutions	3	1	0	4
UCCA260L	Forensic Accounting and Fraud Investigation	3	1	0	4
UCCA261L	Investment Analysis and Portfolio Management	3	1	0	4
UCCA262L	Financial Risk Management	3	1	0	4
UCCA263L	Personal Finance & Planning	3	1	0	4
UCCA264L	Corporate Financial Reporting	3	1	0	4
UCCA265L	Financial Technology	3	1	0	4
UCCA266L	E-Commerce	3	1	0	4
UCCA267L	Organisational Behaviour	3	1	0	4
UCCA268L	Artificial Intelligence for Business	3	1	0	4

Open Electives (20 Credits) (Any 5 Courses)

Course Code	Courses	L	T	P	C
UCCA356L	Principles of Integrated Marketing Communication	3	1	0	4
UCCA357L	Services Marketing	3	1	0	4
UCCA358L	Digital Marketing	3	1	0	4
UCCA359L	Labour laws and Industrial Relations	3	1	0	4
UCCA360L	Emotional Intelligence	3	1	0	4
UCCA361L	Strategy Management	3	1	0	4
UCCA362L	Operations Research Techniques	3	1	0	4

UCCA363L	Supply Chain Management	3	1	0	4
UCCA364L	Business Analytics	3	1	0	4

Ability Enhancement Compulsory Courses (9 Credits)

Course Code	Course Title	L	T	P	C
UENG102L	Technical English Communication	2	0	0	2
UENG102P	Technical English Communication Lab	0	0	2	1
UFRE101L	Language -Tamil/Hindi/French	3	0	0	3
	Environmental studies	3	0	0	3
	Total Credits				9

Skill Enhancement Courses (4 Credits)

(Any Two Courses)

Course Code	Course Title	L	T	P	C
UCCA171L	Collective Bargaining and Negotiation Skills	2	0	0	2
UCCA151L	Intra and Interpersonal Skills	2	0	0	2
UCCA172L	Office Management	2	0	0	2
UCCA173L	Cyber Security	2	0	0	2
UCCA174L	Event Management	2	0	0	2
UCCA175L	Stock Market Operations	2	0	0	2
UCCA176L	New Venture Planning and Development	2	0	0	2

Non-Graded Credit Requirement (8 Credits)

Course code	Course Title	L	T	P	C
UHUM151N	Ethics and Values	2	0	0	2
	Indian Constitution	2	0	0	2
	Extracurricular activities	2	0	0	2
	NSS/NCC	2	0	0	2

Project

Course code	Course Title	L	T	P	C
	Project Work				6
	Total Credits				6

Scheme for the Semester wise Distribution of Courses for the B.com (Hons) Programmes

Sem	Compulsory Core Courses (21)	Discipline Specific Elective (DSE) (6)	Open Elective (OE) (5)	Ability Enhancement Compulsory Courses (AECC) (4)	Skill Enhancement Courses (SEC) (2)	Project Work (1)	Total Credits	Non-Credit Courses (4)
I	C1			AECC1 AECC 2	SE1		24	Extra-Curricular Activities
	C2							
	C3							
	C4							
	C5							
II	C6			AECC3			26	Ethics and Value
	C7							
	C8							
	C9							
	C10							
III	C11	DE 1		AECC4	SE 2		25	NCC/NSS
	C12							
	C13							
	C14							
IV	C15	DE2 DE 3	OE 1 OE 2				26	
	C16							
	C17							
V	C18	DE 4	OE 3				24	Indian Constitution
	C 19							
	C20							
	C21							
VI		DE 5 DE 6	OE 4 OE 5			Project	22	

Total Credits	84	24	20	9	4	6	147	8

First Year							
SEMESTER 1				SEMESTER 2			
Course Code	Course	L-T-P	C	Course Code	Course	L-T-P	C
UENG102L	AEC-1-Technical English Communication	2-0-0	2	UHIN101L /UTAM101L	AEC 3 Language Hindi/Tamil	3-0-0	3
UENG102P	AEC 2 Technical English Communication Lab	0-0-2	1		SEC-1 (To be chosen by the Students)	2-0-0	2
UCCA151L	DC-1 Principles of Economics	3-1-0	4	UCCA156L	DC-6 Corporate Accounting	3-2-0	5
UCCA152L	DC-2 Business Mathematics	3-1-0	4	UCCA157L	DC-7 Principles of Marketing	3-1-0	4
UCCA153L	DC-3 Financial Accounting	3-2-0	5	UCCA158L	DC-8 Banking Theory and practice	3-1-0	4
UCCA154L	DC-4 Management Principles	3-1-0	4	UCCA159L	DC-9 Corporate Law	3-1-0	4
UCCA155L	DC-5 Business Law	3-1-0	4	UCCA160L	DC-10 Business Statistics	3-1-0	4
Total Credits			24	Total Credits			26
Ethics and Values			2				
Second Year							
SEMESTER 3				SEMESTER 4			
Course Code	Course	L-T-P	C	Course Code	Course	L-T-P	C
	AE 4 Environmental Studies	3-0-0	3	UCCA255L	DC-15 Management Accounting	3-1-0	4
	SEC 2 (To be Chosen by the students)	2-0-0	2	UCCA254L	DC-16 Accounting Software for Business	0-0-4	2
UCCA251L	DC- 11 Cost Accounting	3-1-0	4	UCCA353L	DC-17 Income Tax Law and Practice	3-1-0	4
UCCA252L	DC-12 Financial Management	3-1-0	4		Electives		
UCCA253L	DC -13 Human Resource Management	3-1-0	4		DE		8
UCCA256E	DC-14 Computer Applications in Business	3-0-2	4		OE		8
	Electives		4				

	DE							
Total Credits			25	Total Credits			26	
Indian Constitution			2	Extra-Curricular Activities			2	
Third Year								
SEMESTER 5				SEMESTER 6				
Course Code	Course	L-T-P	C	Course Code	Course	L-T-P	C	
UCCA352L	DC-18 Auditing and Corporate Governance	3-1-0	4		Electives			
					DE		8	
UCCA351L	DC-19 Business Research Methods	3-1-0	4		OE		8	
UCCA354L	DC-20 International Business	3-1-0	4					
UCCA355L	DC-21 Entrepreneurship Development	3-1-0	4		Project		6	
	Electives							
	DE		4					
	OE		4					
	Total Credits		24		Total credits		22	
	NCC/NSS		2					

CORE COURSES

Course Code	Course Title	L	T	P	C
UCCA151L	Principles of Economics	3	1	0	4
Perquisite	NIL	Syllabus version			
		v. 1.0			
Course Objectives:					
<ol style="list-style-type: none"> 1. Enable the students to learn the basic knowledge about the economic concepts and theories related to consumption, choices, trade-offs, demand, production, costs, Competitive advantage, industry and firm structures. 2. Deliver both quantitative and qualitative knowledge to predict the future economic conditions. 3. To make the students understand the concept of macroeconomics, aggregate demand, aggregate supply, Inflation, labour, employment, monetary and fiscal policy and the working of the macroeconomic framework 4. Equip students to measure the impact of economic policies for the betterment of social welfare 					
Course Outcome:					
<ol style="list-style-type: none"> 1. Explain the fundamental economic choices of households and firms with the help of economic models. 2. Estimate the production, pricing and competitive decisions in business. 3. Describe how macroeconomic models can be used to analyze the economy as a whole. 4. Discuss the impacts of government policy in microeconomic choices and macroeconomic outcomes. 					
Module:1	Introduction	8 hours			
Introduction: Nature and Scope of Business Economics- Applications of Economic Concepts in Business- - Determinants of Demand- Law of Demand- Consumer Equilibrium Theory; Measurement of Utility- Law of Diminishing marginal Utility- Law of Equi-Marginal Utility- Indifference Curve Analysis.					
Module:2	Microeconomics: Supply, demand and Product Markets	8 hours			
Supply and demand: Elasticity and Applications- Demand and Consumer behavior; Production and Cost: Production-Types of Production functions - Analysis of Cost- Economies of Scale & Diseconomies of scale; Decision making in firms: Analysis of Perfectly competitive markets- Imperfect competition and Monopoly- Economics of uncertainty.					
Module:3	Factor markets: Land, Labour and Capital	8 hours			

The Labour Market; Land, Natural Resources and Environment; Capital, Interest and Profits; Labor and Financial Markets, Demand and Supply at Work in Labor Markets, Demand and Supply in Financial Markets, The Market System as an Efficient Mechanism for Information.		
Module:4	Applications of economic principles	8 hours
Government Taxation and Expenditure; Efficiency vs. Equality: The Big Trade off; International Trade		
Module:5	Macroeconomics: Economic growth and Business cycles	9 hours
Overview of Macroeconomics, Measuring Economic Activity, Aggregate Demand, Consumption and Investment, Business Cycles and Aggregate Demand, Money and Financial Markets, Monetary Policy and the Economy.		
Module:6	Economic growth and modern global economy	9 hours
Economic Growth, The Challenge of Economic Development, Exchange Rates and the International Financial System, Open-Economy Macroeconomics		
Module:7	Unemployment, Inflation, and Economic policy	8 hours
Unemployment and the Foundations of Aggregate Supply; Inflation; Unemployment- inflation trade off; Role of Monetary and fiscal policy in economic stability.		
Module:8	Contemporary issues	2 hours
Guest lectures from Industry and, Research and Development Organisations		
	Total Lecture Hours:	60 hours
Text Book(s)		
1.	Gregory Mankiw (2015), Principles of Economics, 7th Edition, Cengage.	
2.	William Nordhaus, Paul Samuelson (2010), Principles of Economics, 19th Edition McGraw Hill publishers.	
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Reference Books		
1.	Dominick Salvatore, (2015), Principles of Microeconomics, Oxford University Press, Fifth Edition.	
2.	I Varian H.R., (2015), Microeconomics: A Modern Approach, East West Press Pvt., Ltd, New Delhi, Eighth Edition.	
3.	Pyndik & Rubinfeld (2009), Modern Micro Economics, Pearson Education, Seventh Edition.	
4.	Joseph Nellis, David Parker, (2006), Principles of Economics, 2nd Edition, Financial Times Prentice Hall Publisher.	
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT		

Recommended by Board of Studies		
Approved by Academic Council	Date	

Course Code	Course Title	L	T	P	C
UCCA152L	Business Mathematics	3	1	0	4
Pre-requisite	Nil	Syllabus version			
		v. 1.0			
Course Objectives:					
<ol style="list-style-type: none"> 1. Provide students with a framework that will help them choose the appropriate descriptive methods in various concepts of financial mathematics. 2. Analyse distributions and relationships of real-time data. 3. Introduce interesting topics of applied statistics namely time series analysis and index numbers 4. Impart the knowledge of design of experiments. 					
Course Outcome:					
<ol style="list-style-type: none"> 1. Compute and interpret basics of financial mathematical concepts. 2. Understand the basic concepts of random variables and find an appropriate distribution for analysing data specific to an experiment. 3. Apply statistical methods like correlation, regression analysis in analysing, interpreting experimental data. 4. Infer using statistical inference that is the central to experimental research. 5. Understand the basics of time -based data. 					
Module:1	Arithmetic	8hours			
Ratio and Proportion Simple & Compound Interest (Including Application of Annuity), Discounting of Bills and Average Due Date, Mathematical Reasoning - Basic Application.					
Module:2	Basics of Financial Mathematics	8hours			
Commission, Brokerage, Discount and Partnership, Definition of share, face value, market value, dividend, equity shares, preferential shares, bonus shares, Understand the concept of Mutual fund, Calculate Net Income after considering entry load, dividend, change in Net Asset Value (N.A.V) and exit load. Understand the Systematic Investment Plan (S.I.P).					

Module:3	Basics of Nominal and Effective Interest Rates	8 hours
Simple and compound interest. Rates of interest – nominal, effective and continuous – and their inter-relationships. Compounding and discounting of a sum using different types of rates.		
Module:4	Single Variable Calculus	8 hours
Constant and variables, Functions, Limit & Continuity, Differentiability & Differentiation, Partial Differentiation, Derivatives – First order and Second order Derivatives, Maxima & Minimum, Evaluation of standard integrals, Area under curves.		
Module:5	Permutation & Combinations	8hours
The fundamental principle of counting, Permutation as an arrangement and combination as a selection, The meaning of P (n,r) and C (n,r). Simple applications.		
Module:6	Time-based Data: Index Numbers and Time Series Analysis	9hours
Meaning and uses of index numbers; Construction of index numbers: Aggregative and average of relatives – simple and weighted-Tests of adequacy of index numbers- Construction of consumer price indices. Time series - Components of time series; additive and multiplicative models; Business Forecasting- Methods of estimating trend-Graphic-Semi-average- moving average method- Fitting of linear trend line using principle of least squares.		
Module:7	Design of Experiments	9hours
Design of Experiments - Analysis of variance – one- and two-5way classifications – Completely Randomised Design- Randomised Block Design- Latin Square Design.		
Module:8	Contemporary issues	2 hours
Guest Lectures from experts		
	Total Lecture Hours:	60 hours
Text Book(s)		
1	S. Sharma, S. K., & Kaur, G. (2019), Business Mathematics. Chand Publishing, Delhi	
.	Thukral, J. K. (2017), Business Mathematics. Maximax Publishing House, New Delhi	
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Reference Books		
1.	Kevin J. Hastings, (2015), Introduction to Business Mathematics, 1 st edition, Chapman and Hall,	
2.	B.S. Grewal, (2015), Higher Business Mathematics, 43 rd Edition, Khanna Publishers,	
3.	Eugene Don, Joel J. Lerner, (2009), Basic Business Mathematics, Second Edition, Schaum's Outline,	
4	Mukhopadhyay, P. (1994), Applied Mathematics, new Central Book Agency Pvt. Ltd., Calcutta.	
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT		
Recommended by Board of Studies		30-03-2021
Approved by Academic Council		Date

Course Code	Course Title	L	T	P	C
UCCA153L	Financial Accounting	3	2	0	5
Perquisite	Nil	Syllabus version			
		v. 1.0			
Course Objectives:					
<ol style="list-style-type: none"> 1. Understanding the basic principles of accounting 2. Enabling the students how to read and analyse financial statement in accordance with the accounting practices 3. Explaining the utilization of financial information for decision-making 					
Course Outcome:					
<ol style="list-style-type: none"> 1. Obtain knowledge on Indian accounting standard and international accounting standard 2. Understand the fundamentals of financial accounting of sole company 3. Analyse and interpret the financial statements to check financial soundness of business 4. Ability to understand partnership accounting and practices 5. Acquire knowledge of different methods of Depreciation 6. Prepare professional accounting documents for business entities 7. Analyse modern accounting methods with respect technological advancement. 					
Module:1	Introduction to financial Accounting	8 hours			
Definition, Nature and Scope of Accounting – Need for Accounting – Uses and users of accounting information– Accounting Standards- Generally Accepted Accounting Principles –Ind AS [Issued by ICAI]- IAS- IFRS-Accounting concepts & conventions - The role of Accounting in global business environment.					
Module:2	Accounting Procedures	8 hours			
Double entry system - Classification of Accounts – Golden Rules of Accounting-Accounting Cycle: Books of original record-Journal- Ledger – Trial Balance.					
Module:3	Preparation of Financial Statement	9 hours			
Preparation of Final Accounts of a Sole Trader: Trading-Profit and Loss Account – Balance Sheet					

Module:4	Depreciation Accounting	8 hours
Meaning – Depreciation and Reserves – Need for Depreciation – Causes – Methods: Straight Line Method-Units of Output Method- Declining Balance Method-Sum of year digit method and Annuity Method.		
Module:5	Partnership Accounts-I	8 hours
Indian Partnership Act, 1932 - Essential Elements of Partnership-Partnership Deed- Profit and Loss Appropriation Account- Distribution from Net Profit- Admission of a partners- New Profit-sharing Ratios- Sacrificing Ratio- Revaluation of Assets and Reassessment of Liabilities and preparation of balance sheet.		
Module:6	Partnership Accounts-II	8 hours
Retirement of Partner- Gaining ratio- Adjustment for Revaluation of Assets and Liabilities- Adjustment of Partners' Capitals- Payments to retiring partners- Death of a partner- Joint Life Policy (JLP) accounts of partners- Accounting calculations for Dissolution of a Partnership Firm.		
Module:7	Computerised Accounting	9 hours
Meaning, Features, Merits and Demerits of Computerised Accounting – Process of Computerised Accounting – Differences between Manual Accounting System and Computerised Accounting System - Components of Computerised Accounting system – Computerised Accounting Packages-GST and accounting calculation in packages.		
Module:8	Contemporary issues	2 hours
Guest lectures from Industry and, Research and Development Organisations		
	Total Lecture Hours:	60 hours
Text Book(s)		
1.	Maheshwari, S. N & Maheshwari, S. K. (2018). Financial Accounting. New Delhi: Vikas Publishing House Pvt. Ltd.	
2.	Gupta, R.L., &Radhaswamy, M., (2016), Financial Accounting (18ed.). New Delhi: Sultan Chand & Sons,	
Reference Books		
1.	T.S.Reddy and A.Murthy, (2018), Financial Accounting, Margham Publications, Chennai.	
2.	T.P.Ghosh, (2016), Financial Accounting for Managers, Taxmann Publications,	
3.	P.C. Tulsian, (2011), Financial Accounting, Tata McGraw Hill Publication, New Delhi.	
4.	Advanced Accounting, Professional Competence Course. The Institute of Chartered Accountants of India, New Delhi.	
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment Tests (CAT) and FAT		
Recommended by Board of Studies		30-03-2021
Approved by Academic Council		Date

Course Code	Course Title	L	T	P	C
UCCA155L	Business Law	3	1	0	4
Perquisite	Nil	Syllabus version			
		v. 1.0			
Course Objectives:					
<ol style="list-style-type: none"> 1. Providing the brief idea about the frame work of Indian Business Laws. 2. Orienting students, about the legal aspects of business. 3. Familiarizing the students with case law studies related to Business Laws 					
Course Outcome:					
<ol style="list-style-type: none"> 1. Understand the introduction to law 2. Discuss the legal frame work related to contract and learn the legal aspects regarding special contracts 3. Understand the legal implications of the sale of goods 4. Discuss about Limited Liability Partnership 5. Understand the Consumer Protection Act role in maintaining consumerism in India 6. Understand the use of information Technology Act 					
Module:1	Introduction to Law	8 hours			
Meaning – law and society – law as an instrument for social ordering – Law as a supreme power - socialization of law- Dynamics of Law-Essentials Elements of Legal System: Business, Political and Legal systems.					
Module:2	The Indian Contract Act, 1872	9 hours			
Essentials of a valid contract, Classification of contracts, Void Agreements, Contingent Contract, Performance of Contract: Discharge of Contract-Remedies for breach of contract.					

Module:3	Special Contracts Acts	9 hours
Contract of Indemnity and Guarantee, Contract of Bailment and Pledge-Contract of Agency: Meaning and Types of Agents- Formation of an Agency Contract-Rights and duties of an Agent, and principal-Termination of Agency Contract.		
Module:4	The Sale of Goods Act, 1930	8 hours
Introduction to contract of sale, Essentials of contract of sale, Sale and Agreement to Sell, Conditions and Warrantees, Performance of Contract of Sale, Rights and Duties of buyer, Rights of an unpaid seller.		
Module:5	Limited Liability Partnership Act, 2008 (LLP)	8 hours
Salient Features of LLP, Difference between LLP and Partnership, LLP and Company LLP Agreement. Nature of LLP, Partners and Designated Partners, Incorporation Document Incorporation by Registration, Registered office of LLP and change therein. Change of name, Partners and their Relations. Conversion into LLP. Winding up and dissolution of LLP.		
Module:6	Consumer Protection Act, 1986	8 hours
Objectives and features of Consumers Protection Act, Definitions, How to File Complaint, Unfair trade practices, Remedies available to aggrieved Consumers, Consumer Protection Council, Consumer Dispute Redressal Agencies		
Module:7	Information Technology Act, 2000	8 hours
Definitions under the Act, Digital signature, Electronic governance, Attribution, acknowledgement and dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificate, Duties of subscribers, Penalties and adjudication, Appellate Tribunal, Offences		
Module:8	Contemporary issues	2 hours
Guest lectures from Industry and, Research and Development Organisations		
	Total Lecture Hours:	60 hours
Text Book(s)		
1	Tulsian P.C., (2019), Business Law, latest edition 2019, Tata McGraw Hill,	
2	N.D.Kapoor, (2019), Business Law, 2019, S. Chand and Co. Ltd,	
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Reference Books		
1	Kuchhal, M. C., &Kuchhal, V. (2018). Business Laws. New Delhi: Vikas Publishing	
2	Chopra, R. K. (2015). Business Laws. New Delhi: Himalaya Publishing House.	
3	Singh, A. (2009). Business Law. Delhi: Eastern Book Company.	
4	Bose, D. C. (2008). Business Law. New Delhi: PHI Limited.	
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Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT		
Recommended by Board of Studies	30-03-2021	
Approved by Academic Council	Date	

Course code	Course Title	L	T	P	C
UCCA154L	Management Principles	3	1	0	4
Pre-requisite		Syllabus version			
		v. 1.0			
Course Objectives:					
<ol style="list-style-type: none"> 1. To develop ability to critically analyze and evaluate a variety of management practices in the contemporary context; and apply a variety of management and organizational theories in practice; 2. To be able to mirror existing practices or to generate their own innovative management competencies, required for today's complex and global workplace; 3. To be able to critically reflect on ethical theories and social responsibility ideologies to create sustainable organizations. 					
Course Outcome:					

<ol style="list-style-type: none"> 1. Manage people and organizations and critically analyze and evaluate management theories and practices 2. Plan and make decisions for organizations 3. Organize the organizations resources 4. Do staffing and related human resource functions 5. Directing and motivating employees 6. Controlling and reporting the performance. 		
Module:1	Introduction to Management	8 hours
Introduction to Management: definitions, managerial roles and functions; Science or Art perspectives- External environment-global, innovative and entrepreneurial perspectives of Management (3 Hrs.)– Managing people and organizations in the context of New Era- Managing for competitive advantage - the Challenges of Management		
Module:2	Early Contributions and Ethics in Management:	8 hours
Early Contributions and Ethics in Management: Scientific Management- contributions of Taylor, Gilbreths, Human Relations approach-contributions of Mayo, McGregor's Theory, Ouchi's Theory Z - Systems Approach, the Contingency Approach- Managerial Ethics.		
Module:3	Planning	9 hours
Nature and purpose of planning — planning process — types of planning — objectives — setting objectives — policies — Planning premises — Strategic Management — Planning Tools and Techniques — Decision making steps and process.		
Module:4	Organising	9 hours
Nature of Organising, Formal and Informal Organisation, Organization Levels and the Span of Management. Structure and Process of Organisation. Principles of Organising, Line and Staff Authority. Empowerment, Decentralization of Authority, Delegation of Authority, Organization Charts.		
Module:5	Staffing	8 hours
Definition of Staffing, an overview of Staffing Function, The System Approach to Human Resource Management, Recruitment, Selection, Placement, Promotion, Separation, Performance Appraisal, The Peter's Principle.		
Module:6	Directing	8 hours
Directing: Concept, Techniques of directing and supervision, Types of supervision, Essential characteristics supervisor-Motivation: Concept, Forms of employee motivation, Need for motivation. Theories of motivation.		
Module:7	Controlling	8 hours
System and process of controlling — budgetary and non-budgetary control techniques — use of computers and IT in Management control — Productivity problems and management — control and performance — direct and preventive control — reporting.		
Module:8	Contemporary issues	2 hours

Guest lectures from Industry and, Research and Development Organisations	
Total Lecture hours:	60 hours
Text Book(s)	
1.	M. Gupta, (2017) Principles of Management, Prentice-Hall of India Pvt.Ltd.
2.	Koontz. H., &Weihrich. H. (2012). Essentials of Management: An International and Leadership Perspective. New York: McGraw Hill Education.
Reference Books	
1.	Robbins, S. P., Bhattacharyya, S., DeCenzo, D. A., & Agarwal, M. N. (2011). Essentials of Management. London: Pearson Education.
2.	Terry, G. R. (2010). Principles of Management. Homewood, California: Richard D. Irwin Inc
3.	Singh, B. P., & Singh, A. K. (2002). Essentials of Management. New Delhi: Excel Books.

Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT

Recommended by Board of Studies	
Approved by Academic Council	Date

Course Code	Course Title	L	T	P	C
UCCA156L	Corporate Accounting	3	2	0	5
Perquisite	Nil	Syllabus version			
v. 1.0					
Course Objectives:					
<ol style="list-style-type: none"> 1. Identify the accounting treatment adopted for raising funds and redemptions 2. Apply knowledge and develop the skills in the preparation of final accounts of corporates. 3. Understand the Provisions of the companies act 2013. 4. Calculate the value of Goodwill and shares. 5. Identify the accounting provision related to internal and external reconstruction of companies, and liquidation of companies. 					

Course Outcome:		
<ol style="list-style-type: none"> 1. Acquire and understand the knowledge on issue of shares, issue of debentures and redemption. 2. Describe the calculation of profits prior to incorporation and preparing final accounts of Company. 3. Understand the importance of valuation of goodwill & shares and understanding about the profits of the company and their division. 4. Students will have the knowledge of the concepts, practice and procedures of company accounts related to internal reconstruction and amalgamation and consolidation of Statements. 5. Explain winding up of companies and accounting treatment related to liquidation of companies. 		
Module:1	Accounting for Shares and Debentures	9 hours
Introduction to Company and types - Meaning and Categories of Share Capital – Issue of Shares - Forfeiture and Re-issue of Shares - Buy-Back of Shares – Preference Shares and Types of Preference shares – Issue of Preference Shares - Redemption of preference shares – Debentures and types of Debentures – Issue and Redemption of Debentures.		
Module:2	Financial Statements of a company	9 hours
Meaning and types of financial statements - Preparation and Presentation of Financial Statements - Treatment of Profit Prior to Incorporation - Disclosures under the Companies Act, 2013		
Module:3	valuation of goodwill and shares	8 hours
<p>Goodwill: Meaning – Need for valuation of goodwill and shares – Factors influencing the value of Goodwill and shares – Methods for Valuation of Goodwill; Average Profit Method, Super Profit Method, Capitalization of average Profit Method, Capitalization of Super Profit Method.</p> <p>Shares: Meaning – Need for Valuation – Factors Affecting Valuation – Methods of Valuation: Intrinsic Value Method, Yield Method, Earning Capacity Method and Fair Value of shares.</p>		
Module:4	Consolidation Financial Statements	8 hours
Holding and Subsidiary Companies - Accounting Treatment, Disclosures and Consolidation of Accounts.		
Module:5	Internal Reconstruction	8 hours
Internal Reconstruction - Meaning - Alteration of Capital – Variation of Shareholders' Rights – Reduction of Share Capital – Surrender of Shares.		
Module:6	External Reconstruction	8 hours
External Reconstruction - Meaning of Amalgamation and Absorption – Purchase Consideration – Entries in the books of Vendor company and Purchasing Company.		
Module:7	Liquidation of Companies	8 hours
Winding Up and its types – Consequences of Winding Up – Statement of affairs and Liquidator's Final Statement of Account. Introduction to the Insolvency and Bankruptcy Code, 2016 and other relevant provisions.		
Module:8	Invited Talk - Contemporary issues	2 hours

Guest lectures from Industry and, Research and Development Organisations	
Total Lecture Hours:	60 hours
Text Book(s)	
1.	Goyal, B. K. (2019). Corporate Accounting. New Delhi: Taxmann Publication.
2.	Gupta, R.L & Radhaswamy, M, (2017) Corporate Accounting, Sultan Chand, New Delhi
Reference Books	
1.	Jain, S.P & Narang, N.L., (2017) Advanced Accounting, Kalyani Publications.
2.	Shukla, M. C., Grewal, T. S., & Gupta, S. C. (2016), Advanced Accounts. Vol.-II. New Delhi: S. Chand Publishing
3.	Tulsian, P. C., & Tulsian, B (2016) Corporate Accounting. New Delhi: Chand Publishing.
4.	P.Radhika& Anita Raman, (2015)Corporate Accounting, McGraw Hill Education, New Delhi

Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT	
Recommended by Board of Studies	30-03-2021
Approved by Academic Council	Date

Course Code	Course Title	L	T	P	C
UCCA157L	Principles of Marketing	3	1	0	4
Perquisite	Nil	Syllabus version			
		v. 1.0			
Course Objectives:					
1. Explore and understand the need of study on Marketing					
2. Apply the acquired skill in to real world problems					

3. Utilize marketing management tools for competitive advantage		
Course Outcome:		
<ol style="list-style-type: none"> 1. Understand the basic principles, theories, concepts and dynamics of Marketing. 2. Apply these principles and tools in case analysis and to practical business decision making 3. Ability to prepare a comprehensive marketing plan. 4. Appreciate and learn more about Marketing as a career. 5. Understand and apply market segmentations. 6. Measure marketing performance metrics. 		
Module:1	Introduction and overview	8 hours
Definitions of Marketing, Marketing Vs selling, history of business orientations, meaning of exchange and value, types of market and ethics in marketing.		
Module:2	Analyzing Marketing Environment	8 hours
SWOT Analysis, types of Environments (Micro and Macro) and Porter' s industry analysis		
Module:3	Consumer Behaviour	9hours
Understanding consumer behaviour, consumer buying decision process, types of consumer buying behaviour , and organizational buyer behaviour		
Module:4	Segmentation, Targeting and Positioning	9 hours
Levels of segmentation, identification of bases of segmentation, evaluation of segment attractiveness, targeting one or more segment based on attractiveness, and positioning the product through different positioning strategies.		
Module:5	Four Ps: Product and Price	8hours
Product: Product classifications, product levels, product line and mix concept, product life cycle, Ansoff matrix, BCG matrix, branding, packaging and new product development; Price: Pricing policies and strategic pricing method.		
Module:6	Four Ps: Place and Promotion	8hours
Place: Different types of distribution channels, importance of channel member relationship; Promotion: Integrating marketing communications – advertising, sales promotion, direct marketing, online marketing and public relations.		
Module:7	Marketing Plan	8hours
Complete marketing plan including executive summary, environment analysis, objectives, marketing strategy, marketing mix, implementation, financial requirement and control		
Module:8	Contemporary issues:	2 hours
Guest lectures from Industry and, Research and Development Organisations		
	Total Lecture Hours	60
		Hours
Text Book(s)		
1.	Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileshwar Jha (2016), Marketing Management, 14/e, Pearson Education: New Delhi.	
2.	Charles W Lamb, Joseph F Hair, Jr, Dheeraj Sharma and Carl McDaniel (2013), MKTG: Principles of Marketing, Cengage Learning: New Delhi	

Reference Books	
1.	Rajan Saxena (2016), Marketing Management, McGraw Hill Education: New Delhi.
2.	Philip Kotler, Gary Armstrong, Prafulla Y Agnihotri and Ehsan ul Haque (2015): Principles of Marketing, 13/e, Pearson Education: New Delhi.
3.	V S Rama Swamy and S Namakumari (2014), Marketing Management: Indian Context, Global Perspective, McGraw Hill Education: New Delhi.
4.	Paul Baines, Chris Fill and Kelly Page (2013), Marketing, Asian Edition, Oxford University Press: New Delhi.
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT	
Recommended by Board of Studies	30-03-2021
Approved by Academic Council	Date

Course Code	Course Title	L	T	P	C
UCCA158L	Banking Theory and Practice	3	1	0	4
Perquisite	Nil	Syllabus version			
		v. 1.0			

Course Objectives:		
<ol style="list-style-type: none"> 1. Understand the features of Indian banking system 2. Understand the significance of contribution of different types of banks 3. Appreciate how important banking services for the development of the country. 		
Course Outcome:		
<ol style="list-style-type: none"> 1. Learn the Indian banking system, functions of central bank and its contribution to the Indian economy 2. Knowledge about growth and development of Banks and its regulatory framework. 3. Understand the banking services provided through e-banking and how the banking risks are managed. 4. Knowledge of e-banking services such as telephone banking, mobile banking by the users. 5. Understand the RBI guidelines towards e-money and its implications apart from knowing the Electronic Fund Transfer System. 6. Understand the applications of Indian financing network and to analyze the latest trends and developments in e-banking. 		
Module:1	Introduction	8 hours
History of Banking- Business and banker, Banking system and its impact in the economy.		
Module:2	Growth and Development of Banks	8 hours
Commercial banks - structure of the Indian banking system - PSU and Private banks - Small Banks- Foreign banks. RRBs and Cooperative bank - Developmental financial institutions. Current development - retail banking - corporate banking - international banking. NBFCs.		
Module:3	Regulatory Frame work	8 hours
RBI - Acts and Regulations - Role and functions of RBI - Monetary policy and tools - Policy rates, CRR and SLR.		
Module:4	Electronic Banking	9 hours
E-Banking – Meaning – E-Banking and Financial Services – Risk Management for E-Banking – Internet Banking – Internet banking – credit and debit cards-ECS, NEFT, RTGS – risks in e-banking. – Future outlook.		
Module:5	Electronic Delivery Channels	8 hours
Mobile Banking – Meaning – Services – Security Issues; Telephone Banking – Mechanism – Benefits and Drawbacks – Call Centers.		
Module:6	Methods of Electronic Payments	8 hours
ATM – Features – Mechanism – Benefits – Shared ATM Network in India. Digital Money – Mode of Issue and Implications – Digital Payments. E-Money and Monetary Policy Issues of RBI. Electronic Funds Transfer System.		
Module:7	Emerging Trends in Banking	9 hours
Indian Financial Network – Features – Applications – Recent trends in Indian Banking System- RBI Measures for Financial Inclusion- Small Banks - Outsourcing of Non - Core Services		
Module:8	Contemporary issues	2 hours
Guest lectures from Industry and, Research and Development Organisations		
Total Lecture Hours:		60 hours

Text Book(s)	
1.	Suneja, H.R. (2019). Banking Theory and Practice. New Delhi: Himalaya Publishing House.
2.	O.P.Agarwal, (2017) “Banking in India”, Himalaya Publishing House, Mumbai.
Reference Books	
1.	K C Shekhar and Lekshmy Shekar, (2016) Banking Theory and Practice, Vikas Publications,
2.	Hand Book of Banking information, 40th Edition, 2015, N.S Toor, Skylark Publications,
3.	Muraleedhran, (2014) “Modern Banking Theory and Practice”, PHI Learning Pvt Ltd, New Delhi,
4.	B.Santhanam, (2012), Banking and Financial System, Padmalatha Suresh and Dr.Justin Paul (2014), 5th edition, Margham Publications.
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Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT	
Recommended by Board of Studies	30-03-2021
Approved by Academic Council	Date

Course code	Course Title	L	T	P	C
UCCA159L	Corporate Laws	3	1	0	4
Perquisite	Nil	Syllabus version			
		v. 1.0			
Course Objectives:					
<ol style="list-style-type: none"> 1. Understand the concept of company law and secretarial practice 2. Comprehend important elements of company documents 3. Understand the role of company secretary and the procedures of meetings. 					
Course Outcome:					
<ol style="list-style-type: none"> 1. Understand the regularity frame work of incorporation of company 2. Delineate different share capital, shares and membership 3. Familiarize the significance of meetings and resolution 4. Acquire knowledge on regulatory framework of capital market 5. Facilitate the orderly development and maintenance of foreign exchange market 6. Promote and sustain competition in markets 7. Cognize the procedure related to environment protection 					
Module:1	Introduction to Company Law	8 Hours			
Jurisprudence of Company Law; Meaning, Nature, features of a company; Judicial acceptance of the company as a separate legal entity; Concept of Corporate Veil, Applicability of Companies Act; Definitions and Key Concepts.					
Module:2	Share Capital	8 Hours			
Meaning and types of Capital; Concept of issue and allotment; Issue of Share certificates; Further Issue of Share Capital; Issue of shares on Private and Preferential basis; Rights issue and Bonus Shares; Sweat Equity Shares and ESOPs; Issue and Redemption of preference shares; Transfer and Transmission of securities; Buyback of securities; dematerialization and re materialization of shares.					
Module:3	Managerial Personnel & Meetings	10 Hours			
Directors – Meaning, Qualification, Appointment, Removal, Vacation of Office, Powers, Duties, Borrowing Powers, Effects of Unauthorized Borrowings-Company Secretary – Meaning, Qualification, Appointment, Functions, Duties, Termination.					
Meetings – Meaning, Requisites, Kinds of Meetings – Statutory Meeting, Annual General Meeting, Extraordinary General Meeting, Board of Directors Meeting, Types – Board Meeting and Committee Meeting; Creditors Meetings; Debenture holders Meeting; Other Aspects – Proxies, Quorum, Agenda, Minutes; Resolution – Meaning, Types – Ordinary Resolution, Special Resolution, Resolution Required Special Notice, Voting and Poll					
Module:4	Overview of Capital Market	8 Hours			
Indian Capital Market, Authorities Governing Capital Market in India, Profile of Securities Market, Regulatory Measures to Promote Investor, Features of Developed Capital Market: IOSCO, Overview of Depository system in India, Resource Mobilization in International Capital Market, Indian Depository Receipts					

Module:5	Foreign Exchange Management Act, 1999	8 hours
Objects of the Act, Definitions, Regulation and Management of Foreign Exchange, Authorized person; Contravention and Penalties, Adjudication and Appeal, Directorate of Enforcement		
Module:6	Competition Act, 2002	8 hours
Objects of Competition Act, Definitions, Anti-Competitive agreements, Abuse of dominant position, Regulation of combination; Competition commission of India, Duties, Powers and Functions; Duties of Director General, Competition Advocacy, Finance, Accounts and Audit; Appellate Tribunal, Miscellaneous Provisions; Offence and Penalties.		
Module:7	Environment Protection Act, 1986	8 hours
Objects of the Act, definitions of important terms: environment, environment pollutant, environment pollution, hazardous substance and occupier, types of pollution, rules and powers of central government to protect environment in India.		
Module:8	Contemporary issues	2 hours
Guest lectures from Industry and, Research and Development Organisations		
Total Lecture hours:		60 hours.
Text Book(s)		
1.	Kuchhal, M. C., &Kuchhal, (2020) A Corporate Laws.,New Delhi: Shree Mahavir Book Depot	
2.	Kapoor, N.D (2018) Elements of Company Law, Sultan Chand & Sons Pvt., Ltd	
Reference Books		
1.	Kumar, A. (2019), Corporate Laws. New Delhi: Taxmann Publication.	
2.	Sharma, J. P. (2018), An Easy Approach to Corporate Laws. New Delhi: Ane Books Pvt. Ltd.	
3.	Chadha R., & Chadha, S. (2018), Company Laws. Delhi: Scholar Tech Press.	
4.	Hicks, Andrew & Goo S.H., (2017), Cases and Material on Company Law, Oxford University Press.	
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT		
Recommended by Board of Studies		30-03-2021
Approved by Academic Council	Date	

Course Code	Course Title	L	T	P	C
UCCA160L	Business Statistics	3	1	0	4
Perquisite	Nil	Syllabus version			
v. 1.0					
Course Objectives:					
<ol style="list-style-type: none"> 1. This course provides the meaning and scope of Statistical Applications. 2. This enables the students to understand and use statistics in real-world problems. 3. This course imparts comprehensive knowledge on data collection, presentation of data, pictorial representation, and measures of central tendency, measures of dispersion, control charts, correlation, regression, time series, probability, estimation and inference 					
Course Outcome:					
<ol style="list-style-type: none"> 1. Organize, present and interpret statistical data, both numerically and graphically. 2. Perform regression analysis, and compute and interpret the coefficient of correlation 3. Use various methods to compute the probabilities of events 4. Analyse and interpret data using appropriate statistical hypothesis and parametric testing techniques. 5. Apply statistical quality control techniques and Implement SPSS code for statistical data 					
Module:1	Introduction to Business Statistics	8 hours			
Importance of statistics, concepts of statistical population and a sample - Methods of scales - Random and Non -Random Sampling - quantitative and qualitative data – Measurement- nominal, ordinal, interval and ratio - Primary and secondary data- Classification and tabulation of data. Diagrammatic and graphical representation of data-Histograms and Frequency Polygons.					
Module:2	Measures of Central Tendencies	9 hours			
Measures of Central tendency- Mean median and mode- Measures of Dispersion, Range- Quartile deviation, Mean Deviation, Standard Deviation-The coefficient of Variation.					
Module:3	Correlation Analysis	8 hours			
Introduction to Correlation, Karl Pearson's product moment -Co-efficient of Correlation, Positive, negative and zero correlation, Correlation through Scatter diagrams- Interpretation of Correlation Co-efficient, Simple and Multiple Correlation					
Module:4	Regression Analysis	8 hours			
Introduction - Linear and Non-Linear Regression – Correlation Vs. Regression - Lines of Regression – Derivation of Line of Regression of Y on X - Line of Regression of X on Y - Using Regression Lines for Prediction.					
Module:5	Probability	8 hours			
Probability – Meaning - Experiment – Event - Mutually Exclusive Events - Collectively Exhaustive Events - Independent Events - Simple and Compound Events - Basics of Set Theory -- Approaches to					

Probability: Classical – Empirical – Subjective - Axiomatic -Theorems of Probability: Addition – Multiplication - Baye's Theorem.		
Module:6	Testing of Hypothesis	8 hours
Testing of Hypothesis – Z- test, Student 's t- test, F-test, Chi-square test.		
Module:7	Statistical Quality Control Charts	9 hours
Statistical Quality Control Charts- Introduction - Types of Control Charts – Setting up a Control Procedure – X bar (Mean) Chart and R Chart–c Chart–p Chart–Advantages and Limitations of Control Charts.		
Module:8	Contemporary issues	2 hours
Guest lectures from Industry and, Research and Development Organisations		
Total Lecture Hours:		60 hours
Text Book(s)		
1.	S.P Gupta, 92019), Statistical Methods, Sultan Chand & Sons - New Delhi.	
2.	Thukral, J. K. (2016), Business Statistics, New Delhi: Taxmann Publication.	
Reference Books		
1.	Hazarika, P. (2017), A Textbook of Business Statistics. New Delhi: S. Chand Publishing.	
2.	Vohra, N. D. (2017), Business Statistics New Delhi: McGraw-Hill Education India	
3.	Aggarwal, S., & Bhardwaj, S. (2015) Business Statistics. 2nd edition, Kalyani Publishers.	
4.	Levin Richard and Rubin David, (2011), Statistics for Management, 7th Edition, Pearson Education, Dorling Kindersley.	
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT		
Recommended by Board of Studies		30-03-2021
Approved by Academic Council	Date	

Course code	Course Title	L	T	P	C
UCCA251L	Cost Accounting	3	1	0	4
Perquisite	Nil	Syllabus version			
		v. 1.0			
Course Objectives:					
<ol style="list-style-type: none"> 1. Acquaint students with the principles of cost accounting, difference between financial accounting and cost accounting. 2. Recollect remuneration and incentives and introduce preparation of apportionment of overhead costs, methods of re-apportionment. 3. Learn process costing, differentiate job costing and process costing; distinguish joint products and by-products costing. 4. Understand and apply cost accounting tools. 					
Course Outcome:					
<ol style="list-style-type: none"> 1. Define the principles and process of cost accounting 2. Select the material costs according to their impact on business and differentiate methods of calculating stock consumption 3. Differentiate methods of labour costs and overhead costs according to the nature of the business 4. Interpret the use of the process and operating cost 5. Identify the applications of contract costing and services costing. 6. Develop the skills in the recent developments in cost accounting applications. 					
Module:1	Introduction	7 hours			
Introduction : Definition of Costing – Meaning, Scope, Objectives, Functions, Importance, Advantages and Limitations of Cost Accounting – Financial Vs. Cost Accounting – Cost Classification and Cost Concepts – Elements of Cost – Cost Unit – Cost Centre- Preparation of Cost Sheet and Tenders.					
Module:2	Materials Cost	9 hours			
Material purchase control, level, aspects, need and essentials of material control. Stores control-Stores department, EOQ, Stores records, ABC analysis , VED analysis .Material costing –Issue of materials – FIFO,LIFO,HIFO, SAM ,WAM, Market price, base stock method and standard price method.					
Module:3	Labour Cost	8 hours			
Labour cost-computation and control-Time keeping Methods of wage payments –Time rate and piece rate system -Pay roll procedure-Idle time and over time -Labour turnover.					
Module:4	Overhead Cost	8 hours			

Overheads-Classification, Allocation, Apportionment and Absorption, Accounting and control of overheads –Manufacturing, Administration, Selling and Distribution (Primary and Secondary Distribution) Machine Hour Rate.			
Module:5	Methods of Costing-I	10 hours	
Introduction to Job and Batch Costing (Simple problems)-Process Costing – Features - Comparison between Job Costing and Process Costing – Process Losses – Inter Process Profit - Equivalent Production – Joint Products and By-Products Costing.			
Module:6	Methods of Costing-II	10 hours	
Contract Costing: Preparation of Contract Account – WIP Valuation – Cost Plus- Contract and Escalation clause.			
Operations/ Service Costing: Transport Costing-problems in Transport costing.			
Activity Based Costing: Steps in Implementation of ABC-Problems on ABC.			
Module:7	Recent Developments in Cost Accounting	6 hours	
Target Costing: Meaning-Advantages-Disadvantages-Target Cost for Manufacturing and Service Industries- Target Cost group.			
Throughput Costing: Meaning-Advantages- Disadvantages-T Par Multi-Product Decision making problems			
Module:8	Contemporary issues	2 hours	
Guest lectures from Industry and, Research and Development Organisations			
		Total Lecture Hours:	60 hours
Text Book(s)			
1.	S.P. Jain and K.L. Narang, (2016), Cost Accounting, Kalyani Publishers, New Delhi.		
2.	Arora M. N, (2016) Methods and Techniques of Cost Accounting (4th ed.). Himalaya Publishing house		
Reference Books			
1.	S. N Maheshwari, S. N Mittal (2021), Elements of Cost Accounting. Shree Mahavir Book depot		
2.	B.K. Bhar, (2015), Cost Accounting, Academic Publishers, Calcutta.		
3.	S.P Iyengar, (2015), Cost Accounting, Sultan Chand and Sons. New Delhi.		
4.	Bhabatosh Banerjee, (2014), Cost Accounting Theory and Practice, PHI Learning Private Ltd, New Delhi		
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT			
Recommended by Board of Studies		30-03-2021	
Approved by Academic Council		Date	

Course Code	Course Title	L	T	P	C
UCCA252L	Financial Management	3	1	0	4
Perquisite	Nil	Syllabus version			
		v. 1.0			
Course Objectives:					
Students will be able to					
Understand the corporate financial resources and utilization of funds for effective decision making on capital structure, financing and investment to achieve maximum corporate growth.					
Course Outcome:					
<ol style="list-style-type: none"> 1. Interpret Foundational financial management concepts 2. Understand the concept of time value of money and determine the present and future values of cash flows 3. Know the need and importance of Financial – Investment – Dividend decisions made by companies 4. Develop critical thinking leading to effective financial decisions for competitive advantages 					
Module:1	Financial Management - Overview	8 hours			
Finance and Related Disciplines - Scope of Financial Management - Objectives of Financial Management; Primary Objective of Corporate Management - Agency Problem – Financial Decisions and Emerging role of Finance Managers in India.					
Module:2	Time Value of Money	8 hours			
Time value of money: Present value, future value, Annuity, Annuity Due, Perpetuity. Application of time value of Money - Valuation of Bonds and Shares. Risk and Return: Definition, types of risk, Concept of beta and its application, Market Risk premium, Trade-off between risk and return.					
Module:3	Investment Decision	8 hours			
Meaning and Nature of Capital Budgeting - Complexities Involved in Capital Budgeting Decisions – Capital Budgeting Techniques. Risk Analysis in Capital Budgeting: Introduction, Types and Sources					

of Risk in Capital Budgeting, Risk Adjusted Discount Rate, Certainty Equivalent Approach, Sensitivity Analysis, Simulation Analysis.		
Module:4	Cost of Capital and Leverage	9 hours
Introduction, Meaning of Cost of Capital - Cost of Different Sources of Finance - Weighted Average Cost of Capital. Leverage: Leverage – Financial - Operating – Point of indifference		
Module:5	Capital Structure and Dividend Decision	9 hours
Introduction - Features of an Ideal Capital Structure - Factors Affecting Capital Structure - Theories of Capital Structure - Net Income Approach; Net Operating Income (NOI) Approach; Modigliani-Miller (MM) Approach; and Traditional Approach-Dividend Decision: Dividend Policy – Gordon’s dividend Growth Model Walter’s Model – MM dividend Irrelevance Model – Share Valuation Models – Determinants of Dividend Policy - Dividend Practices in India		
Module:6	Working Capital Management-I	8 hours
Introduction, Components of Current Assets and Current Liabilities, Concepts of Working Capital, Objective of Working Capital Management, Need for Working Capital, Operating Cycle, Determinants of Working Capital, Approaches for Working Capital Management, Estimation of Working Capital Cash Management: Introduction, Meaning and Importance of Cash Management, Motives for Holding Cash, Objectives of Cash Management, Models for Determining Optimal Cash Needs, Cash Planning, Cash Forecasting and Budgeting		
Module:7	Working Capital Management - II	8 hours
Inventory Management: Introduction, Role of Inventory in Working Capital and Characteristics of inventory, Purpose of Inventory, Costs Associated with Inventories, Inventory Management Techniques and Importance of Inventory Management Systems. Receivable Management: Introduction, Costs Associated with Maintaining Receivables, Credit Policy Variables, Evaluation of Credit Policy		
Module:8	Contemporary issues	2 hours
Guest lectures from Industry and, Research and Development Organisations		
Total Lecture Hours:		60 hours
Text Book(s)		
1.	M Y Khan and Jain (2018), Financial Management. 8 th Edition, McGraw Hill Education, India.	
2.	I M Pandey,(2015), Financial Management. 11 th Edition, Vikas Publishing House, India.	
Reference Books		
1.	Prasanna Chandra, (2019), Financial Management: Theory and Practice, 10th edition,McGraw Hill, India	
2.	Stephen Ross, Randolph Westerfield, Bradford Jordan (2016), Corporate Finance, 11th edition, Mcgraw Hill	
3.	William R Lasher, (2014), Financial Management: Principles and Practice, 7th edition, Cengage Learning, India.	

