

**FOUR YEAR UNDER GRADUATE PROGRAM (FYUGP)In
CommerceofDibrugarhUniversityandItsAffiliatedCollegesasPerUGCDRAFT
RELEASEDOn 12/12/2022.**

HUMANRESOURCE MANAGEMENT (MAJOR)

Year	Semester	Course (Lecture+Tutorial+Practical) (L+T+P)	No. of Courses	Course Code	Nameofthe Course	Credit	Remarks
		Major(Core)	1	C 1	BusinessOrganization andManagement	4	
1	1 st	Minor	1	Minor- 1C	Human Resource Management- I	4	Thecourse shallbe takenby students from disciplines otherthan Human Resource Management.
		Multi-DisciplinaryGeneric ElectiveCourse:Natural Sciences- I/Social Science/ Humanities-I/ Commerce-I	4	GEC- 1C	Basicsof Human Resource Management	3	The Course shall be taken by students from disciplines other than Human Resource Management.
		AECLanguage (MIL/ RegionalLanguage)	1	AEC- 1		4	Thestudents shallhaveto takeoneof thelanguage disciplines offeredby DU.
		ValueAdded Course-1 UnderstandingIndia	1	VAC- 1		2	Thestudents shallhaveto takethe course offeredby DU.
		SkillEnhancementCourse	2	SEC- 1A	MS-Excel andits Application inBusiness	3	Thestudents shallhaveto takeany of thecourses offeredby DUandalso by the Commerce Stream.
				SEC- 1B	Tourism Management		
		Total					

Year	Semester	Course (Lecture+Tutorial+Practical) (L+T+P)	No. of Courses	Course Code	Nameofthe Course	Credit	Remarks
		Major(Core)	1	C-2	Financial Accounting	4	
1	2 nd	Minor	1	Minor-2C	Labor Welfare	4	The course shall be taken by students from disciplines other than Human Resource Management.
		Multi-DisciplinaryGeneric ElectiveCourse:Natural Sciences-I/Social Science/ Humanities-I/ Commerce-I	4	GEC- 2C	Career Planning and Development	3	The Course shall be taken by students from disciplines other than Human Resource Management.
		AbilityEnhancementCourse: EnglishLanguageand Communication Skills	1	AEC2		4	Thestudents shallhaveto takeoneof thelanguage disciplines offeredby DU.
		ValueAddedCourse-3 Environmental Science	1	VAC2		2	The students shallhaveto take the course offered by DU.
		SkillEnhancementCourse	2	SEC-2	Event Management	3	The students Shall have to take any of the courses offered by DU and also by the Commerce Stream.
		Total				20	
Grand Total(SemesterI andII)						40	
Students on exit shall be awarded Undergraduate Certificate (in the Field of Study/Discipline) aftersecuringthe requisite40credits inseminesters IandII							

Year	Semester	Course (Lecture+Tutorial+Practical) (L+T+P)	Cr. No.	Course Code	Nameofthe Course	Credit	Remarks
2		Major(Core)	2	C-3	Business Economics	4	
				C-4	Entrepreneurship	4	
	3 rd	Minor	1	Minor- 3C	ManagerialBehaviour and Effectiveness	4	Thecoursesshall betaken bystudentsfromdisciplinesother thanHumanResource Management.
		Multi-DisciplinaryGenericElective Course: NaturalSciences-I/ SocialScience/ Humanities-I/Commerce-I	4	GEC-3C	LabourWelfareand SocialSecurity	3	The Course shall be Taken by students From disciplinesother thanHumanResourceManagement.
		Value Added Course:DigitalandTechnologicalSolution/DigitalFluency	1	VAC-3		2	The studentsshall have totake one ofthe languagedisciplinesofferedby DU.
		SkillEnhancementCourse	2	SEC-3A	IntroductiontoInvestingand Trading	3	Thesudentsshall have totakeanyofthecoursesoffered byDU and alsoby the CommerceStream.
				SEC-3B	HospitalityManagement		
Total						20	
	Grand Total (SemesterI,II and III)					60	

Year	Semester	Course (Lecture+Tutorial +Practical) (L+T+P)	No. of Courses	Course Code	Nameofthe Course	Credit	Remarks
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Year	Semester	Course (Lecture+Tutorial+Practical) (L+T+P)	No. of Courses	Course Code	Nameofthe Course	Credit	Remarks
2	4 th	Major(Core)	1	C-5	Business Environment	4	
			1	C-6	Advanced Marketing Management	4	
			1	C-7	Advanced Financial Management	4	
			1	C-8	Business Statistics	4	
		Minor4	1	Minor4 C	Consumer Affairs and Consumer Care	4	The course shall be taken by students from disciplines other than Human Resource Management.
		Total				20	
		Grand Total (Semester I, II, III and IV)				80	

The students on exit shall be awarded Undergraduate Diploma after securing the requisite 80 credits on completion of Semester IV provided they secure additional 4 credit in skill based vocational courses offered during First year or second year summer term.

3	5 th	Major(Core)	3	C-9	AdvancedHuman Resource Management	4	
				C-10	BusinessLaw	4	
				C-11	IndustrialRelations	4	
		Minor5	1	Minor- 5C	SupplyChain Management	4	Thecourseshall betakenby studentsfrom disciplinesother thanHuman Resource Management.
			1		2+2(Internship+ Community Engagement) OR 4(Internship)/4 (Community Engagement)	4	
		Total				20	
		Grand Total (SemesterI, II, III,IV and V)				100	

Year	Semester	Course (Lecture+Tutorial+Practical) (L+T+P)	No. of Courses	Course Code	Name of the Course	Credit	Remarks	
4	7 th	Major(Core)	3	C-16	Business Analytics	4		
				C-17	Corporate Financial Reporting	4		
				C-18	Human Resource Development	4		
		Minor	1	Minor-7C	Retail Audit	4	The course shall be taken by students from disciplines other than Human Resource Management.	
					Research Methodology (Development of project proposal/ Proposal and review in related literature)	4		
		Total					20	
		Grand Total (Semester I, II, III, IV, V, VI & VII)					140	

Year	Semester	Course (Lecture+Tutorial+Practical) (L+T+P)	No. of Courses	Course Code	Name of the Course	Credit	Remarks
4	8 th	Major(Core)	2	C-19	Company Law	4	
				C-20	Business Ethics	4	
		Minor	1	Minor-8C	Management Information System	4	
					Dissertation (Data collection, analysis and preparation of report)/ 2 DSE courses of 4 credit each in lieu of dissertation (DSE subject: 1. Ethical Marketing and Consumer Trust 2. Talent Management 3. Project Management 4. Corporate Social Responsibility)	8/4+4	The course shall be taken by students from disciplines other than Human Resource Management.
		Total				20	
		Grand Total (Semester I, II, III, IV, V, VI, VII & VIII)				160	

The student on exit shall be awarded Undergraduate Degree Honours (in the Field of Study/Discipline) (4 years) after securing the requisite 160 credits on completion of semester 8

Note:-For Core and GEC Courses, the code:

‘A’ stands for Finance Major;

‘B’ stands for Marketing Major;

‘C’ stands for Human Resource Management (HRM) Major; and

‘D’ stands for Banking and Insurance Major

Abbreviations Used:

C=Core/Major

GEC=Generic Elective Course/MultiDisciplinary Course

AEC=Ability Enhancement Course

SEC=Skill Enhancement Course

VAC=Value Added Course

FOUR YEAR UNDER GRADUATE PROGRAM (FYUGP)
IN COMMERCE
(HUMAN RESOURCE MANAGEMENT)
DETAILED SYLLABUS OF 1ST SEMESTER

Course Title: BUSINESS ORGANISATION AND MANAGEMENT
Course Code: C-1
Nature of the Course: CORE
Course Credit: 04 Credits
Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Course Objective:

- To gain a basic understanding of the structure and forms of business organisations and the primary functions of management that are vital for the smooth operation of business organisations.

Course Outcome:

- CO1: Demonstrate the distinctive features of various business organizations.
 - ✓ LO1.1: Cite examples of different forms of organizations.
 - ✓ LO1.2: Explain the functioning of different forms of business organizations, their formation and ownership.
- CO2: Demonstrate the understanding of different functions of management.
 - ✓ LO2.1: Explain planning, organizing, controlling and other functions of management.
 - ✓ LO2.2: Develop strategic approaches in respect of managerial decision making in case-based events.
- CO3: Apply the various concepts of authority, delegation of authority and decentralization.
 - ✓ LO3.1: Explain how authority and its delegation is to be implemented.
 - ✓ LO3.2: Project leadership and team behaviour in classroom role plays that act as preps for real organizational contexts.
- CO4: Apply the theories of motivation for managing human resources in organizations.
 - ✓ LO4.1: Explain and differentiate contemporary theories of motivation.
 - ✓ LO4.2: Discuss the role and applicability of each motivation theory in the modern organizational context.
- CO5: Analyze the stand and role of Indian ethos in the context of management in Indian organizations.
 - ✓ LO5.1: Explain Indian ethos in the context of Indian organizations.
 - ✓ LO5.2: Implement suitable strategies to deal with different Indian values and philosophies in managerial decision making
- CO6: Analyze the role and pattern of communication in organizations.
 - ✓ LO6.1: Explain formal and informal communication channels and processes.
 - ✓ LO6.2: Describe the challenges of communication in organizations.
- CO7: Apply the concepts of subaltern management ideas in real work situation
 - ✓ LO7.1: Project the of practice work-life balance, flexi time etc on job situation.
 - ✓ LO7.2: Describe diversity and inclusion in workplace.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
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Factual knowledge		CO1,CO2				
Conceptual knowledge		CO1,CO2	CO3,CO4,CO7	CO6		
Procedural knowledge			CO3,CO4,CO7	CO7		
Metacognitive knowledge						

Mapping of Course Outcome to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	M	M	S	S	M	M	M	M
CO2	M	M	M	M	S	S	M	M	M	M
CO3	M	M	M	M	S	S	M	M	S	S
CO4	M	M	M	M	S	S	M	M	S	S
CO5	M	M	M	M	S	S	M	S	S	M
CO6	M	M	M	M	S	S	M	M	S	S

UNIT	Contents	L	T	P
I(12 Marks)	Forms of Business Organisation – Sole Proprietorship; Joint Hindu Family Firm; Partnership Firm; Joint Stock Company; Cooperative Society; Limited Liability Partnership	05	-	-
	Forms of Public Enterprises; International Business – Types	05	02	
II (12 Marks)	Planning, Organising and Decision Making; Policy and Strategy Formulation	06	-	-
	Departmentation – Functional, Project, Matrix and Network	04	-	-
III (12 Marks)	Authority Relationships – Line and Staff; Delegation of Authority; Decentralisation; Groups and Teams; Reporting and Accountability	06	02	-
	Leadership – Nature, Types, Leadership Theories	04	-	-
IV (12 Marks)	Motivation – Theories and Practices: Herzberg’s Theory, Vroom’s Expectancy Theory, Z-theory, Control – Concept and Process	06	-	-
	Communication and Coordination – Process of Communication; Formal and Informal Channels of Communication; Leakages in Organisational Communication; Interpersonal Communication.	05	02	-
	Indian Ethos for Management: Value-Oriented Holistic Management; Business Process Reengineering (BPR), Learning Organisation, Outsourcing	05	-	-
V(12				

UNIT	Contents	L	T	P
Marks)	Subaltern Management Ideas from India; Diversity & inclusion; Work-life Balance; Freelancing; Flexi-time and work from home; Co-sharing/co-working.	06	02	-
	TOTAL	52	08	-

L=Lectures,T=Tutorials,P=Practicals

MODES OF FIN-SEMESTER ASSESSMENT:	(40 Marks)
❖ Two Sessional Examination -	10 x 2= 20 marks
❖ Other (any two)	10 x 2= 20 marks
▪ Group Discussion	
▪ Assignment	
▪ Seminar Presentation on any of the relevant topics	

Recommended Books:

- O.P.Gupta,Business Organisation and Management(According to National Education Policy 2020), SBPD Publications
- P.C.Tulsian,Business Organisation and Management,Pearson India
- Anthony,Lakshmi,Padmavathi and Satyavathi,Business Organisation and Management,Himalaya Publishing House
- Sharma,Gupta and Sharma,Business Organisation and Management,Kalyani Publications

SEMESTER-I
Title of the Course: HUMAN RESOURCE MANAGEMENT-I
CourseCode: MINCOM1
Nature of the Course:
MinorCourseCredit:04 credits
DistributionofMarks: 60(EndSem)+40(In-Sem)

CourseObjective:

- To gain understanding of the various concepts and functions of HRM and their application in organisations.

CourseOutcome:

- CO1: Demonstrate knowledge of the concepts and evolution of HRM as a distinct field of study and practice.
 - ✓ LO1.1: Phase out the evolution of HRM from classical times till modern date.
 - ✓ LO1.2: Describe the challenges of managing human resources and the functions of HRM.
 - ✓ LO1.3: Explain elaborately the modern events in HRM like work force diversity and use of modern techniques and technology like HRIS.
- CO2: Demonstrate understanding about Acquisition of HR.
 - ✓ LO2.1: Explain Human Resource Planning in the light of measure the demand-Supply ratio of human force.
 - ✓ LO2.2: Describe the phases in acquisition of HR.
- CO3: Analyze the need and role of Training and Development in organizations.
 - ✓ LO3.1: Distinguish between Training and Development.
 - ✓ LO3.2: Explain the significance and focus of Management Development Programmes.
 - ✓ LO3.3: Explain the meaning and need for Career Development Planning in organizations.
- CO4: Demonstrate understanding of the concept and methods of Wage Payment.
 - ✓ LO4.1: Explain the components and levels of wage.
 - ✓ LO4.2: Discuss the different methods of wage payment in their situational context.
- CO5: Analyze the various facets of employer-employee relationships in organizations.
 - ✓ LO5.1: Describe the positives and negatives of employer-employee relationships.
 - ✓ LO5.2: Discuss the influence of employer-employee relationships on organizational functioning and well-being.
- CO6: Analyze Grievance Handling Mechanisms and Dispute Settlement Machinery in organizations.
 - ✓ LO6.1: Distinctively explain grievance and disputes in the organizational context.
 - ✓ LO6.2: Demonstrate understanding of specific Grievance Redressal and Dispute Settlement tools and techniques.