4.	Richard Brealey, Stewart Myers, Franklin Allen, Pitabas Mohanty, (2012), Fundamentals of Corporate Finance, 10th edition, Mcgraw Hill.		
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT			
Recommended by Board of Studies		30-03-2021	
Approved by Academic Council		Date	

Course Code	Course Title	L	T	P	C
UCCA253L	Human Resource Management	3	1	0	4
Perquisite	Nil	Syllabus version			
		v. 1.0			
Course Objectives:					
<ol style="list-style-type: none"> 1. Describe the importance and scope of Human Resource Management 2. Describe the processes of selection, recruitment and training process in an organization 3. Analyze the Human Resources management processes involving planning and training, significance of performance appraisal and methods of compensation 					
Course Outcome:					
<ol style="list-style-type: none"> 1. Understand the recent trends in Human Resource Management 2. Understand the methods and process of human resource planning, recruitment and selection in an organization 3. Analyse the importance of training methods given to the employees in the organization 4. Understand the importance of performance management system to upgrade employee performance 5. Understand the concept of employee motivation through compensation plan for maintaining the top talents. 6. Understand the approaches to measure employees. 					
Module:1	Introduction to HRM	8 hours			
Evolution of HRM - Meaning, Scope and Importance of HRM- Roles of HR Manager - Recent Trends in HRM - HR Policies and Practices					

Module:2	Human Resource Planning	8 hours
Importance of Human resource planning- HR planning process - Job Analysis - Job Description - Job Specification		
Module:3	Recruitment and Selection	8 hours
Recruitment - Sources: Internal and External - Methods - Process of recruiting - Meaning of Selection, Process - Orientation		
Module:4	Training and Development	9 hours
Meaning and Definition - Purpose and Benefits Training and development - difference between training and development - Methods and Techniques of Training: On the Job Training and Off the job training - Competency		
Module:5	Performance Appraisal	8 hours
Performance appraisal - importance, purpose - Process of Performance appraisal - Appraisal methods		
Module:6	Maintaining Employee	8 hours
Compensation and benefits – Total Reward - Motivation - theories of motivation - Career Management - career planning and its stages.		
Module:7	Approaches to Measure HR	9 hours
Competitive Benchmarking-HR Accounting-HR Auditing-HR Cost Monitoring -HR Effectiveness Index -HR Key Indicators-HR Profit Centre -HR Reputation.		
Module:8	Contemporary issues	2 hours
Guest lectures from Industry and, Research and Development Organisations		
		Total Lecture Hours: 60 hours
Text Book(s)		
1	Gupta, C. B. (2018). Human Resource Management. Delhi: Sultan Chand & Sons.	
2	K. Aswathappa, (2017) Human Resource Management: Text & Cases, 8 th edition,	
Reference Books		
1	Gary Dessler and Biju Varrkey , (2017), Human Resource Management, 15 th edition, Pearson, India.	
2	Laura Hall, Carol Atkinson, Stephen Taylor Derek Torrington, (2017), Human Resource Management, Pearson Education UK	
3	Dessler, G., &Varkkey, B. (2011). Human Resource Management. New Delhi: Pearson Education.	
4	Decenzo, D. A., & Robbins, S. P. (2009). Fundamentals of Human Resource Management. New Jersey: Wiley.	
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT		
Recommended by Board of Studies		31-03-2021
Approved by Academic Council		Date

Course Code	Course Title	L	T	P	C
UCCA256E	Computer Applications in Business	3	0	2	4
Pre-requisite	Nil	Syllabus version			
		v. 1.0			
Course Objectives:					
<ol style="list-style-type: none"> 1. Utilize Microsoft Word -processing skills including creating, editing, formatting, enhancing, and sharing documents. 2. Utilize Microsoft Excel - Spreadsheet skills including creating and editing formulas, functions, charts, and working with large worksheets and tables. 3. Utilize Microsoft Access database skills including creating and maintaining a relational database, using and modifying multi-table queries and reports, and customizing, analyzing, and summarizing data. 4. Utilize Microsoft PowerPoint presentation skills including creating and editing a presentation, presentation development, presentation design, and multimedia tools. 					
Course Outcome:					
<ol style="list-style-type: none"> 1. Explain the basic concepts of computer system 2. Know about Operating System, Overview of various Computer, & Mobile OS and Applications 					

3. Analyze and compare the features of various mobile payment apps
4. Perform various features of Word processing such that Table, Mail merge, Hyperlink, etc.;
5. Prepare a business presentation on MS PowerPoint
6. Analyze and report accounting data using MS Excel
7. Demonstrate skills to use MS Access in business processes

Module:1	Basic Concepts of Computers	5 hours
Introduction to Computer-Characteristics of Computers, The Computer System, Parts of Computers); Computer H/W Setup, Configuration, Networking, Mobile H/W Device and types wireless Networking; Operating System-Introduction to Operating Systems. Data and information. An overview of various Computer & Mobile OS & Application Usage of payment gateways. Applications of computers in business.		
Module:2	Basics of Networks and Internet	6 hours
Basics of Network, Network Topologies, Distributed Computing and Wireless Networks ; Meaning of Internet; Growth of internet, Owner of Internet, Anatomy of Internet, Net Etiquette ; World Wide Web; Internet Protocols, Usage of Internet to society, Search Engines, Internet Technologies, Web 2.0 and Cyber Security		
Module:3	Recent Trends in Computing	6 hours
Business Collaborations, Cloud Computing, Grid Computing, Virtualization, Green Computing, E-Commerce, M-Commerce and Internet of Things		
Module:4	Word Processing	6 hours
Word Processing: Working with word document, Inserting, filling and formatting a table, Mail Merge including linking with Access Database, Creating Macros -Sending Email from Word Import / Export of files Converting Word Document to Web Document, PDF files Hyperlinks; OLE Security features in Word Processor - Protection of Documents - Password for Documents - Checking for viruses in macros, referencing, creation of bibliography, manage sources and citations, review documents.		
Module:5	Power Point Presentation	6 hours
Creating a presentation; Editing, Sorting, Layout, Inserting tables, Smart Art, chart and pictures, Applying themes, Applying transitions and animations, Applying sound, video and audio to presentations, adding hyperlinks to presentations and Effective Presentation Skills		
Module:6	Microsoft Excel	7 hours
Worksheet Basics, Excel Cell Formatting, Modifying Columns, rows and cells, Conditional Formatting, V Lookup, H Lookup, Data Sort, Filter, What-if Analysis, Data analysis, Excel Financial Functions, Macro Recording, Pivot Table, Filter and Sort, Capital Budgeting, Ratio analysis, Excel Financial Charts, Payroll accounting and Loan and Lease accounting		
Module:7	Managing Database with MS Access	7 hours
Introduction to Relational Database, Database Design, Creating Tables, Implementing Relationship between Tables, Creating Queries and Creating Forms; Application of MS Access in Accounting, Transaction Processing System, Decision Support System and other information Systems		

Module:8	Contemporary issues	2 hours
Guest lectures from Industry and, Research and Development Organisations		
Total Lecture Hours:		45 hours
List of Challenging Experiments (Indicative)		
S.No	Name of the Experiments	No of Hours
1	Microsoft word Document preparation and Formatting for an accounting information system user manual	6
2	Preparing power point slides with transitions, animations and advanced features for an accounting information System presentation	6
3	Design and Development of MS Excel Application	6
4	Design and development of MS Access Application	6
5	Design and Development of an Accounting Information System with MS Access and MS Excel	6
Total Lab Hours		30
Text Book(s)		
1.	C.S.V.Murthy, (2016) “Computer Applications in Business”, Himalaya Publishing House,	
2	Joan Lambert and Curtis Frye; Microsoft press, (2016), “MS Office, Step by Step”, E Book Link:	
Reference Books		
1.	Deepak Bharihoka, (2019), Fundamentals of Information Technology, Excel Book, New Delhi4.	
2.	V. Rajaraman, (2019), Introduction to Information Technology, PHI.New Delhi	
3	R. Hunt, J. Shelley, (2015), Computers and Common sense, Prentice Hall of Indi, New Delhi.	
4.	Leon, M. Leon, Leon Vikas, (2015), Fundamentals of Information Technology, Software manuals.	
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT		
Recommended by Board of Studies		30-03-2021
Approved by Academic Council		Date

Course Code	Course Title	L	T	P	C
UCCA255L	Management Accounting	3	1	0	4
Perquisite	Nil	Syllabus version			
v. 1.0					
Course Objectives:					
1. Identify the basic management accounting concepts, definition and their applications in managerial decision making					
2. Develop the skills needed to analyze budget statements effectively					
3. Understand the choices enterprises make a forecast that would give better results of their business activities.					
Course Outcome:					
1. Application of management accounting and the various tools used.					
2. Make inter-firm and inter-period comparison, of financial statements					
3. Analyze the financial statement using various ratios					
4. Prepare Cash Flow and Funds Flow statements this helps in planning for intermediate and long-term finances.					

5. Analyze cost-volume-profit techniques to determine optimal managerial decisions.		
6. Develop and apply standards and budgets for planning and controlling purposes.		
Module:1	Introduction	5 hours
Nature and Scope of Managerial Accounting – Functions – Financial Accounting Vs Managerial Accounting – Relationship Between cost and Managerial Accounting – Tools Techniques of Managerial Accounting.		
Module:2	Analysis and Interpretation of Financial Statement	6 hours
Nature, Objectives, Tools – Methods – Comparative statements, common size statement and trend analysis		
Module:3	Ratio Analysis	10 hours
Nature – interpretation – use and significance of Ratio Analysis – Limitations – Classification of Ratios.		
Module:4	Funds Flow and Cash Flow Statement	10 hours
Funds Flow Statement – Concept of Funds and Flow of Funds – Importance of Funds Flow Statements – Limitations – Schedule of Changes in Working Capital – Preparation of Funds Flow Statement – Cash Flow Statement – Funds Flow Statement Vs Cash Flow Statement – Uses of Cash Flow Statement – Limitations – Preparation of Cash Flow Statement.		
Module:5	Marginal Costing	10 hours
Marginal Costing – Salient Features – Advantages – Limitations — Cost Volume Profit Analysis (Break-Even Analysis) – Applications of Marginal Costing for Business Decision making.		
Module:6	Budgetary Control	9 hours
Budgets – Types of Budget – Material, Production, Sales, Selling overheads, Cash, Flexible Master - zero base budgeting.		
Module:7	Standard Costing	8 hours
Standard Costing and Variance Analysis - Advantages and Limitations of Standard Costing – Distinguish between budgetary control and standard costing – Variance Analysis and Computation of Variances.		
Module:8	Contemporary issues	2 hours
Guest lectures from Industry and, Research and Development Organisations		
Total Lecture Hours:		60 hours
Text Book(s)		
1.	S.N.Maheswari, (2018) “Management Accounting”, Vikas Publishing House, New Delhi,	
2.	M.Y Khan &P.K.Jain, (2018) “Management Accounting and Financial Analysis”, Tata McGraw Hill Publishing Company Limited, New Delhi.	
Reference Books		
1.	Shashi K. Gupta, R.K. Sharma, (2017), Management Accounting Principles Practice, Kalyani Publishers	
2.	M N Arora, (2014), Management Accounting,4th Edition, (2014), Theory& Problems & Solutions, Himalaya Publications	
3.	Khatri (2011), Management Accounting, 1st edition, Mc graw Hill, India.	
4.	R a m a c h a n d r a n N a n d R a m K u m a r, (2011) “Financial Accounting for Management”, 3rd Edition, Tata McGraw Hill.	

Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT		
Recommended by Board of Studies	30-03-2021	
Approved by Academic Council	Date	

Course code	Course Title	L	T	P	C	
UCCA254L	Accounting Software for Business	0	0	4	2	
Pre-requisite	Nil	Syllabus version				
		v. 1.0				
Course Objectives:						
<ol style="list-style-type: none"> To learn how to use and apply Tally to analyze accounting data and present the findings of the analysis To have a thorough understanding of all tally features and functions. 						
Course Outcomes:						
<ol style="list-style-type: none"> To be proficient in all tally features and tools and other Software tools To be able to analyze data, design and build tally-based accounting system in an organisations To Understand about application of Tally in GST 						
Lab Experiment :1	Fundamentals of Tally. ERP 9 User Interface and Company Management				3 hours	

Introduction to Tally ERP9- Section 04: Data Path for Tally ERP9 Companies- Altering and Deleting Company - Gateway of Tally and User Interface						
Lab Experiment: 2	Master – Ledger	4 hours				
Understanding Ledgers -Creating Ledgers- Creating Multiple Ledgers - Altering and Deleting Ledgers						
Lab Experiment: 3	Master- Group	3 hours				
Understanding Groups -: Creating Groups - Altering and Deleting Groups						
Lab Experiment : 4	Voucher Entry in Tally. ERP 9	4 hours				
Understanding Default Vouchers - Payment in Single Entry Mode - Payment in Double Entry Mode – Understanding Receipt Vouchers- Understanding Contra and Journal Voucher.						
Lab Experiment: 5	Inventory in Tally. ERP 9	4 hours				
Understanding Inventory - Integrating Accounts and Inventory- Stock Group- Units of Measure - Stock Items - Manual Stock Valuation without Inventory						
Lab Experiment: 6	Payroll Accounting and Compliance	4 hours				
Configuring Payroll in Tally. ERP 9- Creating Payroll Masters-Processing Payroll in Tally. ERP 9- Generating Payroll Reports.						
Lab Experiment: 7	Advanced Accounting in Tally. ERP 9	4 hours				
Bill-wise Details - Voucher Class -Multiple Currencies - Interest Calculations -Budgets & Controls - Scenario Management						
Lab Experiment: 8	Goods and Services Tax (GST)	4 hours				
About Goods and Services Tax (GST) - Activating Tally in GST- Setting Up GST (Company Level, Ledger Level or Inventory Level) - GST Taxes & Invoices - Understanding SGST, CGST & IGST - Creating GST Masters in Tally						
					Total Lecture hours:	30 hours
Text Book(s)						
1.	Tally educational Books (2020), Tally- Power of Simplicity					
2.	Nadhini (2019), Tally. ERP Training Guide.					
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT						
Recommended by Board of Studies				30-03-2021		
Approved by Academic Council				Date		
Course code	Course Title	L	T	P	C	
UCCA353L	Income Tax law and Practice	3	1	0	4	
Perquisite	Nil	Syllabus version				
v. 1.0						
Course Objectives:						
1. Define the basic framework of taxation system in India						

2. Understand various concepts and their application relating to direct tax laws with a view to integrating the relevance of these laws with financial planning and management decisions.		
Course Outcome:		
<ol style="list-style-type: none"> 1. Define the basic principles underlying the provisions of indirect tax laws and develop a broad understanding of the tax laws and accepted tax practices. 2. Introduce practical aspects of tax planning as an important managerial decision-making process 3. Apply the relevant sections of the Income Tax Act to compute taxable income and tax payable for a corporation 4. Describe the issues and apply the appropriate provisions related to the taxation of corporate investment Income 5. Identify tax planning opportunities and challenges for corporations 		
Module:1	Residential Status	8 hours
Income tax as applicable to Companies: Basic Concepts-Assessment year – previous year– person – Assessee– determine the residential status of a company – incidence of tax of different tax payers – Definitions relating to Companies as per the provisions of Income Tax Act – Tax planning, avoidance, evasion		
Module:2	Income from Salary	8 hours
Definition of ‘Salary’ – Characteristics of Salary – Computation of Salary Income: Salary u/s 17(1) – Annual Accretion – Allowances – Perquisites – Profits in lieu of Salary – Deductions u/s. 16 – Problems on computation of Income from Salary.		
Module:3	Income from House Property	8 hours
Definition of ‘House Property’ – Exempted House Property incomes– Annual Value – Determination of Annual Value for Let-out House and Self-occupied House – Deductions u/s.24 – Problems on computation of Income from House Property.		
Module:4	Profits and Gains of Business or Profession	9 hours
Definition of ‘Business and Profession’ – Procedure for computation of Income from Business –Rules – Revenue and Capital nature of Incomes and Expenses – Allowable Expenses u/s. 30 to 37 – Expenses expressly disallowed – Deemed Profits – Valuation of Stock – Miscellaneous provisions u/s 44. Problems on computation of Income from Business.		
Module:5	Capital Gains	9 hours
Introduction - Meaning – Scope of charge – Basis of charge – Short term and long-term Capital Assets – Transfer of Capital Asset – Deemed Transfer – Transfer not regarded as Transfer – Determination of Cost of Acquisition – Procedure for computation of Long-term and Short-term Capital Gains/Losses – Exemptions in respect of certain Capital Gains u/s. 54 – Problems on Computation of capital gains.		
Module:6	Computation for Income	8 hours
Set off and Carry forward and Set-off – Deductions relating to Companies – Minimum Alternative Tax		
Module:7	Income from Other Sources	8 hours

General Incomes u/s. 56(1) – Specific Incomes u/s. 56(2) – Dividends u/s. 2(22) – Interest on Securities – Gifts received by an Individual – Casual Income – Family Pension – Rent received on let out of Furniture- Plant and Machinery with/without Building – Deductions u/s. 57 - Problems on computation on Income from Other Sources.		
Module:8	Contemporary issues	2 hours
Guest lectures from Industry and, Research and Development Organisations		
	Total Lecture Hours:	60 hours
Text Book(s)		
1.	V.P. Gaur & D.B Narang (2020), Income Tax Law and Practice: Kalyani Publishers.2020	
2.	Dr. Vinod K. Singhanian & Dr. Kapil Singhanian (2020) Direct Taxes Law &Practice: Taxmann.	
Reference Books		
1.	Monica Singhanian, Vinod K Singhanian, (2017), Students Guide to Income Tax Including GST, Taxmann Publications, India.	
2.	V.S. Datey, (2017), Indirect Taxes: Laws and Practice, 36thedition, Taxmann, India.	
3.	Vineet Sodhani, (2016), Indirect Tax Laws - (Set of 3 Volumes), Taxmann, India.	
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT		
Recommended by Board of Studies		30-03-2021
Approved by Academic Council		Date

Course Code	Course Title	L	T	P	C
UCCA352L	Auditing and Corporate Governance	3	1	0	4
Perquisite	Nil	Syllabus version			
		v. 1.0			
Course Objectives:					
1. Identify elements of accounting and finance or principles accounting and the principles of external auditing services.					