✓ **Cognitive Map of Course Outcomes with Bloom's Taxonomy**

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO1					
Conceptual knowledge		CO1,CO2		CO3		
Procedural knowledge		CO4			CO5,CO6	
Metacognitive knowledge					CO5	CO6

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	S	M	M	M	M	M	M	M	M	M	M
CO2	S	S	M	M	M	M	M	M	M	M	M
CO3	S	S	S	S	S	S	S	S	M	M	M
CO4	S	M	M	M	M	M	M	M	M	M	M
CO5	S	S	S	S	S	S	S	S	S	S	M
CO6	S	S	S	S	S	S	S	S	S	S	M

UNITS	CONTENTS	L	T	P
I (15Marks)	Introduction Human Resource Management: Concept and Functions, Role, Status and competencies of HR Manager, HR Policies, Evolution of HRM , HRM vs HRD. Emerging Challenges of Human Resource Management; Workforce diversity; Empowerment; Downsizing; VRS; Human Resource Information System	12	03	-
II (15Marks)	Acquisition of Human Resource Human Resource Planning- Quantitative and Qualitative dimensions; job analysis – Job description and job specification; Recruitment – Concept and sources; Selection – Concept and process; test and interview; placement and induction.	12	03	-
III (15 Marks)	Training and Development Concept and Importance; Identifying Training and Development Needs; Designing Training Programmes; Role-Specific and Competency-Based Training; Evaluating Training Effectiveness; Training Process Outsourcing; Management Development; Career Development.	12	03	02
IV (15 Marks)	Methods of Wage Payments & Maintenance Methods of wage payments and incentive plans; fringe benefits; performance linked compensation. Employee health and safety; employee welfare; social security; Employer-Employee relations – an overview; grievance-handling and redressal; Industrial Disputes: causes and settlement machinery.	12	03	02
	TOTAL	48	12	04

Where, *L=Lectures, T=Tutorials, P=Practicals*

MODES OF FIN-SEMESTER ASSESSMENT:**(40 Marks)**

- Two Sessional Examinations- **10 x 2 = 20 marks**
- Other (any two) **10 x 2 = 20 marks**
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant topics
 - Hands-on-learning

Suggested Readings:

1. Gary Dessler. *A Framework for Human Resource Management*. Pearson Education.
2. DeCenzo, D.A. and S.P. Robbins, *Personnel/Human Resource Management*, Pearson Education.
3. Bohlendar and Snell, *Principles of Human Resource Management*, Cengage Learning
4. Ivancevich, John M. *Human Resource Management*. McGraw Hill.
5. Wreather and Davis. *Human Resource Management*. Pearson Education.
6. Robert L. Mathis and John H. Jackson. *Human Resource Management*. Cengage Learning.
7. T.N. Chhabra, *Human Resource Management*, Dhanpat Rai & Co., Delhi
8. Biswajeet Pattanayak, *Human Resource Management*, PHI Learning

Note: Latest edition of text books may be used.

SEMESTER-I
Course Title: TOURISM MANAGEMENT Course
Code: SEC-1B
Nature of the Course: Skill Enhancement Course
(SEC) Course Credit: 03 Credits
Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Course Objective:

- To understand some important concepts and practices of the tourism sector and shall throw light on the potentialities of tourism as a career and employment opportunity.

Course outcome:

CO1: Demonstrate understanding of tourism concepts and products.

- ✓ LO1.1: Cite examples of different types of tourism and tourism products.
- ✓ LO1.2: Describe their role in the tourism industry and in the region's economy.

CO2: Demonstrate understanding of various primary constituents of the tourism industry.

- ✓ LO2.1: Explain the specific functions and role of logistic partners and facilitators of the tourism sector.
- ✓ LO2.2: Describe the functions and workings of various tourism intermediaries with regard to different tourism typologies.

CO3: Apply the various concepts of planning and development and other management functions in the context of the tourism industry.

- ✓ LO3.1: Explain how tourism planning is important for growth and conduct of the sector.
- ✓ LO3.2: Describe the tools and techniques of planning tourism development at different levels of management.

CO4: Analyze the importance and management of human resources in this people-centric industry.

- ✓ LO4.1: Compare different approaches and techniques of human resource management distinct to the tourism sector.
- ✓ LO4.2: Explain the complexities of diversity in human resource management in the context of this sector.

CO5: Analyze the marketing functions of tourism.

- ✓ LO5.1: Demonstrate the implications of the service marketing components in the context of the tourism industry.
- ✓ LO5.2: Compare the differences in marketing strategies required for catering to the diversity evidenced in the tourism industry.

CO6: Apply the concepts of tourism management into tourism career choice and planning.

- ✓ LO6.1: Identify career opportunities in tourism.
- ✓ LO6.2: Describe the needs and requirements of various career choices in tourism.

CognitiveMapofCourseOutcomeswithBloom’sTaxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factualknowledge		CO1,CO2				
Conceptual knowledge		CO1,CO2	CO3,CO4,	CO4		
Procedural knowledge			CO3,CO4,	CO4		
Meta-cognitiveknowledge						

MappingofCourseOutcomestoProgram Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	S	M
CO2	S	S	S	S	S	M	S	S	S	M
CO3	S	S	S	S	S	M	S	M	S	S
CO4	S	S	S	S	S	S	S	M	S	S
CO5	S	M	M	S	S	S	M	S	S	M

UNIT	CONTENTS	L	T	P
I Tourism Managementan overview 20Marks	Concept of tourism, different types of tourism- Domestic, Foreign, Excursionist, Role of tourism in Economic development	05	-	-
	Types of tourism product- Eco tourism, Nature tourism, Pilgrimage tourism, Heritage tourism, Cultural Tourism, Adventuretourism,Medical Tourism,Ruraltourism	07	-	01
II Constituentsof TourismIndustry 20Marks	Transportation facility, accommodation,catering,foodand entertainment,Bankingandfinancial facilities	06	02	01
	Tourism Intermediaries: Travel Agent,TourOperator,Dutiesfunction andresponsibilitiesoftouroperator, Hostcommunityinvolvement.	06	02	01
III Management Issues 20Marks	Tourismplanninganddevelopment, human resource management in tourism	06	02	01
	Marketingin Tourism, Careers in Tourism	05	-	-
	TOTAL	35	06	04

**L=Lectures,T=Tutorials,P=Practicals

MODESOFIN-SEMESTERASSESSMENT:

(40Marks)

- ❖ TwoSessionalExamination -
- ❖ Other(any two)
 - Assignment
 - SeminarPresentationonanyoftherelevanttopics
 - Fieldvisit

10marks each

10 x 2= 20 marks

RecommendedBooks:

1. Roday,Biswal &Joshi:TourismOperationsandManagement.OxfordUniversityPress.
2. Swan&Mishra:TourismPrinciplesandPractices.OxfordUniversityPress.
3. Gupta,Singh,Kirar&Bairwa:HospitalityandTourismManagement.VikasPubilcations.

4. Kadam, Shaifaalee & Chainickaa: A Textbook of Tourism and Hospitality Management. Bookman Publications. New Delhi.

**FOUR YEAR UNDER GRADUATE PROGRAM (FYUGP)
IN COMMERCE (HUMAN RESOURCE MANAGEMENT)
DETAILED SYLLABUS OF 2nd SEMESTER**

SEMESTER-II

Title of the Course: FINANCIAL ACCOUNTING Course

Code: C-2

Nature of the Course:

CORE Course Credit: 04 credits

Distribution of Marks: 60 (End Sem) + 40 (In-

Sem) COURSE OBJECTIVES:

- To enable the student to acquire conceptual and practical knowledge of the Financial Accounting and to impart skills for recording various kinds of business transactions.

Course Outcome and Learning Outcome:

CO1: Analyzing Financial Statements to assess the financial health and performance of a company

- LO1.1: Explain the process of preparation of Trial Balance, Income Statement and Balance Sheet.
- LO1.2: Creating Trial Balance, Income Statement and Balance Sheet.

CO2: Application of Accounting Principles and Accounting Standards in the preparation of Financial Statements

- LO2.1: Explain accounting concepts, conventions, Ind-AS, IFRS etc.

CO3: Demonstrating the knowledge of Accounting for Partnership firm and Single-Entry System

- LO3.1: Discuss the admission, retirement, death, and dissolution of Partnership firm.
- LO3.2: Explain the statement of affairs, ascertainment of profit under single entry system and conversion into double entry system.

CO4: Creating Accounts of Non-Profit Organization

- LO4.1: Explain the preparation of Receipts and Payments Account, Income and Expenditure Account and Balance Sheet

CO5: Demonstrating the knowledge of Depreciation Accounting.

- LO5.1: Practice various methods of Depreciation Accounting.

CO6: Application of Hire Purchase and Installment System of Accounting in Business organizations

- LO6.1: Explain Accounting process of Hire Purchase and Installment System

CO7: Demonstrating knowledge of Corporate Accounting.

- LO7.1: Define the concept of Corporate Accounting and its legal provisions.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO2	CO2, CO3CO7		CO1		
Conceptual knowledge		CO2,CO3 CO5	CO6	CO1		CO4
Procedural knowledge			CO6			CO4
Meta-cognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	M	M
CO2	S	S	S	S	S	S	S	M	M	M
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	M	S	S	S	S	S
CO5	S	S	S	S	M	S	S	S	S	M
CO6	S	S	S	S	M	S	S	S	S	S
CO7	S	S	S	S	M	S	S	S	S	S

UNIT	Contents	L	T	P
I Recording and Presentation of Accounting Transactions (15 Marks)	Preparation of Financial Statements: Preparation of Trial Balance including adjustments and preparation of Financial Statements.	08	-	-
	Financial Accounting Principles: The nature of financial accounting principles – Basic concepts and conventions: entity, money measurement, going concern, cost, realization, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosures.	02	-	-
	Financial accounting standards: Concept, benefits, procedure for issuing accounting standards in India. Salient features of First-Time Adoption of Indian Accounting Standard (Ind-AS) , International Financial Reporting Standards (IFRS):- Need and procedures.	03	-	-
II Accounting Process (15 Marks)	Accounting for Partnership Firm: Admission, Retirement, Death and Dissolution of Firms;	10	02	01
	Single Entry System: Meaning of single entry or incomplete records and distinction between single entry vs double entry; statement of affairs and ascertainment of profit under single entry system; conversion into double entry system – steps involved – missing figures – comprehensive problems relating to conversion.	05	02	01

III Accounting for Not-for-profit Organisation and Depreciation Accounting (15 Marks)	Preparation of Accounts of Not-for-profit Organisation: Introduction, Preparation of Receipts and Payment Account, Income and Expenditure Account, Balance Sheet, Distinction between Receipts and Payments account and Income and Expenditure Account, Peculiar items used in the Accounts of Non-Trading Concerns.	06	01	01
	Depreciation Accounting: The nature of depreciation. The accounting concept of depreciation. Factors in the measurement of depreciation. Methods of computing depreciation: straight line method and diminishing balance method; Disposal of depreciable assets - change of method.	04	01	01
IV Accounting for Hire Purchase, Instalments, and Introduction to Corporate Accounting (15 Marks)	Hire Purchase and Instalment System: Calculation of interest, partial and full repossession, Hire purchase trading (total cash price basis), stock and debtors' system; Instalment Purchase System.	06	01	01
	Introduction to Corporate Accounting: Meaning and Importance of Corporate accounting. Books of Accounts; legal provisions relating to books of accounts, legal provisions relating to financial statements. Report of Director's or Board's Report, audit of company accounts. (As per Company's Act, 2013). Book-Building process of allotment of shares	07	01	01
	TOTAL	49	08	06

MODES OF FIN-SEMESTER ASSESSMENT:

- Two Sessional Examination -
- Other (any two)
- Seminar Presentation on any of the relevant topics
- Assignment

(40 Marks)

10 marks each
10 x 2 = 20 marks

Suggested Readings:

1. S.N. Maheshwari, and S.K. Maheshwari. *Financial Accounting*. Vikas Publishing House, New Delhi.
2. Deepak Sehgal. *Financial Accounting*. Vikas Publishing House, New Delhi.
3. Bhushan Kumar Goyal and H.N. Tiwari, *Financial Accounting*, International Book House
4. Goldwin, Alderman and Sanyal, *Financial Accounting*, Cengage Learning
5. Tulsian, P.C. *Financial Accounting*, Pearson Education.
6. *Compendium of Statements and Standards of Accounting*. The Institute of Chartered Accountants of India, New Delhi

Note: Latest edition of the textbook should be used.

SEMESTER-II

Title of the Course: LABOUR WELFARE
Course Code: MINCOM2

Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

Course Objective :

- To gain a basic understanding and implications of the structure and forms of business organisations and the primary functions of management that are vital for the smooth operation of business organisations.

Course Outcome:

- CO1: Demonstrate the knowledge about basics of labour welfare.
 - ✓ LO1.1: Explain the objectives, scope and need of labour welfare.
 - ✓ LO1.2: Distinguish Voluntary Welfare from Statutory Welfare measures.
- CO2: Demonstrate understanding of welfare funds.
 - ✓ LO2.1: Explain the need for welfare funds.
 - ✓ LO2.2: Describe different types of welfare funds and their usage.
- CO3: Analyze concepts and provisions related to Industrial Safety.
 - ✓ LO3.1: Categorically explain the coverage of industrial safety measures.
 - ✓ LO3.2: Discuss the treatment of accidents, professional hazards, diseases and psychological problems under Industrial Safety measures of organizations.
- CO4: Demonstrate understanding of Social Security.
 - ✓ LO4.1: Differentiate between social assistance and social assurance.
 - ✓ LO4.2: Discuss the available measures of social security to be provided in and by organizations.
- CO5: Analyze the treatment of special categories of workforce under labour welfare measures.
 - ✓ LO5.1: Apply knowledge of labour welfare measures to understand treatment of special labour categories like children, female, contractual labour, etc.
 - ✓ LO5.2: Apply knowledge of labour welfare measures to understand treatment of other special labour categories like contractual, construction, agricultural, BPOs and KPOs.