2. Understand nature of the functions of auditing and Corporate Governance.		
Course Outcome:		
<ol style="list-style-type: none"> 1. Understand the importance and role of and the difference between Auditing and Assurance 2. Make the learner understand the principles of audit and various special audit takes place after overcoming the risks involved in auditing 3. Knowledge of Internal check, Internal Control in the process of audit 4. Understand vouching, valuation and verification of various aspects of business. 5. Preparation of audit reports as per guidelines and submission to authorities as per format 6. Role of Corporate Governance and Corporate social responsibility in auditing process can be understood. 		
Module:1	Introduction	8 hours
Meaning and definition of Auditing- Distinction between Auditing and Accounting- Objectives- advantages and Limitations of Audit – Scope of Audit – Classification of Audits- audit Planning, Meaning- Audit Programme, Meaning, Objectives and Contents- Audit Note book, contents, usefulness of audit notebook- Audit working papers- Meaning. Ownership and Custody- Test Checking and Routine Checking		
Module:2	Internal Control and Internal Check	8 hours
Meaning- Internal Control, Meaning, Definition, Objectives, Technique for evaluation of internal control system- Internal check, Meaning, Objectives, Difference between Internal Control, Internal Check and Internal audit.		
Module:3	Vouching, Verification and Valuation	8 hours
Vouching: Meaning, Objectives - Difference with Routine Checking – Factors to be Considered during Vouching of Different items - Verification and Valuation: Concept, objectives, Importance, Difference between Verification and Valuation, Verification and Valuation of Different Items.		
Module:4	Audit of Limited Companies	9 hours
Appointment of Auditors- Appointment of First Auditor- Appointment by Central Government- Filling of casual vacancy- Appointment by special resolution- re-appointment and compulsory re-appointment- Ceiling on the number of auditorship- Removal of Auditor – Remuneration- Auditors lien – Qualification and disqualification- Duties of the company auditor- Rights and Powers of Auditors- Different classes of Auditors- Audit report- Preparation and Presentation.		
Module:5	Special Areas of Audit	9 hours
Special features of cost Audit. Tax audit, and Management Audit; Recent trends in auditing; Basic considerations of audit in EDP Environment; Standard on Auditing (SA); Relevant case Studies/Problems.		
Module:6	Corporate Governance	8 hours
Meaning, Scope, Purpose – Joint Stock Company and its development issues — Internal and External Parties Involved in Corporate Governance– Role of Institutional Investors: Pension Funds, Insurance Companies and Mutual Funds – Different Approaches to Corporate Governance- Implementing Corporate Governance – Roles and Responsibilities (BOD; Exclusive roles of Independent directors; Auditors-audit committees; Regulatory bodies)		

Module:7	Corporate Social Responsibility	8 hours
Origin and History of CSR, Perspectives, Shareholders, Components, CSR practices at different stages, CSR Strategies and CSR Rules under Companies Act, current scenario and definition- multi-Sectoral applications of Management Studies, CSR-Holistic approach, Carroll's CSR Pyramid, concept of Triple Bottom Line Reporting (TBL), Need for Corporate and Societal Linkage-Need for Corporate Sustainability in today's scenario		
Module:8	Contemporary issues	2 hours
Guest lectures from Industry and, Research and Development Organisations		
	Total Lecture Hours:	60 hours
Text Book(s)		
1.	B.N.Tandon, .(2017)Auditing Practice, Sultan Chand, New Delhi.	
2.	Kumar A., Gupta L. and R.J. Arora, (2016) Auditing and Corporate Governance.	
Reference Books		
1.	Mallin, Christine A. (2018), Corporate Governance (Indian Edition), Oxford University Press, New Delhi.	
2.	Rani, Geeta D., and R.K. Mishra, (2017) Auditing and Corporate Governance- Theory and Practice, Excel Books, New Delhi.	
3.	Gupta, Kamal and Ashok Arora, (2015) Fundamentals of Auditing, Tata Mc-Graw Hill Publishing Co. Ltd., New Delhi.	
4.	Institute of Chartered Accountants of India, Auditing Standards, ICAI, New Delhi.	
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT		
Recommended by Board of Studies	30-03-2021	
Approved by Academic Council		Date

Course Code	Course Title	L	T	P	C
UCCA351L	Business Research Methods	3	1	0	4
Perquisite	Nil	Syllabus version			

Course Objectives:		v. 1.0
<ol style="list-style-type: none"> 1. Understand and appreciate different existing research methods for business. 2. Understand basic statistical tools and techniques applicable to business. 3. Understanding of different distributions, regression and hypothesis testing. 		
Course Outcomes :		
<ol style="list-style-type: none"> 1. Know the importance of different research methods applied in business. 2. Acquire knowledge on research design. 3. Understand the scaling and measurement techniques. 4. Enriching the understanding of data collection methods and report writing. 5. Identify the influence of the independent variables on the dependent variables. 6. Find ways to forecast business process variables. 		
Module:1	Introduction to Business Research Methods	8 hours
Business research methods – Definition, Meaning, Importance types and Qualities of Research - Research applications in functional areas of Business, Emerging trends in Business research. Research & the Scientific Method: Characteristics of scientific method. Steps in Research Process Concept of Scientific Enquiry: – Formulation of Research Problem – Management Question – research Question – Investigation Question.		
Module:2	Research Design	8 hours
Concept, Features of a good research design, Use of a good research design Qualitative and Quantitative research approaches, Comparison – Pros and Cons of both approaches. Research Designs: Concept, types and uses. Concept of Cross-sectional and Longitudinal Research. Experimental Design: Concept of Cause, Causal relationships, Concept of Independent & Dependent variables, extraneous variable, Treatment, Control group.		
Module:3	Scaling and Measurement Techniques	9 hours
Concept of Measurement: Need of Measurement Problems in measurement in management research – Validity and Reliability. Levels of measurement – Nominal, Ordinal, Interval, Ratio. Concept of Scale – Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales – Ranking Scales – Paired comparison & Forced Ranking – Concept and Application.		
Module:4	Data Collection Method	8 hours
Data Collection: Introduction to Primary & Secondary data, Methods of primary data collection, Methods of secondary data collection, Advantages & disadvantages of data collection, Review of Literature, Questionnaire Designing: Types of questions, Question Content, Wording & Placement, Response Format, Criterion for a good questionnaire, Questionnaire Vs Interview schedule		
Module:5	Data Preparation & Report Writing	9 hours
Data Preparation: Data aggregation, Data accuracy, Data structure, Data transformation, Descriptive Statistics, Inferential Statistics, Types of Research output, Key Elements of Report Writing, Types of Graphs, Abstract and Graphical Abstract, Reference styles, Citation, Prevention of plagiarism, Technical report writing, Executive Summary.		
Module:6	Structural Equation Model	8 hours
Basics and objectives of SEM- conducting SEM using AMOS or Smart PLS.		

Module:7	Forecasting Techniques for Business	8 hours
Forecasting Techniques: Goal of forecasting, Trends, seasonality, cyclic elements and autocorrelation, Classification of forecasting by time horizon, Qualitative forecasting methods, Quantitative forecasting methods.		
Module:8	Contemporary issues	2 hours
Guest lectures from Industry and, Research and Development Organisations		
Total Lecture Hours:		60 hours
Text Book(s)		
1.	CR Kothari, (2018), Business Research methods, Second Revised Edition, New Age International Publishers,	
2.	J.K. Sachdeva, (2017) Business Research Methodology, Third Edition, Himalaya Publishing House.	
Reference Books		
1.	Barry H. Cohen and R. Brooke Lea, (2017) Essentials of Research Methods, John Wiley & Sons, Inc	
2.	Anthony Hayter, (2013), Probability and Statistics for Engineers and Scientists, Fourth Edition, Brookes/Cole Cengage Learning,	
3.	Birger Madsen, (2013), Statistics for Non-Statisticians by, Springer,	
4.	Johnson and Wichern, (2011), Applied Multivariate Statistical Analysis, Pearson Prentice Hall,	
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT		
Recommended by Board of Studies	30-03-2021	
Approved by Academic Council		Date

Course Code	Course Title	L	T	P	C
UCCA354L	International Business	3	1	0	4

Perquisite	Nil	Syllabus version
		v. 1.0
Course Objectives:		
<ol style="list-style-type: none"> 1. Understand international business of today's interdependent global world. 2. Understand the global economic, political, cultural and social environment within which firms operate. 3. Examine the strategies and structures of international business and assess the special roles of an international business's various functions. 4. Formulate and execute strategies, plans, and tactics to succeed in international business ventures 		
Course Outcome:		
<ol style="list-style-type: none"> 1. Understand the most widely used international business terms, concepts, laws and agreements 2. Identify the role and impact of political, economic, social, legal and cultural variables in international business 3. Analyze international business from a multi-centric perspective, financial investments- norms for trade and commerce 		
Module:1	Introduction to International Business	9hours
Elements of International Business, Assess Opportunities, Manage Risk, Create and Capture value in global markets, Explore Economic, Political and Social Conditions before engaging in trade and commerce, Assess the impact of macroeconomic, political, and social indicators on business decisions, Discover the short- and long-term impact of interest rates, inflation, trade, and investment, Learn distinctive approaches and frameworks that help you think about the world and organize information, Global Village-Global Citizen, Liberalization, Privatization and Globalization.		
Module:2	International Law	8 hours
Unification and Harmonization of laws, WTO, GATT, Trade Agreements, Understand legal requirements, WTO and trade and tariff agreements, IPR/TRIPS Agreement, ILO, UN, UDHR.		
Module:3	Globalization	9hours
Country Differences National Differences in Political Economy, The Global Trade and Investment Environment, International Trade Theory, The Political Economy of International Trade, Foreign Direct Investment, Regional Economic Integration, The Global Monetary System The Foreign Exchange Market The International Monetary System The Global Capital Market, The Strategy and Structure of International Business-Entry Strategy and Strategic Alliances, International Business Operations Exporting, Importing, and Global Production, R & D .		
Module:4	International Trade theories and their application	8 hours
Why do nations trade, Theories of International trade- mercantilism, Absolute advantage, Comparative advantage, Heckscher- Ohlin, Product life cycle theory and Porter's diamond model, Economic Environment, Political Environment, Demographic environment, Legal Environment.		
Module:5	Culture and International Business- International Human Resource Management	8 hours
Meaning of Culture, Country Culture, and Culture in an International Business Organization, Introduction to International Human Resource Management, Scope of International Human Resource Management, Global Human Resource Management Accounting.		
Module:6	Foreign Investments and International Accounting Practices	8 hours

Types and Motives: Foreign investments, types of foreign investments, motives, Overview of Regional Integration, Types of Integration, Regional Trading Arrangements, India and Trade Agreements, International Accounting Standards, Accounting for International Business, International Regulatory Bodies, International Financial Reporting Standards.		
Module:7	International Marketing and Strategic Management - Ethics in International Business- Global Sourcing and Indian Industries structure	8 hours
scanning international markets, mode of entering into potential markets, Global Marketing Strategies, Branding for International Markets, Strategic Management, Strategic Planning, Strategic Management Process, Business Ethics Factors, International Business and Ethics, National Differences in Ethics, Corporate Governance, Code of conduct for MNCs, What is global sourcing, Reasons for global sourcing, advantages and disadvantages, Challenges for Indian Businesses, Outsourcing and Logistics		
Module:8	Contemporary Issues	2 hours
Guest lectures from Industry and, Research and Development Organisations		
Total Lecture Hours:		60hours
Text Book(s)		
1.	Charles, E. Hill (2017), International Business: Competing in the Global Marketplace, 10th ed.,: Publisher McGraw-Hill Education Publication	
2.	Daniels, J. D., Radenbaugh, L. H., Sullivan, D. P., & Salwan, P. (2016), International Business. London: Pearson Education.	
Reference Books		
1	Daniels, J. D., Radenbaugh, L. H., Sullivan, D. P., & Salwan, P. (2016). International Business. Bennett, R. (2012). London: Pearson Education.	
2	Menipaz, E., & Menipaz A. (2011). International Business: Theory and Practice. New Delhi. Sage Publications India Pvt. Ltd	
3	W. L. H., & Jain, A. K. (2008), International Business, Charles, New York: McGraw Hill Education.	
4	Czinkota, M. R., Ronkainen, I. A., & Moffett, M. H. (1998), International Business. Nashville: Southwestern Publishing Group.	

Mode of Evaluation: Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT		
Recommended by Board of Studies	30-03-2021	
Approved by Academic Council	Date	

Course Code	Course Title	L	T	P	C
UCCA355L	Entrepreneurship Development	3	1	0	4
Perquisite	Nil	Syllabus version			
		v. 1.0			
Course Objectives:					
<ol style="list-style-type: none"> 1. Develop and can systematically apply an entrepreneurial way of thinking. 2. Define, identify and/or apply the principles of new venture financing, growth financing, and growth financing for existing businesses 3. Master the knowledge necessary to plan entrepreneurial activities. 					
Course Outcome:					
<ol style="list-style-type: none"> 1. Define, the principles of entrepreneurship 2. Identify and/or apply the principles of entrepreneurship 3. Apply the principles of entrepreneurial management and growth through strategic plans, consulting projects and/or implementing their own businesses; 4. Implement the principles of entrepreneurial management and growth through strategic plans, consulting projects and/or implementing their own businesses; 5. Create and defend an entrepreneurial marketing plan; 6. Apply the principles of new venture financing, growth financing, and growth financing for existing businesses. 					
Module:1	Introduction	8 hours			
Entrepreneurship - Types of entrepreneurs – Traits – Theories of Entrepreneurship- Myths of Entrepreneurship - Entrepreneur Decision Process- Manager vs. Entrepreneur- Entrepreneurship as career option					
Module:2	Starting Business Enterprise	9 hours			
Steps involved in starting an enterprise – Identification – selection of good business opportunity – Market survey and Research – Developing a business Plan – Entrepreneur Development Program					
Module:3	Idea Generation	9 hours			
Sources for new ideas - evaluation of new ideas of business - Business ideas generation techniques - barriers to entrepreneurship – Components of project cost - Criteria ‘s for selecting a particular project – Project report					
Module:4	Women Entrepreneurship	8 hours			
Women Entrepreneurship, Problems faced by women and opportunities. Rural Entrepreneurship - Problems faced by women and opportunities. Business Plan – Objectives –Contents - SWOT analysis - Models of business plan					
Module:5	Commencement of Business	8 hours			
Micro Small Medium Enterprises (MSME) – Meaning, Definition, Regulations applicable to small business - Legal, Regulatory, CSR, Standards, and Taxes					
Module:6	Resources	8 hours			
Institutions supporting promoting entrepreneurship – Government/ Non-Government Agencies; Financial resources: types of venture capitalists; Incubation centers – types of incubation centers and facilities offered					

Module:7	Case studies	2 hours	
Case studies – learning from success and failures of entrepreneurs			
Module:8	Contemporary issues	2 hours	
Guest lectures from Industry and, Research and Development Organisations			
		Total Lecture Hours:	60hours
Text Book(s)			
1.	Robert Hisrich, (2018), Entrepreneurship Development, Michael Peters, Dean Shepherd, McGraw-Hill Education.		
2.	Desai, V. (2013), Dynamics of Entrepreneurial Development and Management. Mumbai: Himalaya Publishing House.		
Reference Books			
1.	Hisrich, R., Peters, M., & Shepherd, D. (2017). Entrepreneurship. New York: McGraw Hill Education.		
2.	Yadav, V., & Goyal, P. (2015), User innovation and entrepreneurship: case studies from rural India. Journal of Entrepreneurship & Innovation, 4(5)		
3.	Rao, T. V., & Kuratko, D. F. (2012), Entrepreneurship: A South Asian Perspective. Boston: Cengage Learning.		
4.	Dollinger, M. J. (2008), Entrepreneurship: Strategies and Resources. New Jersey: Prentice Hall.		
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT			
Recommended by Board of Studies	30-03-2021		
Approved by Academic Council		Date	

DISCIPLINE ELECTIVE COURSES

Course Code	Course Title	L	T	P	C
UCCA257L	Indirect Taxation	3	0	0	3
Perquisite	Nil	Syllabus version			
		v. 1.0			
Course Objectives:					
<ol style="list-style-type: none"> 1. Integrate the relevant knowledge on underlying principles of Indirect Taxation Statutes with reference to Goods and Services Tax Act. 2. Identify and analysing the procedural aspects under different applicable statutes related to indirect taxation. 3. Impart the knowledge on the various provisions of indirect taxation laws and their impact on business decision-making. 					
Course Outcome:					
<ol style="list-style-type: none"> 1. Learn basic knowledge of various concepts and their application relating to indirect tax laws 2. Identify tax planning opportunities and challenges for corporations 3. Tax planning and management under Indirect Taxes 4. Apply the relevant sections of the Indirect Taxation Act and to compute taxable payable income by the corporations 5. Ability to understand practical aspects of tax planning as an important managerial decision-making process 					
Module:1	Concept of Indirect Taxes	8 hours			
Background – Constitutional Powers of Taxation – Indirect Taxes in India – An Overview – Pre GST Tax Structure and Deficiencies – Administration of Indirect Taxation in India – Existing Tax Structure					
Module:2	Basics of Goods and Services Tax (GST)	8 hours			
Basics concepts and overview of GST-- GST Model – CGST / IGST / SGST / UTGST – Constitutional Framework of GST – Taxable Event – Concept of supply including composite and mixed supply – Levy and collection of CGST and IGST – Composition Scheme & Reverse Charge – Exemptions under GST					
Module:3	Concept of Time, Value and Place of Taxable Supply	8 hours			
Concept of Place of Supply - Interstate supply-Intra state supply- Export of Service & Export of Goods, Import of Service & Import of Goods-Time of Supply – Services & Other Points- Value of taxable supply-Change in rate of tax in respect of supply of goods or services.					
Module:4	Input Tax Credit	8 hours			

Introduction- Eligibility for taking Input Tax Credit (ITC)-Input tax credit process- Input Tax credit in special circumstances-Negative list of the input tax credit-Input tax credit utilization- Recovery of Input Tax Credit-Input tax credit reversal.		
Module:5	Levy and Collection of Tax	8 hours
Levy and Collection of Tax -Rates of GST – Composition Scheme-Remission of Tax / Duty-Person liable to pay tax		
Module:6	TDS and Payment of Tax	9 hours
TDS on GST-TCS on GST-Electronic Liability Register-Electronic Credit Ledger- Electronic Cash Ledger - Returns -GST Return 2-Refund-Audit and Assessment-Computation of Tax liability and payment of tax-Interest on delay payment of tax.		
Module:7	Overview of Customs Law	9 hours
Overview of Customs Law – Levy and collection of Customs Duties – Types of Custom Duties – Classification and Valuation of import and export goods – Exemptions – Officers of customs – Administration of Customs Law – Import and Export Procedures		
Module:8	Contemporary issues	2 hours
Guest lectures from Industry and, Research and Development Organisations		
	Total Lecture Hours:	60 hours
Text Book(s)		
1	Singhania, V. K., & Singhania, M. (2020), Student’s Guide to Income Tax Including GST.New Delhi: Taxmann Publication.	
2	Harshad.C.Chowdhry. (2019), Central Excise & Customs, Ashoda Publications.	
Reference Books/materials		
1	Prof. Ullas Kumar Saha, (2020), “Principles of Taxation Laws with Goods and Service Tax Act,”. Publisher- Central Law Publications	
2	C A Rajat Mohan, (2019), Illustrated Guide to Goods and Service Tax, Bharat Publications	
3	Dr Vandana Bangar and Dr Yogendra Bangar, (2019), Beginner’s Guide to GST, Aadhya PrakashanBanagar	
4	The ICAI Study Material for Final Course Group-II, Paper-8: Indirect Tax Laws	
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT		
Recommended by Board of Studies		30-03-2021
Approved by Academic Council		Date

Course Code	Course Title	L	T	P	C
UCCA258L	Insurance Management	3	1	0	4
Perquisite	Nil	Syllabus version			
		v. 1.0			
Course Objectives:					
<ol style="list-style-type: none"> 1. Identify the basic principles of insurance and contemporary issues related to insurance. 2. Identify the common terms used in Insurance and Non insurance products 3. Classify the various types of insurance, which are used to reduce the chance of loss and identify other loss prevention/reductions mechanisms, which may be appropriate. 					
Course Outcome:					
<ol style="list-style-type: none"> 1. Gain a knowledge of the different types of insurance companies, their operations, and regulations 2. Complete a thorough life insurance need analysis 3. Communicate the need for life insurance in a financial planning setting 4. Analyze and evaluate various General insurance 5. Gain knowledge of the different types of insurance companies, their operations, and regulations. 					
Module:1	Concept of Insurance and Its evolution	8 hours			
The basics and nature of insurance – evolution and nature of insurance – how insurance operates today – different classes of insurance – importance of insurance – how insurance takes care of unexpected eventualities.					
Module:2	Insurance Terminology	9 hours			
Common terms used in insurance – terms common to both life and non – life insurance – terms are specific to life and non – life insurance – how insurance terms are used.					
Module:3	The Insurance Contract	8 hours			
Terms of an insurance contract – principles which form the foundation of insurance – significance of the principle of insurable interest – the principle of indemnity – the principle of subrogation – the principle of contribution – disclosure of all relevant information – principle of utmost good faith – the relevance of proximate cause – the insurance contract.					
Module:4	Life Insurance-I	8 hours			
Features-classification of policies-Surrender Value-Introduction to Actuarial science-bonus- Policy-Application and acceptance-prospectus proposal forms and other related documents-Age proof, Special reports					
Module:5	Life Insurance -II	8 hours			

Assignments- Nomination-Loans-surrender-Fore Closure-Policy-Maturity claims-survival benefit-Payments death claims-Waiver of evidence of title-Early Claims-Claim concession Presumption of death-Accident and disability benefits-Settlement options.			
Module:6	General Insurance		8 hours
Types of general insurance – Fire and Motor Insurance- Health Insurance- Marine Insurance- Automobile Insurance – Burglary and personal accident Insurance in India- Urban-non- traditional Insurance			
Module:7	Regulation of Insurance in India		9 hours
Control of Malpractices, Negligence- Loss Assessment and Loss Control, Exclusion of Perils- Computation of Insurance Premium- Regulatory Framework of Insurance: Role, Power and Functions of IRDA- Composition of IRDA, IRDA Act 1999			
Module:8	Contemporary issues		2 hours
Guest lectures from Industry and, Research and Development Organisations			
		Total Lecture Hours:	60 hours
Text Book(s)			
1	Dorfman, Marks S., (2019), Introduction to Insurance Management, Pearson Publication.		
2	Mishra, M. N., (2019), Principles and Practices of Insurance, S. Chand and Sons.		
Reference Books			
1	K.C. Mishra and C.S. Kumar (2016), Insurance: Principles and Practice, Cengage Learning: NewDelhi.		
2	G. Krishnaswamy (2014), A Text Book of Principles and Practice of Insurance, Excel Books: NewDelhi.		
3	Insurance Institute of India (2014), Life Insurance (IC-33), III: Mumbai.		
4	Insurance Institute of India (2013), Life Insurance Products (CPAIM-IL06 (i)), III: Mumbai.		
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT			
Recommended by Board of Studies		30-03-2021	
Approved by Academic Council		Date	

Course Code	Course Title	L	T	P	C
UCCA259L	Financial Markets and Institutions	3	1	0	4
Perquisite	Nil	Syllabus version			
		v. 1.0			
Course Objectives:					
Students will be able to					
<ol style="list-style-type: none"> 1. Understand the structure and operation of Indian capital market 2. Explain the role played by the financial intermediaries and the challenges faced by them while rendering the financial services. 					
Course Outcome:					
<ol style="list-style-type: none"> 1. Comprehend the regulators' role in Indian Financial System 2. Comprehend the structure of Indian capital market and its developments 3. Appreciate the operations of the capital market 4. Comprehend the risk management system in the capital market 5. Comprehend the role and challenges of financial intermediaries in the capital market. 6. Assimilate the role of depositories, stock broking services 					
Module:1	Indian Financial System	8 hours			
<p>Money Market and Capital Market, Gilt-Edged: Meaning, Types. Forward Market Commission, Insurance Regulatory and Development Authority-Primary Market: Role of Primary Market, Functions, Intermediaries, Methods of floatation of Capital –IPO's, FPO's, MFOs, ULIPs and Right issues, Investor protection in primary market, Recent trends in primary market. Book building process, Secondary Market: Functions, intermediaries, Demutualization structure, Major stock exchanges in India-Commodity Markets- Derivatives: Types of Options, Structured Derivatives, Options strategies @ Swaps</p>					
Module:2	Indian Stock Exchange	8 hours			
<p>Indian Stock Exchanges-Market types, order types and books. BSE: BOLT System, NSE: NEAT system-OTCEI – Need, Features, Participants, Listing procedure, Trading and Settlement. Legislative framework guiding the capital markets and intermediaries. Bullish, Bearish, Hawkish.</p>					
Module:3	Listing of Securities	9 hours			

Listing of Securities: Listing requirements, procedure, fee- Listing conditions of BSE and NSE – Delisting. Legislative k related to listing. Trading cycle: T+2 Trading Cycle, pay in and pay out, Bad Delivery, Short Delivery, Auction Clearing & Settlement: Different types of settlements.		
Module:4	Risk Management in Stock Markets	8 hours
Risk Management system in BSE & NSE Margins, Exposure limits, VAR, Circuit breakers and Surveillance system in BSE and NSE. Index Management-Importance of index computation, Methods: Weighted Aggregate Value method, Weighted Average of Price Relatives method, Free Float method. Stock market indices in India, GIFT City, FGX NIFT.		
Module:5	Depositories	8 hours
Depository services- Role of depositories and their services— Advantages of depository system – NSDL and CDSL- Depository participants and their role- Stock Broking Services including SEBI Guidelines.		
Module:6	Credit Rating	9 hours
Credit rating: Definition and meaning- Process of credit rating of financial instruments- Rating methodology- Rating agencies –Rating symbols of different companies. Legislative framework guiding the CRAs-P/E Ratios, Book Value.		
Module:7	Securitization	8 hours
Securitization: Meaning-Features- Special Purpose Vehicle- Pass Through Certificate & mechanism – Benefits of Securitization – Issues in Securitization, Legislative framework guiding the securitization framework.		
Module:8	Contemporary issues	2 Hours
Guest lectures from Industry and, Research and Development Organisations		
Total Lecture Hours:		60 hours
Text Book(s)		
1.	Khan M.Y, (2018), Financial Markets, Services, 8th edition, Mcgraw Hill.	
2.	Gordon, E., Natarajan. (2015), Financial markets and Institutions. (Revised ed.). Delhi: Himalaya Publication House.	
Reference Books		
1.	Stephen Cecchetti, Kermit Schoenholtz, (2014), Money, Banking and Financial Markets, 4thedition, McGraw-Hill Education.	
2.	Khan, M. Y, (2013), Indian Financial System (8th Edition). Delhi: Tata McGraw-Hill Education.	
3.	MadhuVij, Swati Dhawan, (2011), Banking and Financial Services, 1st edition, McGraw Hill.	
4.	Dr Punithavathy Pandian, (2009), Financial services and Markets (1/e), Vikas Publishing House: New Delhi.	
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT		
Recommended by Board of Studies	30-03-2021	
Approved by Academic Council		Date

Course code	Course Title	L	T	P	C
UCCA260L	Forensic Accounting and Fraud Investigation	3	1	0	4
Perquisite	Nil	Syllabus version			
		v.1.0			
Course Objectives:					
<ol style="list-style-type: none"> 1. Identify, analyze and interpret indicators of financially fraudulent activity 2. Explain investigative processes and the nature and range of investigative techniques, and identify situations for their application. 					
Course Outcome:					
<ol style="list-style-type: none"> 1. Examine the knowledge and skills required to perform forensic accounting services. 2. Evaluate issues relating to professional ethics and responsibilities in forensic accounting. 3. Integrate knowledge of relevant legal principles, rules, risk assessment and processes with forensic accounting practice. 4. Assess types of fraud activity and methods of fraud prevention, detection, and response, including bankruptcy fraud and knowing the evidence 5. Analyse digital forensic techniques and their application to various types of computer crimes. Evaluate techniques used to prevent and detect fraudulent financial reporting. 					
Module:1	Introduction to Forensic Accounting	8 Hours			
Background of Forensic Accounting and Fraud Auditing -The Profession (Forensic Accountant, Fraud Auditor vs Financial Auditor)-Fraud Principles -What is Fraud-Criminology: Who commits fraud? Profile of fraudsters-Fraud Triangle-Fraud Cycle and Taxonomies.					
Module:2	Fraud Schemes	8 Hours			
Fraud Schemes-Association of certified fraud examiners (ACFE) Fraud Tree (Fraudulent Financial Statements- Corruption- Asset Misappropriation). Financial Crimes & Types of Fraud -Non-profit Organization Fraud, Tax Evasion, Bank Fraud, Money Laundering, Identity Theft.					