✓ **Cognitive Map of Course Outcomes with Bloom's Taxonomy**

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1,CO2 CO4				
Conceptual knowledge		CO1,CO2 CO4		CO3, CO5		
Procedural knowledge			CO5			
Metacognitive knowledge						

✓ Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	S	S	M	M	S	S	M	M	M	M	M
CO2	S	S	M	M	S	S	M	M	M	M	M
CO3	S	S	S	S	S	S	S	S	M	M	M
CO4	S	S	M	M	S	S	M	M	M	M	M
CO5	S	S	S	S	S	S	S	S	M	M	M

UNITS	COURSE CONTENTS	L	T	P
I (15 Marks)	Labour welfare Concept – Objectives – Scope – Need – Voluntary Welfare Measures – Statutory Welfare Measures- Labour – Welfare Funds – Education and Training Schemes.	12	02	-
II (15 Marks)	Industrial safety Causes of Accidents – Prevention – Safety Preventions – Industrial Health and Hygiene – Importance – Problems – Occupational Hazards – Diseases – Psychological Problems – Counseling – Statutory Provisions.	14	02	-
III (15 Marks)	Welfare of special categories of labour Child Labour – Female Labour – Contract Labour – Construction Labour – Agricultural Labour – Differently abled Labour – BPO & KPO Labour.	14	02	-
IV ((15 Marks)	Social Assistance & Security Concept and Scope, Social Assistance and Social Assurance, Social Security : Implications	12	02	-
	TOTAL	52	08	-

Where, L=Lectures, T=Tutorials, P=Practicals

MODES OF IN-SEMESTER ASSESSMENT: (40 Marks)

- Two Sessional Examinations - **10 x 2= 20 marks**
- Other (any two) **10 x 2= 20 marks**
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant topics
 - Hands-on-learning

Suggested Readings:

- 1) Jayant S. Railkar- Labour welfare & Practice – Vipul Prakashan.
- 2) A.M. Sarma – Aspects of Labour welfare & Social Security – Himalaya Publications. 3) Punekar & Deodhar – Labour welfare Tata MC Graw Hill Publishing.
- 4) Misra & Puri – Indian Economy – Himalaya Publications.
- 5) Dutt & Sundharam - Indian Economy S. Chand Publication.
- 6) Labour Welfare, Trade Unionisms and Industrial Relations – S.D. Panekar, S.B. Deodhar, Mrs. Saraswathi Sankaram, Himalaya Publishing House

Note: Latest edition of textbooks may be used.

SEMESTER-II		
Title	of	the Course
	: CAREER PLANNING AND DEVELOPMENT C	
Course Code	: GEC-2C	
Nature of the Course	: Generic Elective Course	
(GEC) Course Credit	: 03 credit	
Distribution of Marks	: 60 (End Sem) + 40 (In-Sem)	

Course Objectives:

- To see themselves as purposefully active in the career/life planning process.
- To identify and evaluate personality factors that affect career decisions.
- To understand the major career development theories and decision-making models.
- To identify the major sources of career, vocational, educational, occupational, and labour market information.

Course Outcome:

- CO1: Demonstrate knowledge of primary concepts and dimensions of Career Development.
 - ✓ LO1.1: Explain career anchors and personality typologies and classify them.
 - ✓ LO1.2: Relate understanding of behavioural model to career planning and development.
- CO2: Analyze different behavioural traits to plan career development.
 - ✓ LO2.1: Identify different personality types based on their exhibition of varying behavioural traits.
 - ✓ LO2.2: Describe identified behavioural traits in respect of their culture fit and suitability in different aspects and walks of life.
- CO3: Analyze corporate competencies under varying organizational roles and contexts.
 - ✓ LO3.1: Identify competencies befitting to varying organizational roles.
 - ✓ LO3.2: Describe the influence and usage of behavioural traits for various roles in organizations.
- CO4: Analyze the choice of career options based on behavioural traits and competencies.
 - ✓ LO4.1: Explain different types of companies and the need to create specific company profiles.
 - ✓ LO4.2: Discuss the significance of networking function and preparation for interview.
- CO5: Demonstrate understanding of career development theories and their corresponding role in the process.
 - ✓ LO5.1: Explain the relevance and applicability of various theories and models of career development in modern organizational context.
 - ✓ LO5.2: Discuss the inter-relationship of different dimensions of career planning with actual decision making.
- CO6: Analyze the role of information systems and strategic approach in career planning.
 - ✓ LO6.1: Explain the interplay of different information sources and systems used for career planning and development.
 - ✓ LO6.2: Describe varying career development strategies used in organizations.

CognitiveMapofCourseOutcomeswithBloom’sTaxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1,CO2				
Conceptual knowledge		CO1,CO2,CO5		CO2,CO3,CO4		
Procedural knowledge			CO5	CO6		
Metacognitive knowledge						

MappingofCourseOutcomestoProgram Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	S	M	M	M	S	S	M	M	M	M	M
CO2	S	S	S	S	S	S	S	S	M	M	M
CO3	S	S	S	S	S	S	S	S	M	M	M
CO4	S	S	S	S	S	S	S	S	M	M	M
CO5	S	S	S	S	S	S	S	S	M	M	M
CO6	S	M	M	M	S	S	M	M	M	M	M

Unit	CONTENTS	L	T	P
I(15 Marks)	INTRODUCTIONTOCAREERPLANNING Definethestartingpoint,CareerAnchors,BehaviouralModels,PersonalityTypology	06	02	-
II(15 Marks)	BEHAVIOURALTRAITS Identifybehaviouraltraits,Howbehaviouraltraitscanensureabetterculturefit and impact other areas of life, Corporate Competencies	06	02	02
III (15 Marks)	CHOOSINGYOURCOMPANY Researching a company: Clarifying the type of company you wish to work for, Importance of creating a company profile, Making contact with a company: Importance of networking functions, Developing your Resume, Preparing your-self for the interview.	11	02	02
IV (15 Marks)	CAREERDEVELOPMENT: Theories and models of career development, Counselling, and Decisionmaking , Approaches for conceptualizing the interrelationships amongand between work, mental wellbeing, relationships, and other life rolesand factors. Processes for identifying and using career, a vocational,educational,occupationalandlabourmarketinformationresources,technology, and information systems, Strategies for career developmentprogramplanning, Organization,Implementation, Administration,	12	02	02
	TOTAL	35	08	06

* L=Lecture,T=Tutorial,P=Practical

MODESOFIN-SEMESTERASSESSMENT:

- TwoSessionalExaminations-
- Other(any two)
- SeminarPresentationonanyofthe relevanttopics
- Assignment
- GroupDiscussion

(40Marks)

10 x 2= 20 marks

10 x 2= 20marks

Suggested Readings:

1. Steven D. Brown and Robert W. Lent; Career Development and Counselling: Putting Theory and Research to Work. Published by John Wiley & Sons, Inc., Hoboken, New Jersey.
2. Spencer G. Niles and JoAnn Harris-Bowlsbey; Career Development and Interventions, Pearson publications.
3. Yehuda Baruch; Managing Careers: Theory and Practice; Pearson publications.
4. Harrington B. & Hall, D.; Career Management and work Life Integration: Using Self-assessment to Navigate Contemporary Careers; Sage Publications.