Module:3	Fraud and the Computer-Accounting Systems and Forensic Tools	9 Hours
Computer Crime: Computer Crime Theory (MOMM)-INFOSEC controls and activities. Fraud and the Accounting System-Accounting Concepts (Revenue Cycle, Accounts Payables, General Ledger, Financial Reporting)-Accounting Information Systems-Audit Trail Concept. Audit Programs-Financial Analysis (Ratio Analysis, Vertical and Horizontal Analysis, Non-financial Data, Cash Flow-Forensic Analysis Tools for Investigators.		
Module:4	Fraud Risk Assessment and Symptoms of Fraud	9 Hours
Fraud Risk Assessment: Risk Assessment Factors and Best Practices-Checklists and Documentation-Symptoms of Fraud: Accounting anomalies, Internal Control Weaknesses, Analytical Fraud symptoms, extravagant lifestyles, unusual behaviors, tips and complaints, whistle blowers-Red Flags-Common and Special Red Flags-Fraud indicators and Fraud Detection Mode		
Module:5	Fraud Detection and Prevention	8 Hours
Fraud Detection: Axioms-Common and Specific Detection Methods-Data-driven detection: data analysis techniques, real-time analysis, analyzing financial statement reports. Fraud Prevention: Perception of Detection- classic approaches-other measures: segregation of Duties, background Checks and Regular Audits.		
Module:6	Fraud Response and Gathering Evidence	8 Hours
Fraud Response: Fraud Policy- Response Team-Recovery. Gathering Evidence: Rules of Evidence (Relevant, Material, Competent)-Sources of Information-Evidence Gathering Techniques-Proving Cases Through Documentary Evidence.		
Module:7	Forensic Report Writing	8 Hours
Documenting and Presenting the Cases-Case Files and Reports Writing-Trial Preparation and Testimony-Formal Report Writing for High-Tech investigations.		
Module:8	Contemporary issues	2 Hours
Guest lectures from Industry and, Research and Development Organisations		
Total Lecture Hours:		60 Hours
Text Book(s)		
1.	Tommie W. Singleton and Aaron J. Singleton, (2016), Forensic Accounting and fraud Investigation”, 4thEdition. John Wiley & Sons.	
2.	W. Steve Albrecht; Conan C. Albrecht; Chad O. Albrecht, (2009) “Forensic accounting and Fraud Examination”, 3rdEdition, Cengage Learning,6 th edition.	
Reference Books		
1.	Howard Silverstone and Michael Sheetz, (2007) “Forensic Accounting and Fraud Investigation for Non-Experts”, 2ndEdition, John Wiley & Sons.	
2	George A. Manning, (2005) “Financial Investigation and Forensic Accounting”, 2nd edition by, Taylor and Francis Group	
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT		
Recommended by Board of Studies	30-03-2021	

Approved by Academic Council		Date	
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Course Code	Course Title	L	T	P	C
UCCA261L	Investment Analysis and Portfolio Management	3	1	0	4
Perquisite	Nil	Syllabus version			
		v. 1.0			
Course Objectives:					
<ol style="list-style-type: none"> 1. Comprehend the relationship between risk and return in security and assimilate the portfolio theories to design the optimal portfolio. 2. Evaluate the performance of the constructed portfolio and to revise if needed. 					
Course Outcome:					
<ol style="list-style-type: none"> 1. Understand the meaning of Investments and the characteristic features of various Investment instruments 2. Understand the different types of risks and its impact in valuation of securities. 3. Assimilate the macro-economic factors influencing the value of any business. 4. Apply the quantitative technical indicators to take trading decisions. 5. Visualize the meaning and types of efficient capital market. 6. Comprehend the portfolio and capital market theories and apply to formulate the optimal portfolio based on the investor constraints. 7. Evaluate the performance of different portfolios by applying quantitative tools to identify the best investment alternatives in designing and re-designing the portfolio. 					
Module:1	Investment Analysis	8 hours			
Concepts of investment – Sources of investment information- Investment Instruments. Investment cycle. Introduction to Investment Environment - Introduction, Investment Process, Criteria for Investment, Types of Investors, Investment vs. Speculation vs. Gambling, Investment Avenues, Factors Influencing Selection of Investment Alternatives.					

Module:2	Capital Market And Investment	9 hours
Capital Market in India - Introduction, Concepts of Investment Banks, its Role and Functions, Stocks, Market Index, The NASDAQ, SDL, NSDL, Benefits of Depository Settlement, Online Share Trading and its Advantages, Concepts of Small Cap, Large Cap, Midcap Stocks		
Module:3	Risk And Return	8 hours
Concept of total risk, factors contributing to total risk: default risk, interest rate risk, market risk, management risk, purchasing power risk, systematic and unsystematic risk. Bond and fixed income instruments valuation –valuation of equity and preference shares.		
Module:4	Fundamental and Technical Analysis	8 hours
Concept of intrinsic value. Objectives and beliefs of fundamental analysts. Economy-Industry- Company framework, Economic analysis and forecasting. Technical analysis: Points and figures chart, bar chart, RSA, RSI, Moving average analysis, MACD, Japanese Candlesticks. -Capital allocation between risky and risk-free assets-Utility analysis		
Module:5	Efficient Market Hypothesis	8 hours
Market mechanism, testable hypothesis about market efficiency, implications of efficiency market hypothesis for security analysis and portfolio management.		
Module:6	Portfolio and Capital Market Theory	9 hours
Markowitz portfolio theory. Risk and risk aversion. Efficient Frontier and Utility. Capital Market Theory – Capital Market Line (CML) & Separation Theorem, Market Portfolio, Security Market Line (SML) Capital Asset Pricing Models - CAPM and Arbitrage pricing theories.		
Module:7	Portfolio Performance Evaluation	8 hours
Passive Vs Active management - Passive strategies and active strategies of Portfolio Management. Asset Allocation Strategies. Portfolio Evaluation Measures – Sharpe ratio, Treynor ratio and Jensen’s Alpha. Portfolio monitoring and revision.		
Module:8	Contemporary issues	2 hours
Guest lectures from Industry and, Research and Development Organisations		
Total Lecture Hours:		60hours
Text Book(s)		
1.	Prasanna Chandra, (2017), Investment Analysis and Portfolio Management, 5 th edition, McGraw Hill	
2.	Frank K. Reilly, Keith C. Brown, (2012), Investment Analysis and Portfolio Management, 10 th Edition, Cengage Learning.	
Reference Books		
1.	ZviBodie, Alex Kane, Alan Marcus, Pitabas Mohanty, (2017), Investments, 10 th edition, McGraw-Hill.	
2.	Prasanna Chandra, (2017), Investment Analysis and Portfolio Management, 5 th edition, McGraw Hill	
3.	Shalini Talwar, (2016), Security Analysis and Portfolio Management, Cengage Learning.	
4.	Dhanesh kumar Khatri, (2012), Investment management and Security analysis – Text and cases, 2 nd edition, Trinity Press.	

Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT		
Recommended by Board of Studies	30-03-2021	
Approved by Academic Council	Date	

Course Code	Course Title	L	T	P	C
UCCA262L	Financial Risk Management	3	1	0	4
Perquisite	Nil	Syllabus version			
		v. 1.0			

Course Objectives:

1. Identify the basic principles risk management and contemporary issues related to risk.
2. Define the nature of risk and identify the risks facing both individuals and organizations today;
3. Describe the principles of risk management and the role of the risk manager;
4. Classify the various types of derivative instruments, which are used to reduce the chance of loss and identify other loss prevention/reductions mechanisms, which may be appropriate

Course Outcome:

1. Understand the role of the risk manager in the financial planning process
2. Analyze and evaluate various risk exposures
3. Gain a knowledge of the different types of derivatives
4. Complete a thorough of risk assessment and sources of risk
5. Gain knowledge of the different types of insurance companies, their operations, and regulations

Module:1	Fundamentals of Risk Management	8 hours
Financial Risk: An Overview, Evolution, and the Environment - Risks definition (market, credit, liquidity, operational), more specifically on the identification of different forms of risk (currency, interest rate, equity, commodity)		
Module:2	Quantitative Analysis	9 hours
Monte Carlo methods -Volatility forecasting models -Value-at-Risk estimation		
Module:3	Financial Markets and Products	8 hours
Futures and forwards -Equity options, swaps, and other derivatives –Commodities –Currencies -Corporate bonds and interest rates -A basic understanding of arbitrage arguments and hedging related to these financial products.		
Module:4	Valuations and Risk Models	8 hours
Basic bond valuation and bond hedging -Valuation using binomial trees -An understanding of the Black-Scholes-Merton model-Value-at-Risk (VaR)-Expected and unexpected loss estimation-Stress testing.		
Module:5	Market Risk Management	8 hours
Fixed-income interest rate sensitivities -Volatility exposures - Value-at-Risk (VaR) and back testing VaR-Expected shortfall (ES)		
Module:6	Credit Risk Management	8 hours
Credit decision- credit analyst-credit risk and derivatives-spread risk and default intensity models-portfolio credit risk –structured credit risk-counter party risk and beyond- future value and exposure-counterparty risk intermediations.		
Module:7	Investment Risk Management	9 hours
Risk management techniques applied to investment management process -Portfolio construction and performance analysis-Risk budgeting and portfolio and component VaR-Issues related to hedge funds and private equity investments		
Module:8	Contemporary issues	2 hours
Guest lectures from Industry and, Research and Development Organisations		
Total Lecture Hours:		60 hours
Text Book(s)		
1.	Dun and Bradstreet, (2017), Financial Risk Management, McGraw Hill Publication.	
2.	Don M. Chance, Robert Brooks, (2015), An Introduction to Financial Risk Management, 10th edition, Cengage Learning.	
Reference Books		
1.	Michel Crouhy, Dan Galai, Robert Mark, (2014), The Essentials of Risk Management, McGraw Hill.	
2.	John Hull, (2012), Risk Management and Financial Institutions, Wiley.	
3.	IIBF, (2010), Risk Management, Macmillan.	
4.	Joel Bessis, (2009), Risk Management, John Wiley & Sons Ltd.	

Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT			
Recommended by Board of Studies	30-03-2021		
Approved by Academic Council		Date	

Course Code	Course Title	L	T	P	C
UCCA263L	Personal Finance & Planning	3	1	0	4
Pre-requisite	Nil	Syllabus version			
		v. 1.0			
Course Objectives:					
Explain aspects of financial planning like savings, investment, taxation, insurance & retirement planning and to develop necessary skills to become a successful financial planner.					
Course Outcome:					
<ol style="list-style-type: none"> 1. Understand the meaning and relevance of Financial Planning. 2. Knowing the need for career Planning and Financial Services. 3. Examine concept of Personal Tax Planning. 4. Familiarize with regard to the concept of Investment Planning and its methods. 5. Analyze Insurance Planning and its relevance. 6. Develop insights in to Retirement planning and its relevance. 					
Student Learning Outcomes (SLO):		9,10,11,13,14,15,16			

9. Have the ability to understand the need for financial planning.		
10. To plan at early age so that she/he can meet her/his needs in time.		
11. To acquire knowledge on various investments avenues in Indian Financial market.		
13. To develop investment strategies to achieve the financial goals.		
14. To learn and apply tax planning strategies to meet the goals.		
15. To develop clear understanding of the necessity of insurance protection.		
16. To develop the needed skills in planning retired life.		
Module:1	Introduction to Personal Finance	8 hours
The financial planning process – setting goals-achieving goals. Time value of money and opportunity cost concepts		
Module:2	Career and Financial Planning	8 hours
Career choice –opportunities – long term career development-Money management –personal financial records –asset and liability –budgeting.		
Module:3	Financial Services	8 hours
Financial institutions-savings –payments –methods. -Credit Planning-type of credit –home, auto and personal loans. Consumer credit. Credit cards. Purchasing decisions.		
Module:4	Personal Tax Planning	9 hours
Tax Structure in India for personal taxation, Steps of Personal tax planning, Exemptions and deductions for individuals, tax avoidance versus tax evasion.		
Module:5	Investment Planning	9 hours
Process and objectives of investment, Concept and measurement of return & risk for various assets class, Measurement of portfolio risk and return, Diversification & Portfolio formation. Real estate, financial derivatives & Commodity market in India. Mutual fund schemes including SIP.		
Module:6	Insurance Planning	8 hours
Need for Protection planning. Risk of mortality, health, disability and property. Importance of Insurance: life and non-life insurance schemes.		
Module:7	Retirement Planning	8 hours
Retirement Planning Goals, Process of retirement planning, Pension plans available in India, Reverse mortgage, New Pension Scheme.		
Module:8	Contemporary issues	2 hours
Guest lectures from Industry and, Research and Development Organisations		
	Total Lecture Hours:	60 hours
Text Book(s)		
1.	Sinha. Madhu, (2017), Personal Financial Planning, A Ready Reckoner, Mc Graw Hill	
2	Gregory Curtis (2012), The Stewardship of Wealth: Successful Private Wealth Management for Investors and Their Advisors. Wiley	
Reference Books		

1.	Indian Institute of Banking & Finance (2017), Introduction to Personal Financial Planning, 4th Edition.
2.	Indian Institute of Banking & Finance, (2017), Investment Planning Tax Planning and Estate Planning.
3.	Gitman, Joehnk, Billingsley, (2014), Personal Financial Planning (2014) 13ed, Cengage India.
4.	Personal Financial Planning, (2012), Insurance institute of India.
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT	
Recommended by Board of Studies	30-03-2021
Approved by Academic Council	Date

Course Code	Course Title	L	T	P	C
UCCA264L	Corporate Financial Reporting	3	1	0	4
Pre-requisite	Nil	Syllabus version			
		v. 1.0			
Course Objectives:					
1. Understand the concepts and measurements that underlie financial statements					
2. Develop the skills needed to prepare financial statements effectively					

3. Understand the choices enterprises make in reporting the results of their business activities.		
Course Outcome:		
<ol style="list-style-type: none"> 1. Interpret general purpose financial reports 2. Differentiate between International Financial Reporting Standards and Indian Accounting standards 3. Apply International Financial Reporting Standards in the context of Indian companies 4. Contrast between accounting policies and accounting estimates and assemble the financial data in prescribed format of financial statements 5. Demonstrate the application of Ind AS while drawing the financial statements of a company. 		
Module:1	Evolution and Convergence of International Accounting Standards	8hours
GAAP in India, Hierarchy of GAAP in India -International Financial Reporting Standards (IFRSs-) Relative view of AS and IFRSs- Accounting Standards (AS) – applicability, interpretation, scope and compliance.		
Module:2	International Standards	8hours
International Accounting Standards Board (IASB) – Financial Accounting Standards Board (FASB) - Role of IASB in developing IFRS – International Financial Reporting Standards (IFRS)- adoption or convergence in India - Implementation plan in India - Ind AS - Differences between Ind AS and IFRS- Conceptual framework - Definition of financial elements - Principles of recognition, measurements, presentation and disclosure.		
Module:3	Assets Based Accounting Standards	9hours
Accounting for tangible non-current assets (IAS 16 and Ind AS 16) - Accounting for intangible assets (IAS 38 and Ind AS 38) Accounting for impairment of assets (IAS 36 and Ind AS 36) – Inventories (IAS 2 and Ind AS 2) - Accounting for borrowing costs (IAS 23 and Ind AS 23).		
Module:4	Revenue Based Accounting Standards	8 hours
Revenue from contracts with customers (IFRS 15 and Ind AS 115) - Income tax (IAS 12 and Ind AS 12) - Employee benefits (IAS 19 and Ind AS 19)		
Module:5	Liability based Accounting Standards	8 hours
Introduction - Provisions, contingent liabilities and contingent assets (IAS 37 and Ind AS 37) - Share based payments (IFRS 2 and Ind AS 102) – Accounting for taxation (IAS 12).		
Module:6	Preparation of Single Entity Financial Statements	9hours
Presentation of financial statements (IAS 1 and Ind AS 1) - Accounting policies, accounting estimates (IAS 8 and Ind AS 8)- Events after reporting date (IAS 10 and Ind AS 10) –Structure and content of financial statements.		
Module:7	Preparation of Consolidated Financial Statements including an Associate	8hours
Preparation of financial statements : Statement of Financial Position (SOFP) - Statement of Profit or Loss (SOPL) - Statement of Changes in Equity (SOCE)		
Module:8	Contemporary issues	2 hours

Guest lectures from Industry and, Research and Development Organisations			
		Total Lecture Hours:	60 hours
Text Book(s)			
1.	Chintan Patel, Bhupendra Mantri, (2015), Corporate Reporting and Indian Accounting Standards, Taxman Publications, New Delhi.		
2.	Dolphy D 'Souza, Vishal Bansal, (2014), Indian Accounting Standards, White Publications, New Delhi.		
Reference Books			
1	T. P, Ghosh, (2015), Illustrated Guide to Indian Accounting Standards, Taxmann Publications, New Delhi.		
2.	B. D, Chatterjee, (2015), Illustrated Guide to Indian Accounting Standards, Taxmann Publications, New Delhi.		
3.	IFRS, (2013), International Financial Reporting Standards, New Delhi: Taxmann Publications P Ltd, New Delhi.		
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT			
Recommended by Board of Studies		30-03-2021	
Approved by Academic Council		Date	

Course Code	Course Title	L	T	P	C
UCCA265L	Financial Technology	3	1	0	4
Perquisite	Nil	Syllabus version			

		v. 1.0
Course Objectives:		
<ol style="list-style-type: none"> 1. Carry out a conceptual and actionable introduction to Financial technology. 2. Understand the nuances of transformation technologies, learnt new business models, and acquired cross-domain perspectives. 3. Understand the impact of emerging technologies on business transformation. 4. Navigate the wave of disruption and make organizations 'digital-ready'. 		
Course Outcome:		
<ol style="list-style-type: none"> 1. Understand application of Financial Technology, including Money and Payment, Digital Finance and Alternative Finance 2. Analyze Major technological trends, including crypto currencies, Block chain, AI and Big Data 3. Assimilate Fin-Tech Regulation and Reg-Tech 4. Analyse fundamental role of Data and Security in data-driven finance 5. Comprehend Business and regulatory implications of technology for the financial industry 6. Apply regulations and Reg-Tech. 7. Visualize the driving technology innovation in Finance 		
Module:1	Financial Technology Introduction and Overview	8 hours
Introduction to Financial technology: India Vs Global Countries, India Vs Developing Countries, Fintech Transformation, Emerging sectors in Fintech, Fintech and its various applications.		
Module:2	Distributed Ledger Transactions (DLT) or Digital Ledger Transaction	9 hours
Introduction to DLT, Digital Signature, Consensus layer, robust transaction ledger, privacy issues, multi-party ledger transactions.		
Module:3	Block Chain Technology	8 hours
History of Block chain, Decentralization, Paper blocks, Chain of blocks, nodes and networks		
Module:4	Crypto Currency	9 hours
.Introduction of crypto currency, cryptography, smart contracts, Ethereum, Zero knowledge proof. Introduction to bitcoin, bitcoin mining, bitcoin security		
Module:5	Central Bank Digital Currencies	8 hours
Stable coins, stable currencies, Enterprise block chain, payment gateways, regulatory norms, other countries CBDC.		
Module:6	Lending and Payments	8 hours
P2P lending in Asia, new payment systems, digital wallets, authenticated tracing, payment challenges, lending frauds, multi, inter, intra and international payment and lending		
Module:7	Financial Technology Regulations	8 hours
Risk and challenges, new payment services act in India, benefits, opportunities, threats and frauds in Reg tech, Technology Giants in Fintech		
Module:8	Contemporary issues	2 hours
Guest lectures from Industry and, Research and Development Organisations.		