SEMESTER-II

Title of the Course : EVENT MANAGEMENT

Course Code : SEC-2

Nature of the Course : Skill Enhancement Course (SEC)C

Course Credit : 03 credit

Distribution of Marks : 60 (End Sem) + 40 (In-Sem)

COURSE OBJECTIVES:

To understand the various concepts and technical nitty-gritties of the event management industry.

Course Outcome: After studying this course, the student should be able to identify the various prospects and operational mechanics of the event management industry.

- CO1: Demonstrate understanding of the basic characteristics of events and principles of event management.
 - ✓ LO1.1: Explain the historical and modern perspectives of event management.
 - ✓ LO1.2: Explain the scope of the events market and the role of the event manager.
- CO2: Demonstrate understanding of the logistics and budgetary dimensions of event management.
 - ✓ LO2.1: Enlist and explain the workings of various constituents of the logistics framework of event management.
 - ✓ LO2.2: Draw focus to the budgetary considerations of managing events.
- CO3: Analyze the various aspects of event planning.
 - ✓ LO3.1: Examine and explain the interplay of event protocol, planning tools and staff management in event planning.
 - ✓ LO3.2: Explain the need and importance of work permits of varying types.
 - ✓ LO3.3: Describe different types of leadership abilities and skills required for managing employees as well as customers while managing events.
- CO4: Analyze various components of the event marketing function.
 - ✓ LO4.1: Demonstrate the application of marketing mix elements in event marketing.
 - ✓ LO4.2: Demonstrate the application of promotion mix elements in event marketing.
 - ✓ LO4.3: Explain the need for branding in event management.
- CO5: Analyze the role of communication and public relations in event marketing.
 - ✓ LO5.1: Explain the methods and techniques of employee communication in context to the industry.
 - ✓ LO5.2: Describe the challenges of effective communication in the context of employees and customers.
- CO6: Demonstrate knowledge about the risk elements associated with event management.
 - ✓ LO6.1: Describe the characteristics of different stakeholders and their share in associated risks.
 - ✓ LO6.2: Evaluate possible risks associated with event management and ways to handle the same.

Cognitive Map of Course Outcomes with Bloom’s Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1, CO2 CO3				
Conceptual knowledge		CO2, CO3,		CO4, CO5		
Procedural knowledge						
Meta-cognitive knowledge					CO6	

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	S	S	M	M	M	M
CO2	S	M	M	M	S	S	M	M	M	M
CO3	S	S	S	S	S	S	M	M	M	M
CO4	S	S	S	S	S	S	M	M	M	M
CO5	S	S	S	S	S	S	S	S	S	S
CO6	S	S	S	S	S	S	M	M	M	S

UNIT	CONTENTS	L	T	P
I. Principles of Event Management 20marks	Historical perspective, Introduction to Event Management, Characteristics of events, Scope of Events Market, Requirements of Events Manager	07		
	Logistics of Event Management, Initial Planning, Visualisation, Monitoring the Budget, Critical Path	05		02
II. Event Planning and Marketing 20Marks	Preparing event protocol, use of planning tools, dress code, staging, staffing, leadership skill and management, guest demographics, work permits	06	02	02
	Process of event marketing, marketing mix, sponsorship, advertising, event publicity, image and branding, use of other non-conventional mode for event marketing	06	02	
III. Communication, Public Relations and Risk Handling 20Marks	Public Relations – Overview, Strategy & Planning, Techniques, Journalism, Blogs, Employee communications, Lobbying, Community Relations,	07	02	
	Event Risk Assessment, Various Service Providers/ Organizations/Stakeholders, Crisis Communications	04		
	TOTAL	35	06	04

**L=Lectures, T=Tutorials, P =Practical

MODES OF IN-SEMESTER ASSESSMENT:**(40 Marks)**

- Two Sessional Examination -
- Other (any two)
- Seminar Presentation on any of the relevant topics
- Field Visit
- Assignment

10 x 2 = 20 marks**10 x 2 = 20 marks****References:**

Abson, E., Kennell, J., Wilde, N., Bladen, C. (2017). *Events Management: An Introduction*. United Kingdom: Taylor & Francis.

Genadinik, A. (2015). *Event Planning: Management & Marketing for Successful Events*. United States: CreateSpace Independent Publishing Platform.

Quinn, B. (2013). *Key Concepts in Event Management*. United Kingdom: SAGE Publications.

The Business of Events Management. (2014). United Kingdom: Pearson Education.

Shone, A., Parry, B. (2013). *Successful Event Management: A Practical Handbook*. United Kingdom: Cengage Learning.

**FOUR YEAR UNDER GRADUATE PROGRAM (FYUGP)
IN COMMERCE (HUMAN RESOURCE MANAGEMENT)
DETAILED SYLLABUS OF 3rd SEMESTER**

**Title of the Course: Entrepreneurship
Course Code: C-4
Nature of the Course:
CORE Course Credit: 04 Credits
Distribution of Marks: 60 (End Sem) + 40 (In-Sem)**

Course Objective: This paper shall help students to understand some important concepts and practices of entrepreneurship and induce them to undertake entrepreneurship as a career.

COURSE OUTCOME:

- **CO1:** Explore the fundamental concepts of entrepreneurship:
 - ✓ LO1.1: Identify important concepts and terms related to entrepreneurship.
 - ✓ LO1.2: Explain the behavioural patterns of entrepreneurs and how they differ from managers.
- **CO2:** Analyze competing theories of entrepreneurship:
 - ✓ LO 2.1: Identify key theories of entrepreneurship, such as those advanced by Schumpeter, Walker, and Drucker.
 - ✓ LO2.2: Apply the theory of transaction cost to analyze entrepreneurial decisions.
- **CO3:** Evaluate the relationship between entrepreneurship and economic development:
 - ✓ LO3.1: Explore the opportunities, challenges, and solutions for entrepreneurial development, particularly in the Northeast region.
 - ✓ LO3.2: Assess the impact of entrepreneurial development on economic growth and recommend solutions to regional entrepreneurial issues.
- **CO4:** Study the Behavioural Patterns of Entrepreneurs
 - ✓ LO4.1: Explore how psychological and social factors influence entrepreneurial activity.
 - ✓ LO4.2: Consider their personal behavioral tendencies and how they connect or differ from successful entrepreneurial traits.
- **CO5:** Analyze Industrial Policies and Their Impact on Entrepreneurship.
 - ✓ LO5.1: Develop recommendations for policy changes to more effectively encourage entrepreneurship.
 - ✓ LO5.2: Consider the effectiveness of governmental policies in promoting entrepreneurial growth and development.