	Total Lecture Hours:	60 hours
Text Book(s)		
1	John Hill, (2018) Financial Technology, Elsevier Publication, 1st Edition ISBN: 978- 0128-134-979	
2	Jutla, S. – Sundararajan, N. (2016): India’s FinTech Ecosystem. In: The FinTech Book: The Financial Technology Handbook for Investors and Visionaries	
Reference Books		
1	Van der Kleij, E. (2016): Tech Giants Becoming Non-Bank Banks. In: The FinTech Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries.	
2	Bhandari, M. (2016): India and the Pyramid of Opportunity. In: The FinTech Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries.	
3	Osterwalder, A. – Pigneur, Y. (2010): Business Model Generation: A Handbook for Visionaries, Game Changers, And Challengers. New York: John Wiley& Sons	
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT		
Recommended by Board of Studies		30-03-2021
Approved by Academic Council		Date

Course Code	Course Title	L	T	P	C
UCCA266L	E-Commerce	3	1	0	4
Perquisite	Nil	Syllabus version			
		v. 1.0			
Course Objectives:					
<ol style="list-style-type: none"> 1. Discuss fundamentals of e-commerce, types and applications. 2. Evaluate the role of the major types of information systems in a business environment and their relationship to each other 3. Assess the impact of the Internet and Internet technology on business electronic commerce and electronic business 4. Identify the major management challenges for building and using information systems and learn how to find appropriate solutions to those challenges. 5. Learn strategies for e-commerce, Mobile Commerce, Wireless Application Protocol, WAP technology and Mobile Information devices 					
Course Outcome:					
<ol style="list-style-type: none"> 1. Understand the basic concepts and technologies used in the field of management information systems 2. Understand the processes of developing and implementing information systems 3. Be aware of the ethical, social, and security issues of information systems and 4. Develop an understanding of how various information systems work together to accomplish the information objectives of an organization 5. Understand the role of information systems in organizations, the strategic management processes, and the implications for the management and learn about the importance of managing organizational change associated with information systems implementation 					
Module:1	E-Commerce fundamentals	8 hours			
Features of e-commerce - Interdisciplinary Nature of Electronic Commerce - Levels of E-commerce - e-Commerce Business Models and Concepts - Creative Applications in e-Commerce environment – Major Business to Consumer (B2C) business models, Major Business to Business (B2B) business models, Business models in emerging E-commerce areas - e-trading					
Module:2	E-commerce Infrastructure	8 hours			
E-commerce Infrastructure: Introduction, E-commerce Infrastructure-An Overview, Hardware, Server Operating System, Software, Network Website - Network Infrastructure: Introduction, Network Infrastructure- An Overview.					
Module:3	E-Commerce Process Models	9 hours			
e-Commerce Process Models: Introduction, Business Models, E-business Models Based on the Relationship of Transaction Parties, e-commerce Sales Life Cycle (ESLC) Model					
Module:4	E-Commerce & Security Systems	8 hours			
E-commerce security environment, Security threats in the e-commerce environment, Technology solution, Management policies, Business procedures, and public laws					
Module:5	E-commerce marketing	8 hours			

Consumer online: The Internet Audience and Consumer Behaviour, Basic Marketing Concepts, Internet Marketing Technologies, B2C and B2B E-commerce marketing and business strategies, The Retail sector, analyzing the viability of online firms, E-commerce in action: E-tailing Business Models, Common Themes in online retailing, The service sector: offline and online, Online financial services, Online Travel Services, Online career services		
Module:6	E-Commerce: Ethical and Legal perspective	9 hours
Understanding Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues, Basic Ethical Concepts, analyzing Ethical Dilemmas, Candidate Ethical principles Privacy and Information Rights: Information collected at E-Commerce Websites, The Concept of Privacy, Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance		
Module:7	E business	8 hours
Definition of e- business, Characteristics, elements of e business, e business roles, Impact of e business, challenges of e business, difference between e business and e commerce, E-business structure, Evolution of E –business and stages.		
Module:8	Contemporary issues	2 hours
Guest lectures from Industry and, Research and Development Organisations		
	Total Lecture Hours:	60 hours
Text Book(s)		
1.	M. Awad, (2017), “Electronic Commerce”, Elias. Prentice-Hall of India Pvt Ltd.	
2.	Ravi Kalakota, Andrew B. Whinston, (2009), “Electronic Commerce-A Manager's guide", Addison-Wesley.	
Reference Books		
1.	Bajaj, K. K., & Debjani, N. (2015). E-Commerce. New Delhi: Tata McGraw Hill Education.	
2.	Awad, E. M. (2009). Electronic Commerce from vision to fulfillment. Delhi: PHI Learning.	
3.	Diwan, P., & Sharma, S. (2002). Electronic commerce- A Manager’s Guide to E- Business. Delhi: Vanity Books International.	
4.	Turban, E., King, D., Lee, J., Warkentin, M., Chung, H. M., & Chung, M. (2002). Electronic Commerce: A Managerial Perspective. New Jersey: Prentice Hall Publishing.	
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT		
Recommended by Board of Studies		30-03-2021
Approved by Academic Council		Date

Course Code	Course Title	L	T	P	C
UCCA267L	Organizational Behaviour	3	1	0	4
		Syllabus version			
		v. 1.0			
Course Objectives:					
<ol style="list-style-type: none"> 1. Increasing student's knowledge of Organizational Behaviour concepts so that he/she can understand and analyze how organizations and the people within them work. 2. Providing students with opportunities to apply Organizational Behaviour concepts to real-world problems faced by managers. 3. Developing leadership and management potential within students. 					
Course Outcome:					
<ol style="list-style-type: none"> 1. Understand what organizational behavior is, and its importance in understanding and predicting human behaviour at work. 2. Define personality and describe how it affects work behaviours. 3. Understand basic needs of employees and the role of motivation in determining employee performance 4. Explain what leadership is and what makes for an effective leader 5. Understand how to build and manage effective teams 6. Describe organizational level phenomena, and understand how it affects individual behavior. 					
Module:1	Introduction to Organizational Behaviour (OB)	8 hours			
Introduction, Historical perspective, Approaches to and importance of OB, Management Process and OB, Evolution of Human Resource approach, Hawthorne studies- Limitations of OB, Current challenges in the field of OB.					
Module:2	Personality and Perception	8 hours			
Personality, Personality theories, Determinants of personality, Personality traits. Perception, Process of perception, Distortions in perceptions. Values and attitudes, Instrumental and terminal values, Job satisfaction.					
Module:3	Motivation and learning	8 hours			
Motivation, Content theories of motivation, Process theories of motivation, Criticism of different motivation theories. Applications of motivation, Job characteristics model, Job design -learning: learning theories, Learning styles					
Module:4	Inter-personal behaviour	9 hours			
Power and politics, Sources of power. stress, Sources of stress, Models of stress, Managing stress. Transaction Analysis, Ego states, Complementary and crossed transactions, Life positions					
Module:5	Leadership	7 hours			
Leadership, Theories of leadership, Leadership style -Contemporary theories of leadership - Shared leadership					
Module:6	Group dynamics	9 Hours			

Groups: Types of groups, Group development, Characteristics of groups -Creating high performance teams, Designing a team, Key issues in team building		
Module:7	Organizational Dynamics	9 hours
Organizational culture, Factors that help create and sustain culture. Organizational change, Force field analysis. Organizational conflict, Conflict management styles		
Module:8	Contemporary issues	2 hours
Guest lectures from Industry and, Research and Development Organisations		
	Total Lecture Hours:	60 hours
Text Book(s)		
1.	Nelson, Quick, Khandelwal, (2016), Organizational Behaviour, 2nd edition, Cengage Learning	
2.	Stephen Robbins, Timothy A. Judge, (2014), Organizational Behaviour, 16th edition, Prentice Hall India Pvt. Ltd.	
Reference Books		
1.	Luthans. (2016) Organizational Behavior - An Evidence-Based Approach, 12 th EditionMcGraw-Hill Education.	
2.	Richard L. Daft, (2013), Understanding the Theory and Design of Organizations, 11th edition, Cengage Learning	
3	UdaiPareek, Sushama Khanna, (2012), Organization Behavior, 3rd edition, Oxford Publishing	
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT		
Recommended by Board of Studies		30-03-2021
Approved by Academic Council		Date

Course code	Course Title	L	T	P	C
UCCA268L	Artificial Intelligence for Business	3	1	0	4
Pre-requisite	Nil	Syllabus version			
		V1.0			
Course Objectives:					
<ol style="list-style-type: none"> 1. This course aims to equip the learners with the basic ideas and techniques underlying the usage of Artificial Intelligence in Business. 2. The course illustrates both the potential and current limitations of these techniques with examples from a variety of applications. 					
Course Outcome:					
<ol style="list-style-type: none"> 1. Identify how the AI is being leveraged by start-ups as a success tool 2. Analyze and interpret the applicability of AI in HR functions 3. Explain how algorithms is changing the board room landscape 4. Discuss the customer services provided by various banks using AI 5. Demonstrate the role of AI in transforming the retail sector 6. Develop case study on the success story of AI driven business processes 					
Module:1	Introduction to AI	8 hours			
Artificial Intelligence: Concept, benefits, and scope. Differences between AI, Machine Learning (ML) and Deep Learning (DL) - AI applications, capabilities and competitive advantage.					
Module:2	AI Strategy for the Enterprise	8 hours			
Industry drivers; AI strategy for the enterprise - Considerations for an AI strategy, AI & Startups. Internet of Things (IoT), Introduction to mobile computing and Cloud computing.					
Module:3	AI led Strategic Interventions	9 hours			
Algorithm: New member in the boardroom, Accelerated decision making with real time analytics, AI in operational models in an organisation, AI: future of AI in HR, Talent sciences, Algorithms & Talent Acquisitions (TA), AI & transformation in Finance & Accounting, CFO of tomorrow, Changing role of Chief Information Officer (CIO): Industry 4.0.					
Module:4	AI in Banking & Insurance	9 hours			
Redefined banking industry – adoption of Analytics, AI powered financial services, Fraud mitigation in banks with AI, Reorienting customer retention, Risk management with AI, AI driven transformation in Insurance, Digital based insurance model.					
Module:5	AI in Retail	8 hours			
AI interventions in retail outlets- emergence of smart customers, ad content predictions, Evolution of smart retailers, Omni channel experience, AI in consumer-packaged goods, Fluid supply chain transformation with AI. AI-Led marketing transformations, Data to Clusters - Ad content prediction - AI					

based Ad buy and CPC optimization, AI driven campaign management. AI for Sales: Data to Classes - Insides Sales rep workflow automation - Improved Lead, Opportunity Ranking and Reminder.			
Module:6	Exponential Technologies	8 hours	
Beating cyber-attacks with Analytics, AI in automotive industry: driverless cars and drones, IoT Analytics: extracting value and transforming business, Real time streaming analytics, AI for customer service-data to scores, AI for Portfolio Management, Chatbots and Call center rep automation.			
Module:7	Deep Learning	8 hours	
Deep Learning: What's the hype about? -- Applications of Deep Learning in Business.			
Module:8	Contemporary issues	2 hours	
Guest lectures from Industry and, Research and Development Organisations			
Total Lecture Hours			60 Hours
Text Book(s)			
1.	Dough Rose, (2020), Artificial Intelligence for Business, 2 nd Edition. Pearson FT Press		
2.	Medicine John (2018). Artificial Intelligence: Business Applications, New Era Publishing Ltd.		
Reference Books			
1.	Altemeyer, B. (2019). Making the business case for AI in HR: two case studies. Strategic HR		
2.	Akerkar, R. (2018), Artificial Intelligence for Business. Basingstoke: Springer Nature,		
3.	Beyer, D, (2017). AI in industry. O Reily.		

Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT			
Recommended by Board of Studies			
Approved by Academic Council		Date	

GENERIC ELECTIVE COURSES

Course Code	Course Title	L	T	P	C
UCCA356L	Principles of Integrated Marketing Communication	3	1	0	4
Perquisite	Nil	Syllabus version			
		v. 1.0			
Course Objectives:					
<ol style="list-style-type: none"> 1. Discuss the students with the basic concepts, tools and techniques of advertising used in marketing. 2. Create advertisements for the print media, as well as for the audio – visual media (if infrastructural support is provided). 3. Measure the effectiveness of a marketing communication over a period of time. 					
Course Outcome:					
<ol style="list-style-type: none"> 1. Understand the basic concepts, tools and techniques of marketing communications. 2. Create a meaningful advertisement commensurate with the need. 3. Determine the effectiveness of the marketing communication or a set of communication coming from a particular house. 					
Module:1	Introduction to Marketing Communications	8hours			
Developing effective communication; Communication objectives; Target Audience; Social and economic effects of Advertising					
Defining advertising: Types of advertising; Non-Product Advertising; Role of advertising; Functions of Advertising; The advertiser; Target Audience; Consumer and Advertising; Integrated Marketing Communications (IMC)					
Module:2	Media Decisions	8hours			
Major media types - their merits and demerits; Advertising through internet and interactive media-Issues and considerations- Factors influencing media choice; media selection, media scheduling					
Module:3	Message Development	9 hours			
Advertising creativity; Advertising appeals; Advertising copy and elements of print advertisement creativity; Tactics for print advertisement- Out-of-Home (OOH) advertising; Transit Advertising; Headlines; Display Copy; Body Copy; Layout Stages- Broadcast Advertising: Message characteristics of Radio and Television.					
Module:4	Developing and Managing Advertising Programmes	9hours			
Advertising Budget: Approaches to Budgeting; Factors affecting the allocation of Advertising budget- Advertising Agency: Client-agency relationship; Agency compensation.					
Module:5	Models of Communication	8hours			
Response Hierarchy Models- Cognitive Response Model- DAGMAR					
Module:6	Sales Promotion and Public Relations	8hours			
Importance of Sales Promotions; Tools of Sales Promotions; Campaigns; Evaluation; Reasons for growth of Sales Promotion; Advantages and disadvantages of Sales Promotion					
Tools and Techniques of Sales Promotions					
Module:7	Measuring Advertising Effectiveness	8 hours			

Concept of Advertising Effectiveness- Different types of Tests: Pre-testing and Post-testing of Creative Advertisements			
Module:8	Contemporary issues	2hours	
Guest lectures from Industry and, Research and Development Organisations			
		Total Lecture Hours:	60hours
Text Book(s)			
1.	Belch, Belch, Kerr, Powell, (2016), Integrated Marketing Communication: An Integrated Marketing Communication Perspective, 2nd edition, McGraw-Hill		
2.	S Wats Dunn, and Arnold M. Barban (2012), Advertising: It's Role in Marketing. Dryden Press		
Reference Books			
1.	Mahajan, J.P., and Ramki, (2017), Integrated Marketing Communication, Ane Books Pvt Ltd, New Delhi.		
2.	Burnett, Wells, and Moriatty, (2014), Advertising: Principles and Practice, Pearson Education		
3.	Terence A. Shimp, (2009), Advertising and Promotion: An IMC Approach, South Western, and Cengage Learning.		
4.	O'Guinn, (2005), Advertising and Promotion: An Integrated Brand Approach, Cengage Learning.		
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT			
Recommended by Board of Studies		30-03-2021	
Approved by Academic Council		Date	

Course Code	Course Title	L	T	P	C
UCCA357L	Service Marketing	3	1	0	4
Perquisite	Nil	Syllabus version			
		v. 1.0			
Course Objectives:					
<ol style="list-style-type: none"> 1. Discuss the targeting and positioning of services. 2. Understand the difference in consumer behavior when it comes to services. 3. Understand the role of Physical evidence in Services Marketing. 4. Understand the evolving issues and their impact in Services Marketing. 5. Understand the existing problem through real life cases and provide solution for them. 					
Course Outcome:					
<ol style="list-style-type: none"> 1. Understand the basic concepts, tools and techniques of the nuances of Service Marketing as a specialized field. 2. Differentiate between product and services marketing and would be able to perform in selling services products. 3. Maintain ethics while dealing with a customer in the service environment after attending this course. 					
Module:1	Nature and Scope of Services	8hours			
Introduction, meaning of services, 7Ps of service marketing 4 I's characteristics of services-Difference between services and tangible products, service sector, classification of services, growth of service sectors and service industries.					
Module:2	Segmenting and Targeting of Services	8 hours			
Introduction, need for segmentation of services, bases of segmentation of services, segmentation strategies in service marketing-Need for targeting, Approaches to Target Marketing.					
Module:3	Understanding Customer Expectations	9hours			
Key reasons for service delivery gaps-Understanding customer expectations with the help of market research-Building customer relationship.					
Module:4	Positioning of Services	8hours			
Positioning strategies for services, Positioning through Product/Service Delivery Strategies, Positioning through Pricing Strategies, Positioning through Distribution Strategies, Positioning through Sales Promotion and Advertising- Service Differentiation Strategies					
Module:5	Consumer Experience in Services Marketing	9hours			
Introduction, Customer Expectations in Services, Service Costs Experienced by Consumer-The Role of customer in Service Delivery, Conflict Handling in Services-Customer Responses in Services marketing-Customer Delight in Services marketing					
Module:6	Role of Physical Evidence in SM	8 hours			

Importance of Physical Evidence-Elements of Physical Evidence-Physical Evidence strategies.			
Module:7	Emerging Issues in Services Marketing		8hours
Introduction, Service Marketing in e-Commerce and e-Marketing, and Telemarketing Services- Service Marketing Research for Global Markets and Rural Markets, Innovations in Services Marketing-Ethical Aspects in Service Marketing.			
Module:8	Contemporary issues		2 hours
Guest lectures from Industry and, Research and Development Organisations			
Total Lecture Hours:			60 hours
Text Book(s)			
1.	Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler, (2016), Services Marketing, 6thedition, McGraw-Hill.		
2.	Christopher Lovelock, Jayanta Chatterjee, Jochen Wirtz, (2011), Services Marketing, 7thedition, Pearson Education		
Reference Books			
1.	James A. Fitz simmons, Monaj Fitz simmons, (2015), Services Management: Operations, Strategy and Information Technology, 8thedition, McGraw Hill. Douglas Hoft man, John		
2.	G. Bateson, (2011), Services Marketing: Concepts, Strategy and Cases; 4thedition, Thomson – South western, Singapore.		
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT			
Recommended by Board of Studies		30-03-2021	
Approved by Academic Council		Date	

Course Code	Course Title	L	T	P	C
UCCA358L	Digital Marketing	3	1	0	4
Perquisite	Nil	Syllabus version			
		v. 1.0			
Course Objectives:					
<ol style="list-style-type: none"> 1. Understand the functions and importance of online presence. 2. Understand the ways and means required to create the online presence. 3. Understand the role of the search engines and the necessity for its optimization. 					
Course Outcome:					
<ol style="list-style-type: none"> 1. Identify and assess the impact of digital technology in transforming the business environment and also the customer journey 2. Explain the way marketers think, conceptualize, test continuously to optimize their product search on digital platforms 3. Illustrate the measurement of effectiveness of a digital marketing campaign 4. Demonstrate their skills in digital marketing tools such as SEO, Social media, and Blogging for engaging the digital generation 5. Explain the need for regulatory framework for digital marketing in India. 					
Module:1	The Online Environment	8hours			
Introduction and Background-The impact of internet on society and business-Online buying behaviour-Internet going mobile-Online marketing objectives.					
Module:2	Developing the Online Presence	8hours			
Introduction-Web presence management-Online Credibility-Content development-The global web presence.					
Module:3	Search Engine Optimization	8 hours			
Introduction-How search engines work? -Keyword selection-On-site & Off-site Optimization-Strategic SEO.					
Module:4	Online Advertising	9 hours			

Introduction, Objectives, and Management-Where to advertise online? -Online advertisement formats- Search engine advertising, and Network advertising-The importance of effective Landing pages.			
Module:5	Social Media Marketing	9 hours	
Introduction-Consumer generated content-Social networks and online communities-Blogging. Viral Marketing-Strategic social media marketing.			
Module:6	E-Mail Marketing	8 hours	
E-mail list building and Segmentation-Measuring and Optimizing E-mail marketing campaigns			
Module:7	Content Marketing	8 hours	
Content Formats- Content Creation and Distribution			
Module:8	Contemporary issues	2hours	
Guest lectures from Industry and, Research and Development Organisations			
Total Lecture Hours:			60hours
Text Book(s)			
1.	Gupta, S. (2018). Digital Marketing. Delhi: Tata McGraw Hill Education.		
2.	Kotler, P., Kartajaya, H., & Setiawan, I. (2017). Digital Marketing: 4.0 Moving from Traditional to Digital. New Jersey: John Wiley & Sons.		
Reference Books			
1.	Charlesworth, A. (2018). Digital Marketing: A Practical Approach. Abingdon: Routledge.		
2.	Ryan, D., & Calvin, J. (2016). Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation. London: Kogan page. Oxford: Oxford University Press.		
3.	Tasner, M. (2015). Marketing in the Moment: The Digital Marketing Guide to Generating More Sales and Reaching Your Customers First. London: Pearson.		
4.	Blanchard O. A. (2011). Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization. Indianapolis: Que Publishing.		
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT			
Recommended by Board of Studies	30-03-2021		
Approved by Academic Council		Date	

Course Code	Course Title	L	T	P	C
UCCA359L	Labour Laws and Industrial Relations	3	1	0	4
Perquisite	Nil	Syllabus version			
		v. 1.0			
Course Objectives:					
<ol style="list-style-type: none"> 1. Understand the importance of labour laws and industrial relations and also its implications on the work environment. 2. Solve organizational problems and an ability to interpret laws 3. Understand the laws, regulations, and acts in a way to enhance their logical thinking skills 4. Find ways in which they can contribute industrial relations and to improve the problem-solving abilities 					
Course Outcome:					
<ol style="list-style-type: none"> 1. Understand various labour laws and industrial relations and learn to act fairly 2. Understand the significance of labour laws and industrial relations in our daily life 3. Understand the concept of industrial relations and how it will affect the interpersonal relationships among the employees 4. Identify legal bindings and concerns that are related to labour laws and Industrial Relations 					
Module:1	Introduction	8 hours			
History of Labour laws, Purpose of labour laws, Evolution of Labour law in India, An overview labour laws reforms-Constitutional principles and safeguards for labour, An Overview, Industrial Relations—Background, Industrial Relations in the Post-Independence Period, Labour Legislation, Workers’ Participation, The Occupational Safety, Health and Working Conditions.					
Module:2	Labour Codes	8 hours			
Wage Code, Industrial Relations Code, Social Security Code, Industrial Health & Safety Code					
Module:3	Social Security Legislations	9 hours			

Employees Compensation (Amendment) Act, 2017; Equal Remuneration Act, 1976; Employees' State Insurance Act, 1948; Employees' Provident Funds Act, 1952; Payment of Gratuity Act, 1972; Maternity Benefit Act, 1961; Maternity Benefit (Amendment) Act, 2017; The Payment of Gratuity Act, 1972,		
Module:4	Labour Laws	9 hours
Factories Act 1948, Industrial Disputes Act 1947, Employment Standing Orders Act, Trade Union Act, Minimum Wages Act, Payment of Wages Act, Contract labour Regulation and Abolition Act, Unorganised labour Social Security Act, Migrant workers Act		
Module:5	Industrial Relations Theories	8 hours
Concepts, Structures and Functions, Theories in Industrial Relations, Key Concepts in Industrial Relations		
Module:6	Trade Unions	8 hours
Historical Evolution of Trade Unions in India, Growth and recognition of Trade Unions, Trade Union Acts, Some Problems of Trade Unionism in India		
Module:7	Collective Bargaining & Industrial Adjudication	8 hours
Collective Bargaining - Process, Employee Grievances, Approaches to the Grievance Machinery, The Grievance Procedure, Discipline, Wage Settlements, Settlement of disputes and machinery prescribed by the ID Act.		
Module:8	Contemporary issues	2 hours
Guest lectures from Industry and, Research and Development Organisations		
Total Lecture Hours:		60 hours
Text Book(s)		
1	Malik, P. L. (2018). Handbook of Labour and Industrial Law. Lucknow, Uttar Pradesh: Eastern Book Company.	
2	Monappa, A., Nambudiri, R., & Selvaraj, P. (2012). Industrial Relations and Labour Laws. New Delhi: Tata McGraw Hill Education.	
Reference Books		
1	Sharma, J. P. (2018). Simplified Approach to Labour Laws. Bhilai, Chhattisgarh: Bharat Law House.	
2	Venkataratnam, C. S., & Dhal, M. (2017). Industrial Relations. 2nd Edition. Delhi: OUP India.	
3	Srivastava, S. C. (2012). Industrial Relations and Labour Laws. New Delhi: Vikas Publishing House.	
4	Padhi, P. K. (2012). Industrial Relations and Labour Law. New Delhi: PHI Learning.	
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT		
Recommended by Board of Studies		30-03-2021
Approved by Academic Council		Date

Course code	Course Title	L	T	P	C
UCCA360L	Emotional Intelligence	3	1	0	4
Pre-requisite	Nil	Syllabus version			
		V1.0			
Course Objectives:					
<ol style="list-style-type: none"> 1. To make students understand the importance of emotional intelligence also its implications on the work environment. 2. To strengthen the ability to solve organizational problems and an ability to interpret. 3. Understand the factors ensuring success of emotional intelligence in a way to enhance manage stress, communicate effectively, and overcome challenges and defuse conflict. 4. To inspire students to find ways to manage emotions in positive ways to enhance the efficiency and effectiveness. 					
Course Outcome:					
<ol style="list-style-type: none"> 1. Understand various emotional intelligence skills and learn to act fairly 2. Significance of emotional intelligence in our daily life 3. Understand the concept of emotional intelligence and how to implement tactfully in organizations. 4. Identify the areas and how to manage factors that are related to emotional intelligence 					
Module:1	Introduction	8 hours			
Defining Emotional Intelligence-The Importance of Emotional Intelligence to Business and Leadership -Discovering Your Emotional Intelligence					