Cognitive Map of Course Outcomes with Bloom’s Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO1, CO2		CO2		
Conceptual knowledge				CO4	CO3	
Procedural knowledge			CO5	CO4, CO5	CO5	CO5
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	M	M	M	S	S	M	S	S	M
CO2	M	M	M	M	S	S	M	S	S	M
CO3	M	M	M	M	S	S	M	S	S	S
CO4	M	M	M	M	S	S	M	S	S	S
CO5	M	M	M	M	S	S	M	S	S	M

UNIT	CONTENTS	L	T	P
1 (15 Marks)	Introduction–TheEntrepreneur– Definition;Evolution of the term entrepreneur,whoisanentrepreneur, entrepreneur and enterprise, entrepreneurs and managers, behaviouralpatternofentrepreneurs.	09	-	-
2 (15 Marks)	Competing Theories of Entrepreneurship – Definitions of entrepreneurship, characteristics of entrepreneurship, A conceptional model,viewsofSchumpeter,Walker and Drucker. Theories of entrepreneurship, The theory of invisible cost or the theory of transactioncost.	13	02	02
3 (15 Marks)	Entrepreneurship and Economic Development:Factorsimpedingthe growthofentrepreneurship,howto encourageentrepreneurship; Prospects,problemsandsolutionsfor entrepreneurial development (with special reference to North East). IndustrialPoliciesofthestateof Assam	16	02	-
4 (15 Marks)	EntrepreneurialDevelopment ProgrammesinIndia:entrepreneurial development programmes – their relevanceandachievements,roleof government in organising such programmes.	12	03	04
	TOTAL	50	07	06

MODESOFIN-SEMESTERASSESSMENT:

- TwoSessionalExamination -
- Other(any two)
 - Groupdiscussion
 - SeminarPresentation
 - Assignment

(40Marks)

10 x 2= 20 marks

10 x 2= 20marks

Suggested readings:

- 1. Khanka S S: "Entrepreneurial Development" S Chand; Reprint Edn. 2006 edition(December1, 2007)
- 2. Dr P T Vijayashree& M Alagamma: "Entrepreneurial Development and Small BusinessManagement"MarghamPublications; 2016thedition (1 January2010)
- 3. Vasant Desai: "Entrepreneurial Development" Himalaya Publishing House (1September2014

**FOUR YEAR UNDER GRADUATE PROGRAM (FYUGP)
INCOMMERCE (HUMAN RESOURCE MANAGEMENT)
DETAILED SYLLABUS OF 4th SEMESTER**

**Title of the course: Business EnvironmentCourseCode:C-5
NatureoftheCourse: CORECourseCredit:4
DistributionofMarks: 60 (EndSem)+40 (InSem)**

CourseObjective:

To impart knowledge about business and the external forces that influence business.

CourseOutcome:

- CO1: Understand the concept of Business environment.
 - LO1.1: Cite examples of different factors that affect a business establishment.
- CO2: Demonstrate the factors of Business environment and their impact on business.
 - LO2.1: Identify the various factors and how they affect in business policy decisions and its implementation.
 - CO3: Analyze the ethical issues in business, Environmental Scanning.
 - LO3.1: Explain the ethical business issues and scanning of the same to judge the impact
- CO4: Identify various internal and external factors that affect a business. Apply the theories of motivation
 - LO4.1: Explain and differentiate contemporary theories of motivation.
- CO5: Analyze the impact of various such factors and how it plays role in business performance.
 - LO5.1: Explain various environmental factors and can identify the positive and negative factors that contribute to business environment.
 - LO5.2: Implement suitable strategies to deal with different factors of business environment.
- CO6: Apply the concepts of Business process outsourcing (BPO), KPO in the business on experimental basis.
 - LO6.1: Explain the ways how to take advantage of BPO, KPO, digital economy, E-Commerce platform.
- CO7: Identify the legal provision relating to protection under the cyber law, analyse the impact of information technology and its impact on business environment.
 - LO7.1: Use the advantage of cyber laws for protecting from financial scam under the provisions of IT Laws.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO4,CO7	CO1		CO5		

Conceptual knowledge		CO1	CO4	CO2,CO3, CO5,CO7	CO2	
Procedural knowledge		CO7		CO3,CO5		
Metacognitive knowledge			CO6			

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	M	M	M	M	M	M
CO2	S	S	M	S	M	M	M	M	M	M
CO3	S	S	M	S	M	S	S	S	M	M
CO4	S	S	M	S	M	S	S	S	M	S
CO5	S	S	S	S	S	S	S	S	S	S

Unit	Contents	L	T	P
Unit 1 Marks15	Meaning- Scope and Characteristics of Business Environment—Factors affecting micro and macro environment, Significance for economic policies and decisions in organizations. Environmental Scanning. Economic Environment, Cultural Environment. Characteristics of the Indian Economy , factors affecting the economy, economic resources (natural, industrial and technological) impact of liberalization, privatization, globalization and digitization on Indian business.	12	1	1
Unit 2 Marks15	Environment- Internal to the Enterprise (Micro) -Value System, Management Structure and Nature, Human Resource, Company Image and Brand Value, Physical Assets, Facilities, Research & Development, Value creation of Intangibles, Competitive Advantage. External to the Enterprise (Macro) Suppliers, Customers, Market Intermediaries; Macro Demography, Natural, Legal & Political, Technological, Economy, Competition, Socio-cultural and International;	14	1	1
Unit 3 Marks15	Emerging Trends in Business Concepts, Advantages and Limitations- Franchising, Aggregators, Business Process Outsourcing (BPO) & Knowledge Process Outsourcing (KPO); E-Commerce, Digital Economy.	12	2	2
Unit 4 Marks15	Elements of Information Technology Act Cyber space; Cyber laws; Scope of Cyber Laws; Classification of Cyber Crime; Information Technology Act 2000 (with latest amendments); Regulation of Certifying Authorities; Adjudication. Financial scam and its impact on business environment.	12	2	2
	Total	50	6	6

L=Lectures,T=Tutorials and P=Practical

Total class = 56 (L=50, T= 6/2, P=6/2)

- Two sessionalexamination10markseach
- Others(any one of the following)



1

0markseachSeminarpresentation on any of the relevant topics



Study (by visiting) one select organisation.



Assignment from a real life situation of an organisation.

REFERENCES:

1. K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House Pvt. Ltd, Ninth Edition 2007.
2. Rosy Joshi, Sangam Kapoor, Business Environment, Kalyani Publishers, Third Revised edition 2011.

,3.FrancisCherunilam,BusinessEnvironment,HimalayaPublishingHouse,Hi
malayaPublishingHousePvt. Ltd., 22nd Edition 2013.
4. M.Adhikari-BusinessEnvironment.Sultan Chand&Sons.Delhi
5. Misraand Pun-Business Environment
6. DuttaR.andSundaram, K.P.S-BusinessEnvironment
ChidambaraK-BusinessEnvironment, VikasPublishing House

Course Title: Advanced Marketing Management
CourseCode:C-6
NatureoftheCourse:Core
CourseCredit:4 credits
Marks:60(End Sem)+40(In Sem)

CourseObjectives:

Theobjectiveofthecourseisto help thestudents understand:

- Theconcepts ofmarketing.
- Theknowledgeof consumerbehaviour.
- Theprocess ofmarket segmentation.
- Theconcept ofmarketing mix.
- Thesignificanceofmarketingresearch.

CourseOutcome:

CO1:GrasptheComponentsof theMarketing Mix:

LO1.1:Discussshowthevariousaspects
ofthemarketingmixinteracttoachievemarketingobjectives.

LO1.2:Developadetailed marketingstrategyfordifferentproductorservice.

CO2:AnalyzeConsumerBehaviorandProductStrategies

LO 2.1: Explain product characteristics, classifications, planning and
development,productmix, and productlifecycle.

LO2.2:Assesstheinfluenceofcustomerbehaviorunderstandingonproductstrategydesign.