Module:2	The Benefits of Emotional Intelligence	8 hours
Emotional Intelligence benefits, Teamwork, Leadership Skill, Conversation Skills, social skills, Empathy, Managing Human Emotions, self confidence		
Module:3	Introvert and Extroverts	9 hours
Introvert, Signs of introvert, Types of introverts, Extrovert, Signs of extrovert, Types of extroverts- Myers Briggs Type Indicator,		
Module:4	EQ Models	9 hours
Emotional Intelligence Ability, Mixed Model Intelligence, Emotional Intelligence Trait Model, Goleman's Model of Emotional intelligence		
Module:5	Introspection and outrospection	8 hours
Introspection, self-awareness, self-regulation, control paradigms, self-motivation emotions in outrospection,		
Module:6	Emotional Influence Exploitation	8 hours
Exploitation, Factors influence susceptible to Exploitation, The Effects of Emotional Control and Exploitation, Mind control, signs and effects of mind control, Mindfulness, Meditation techniques		
Module:7	Strategies to Improve Emotional Intelligence	8 hours
Elements of Self Awareness-Emotional Awareness-Accurate Self-Assessment Self Concept Self Esteem - Self-Confidence -Trigger Points - Journaling Feedback - Case Study Discussion with Role Play.		
Module:8	Contemporary issues	2 hours
Guest lectures from Industry and, Research and Development Organisations		
Total Lecture Hours		60 Hours
Text Book(s)		
1.	Dianne Coleman (2016), Developing Emotional Intelligence: How to Improve Your EQ and Achieve Success, Kindle Edition, Amazon Digital Services LLC.	
2.	Goleman, Daniel. (2011), The Brain and Emotional Intelligence: New Insights, 1st edition, More Than Sound LLC.	
Reference Books		
1.	Paul Whitman, (2016), Emotional Intelligence: Develop Absolute Control Over Your Emotions and Your Life for Everlasting Success, Create space Independent Publishing Platform.	
2.	Robin Lawson, (2016), Emotional Intelligence: Learn What Emotional Intelligence Is, Why It Is Important, and Learn How to Improve It (Emotional Intelligence, Emotional Intelligence books, Emotional Intelligence at work), Kindle Edition, Amazon Digital Services.	
3.	Adele B. Lynn (2007), Quick Emotional Intelligence Activities for Busy Managers: 50 Team Exercises That Get Results in Just 15 Minutes, 1st edition, AMACOM.	
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT		
Recommended by Board of Studies		
Approved by Academic Council		Date

Course Code	Course Title	L	T	P	C
UCCA361L	Strategy Management	3	1	0	4
Perquisite	Nil	Syllabus version			
		v. 1.0			
Course Objectives:					
<ol style="list-style-type: none"> 1. Define the nature, scope and structure of Business Strategies 2. Understand the influence of global and environmental factors on Strategic business decisions and operations 3. Understand the scope of strategy formulation and implementation 					
Course Outcome:					
<ol style="list-style-type: none"> 1. Understand the strategic decisions that organizations make and have an ability to engage in strategic planning. 2. Explain the basic concepts, principles and practices associated with strategy formulation and implementation. 3. Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives. 4. Understand the crucially important role that each of the business functions play in the setting and implementation of an organization's strategy 					
Module:1	Foundations of Strategy	8 hours			
Fundamentals of Strategy, Conceptual Evolution of Strategy, Scope and Importance of Strategies, Strategic Intent through Vision and Mission Statements, Core Competencies of Business					
Module:2	Environmental Scanning	8 hours			

Methods. SWOT Analysis – Strategies and competitive advantages in diversified companies and its evaluation. Strategic Analysis and Choice: Tools and techniques - Strategy Framework for Analysing Competition, Porter’s Value Chain Analysis, Competitive Advantage of a Firm, Exit and Entry Barriers			
Module:3	Strategy Formulation	9 hours	
Formulation of strategy at corporate, business and functional levels- Tailoring strategy to fit specific industry – restructuring and diversification strategies – Turnaround strategy and diversification strategies.			
Module:4	Strategic leadership	8 hours	
. Strategic Leadership: Leadership and Style – Key Strategic Leadership Actions - Developing Human Capital and Social Capital – Balanced Scorecard.			
Module:5	Strategy Implementation	9 hours	
Strategy and Structure, Leadership, culture connection - Strategies for competing in Globalizing markets and internet economy – Organizational Values and Their Impact on Strategy– Resource Allocation – Planning systems for implementation.			
Module:6	Strategy Evaluation and control	8 hours	
– Establishing strategic controls - Measuring performance – appropriate measures- Role of the strategist – using qualitative and quantitative benchmarking to evaluate performance - strategic information systems – problems in measuring performance – Strategic surveillance -strategic audit			
Module:7	Global Strategy	8 hours	
Global Strategies – International Business Entry Modes – Role of WTO –Strategy and Structure - Strategic Evaluation Control - Changing nature of Strategies in the New Millennium			
Module:8	Contemporary issues	2 hours	
Guest lectures from Industry and, Research and Development Organisations			
		Total Lecture Hours:	60 hours
Text Book(s)			
1.	Dess, G. G., Lumpkin, G. T., Eisner, A. B., McNamara, G. (2019), Strategic Management: Creating Competitive Advantages, 7th Edition, McGraw-Hill International Edition.		
2.	Fred R. David, (2015), Strategic Management – Concepts & Cases, 15th edition, Pearson Education		
Reference Books			
1.	Bod de Wit, Ron Meyer, (2014), Strategy - An International Perspective, 5 th edition, Cengage Learning		
2.	John Pearce, Richard Robinson, Amitha Mittal, (2012), Strategic Management, 13th edition, McGraw Hill.		
3.	R. Srinivasan,(2012), Strategic Management: The Indian Context, 4th edition, PHI Learning.		
4.	Thompson, Strickland, Gamble, Jain, (2010), Crafting and Executing Strategy, 16th edition, McGraw Hill. .		
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT			
Recommended by Board of Studies		30-03-2021	
Approved by Academic Council		Date	

Course Code	Course Title	L	T	P	C
UCCA362L	Operations Research Techniques	3	1	0	4
Perquisite	Nil	Syllabus version			
		v. 1.0			
Course Objectives:					
<ol style="list-style-type: none"> 1. Understand the importance of quantitative methods to decision making under real work situations. 2. Gain an in depth understanding of optimisation techniques. 3. Learn the use of scheduling techniques; Strategic planning using game theories and PERT techniques. 					
Course Outcome:					
<ol style="list-style-type: none"> 1. Understand the basic theory and applications of Linear Programming Problem. 2. Discuss the role and applications of Transportation and Assignment. 3. Analyze and interpret the various replacement techniques in business. 4. Determine and evaluate the project to minimize the cost and time through PERT and CPM. 5. Identify the optimum profit through game theory that is minimized lose and maximize the profit. 					
Module:1	Linear Programming	9 hours			

Formulating Linear programming models, graphical solution of linear programming models, interpretation of simplex method, computing procedure, use of artificial variables, interpretation of computer generated and solutions and sensitivity analysis, duality - primal & dual problems-Introduction to Branch and Bound Algorithm.		
Module:2	Transportation Problem	8 hours
A general linear planning formulation of the transportation problem-setting up a transportation table – developing initial solution – northwest corner rule-least cost method. Vogel's approximation method – degeneracy in transportation problem – optimal solution - modified distribution method		
Module:3	Assignment Problem	8 hours
Hungarian method of solving assignment problem - unbalanced assignment problems		
Module:4	Replacement Theory	8 hours
Replacement of items that deteriorate - replacement of the items that fail completely - group replacement.		
Module:5	Sequencing	8 hours
Sequencing of 'n' jobs and '2' machines - 'n' jobs and 'm' machines - Replacement Theory - Replacement of items that deteriorate - replacement of the items that fail completely - group replacement.		
Module:6	Network Analysis	9 hours
PERT/CPM networks - project scheduling with uncertain activity times - the critical path calculation - time -cost trade -offs – crashing activity times.		
Module:7	Game Theory:	8 hours
Rules for Games-Pure Strategy-Saddle Point-Dominance-Mixed Strategy (2*2-2*n-m*2-3*3)-systematic methods for solving 2-person zero sum games-n-person zero sum games (graphical methods only).		
Module:8	Contemporary issues	2 hours
Guest lectures from Industry and, Research and Development Organisations		
	Total Lecture Hours:	60 hours
Text Book(s)		
1.	Kanti Swarup, P.K. Gupta & Man Mohan, (2015), Operations Research, Sultan Chand & Sons F.S. Hillier. G.J. Lieberman, (2010) Introduction to Operations Research- Concepts and Cases, 9th Edition, Tata Mc-Graw Hill.	
2.		
Reference Books		
1.	Stevenson W.J, (2015), Operations Research, 12th edition, McGraw Hill.	
2.	S.N. CharY, (2012), Introduction to Operation Research, 5th edition, Tata McGraw Hill.	
3.	Hamdy A. Taha, (2010), Operations Research-An Introduction, Prentice Hall, 9th Edition,	
4.	A. Ravindran, D. T. Phillips and James J. Solberg, (2005), Operations Research-Principles and Practice, John Wiley & Sons.	
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT		
Recommended by Board of Studies		30-03-2021

Course Code	Course Title	L	T	P	C
UCCA363L	Supply Chain Management	3	1	0	4
		Syllabus version			
		v. 1.0			
Course Objectives:					
<ol style="list-style-type: none"> 1. Understand the key concepts applied in Supply Chain Management 2. Analyze the importance of all activities of the supply chain and an understanding of concepts like inbound and outbound logistics, 3 PLs & 4 PLs, inventory management, 3. Develop skills for planning and designing the operational facilities of supply chain with the analytical and critical understanding. 4. Understand how logistics play an important role in the supply chain of a company 					

Course Outcome:		
<ol style="list-style-type: none"> 1. Discuss the need for SCM. 2. Examine concept of inventory and forecasting. 3. Understand the meaning and relevance of logistics in the present business. 4. Analyze the importance of distribution channels 5. Understand the new developments in SCM 		
Module:1	The Basics of Supply Chain Management	8 hours
Introduction, Definition of Supply Chain Management, Evolution of the Concept of Supply Chain Management, Key Drivers of Supply Chain Management, Typology of Supply Chains, Cycle View of Supply Chain, Problems in SCM –Supply chain networking.		
Module:2	Planning Demand and Supply-I	8 hours
Introduction, Three Components of SCM, Demand Management, Demand Forecasting		
Module:3	Planning Demand and Supply-II	8 hours
Supply Management, Concept of IT in SCM, Quick Response and Accurate Response System in SCM, Use of Other Planning Strategies		
Module:4	Procurement and Inventory Management	8 hours
Supply Chain Operations: Procurement Cycle, Inventory Management, Inventory Costs, Types of Inventory Models, Inventory Control Systems, Tools of Inventory Management.		
Module:5	Designing the Supply Chain Network	10 hours
Designing Distribution Networks - The Role of Distribution in the Supply Chain, Factors Influencing Distribution Network Design, Design Options for a Distribution Network, Network Design In The Supply Chain The Role of Network Design in the Supply Chain, Factors Influencing Network Design Decisions, Framework for Network Design Decisions Models for Facility Location and Capacity Allocation, Designing Global Supply Chain Networks , The Impact of Globalization on Supply Chain Networks, Risk Management in Global Supply Chains		
Module:6	Supply Chain Benchmarking	8 hours
Introduction, Understanding the Benchmarking Concept, Benchmarking Process, Benchmarking Procedure		
Module:7	Developments in SCM	8 hours
Outsourcing Supply Chain Operations, Co-Maker ship, Green Supply Chain Management, Distribution Resource Planning, World Class Supply Chain Management		
Module:8	Contemporary issues	2 hours
Guest lectures from Industry and, Research and Development Organisations		
	Total Lecture Hours:	60 hours
Text Book(s)		
1.	Sunil Chopra, Peter Meindl, D.V. Kalra, (2015), Supply Chain Management- Strategy, Planning and Operations, 6th edition, Pearson education.	
2.	Joel D Wisner, G. Keong Leong, Keah-Choon Tan, (2012), Supply Chain Management – A Balanced Approach, 3rd edition, Cengage Learning.	
Reference Books		

1.	Robert Jacobs, Ravi Shankar, Richard Chase (2014), Supply chain Management, 14th edition, Mcgraw Hill.
2.	Ballou R. H, (2011), Supply Chain Management, 5th edition, Pearson Education.
3.	Hugos M. H, (2011), Essentials of Supply Chain Management, 3rd edition, John Wiley & Sons.
4	Christopher M, (2008), supply chain management: creating value-added networks, 4th edition, FT Press.
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT	
Recommended by Board of Studies	30-03-2021
Approved by Academic Council	Date

Course Code	Course Title	L	T	P	C
UCCA364L	Business Analytics	3	1	0	4
Perquisite	Nil	Syllabus version			
		v. 1.0			
Course Objectives:					
<ol style="list-style-type: none"> 1. Employ best practices in data visualization to develop charts, maps, tables, and other visual representations of data. 2. Use visualization tools to conduct data analysis, especially exploration of an unfamiliar dataset. 3. Experience and understand how visual and spatial thinking is part of how humans see into problems. 					

4. Use data visualizations, dashboards, and Stories to support relevant communication for diverse audiences.		
Course Outcome:		
<ol style="list-style-type: none"> 1. Articulate human, visual, and interactive design issues for creating effective visualizations. 2. Utilize existing visualization tools and techniques to analyze basic datasets. 3. Apply existing techniques from scalar, volume, multidimensional, textual, graph-based, tree-based, and temporal visualization to actual problems and data. 4. Create multiple versions of digital visualizations using various software packages 		
Module:1	Disruption	8 hours
Challenges: Identify hurdles to becoming a data-driven organization - Opportunities: Analyze data practices in the organization - Identify how data can benefit the organization – Distinguish how to be a proactive data practitioner.		
Module:2	Business Analytics Pre-requisite	8 hours
Business Analysis Principles: Identify the categories of analytical people - Distinguish and define roles and responsibilities of professionals in data analysis - Data Driven Decision Making: Identify cultural barriers - Distinguish solutions to cultural and cross-functional barriers - Identify six steps of the data-driven decision-making model.		
Module:3	Business Analytics Ecosystem	9 hours
Relational Databases: Nature of relational databases - Purpose of the SQL language – Key aspects of ACID - Meaning of ETL - Not Only SQL: Big data and other data storage tools - Interacting with MongoDB - Document stores and graph stores - Big Data: Key functions of big data technologies - Utility of Hadoop - Purpose of MapReduce - Statistical Tool, Machine Learning, and Data Visualization: Tools for statistical analysis - Python and R - Purpose of machine learning - Visualization tools.		
Module:4	Understanding Data	9 hours
Graphs and Networks, Graph Visualization, Tree Maps, Multidimensional Scaling, Packing, Social Network analysis. Overview: Identify data roles in the organization - Determine how data moves through the data lifecycle - Data Modeling: Identify the role of data modeling in the organization - Analyze data modeling techniques - Use tools for data modeling - Structured Data Tools: Identify core tools for RDBMS's (structured storage) - Use SQL to perform CRUD tasks against a database - Unstructured Data Tools: Identify tools in unstructured stack - Use tools for unstructured data Management		
Module:5	Data Life Cycle Management	8 hours
Data Life Cycle: Identify the stages in the data life cycle - Data in the organization: Distinguish between ways that data enters the organization - Identify the forms data takes as it is stored and used within the organization.		
Module:6	Data Profiling and Cleansing	8 hours
Data Profiling: Identify core data profiling tasks - Identify outliers - Use tools for data profiling - Data Cleansing: Identify core data cleansing tasks – tools used for cleansing.		
Module:7	Requirement Gathering	8 hours

Requirements gathering process: Analyze why requirement gathering process is critical to proper analysis - 3 V's of data: Distinguish between the ways data is consumed (the three V's of data) - Customer journey map: Understand how requirement gathering fits with the development of a customer journey map - Distinguish between the stages of the customer journey map.			
Module:8	Contemporary issues	2 hours	
Guest lectures from Industry and, Research and Development Organisations			
Total Lecture Hours:			60 hours
Text Book(s)			
1.	Marz N, Warren J, (2015), Big Data: Principles and best practices of scalable real-time data systems, Manning Publications Co.		
2.	Miner D, Shook A, (2012), MapReduce Design Patterns: Building Effective Algorithms and Analytics for Hadoop and Other Systems, O'Reilly Media, Inc.		
Reference Books			
1.	Marz N, Warren J, (2015), Big Data: Principles and best practices of scalable real-time data systems, Manning Publications Co.		
2.	Lam, C. (2014). Hadoop in action. 2nd edition, Manning Publications Co.		
3.	Provost F, Fawcett T, (2013), Data Science for Business: What you need to know about data mining and data-analytic thinking, O'Reilly Media, Inc.		
4.	Franks, B, (2012), Taming the big data tidal wave: Finding opportunities in huge data streams with advanced analytics, John Wiley & Sons.		
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT			
Recommended by Board of Studies		30-03-032021	
Approved by Academic Council		Date	

ABILITY ENHANCEMENT COMPULSORY COURSES (AECCS)

Course Code	Course Title	L	T	P	C
BENG101L	Technical English Communication	2	0	0	2
Pre-requisite	EPT Score / Effective English for Communication	Syllabus version			
		v.1.0			
Course Objectives:					
1. To develop LSRW skills for effective communication in professional situations					

2. To enhance knowledge of grammar and vocabulary for meaningful communication		
3. To understand information from diverse texts for effective technical communication		
Course Outcomes:		
1. Use grammar and vocabulary appropriately while writing and speaking		
2. Apply the concepts of communication skills in formal and informal situations		
3. Demonstrate effective reading and listening skills to synthesize and draw intelligent inferences		
4. Write clearly and significantly in academic and general contexts		
Module:1	Introduction to Communication	4 hours
	Nature and Process - Types of communication: Intra-personal, Interpersonal, Group-verbal and non-verbal communication / Cross-cultural Communication - Communication Barriers and Essentials of good communication - Principles of Effective Communications	
Module:2	Grammatical Aspects	4 hours
	Sentence Pattern - Modal Verbs - Concord (SVA) - Conditionals - Error detection	
Module:3	Written Correspondence	4 hours
	Job Application Letters - Resume Writing - Statement of Purpose	
Module:4	Business Correspondence	4 hours
	Business Letters: Calling for Quotation, Complaint & Sales Letter – Memo - Minutes of Meeting - Describing products and processes	
Module:5	Professional Writing	4 hours
	Paraphrasing & Summarizing - Executive Summary - Structure and Types of Proposal – Recommendations	
Module:6	Team Building & Leadership Skills	4 hours
	Principles of Leadership - Team Leadership Model - Negotiation Skills - Conflict Management	
Module:7	Research Writing	4 hours
	Interpreting and Analysing a research article - Approaches to Review Paper Writing - Structure of a research article - Referencing	
Module:8	Guest Lecture from Industry and R&D organizations	2 hours
	Contemporary Issues	
Total Lecture hours:		30 hours
Text Book(s)		
1.	Raman, Meenakshi & Sangeeta Sharma. (2015). <i>Technical Communication: Principles and Practice</i> , (3 rd Edition). India: Oxford University Press.	
Reference Books		

1.	Taylor, Shirley & Chandra .V. (2010). <i>Communication for Business A Practical Approach</i> 4 th Edition. India: Pearson Longman.
2.	Kumar, Sanjay & Pushpalatha. (2018). <i>English Language and Communication Skills for Engineers</i> . India: Oxford University Press.
3.	Koneru Aruna. (2020). <i>English Language Skills for Engineers</i> . India: McGraw Hill Education.
4.	Rizvi, M. Ashraf. (2018). <i>Effective Technical Communication</i> 2 nd Edition. Chennai: McGraw Hill Education.
5.	Mishra, Sunitha & Muralikrishna,C. (2014). <i>Communication Skills for Engineers</i> . India: Pearson Education.
6.	Watkins, P. (2018). <i>Teaching and Developing Reading Skills: Cambridge Handbooks for Language teachers</i> . India: Cambridge University Press.
Mode of Evaluation : CAT / Assignment / Quiz / FAT / Group Discussion	
Recommended by Board of Studies	28-06-2021
Approved by Academic Council No. 62	Date 15-07-2021

Course Code	Course Title	L	T	P	C
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UHIN 101L	Hindi	3	0	0	3
Pre-requisite	Know to read and write Hindi	Syllabus version			
		v.1.0			
Course Objectives:					
The course gives students the necessary background to:					
<ol style="list-style-type: none"> 1. Develop communicative and technical skills in Applied Hindi. 2. Effectively communicate in different fields like administration, media and business. 3. Understand translation as a linguistic, cultural, economic and professional activity and analyzing the problems and challenges of effective communication in Hindi. 					
Expected Course Outcome:					
<ol style="list-style-type: none"> 1. Create situation for students sit in the competitive exams. 2. Apply technology in various fields through Hindi. 3. Understand about various careers other than software where Hindi is used. 4. Analyze the use of Hindi skill in various fields. 5. Understand different areas where Hindi is used other than literature. 					
Module:1	भूमिका				4 hours
हिन्दीभाषा- प्रयोजनमूलकहिन्दी: सामान्यपरिचय – विशेषता					
Module:2	हिन्दीमेंपत्राचार				6 hours
सामान्यपत्राचार: नौकरीकेलिएआवेदनपत्र – छुट्टीकेलिएपत्र वाणिज्यकएवंव्यावसायिकपत्राचार : प्रकाशककेनामपत्र- पूछताछपत्र – व्यापारीशिकायतीपत्र – बैंककोपत्र					
Module:3	प्रयोजनमूलकहिन्दीकेकार्यक्षेत्रकापरिचय				6 hours
वाणिज्यऔरव्यापार – विज्ञानसूचनाएवंप्रद्योगिकी – जनसंचारमाध्यम – बैंकिंग – प्रशासन					
Module:4	हिन्दीकम्प्यूटरऔरविज्ञापन				6 hours
कम्प्यूटरमेंहिन्दीकाअनुप्रयोग – हिन्दीऔरइंटरनेट विज्ञापन : परिभाषा – उद्देश्यऔरमहत्त्व – विज्ञापनकेमाध्यम – जनसंचारमाध्यमोंमेंविज्ञापन – शब्द – दृश्य – श्रव्यसंचार – विज्ञापनोंमेंहिन्दीकाप्रयोग – अभ्यास					
Module:5	अनुवादसिद्धान्त				6 hours
अनुवाद : अर्थएवंपरिभाषा – अनुवादककेगुण – अनुवादकामहत्त्व- अनुवादकेप्रकार- अनुवादकीसामान्यसमस्याएं					
Module:6	अनुवादअभ्यास (हिन्दी – अङ्ग्रेज़ी – हिन्दी)				9hours
व्यावसायिक – बैंकिंग-वाणिज्यआदिसंबंधित					
Module:7	पारिभाषिकशब्दावली				6 hours
अर्थएवंस्वरूप – अपेक्षितगुण- समस्याएं – विभिन्नक्षेत्रोंमेंप्रयुक्तपारिभाषिकशब्दावली					
Module 8	Guest Lectures / native speakers				2 hours

		Total Lecture hours:	45 Hours	
Text Book(s)				
1.	डॉकृष्णकुमारगोस्वामी, अनुप्रयोगिकहिन्दी, वाणीप्रकाशन 2012			
Reference Books				
1.	डॉअनुपचंदबाहनी, व्यावसायिकसंप्रेषण, राजपालएंडसन्स, दिल्ली, प्र.सं 2011.			
2.	डॉकृष्णकुमारगोस्वामी, अनुप्रयोगिकहिन्दीअरुणोदयप्रकाशननईदिल्लीप्र.सं 2015.			
3.	डॉसुनागलक्ष्मी, प्रयोजनमूलकहिन्दीप्रासंगिकताएवंपरिदृश्यजवाहरपुस्तकालयमथुरा 2012.			
4.	दंगलझाल्टेप्रयोजनमूलकहिन्दीसिद्धंतऔरप्रयोगवाणीप्रकाशननईदिल्ली 2009.			
5.	मधुधवन, विज्ञापनकलावाणीप्रकाशननईदिल्ली 2010.			
Mode of Evaluation: CAT / Assignment / Quiz / FAT				
Recommended by Board of Studies		11-12-2015		
Approved by Academic Council		39	Date	17-12-2015

Coursecode	Course Title	L	T	P	J	C
UFRE101L	French	3	0	0	0	3
Pre-requisite		Syllabusversion				
NIL		v.1				
Course Objectives						
The course gives students the necessary background to:						
<ol style="list-style-type: none"> 1. Acquaint the learners with the basics of French language. 2. Enable learners understand the sentence structures in French. 3. Use Information Technology and Multimedia for teaching of French. 						
Expected Course Outcome:						
<ol style="list-style-type: none"> 1. create the basic communication by introducing and greeting in French language 2. understand the gender of nouns and apply numerical in day to day life 3. remember the various parts of speech and use them appropriately 4. create basic sentences in French 5. understand French language and French grammar for appreciating the aspects of French culture 6. create the art of narration/ share information with others 						
Module:1						9hours
La conjugaison des verbes en -er – les pronoms sujets – les articles indéfinis – les nombres 1 à 20.						
<i>Savoir-faire pour</i> : saluer, et se présenter – épeler en français – communiquer en classe – utiliser des stratégies pour comprendre un texte en français – différencier le tutoiement du vouvoiement.						
Module:2						7hours
Les verbes être et avoir – les adjectifs de nationalité – le lexique de l'identité – le lexique de l'expression des goûts et des intérêts – les nombres 21 à 100.						
<i>Savoir-faire pour</i> : demander et donner des renseignements personnels – exprimer des objectifs – renseigner sur la nationalité.						
Module:3						6hours
Le présent du verbe irrégulier – il y a/ il n'y a pas – les articles définis – les prépositions de lieu – les adjectifs qualificatifs.						
<i>Savoir-faire pour</i> : décrire et qualifier une ville ou un quartier – localiser – exprimer la quantité.						
Module:4						5hours
Les formes de la négation – les adjectifs possessifs – le lexique des liens de parenté – le lexique de loisirs.						
<i>Savoir-faire pour</i> : parler de notre entourage – parler de la première impression que produit quelqu'un et de son caractère – présenter et décrire quelqu'un.						

Module:5		6hours
Les verbes pronominaux – les adverbes de temps – le lexique des jours de la semaine et des moments de la journée.		
<i>Savoir-faire pour</i> : parler de nos habitudes – exprimer l’heure – nous informer sur la fréquence, l’heure et le moment – exprimer la ressemblance et la différence.		
Module:6		5hours
Les adjectifs interrogatifs – les adjectifs démonstratifs – les adjectifs du couleur – le futur proche.		
<i>Savoir-faire pour</i> : s’informer sur un produit – acheter et vendre un produit – expliquer comment on s’habille – donner un avis sur la façon de s’habiller – parler du temps qu’il fait – Situer une action dans le futur.		
Module:7		5hours
Les pronoms compléments d’objet direct – les articles partitifs – le lexique des aliments – le lexique de la quantité – le passé composé – les marqueurs temporels du passé.		
<i>Savoir-faire pour</i> : Donner et demander des informations sur un plat – Commander dans un restaurant – parler de nos expériences et de ce que nous savons faire – parler de faits passés.		
Module:8	Contemporary Issues	2hours
Guest lectures from Industry and, Research and Development Organisations		
Total Lecture hours		45hours
Text Book(s)		
1.	CONNEXIONS-1, Méthode de français, Régine Mérieux, Yves Loiseau, Les Éditions Didier, 2010	
2	CONNEXIONS-1, Le cahier d’exercices, Régine Mérieux, Yves Loiseau, Les Éditions Didier, 2010	
Reference Books		
1.	ALTER EGO 1, Méthode de français, Annie Berthet, Catherine Hugo, Véronique M. Kizirian, Béatrix Sampsonis, Monique Waendendries, Hachette Livre, Paris, 2006.	
2	ALTER EGO 1, Le cahier d’activités, Annie Berthet, Catherine Hugo, Béatrix Sampsonis, Monique Waendendries, Hachette Livre, Paris, 2006.	
Mode of Evaluation: CAT/ Assignment/ Quiz / FAT		
Recommended by Board of Studies		26.02.2016
Approved by Academic Council		41
Date	17.06.2016	

Course Code:	Course Title:	L	T	P	C
Course Code	தமிழ்	3	0	0	3
UTAM101L		Syllabus version			
Pre-requisite	Nil				
Course Objectives:					
<p>1. ஐந்திணைநிலங்களின் அடிப்படையில் மக்களின் வாழ்வைப் புரிந்துகொள்ளுதல்</p> <p>2. சமயஒற்றுமை (சிறப்பு) கூறுதல்</p> <p>3. தமிழ்ச்சிறுகதை, மரபுக்கவிதை முதல் நவீனகவிதை வரையிலான தமிழ் இலக்கிய வளர்ச்சியின் புரிதல் மற்றும் படைப்பூக்கம் பெறுதல்</p>					
Expected Course Outcome:					
<p>1. சங்ககாலம் முதல் நவீனகாலம் வரையிலான தமிழ் கமக்களின் வாழ்வியல்குறித்த புரிதல்</p> <p>2. தமிழ்நாடு அரசு பணியாளர்கள் தேர்வாணையம் (TNPSC) நடத்தும் தேர்விற்கு தயாராகுதல்</p> <p>3. நவீனகவிதை மற்றும் சிறுகதைகளுக்கு மாணவர்களின் பங்களிப்பை தர வைத்தல் (படைப்பாளியாகுதல்)</p> <p>4. தமிழ்ச்சிறுகதையின்போக்கு, உலகச்சிறுகதை - அறிமுகம்</p> <p>5. உலகமொழிகளில் பரவியுள்ள தமிழின் வேர்ச்சொல், தமிழரின் நாடகம், மறுவாசிப்பு, தொல்லியல்களங்கள், சூழலியல்குறித்த புரிதல்</p>					
Student Learning Outcomes (PO):					
2,11					
2. Having a clear understanding of the subject related concepts and of contemporary issues					
11. Having interest in lifelong learning					
அலகு 1	சங்கஇலக்கியம்				8 hours

அலகு 2	நீதிஇலக்கியம்	6 hours
<p>திருக்குறள் : புலவிநுணுக்கம் (132வதுஅதிகாரம்) , நாலடியார்: பெரியாரைப்பிழையாமை(1முதல்5)பாடல்கள், இன்னாநாற்பது: (8முதல்12வரை) பாடல்கள், இனியவைநாற்பது: (2முதல்6வரை) பாடல்கள், பழமொழிநானூறு : (அவையறிதல்: 21-25)</p>		
அலகு 3	பக்திஇலக்கிய, சிறுநிலக்கியஅறிமுகம்	4 hours
<p>சைவம்:காதலாகிகசிந்துகண்ணீர்மல்கி (சம்பந்தர்தேவாரம்-3320) ,பித்தாபிறைகுடிபெருமான ! அருளாளா(சுந்தரர்தேவாரம், 7225) ஊன்ஆய், உயிர்ஆய், உணர்வுஆய், என்னுள்கலந்து,(திருவாசகம் - திருஅம்மாளை -16)</p> <p>வைணவம்:(ஆண்டாள்நாச்சியார்திருமொழி) ,கற்பூரம்நானுமோகமலப்பூநானுமோ64, வாரணம்ஆயிரம்சூழவலம்செய்து-555, மத்தளம்கொட்டவரிசங்கம்நின்றூத 560</p> <p>சித்தர்இலக்கியம்: அன்பும்சிவமும்இரண்டுஎன்பர்அறிவிலார்(திருமந்திரம் : -270) , படமாடக்கோயில்பகவற்குஒன்றுஈயில்(திருமந்திரம் 1857), நட்கல்லைத்தெய்வமென்றுநாலுபுஷ்பந்சாத்தியே-(சிவவாக்கியர் 521)</p> <p>குற்றாலகுறவஞ்சி -குறத்திமலைவளங்கூறுதல்: 1,2,3,6</p>		

SKILL ENHANCEMENT COURSES

Course code	Course Title	L	T	P	C
UCCA171L	Collective Bargaining and Negotiation Skills	2	0	0	2
Pre-requisite	Nil	Syllabus version			
		v.1.0			
Course Objectives:					
<ol style="list-style-type: none"> 1. To familiarize the students with the basic concepts of Collective bargaining and the related negotiation acumen necessary for a successful sale proceed. 2. To nurture them so that they can acquire and demonstrate personal selling skills sharpened with the knowledge and acumen of a good negotiator. 					
Course Outcome:					
<ol style="list-style-type: none"> 1. Illustrate different theories of collective bargaining 2. Analyze the practical aspects of collective bargaining process 3. Evaluate types of negotiation and manage a negotiation process 4. Demonstrate the vital skills during a negotiation process. 					
Module:1	Introduction	5 hours			
Concept and Characteristics of Collective Bargaining; Collective Bargaining and Stakeholders; Theories of Collective Bargaining: Hicks' Analysis of Wage Setting under Collective Bargaining, Conflict-choice model of negotiation, A Behavioural Theory of Labor Negotiation.					
Module:2	Collective Bargaining in India	7 hours			
Legal Framework of Collective Bargaining; Units and Levels of Collective Bargaining, Coverage and Duration of Agreements, International Collective Bargaining; Factors Influencing Bargaining Units and Levels; Subject Matters of Collective Bargaining; Hurdles in the Bargaining Process.					
Module:3	Negotiation a Contract	5 hours			
Meaning of Negotiations; Features and Elements of Negotiation; Types of Negotiations: Distributive, Integrative; Steps in Pre-negotiation phase of collective bargaining – Preparing the Charter of Demand(s), Creating the Bargaining Team, Submission of COD, Costing of Labor Contracts. Negotiation process: Preparing, Opening, Bargaining, Closing, PRAM Model.					

Module:4	Negotiation Skills	6 hours
Negotiation process; Effective negotiation – Preparing for negotiation, Negotiating Integrative agreements; Negotiation and Collective Bargaining - Approaches and Phases in Collective Bargaining, Coalition and Fractional Bargaining, Impasse Resolution, Contract Ratification.		
Module:5	Post Negotiation Process	7 hours
Post-negotiation – Administration of the Agreement, Grievance Management, Binding up the Wounds. Distributive vs. Integrative Bargaining; Coalition and Fractional Bargaining; Post-negotiation - Grievance management. Emerging scenario in collective bargaining; Phases in collective bargaining		
Total Lecture hours:		30 hours
Text Book(s)		
1.	Lewicki, R., Barry, B., & Saunders, D. (2019). Collective bargaining & Negotiation Skills. 7 th Edition.	
2.	Kapoor, P. (2011). Counselling and Negotiation Skills for Managers. Delhi: Dream tech Press.	
Reference Books		
1.	Sinha, P. R. N., Sinha, I. B., & Shekhar, S. S. (2017). Collective Bargaining. 3rd Edition. Delhi: Pearson Education.	
2.	Venkataratnam, C. S., & Dhal, M. (2017). Negotiations skills. 2nd Edition. Delhi: OUP India.	

Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT			
Recommended by Board of Studies		30-03-2021	
Approved by Academic Council		Date	

Course code	Course Title	L	T	P	C
UCCA172L	Office Management	2	0	0	2
Pre-requisite	Nil	Syllabus version			
v.1.0					
Course Objectives:					
<ol style="list-style-type: none"> 1. To familiarize students with the Concept and Application of Modern Office. 2. To make students acquainted with the concept of Paperless Office. 3. To familiarize students with the concept of Automated and Virtual Office. 4. To motivate the students to apply Modern Office Management Techniques. 					
Course Outcome:					
<ol style="list-style-type: none"> 1. Understand the concept of Modern office Management. 2. Understand and apply the Automated office and Paperless office concept 3. Apply the gained knowledge to design Virtual Office and e-office management. 					
Module:1	Introduction to Modern Office Management	5 hours			
Meaning of Modern Office - Modern Office Work - Factors Contributing to the Growth of Office Work					
Module:2	Functions of Modern Office	6 hours			
Activities of Modern Office - Purpose of an Modern Office- Modern Office Functions - Office System and Routine					
Module:3	Changing Modern Office Scene	6 hours			
Importance of Office -The Changing Scene of Office - Office Today -Office of the Future					
Module:4	Paperless Modern Office	6 hours			
Paperless Office- Problems of Paperless Office -Tips for Paperless Office - Working towards Paperless Office					
Module:5	Automated and Virtual Office	7 hours			
Virtual office: Meaning- Advantages- Disadvantages-Setting up of Virtual Office-How to Grow Your Business with a Virtual Office					

	Total Lecture hours:	30 hours
Text Book(s)		
	R. K. Chopra and Priyanka Gauri, (2019), Office Management, Himalaya Publishing House, Mumbai	
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT		
Recommended by Board of Studies		30-03-2021
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Course code	Course Title	L	T	P	C
UCCA174L	Event Management	2	0	0	2
Pre-requisite	Nil	Syllabus version			
Course Objectives:					
The course aims to equip learners with the skills to plan and manage events					
Course Outcome:					
<ol style="list-style-type: none"> 1. Exhibit the capability to organize a formal event 2. Analyze, interpret, and present the learning lessons of organizing the event and Critical Success Factors 3. Create, organize, and manage team 4. Prepare and present the promotional material 5. Plan and prepare sponsorship proposals 					
Module:1	Introduction	5 hours			
Management: meaning and functions. Event Management: Concept, and Scope, Categories of Events: Personal/Informal Events and Formal/Official Events, Requirement of Event Manager, Roles & Responsibilities of Event Manager in different events; Special event topics.					
Module:2	Managing Events	6 hours			
Characteristics of a Good Planner, SWOC Analysis, Understanding the client needs, identification of target audience; Event Planning Process, Conceptualization, Costing, Canvassing, Customization, and Carrying-out. Critical Success Factors; Outsourcing Strategies, working with Vendors, Negotiating Tactics, Accountability and Responsibility. Event Risk Management and IT for Event Management.					
Module:3	Managing Team	6 hours			

Team Building and Managing Team: Concept, nature, approaches, activities, and practices. Characteristics of a high performing team. Skills required and Job Responsibilities of Leading Teams; Business communication.			
Module:4	Event Marketing	7 hours	
Nature & Process of Marketing; Branding, Advertising; Publicity and Public relations. Types of advertising, merchandising, giveaways, competitions, promotions, website and text messaging. Media tools – Media invitations, press releases, TV opportunities, radio interviews. Promotional tools – Flyers, Posters, Invitations, Website, newsletters, blogs, tweets.			
Module:5	Sponsorship	6 hours	
Event Partners, Event Associates, Event Sponsor; Importance of Sponsorship–for event organizer, for sponsor; Type of Sponsorship; Making sponsorship database; Sponsorship Proposal; Ways to seek Sponsorship; Closing a sponsorship; Research on sponsorship avenues; Converting sponsorship into partnership			
		Total Lecture hours:	30 hours
Text Book(s)			
1.	Sanjay Singh Gaur, Sanjay V Saggere, (2017), Event Marketing and Management, Vikas Publishing House.		
2.	C. A. Preston, (2012), Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions, 2nd edition, Wiley.		
Reference Books			
1.	Van Der WagenL, Carlos B.R, (2010), Event Management for Tourism, Business, and Sporting Events, 4th edition, Upper Saddle River, Pearson.		
2.	Judy Allen, (2008), Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events, 2nd edition, Wiley.		
3.	Lynn Van Der Wagen, Brenda R. Carlos, (2005), Event Management, Prentice Hall.		
Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments			
Recommended by Board of Studies			
Approved by Academic Council		Date	

Course code	Course Title	L	T	P	C
UCCA173L	Cyber Security	2	0	0	2
Pre-requisite	Nil	Syllabus version			
		v.1.0			
Course Objectives:					
The course aims to familiarize learners about various aspects of cyber security including digital signatures, electronic records, data protection, and government regulatory framework.					
Course Outcome:					
<ol style="list-style-type: none"> 1. Explain various domains of cyber security; 2. Describe the use of digital signatures and their use in electronic records; 3. Explain the concept of data privacy and the scope of IT Act, 2000; 4. Discuss the regulatory framework covering various aspects of E-governance; 5. Identify and explain various cyber security issues. 					
Module:1	Basic Aspects of Cyber Security	5 hours			
Cyber Security – Concept, Digital Privacy, Security risks - Malware, Hacking, Pharming, Phishing, Ransomware, Adware and Spyware, Trojan, Virus, Worms, WIFI Eavesdropping, Scareware; Antivirus and Other Security solution, Password, Secure online browsing, Email Security, Social Engineering; IT Act, 2000. Internet of Things (IOT)-Cyber jurisdiction.					
Module:2	Digital Signatures and Electronic Records	7 hours			
Cryptography – Encryption and Decryption; Concept of public key and private key; Creation and authentication of digital signature; Electronic signature certificates; Certification authorities and their					

role. Electronic Records -Concept, authentication, applications, usage and legal recognition of electronic records- Digital signatures in Government and its agencies

Module:3	Data Privacy	5 hours
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Data Protection on Internet - Concept of privacy, right to privacy, Threat to privacy on internet, Ingredients to decide confidentiality of information, Breach of sensitive personal information and confidentiality under IT Act and penalties for the same, Right of Interception under IT Act; Different offences under IT Act, 2000.

Module:4	E- Governance and Regulatory Framework	6 hours
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E-Governance - Components of E Governance; Types of interactions in E-Governance- Government to Government (G2G), Government to Business (G2B), Government to Citizen (G2C), Government to Employee (G2E); Benefits of E- Governance- Governance, Public Service, Management; E - Governance challenges specific to India Various legal framework for E-Governance under IT Act 2000

Module:5	Cyber Security- Issues and Challenges	7 hours
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Cyber Crimes; Sources of cybercrime law (substantive and procedural); Cyber Crimes Vs. Conventional Crime; Reasons for cyber-crimes and cyber criminals; Cyber Crimes against Individuals, Institution and State; Cyber Crimes: Hacking, Digital Forgery, Cyber Stalking/Harassment, Identity Theft & Fraud, Cyber Terrorism, Cyber Defamation, Salami attacks- Web Jacking, Malware, DDoS attacks, and Botnets; Preventive measures under IT Act, 2000

Total Lecture hours:		30 hours
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Text Book(s)

1. Rattan, J. (2017). Cyber Laws & Information Technology. New Delhi: Bharat Law House Pvt. Ltd.
2. Craig, B. (2012). Cyber Law: The Law of the Internet and Information Technology. London: Pearson Education.

Reference Books

1. Sharma, J. P., &Kanojia, S. (2018). E Business and Cyber Laws. New Delhi: Bharat Law House Pvt. Ltd
- 2, Ismail, N., &Cie, E. L. Y. (2013). Beyond Data Protection: Strategic Case Studies and Practical Guidance. Berlin: Springer.
3. Dietel, H. M. (2001). E-business and E-commerce for managers. London: Pearson Education.

Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT

Recommended by Board of Studies

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Date

Course code	Course Title	L	T	P	C
UCCA175L	Stock Market Operations	2	0	0	2
Pre-requisite	Nil	Syllabus version			
		v.1.0			
Course Objectives:					
The course aims to impart basic knowledge about the structure and functioning of the stock market in India and to learn trading on the stock exchange.					
Course Outcome:					
<ol style="list-style-type: none"> 1. Explain the basic concept of securities market; 2. Practice trading on stock market; 3. Analyze the legal framework of securities market; 4. Explain different segment of Stock Exchange; 5. Perform demat trading 					
Module:1	Introduction	5 hours			
Concept and Development of stock market in India.					
Module:2	Primary Markets	7 hours			

Concept, Functions and Importance; Functions of New Issue Market (IPO, FPO & OFS); Methods of Floatation- fix price method and book building method; Pricing of Issues; Offer Documents; Appointment and Role of Merchant Bankers, Underwriters, Lead Managers, Syndicate Members, Brokers, Registrars, Bankers, ASBA; SME IPOs and Listing of Securities.		
Module:3	Secondary Markets	5 hours
Concept; Functions and Importance; Mechanics of Stock Market Trading-Different Types of Orders, Screen Based Trading, Internet-Based Trading and Settlement Procedure; Types of Brokers.		
Module:4	Regulatory Framework	6 hours
SEBI (Issue of Capital and Disclosure Requirements) Regulation 2018; Stock Exchanges and Intermediaries; SEBI and Investor Protection; Securities Contract Regulation Act and SEBI (Listing Obligations and Disclosure Requirements) Regulation 2015.		
Module:5	Demat trading	7 hours
Concept and Significance; Role of Depositories and Custodian of Securities in Demat Trading; SEBI Guidelines and other Regulations Relating to Demat Trading; Procedure of Demat Trading.		
	Total Lecture hours:	30 hours
Text Book(s)		
1.	Machiraju, H. R. (2019). Merchant Banking. New Delhi: New Age Publishers.	
2.	Dalton, J. M. (2001). How The Stock Market Works? New York: Prentice Hall Press	
Reference Books		
1.	SEBI Regulations from SEBI Website.	

Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT			
Recommended by Board of Studies		30-03-2021	
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Course code	Course Title	L	T	P	C
UCCA176L	New Venture Planning and Development	2	0	0	2
Pre-requisite	Nil	Syllabus version			
		v.1.0			
Course Objectives:					
The course aims to give exposure to learners regarding different aspects of setting up a new business.					
Course Outcome:					
<ol style="list-style-type: none"> 1. Generate a business idea using different techniques and describe sources of innovative ideas; 2. Evaluate advantages of acquiring an ongoing venture with a case study; 3. Present a comparative analysis of various government schemes which are suitable for the business idea; 4. Develop a marketing plan for a business idea; 					

5. Prepare and present a well-conceived Business Plan.		
Module:1	Starting a New venture	5 hours
New Venture: Meaning and features. Opportunity identification. The search for new ideas. Source of innovative ideas. Techniques for generating ideas. Entrepreneurial imagination and creativity: The role of creative thinking. Developing creativity. Impediments to creativity. The pathways to New Ventures for Entrepreneurs, Creating New Ventures. Acquiring an established Venture: Advantages of acquiring an ongoing Venture. Evaluation of key issues. Franchising: How a Franchise works. Franchise law. Evaluating the franchising opportunities.		
Module:2	Legal Challenges in Setting up Business	7 hours
Intellectual Property Protection: Patents, Trademarks, and Copyrights. Requirements and Procedure for filing a Patent, Trademark, and Copyright. Legal acts governing businesses in India. Identifying Form of Organisation and their procedures and compliances.		
Module:3	Search for Capital	5 hours
Criteria for evaluating New-Venture Proposals. Evaluating the Venture Capitalist. Financing stages. Alternate Sources of Financing for Indian Entrepreneurs. Bank Funding. Government Policy Packages. State Financial Corporations (SFCs). Business Incubators and Facilitators. Informal risk capital: Angel Investors. Government schemes for new ventures like: Startup India, Stand Up India, Make in India, etc		
Module:4	Marketing Aspects of New Ventures	6 hours
Developing a Marketing Plan: Customer Analysis, Geographical Analysis, Economical Analysis, Linguistic Analysis, Sales Analysis and Competition Analysis. Market Research. Sales Forecasting. Evaluation. Pricing Decision.		
Module:5	Business Plan Preparation for New Ventures	7 hours
Developing a Well-Conceived Business Plan. Elements of a Business Plan: Executive Summary. Business Description.		
Total Lecture hours:		30 hours
Text Book(s)		
1.	Allen, K. R. (2015). Launching New Ventures: An Entrepreneurial Approach. Boston: Cengage Learning. Barringer, B. R., & Ireland, R. D. (2015). An overview: Successfully Launching New Ventures. London: Pearson.	
References		
1.	Kuratko, D. F., & Rao, T. V. (2012). Entrepreneurship: A South-Asian Perspective. Boston: Cengage Learning.	

Mode of Evaluation: Lectures, Individual Exercises, Team Exercises, Assignments and Continuous Assessment tests and FAT			
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