CO3:ExplorePromotionStrategiesandService Marketing

LO3.1:Discusstheuniquechallengesandstrategiesofservicemarketing.

LO3.2:Developapromotionstrategyincorporatingvariouselementsofthepromotionmix.

CO4:Have a firmGraspthe conceptsand importanceof brandingand packaging.

LO4.1:Outlinedifferenttypesofbrandsandpackagingfeaturesand types.

LO 4.2: Assess the value of excellent branding and packaging in establishing a
strongmarketpresence.

CO5:DevelopandApplyMarketingResearch:

LO5.1:Identifytheobjectives,importance,andmethodsofmarketingresearch.

LO5.2:Analyzemarketing researchdatatogainmeaningfulinsightsand
guidemarketinginitiatives.

CO6:Getacquaintedwiththemergingmarketingconceptsand trends.

LO6.1:Identifykeyemergingmarketingconceptssuchasservicemarketing,socialmarketing,a
nd onlinemarketing.

LO6.2:Applyemergingmarketingconceptstodevelopinnovativemarketingstrategies.

CognitiveMapofCourseOutcomeswithBloom’sTaxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge		CO4				
Conceptual knowledge		CO1,CO4	CO5	CO2,CO3	CO2,CO3, CO4,CO6	CO3
Procedural knowledge			CO1	CO5,CO6		
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	S	M	M	M	M	S	M	M	M	M	M
CO2	S	S	S	M	S	S	M	M	M	S	M
CO3	S	S	S	S	S	S	S	S	M	M	M
CO4	S	S	S	S	M	S	S	M	M	S	S
CO5	S	S	S	S	S	S	S	M	M	M	S
CO6	S	S	S	S	S	S	M	M	M	M	S

UNIT	CONTENTS	L	T	P
I (15Marks)	Meaning, Definition and Classification of Market; Marketing: Concepts, Features, Objectives, Importance; Marketing Functions, Marketing Environment; Market Segmentation: Bases and Criteria; Marketing Mix: The 4 + 3Ps of Marketing.	12	2	2
II (15Marks)	Consumer Behavior: Need and Importance, Buying Motives, Consumer Decision Making Process, Types of Consumer Behaviour. Product: Features, Classification, Product Planning Brand: Brand vs Branding, Types of Brand, Need for Branding, Process of Branding. Brand: Brand vs Branding, Types of Brand, Need for Branding, Process of Branding.	12	2	2
III (15Marks)	Price: Importance of Price. Pricing: Objectives, Determinants, and Methods Promotion: Need, Importance and Objectives, Promotion Mix. Ps of Service Marketing.	12	2	2
IV (15Marks)	Place: Channels of Distribution: Types, Functions, Choice of Distribution Channels, Physical Distribution, Packaging: Features and Types. Marketing Research: Objectives, Importance and Methods. Some Important Marketing Concepts: Service Marketing, Social Marketi ng , Online Marketing, Direct Marketing	12	2	2
	TOTAL	48	8	8

L=Lectures, T=Tutorials, P=Practical

Total class = 56 (L=48, T= 8/2, P=8/2)

Modes of In-Semester Assessment:

(40Marks)

- One Sessional Examination 10 Marks each
- Other (Any One) 10 Marks each
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant topics

Suggested Readings:

Reference Books:

- Principles of Marketing: A Global Perspective by Philip Kotler et al, Pearson Publication
- Text Books:
- Marketing Management by RSN Pillai and VBhagavathi, S.Chand, 1st Edition, 2010
- Marketing Management: Concepts, Cases, Challenges and Trends by Govindarajan Madabusi, PHI Publication
- Marketing Management by Amit Kumar and Jagdish Rao, Sahitya Bhawan Publications, 3rd Revised Edition, 2017

5thSemester
CourseTitle:INDUSTRIAL RELATIONS
Course Code: C-11NatureofCourse:Core
TotalCredit:4
TotalMarks:60(EndSem)+40(In-Sem)

Course Objective: The objective of the course is to acquaint students with the different aspects of Industrial Relations and Government Labour policies. Industrial relations including trade unions, workers participation in management, collective bargaining, industrial disputes, grievance handling and various labour enactments.

CourseOutcome:

- CO1: Demonstrate knowledge about parties to industrial relations.
 - ✓ LO1.1: Describe the Trade Union Movement.
 - ✓ LO1.2: Explain the functions of trade unions and employers' associations.
- CO2: Demonstrate knowledge of the legal framework of trade unions.
 - ✓ LO2.1: Explain the various provisions of the Trade Union Act.
 - ✓ LO2.2: Describe measures to evaluate the effectiveness of trade unions.
- CO3: Analyze the dimensions of industrial disputes and conflicts.
 - ✓ LO3.1: Explain the causes of industrial disputes.
 - ✓ LO3.2: Discuss the mechanisms for settlement of industrial disputes.
- CO4: Analyze the role of workers' participation in management and collective bargaining.
 - ✓ LO4.1: Explain the process of collective bargaining in organizations.
 - ✓ LO4.2: Discuss the need and process of workers' participation in management.
- CO5: Analyze gender issues in organizations and their treatment.
 - ✓ LO5.1: Discuss the gender sensitized issues often reported in organizations and their treatment.
 - ✓ LO5.2: Relate professional ethics and workers' responsibility to sensitize and industrial relations in organizations.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO2	CO1,CO2		CO3,CO5	CO5	
Conceptual knowledge		CO1,CO4		CO2,CO3,CO4		
Procedural knowledge				CO4	CO3	
Metacognitive knowledge				CO5		

Mapping of Course Outcomes to Program Outcomes

[illegible]

UNITS	COURSECONTENT	L	T	P
I (15Marks)	Industrial Relation: Concept, Objectives ,factors influencing IR; Trade Union: Meaning- Function – Trade Union Movement in India – Problems of Trade Unions- Impact of Globalization on Trade Unions- Employers Association-Objective of Employers Organization-National Level Associations, White collar Unions and Blue collar Unions	13	2	-
II (15Marks)	Industrial Dispute: Concept, Approaches and Organization Management of strikes and lockouts: Industrial Dispute Preventive Measures: Tripartite and Bipartite Bodies, Standing Orders and Grievance Procedure, Workers Participation in Management, Collective Bargaining	12	2	2
III (15Marks)	Settlement Machinery of Industrial Dispute: Conciliation, Arbitration and Adjudication, Labour Court, Industrial Tribunal and National Tribunal	12	2	2
IV (15Marks)	Workplace-Gender Sensitization, Rights of Worker, Mechanism to address Gender-Based Grievances and Issues, Code of Conduct for workers relating to Professional Ethics, Workers Responsibility	13	2	-
	TOTAL	50	8	4

Where:L=Lectures, T=Tutorials, P=Practical
Total Classes= 56 (L= 50, T=8/2, P=4/2)

Modesof In-SemesterAssessment:

(40 Marks)

- TwoSessionalExaminations 10x 2=20Marks
- Other(Anytwo) 10 x2=20 Marks
 - GroupDiscussion
 - Assignment
 - SeminarPresentationonanyoftherelevantTopic

Reference:

1. Katz,H.C.,Kochan,T.A.,&Colvin,A.J.S.(2007).Anintroductiontocollectivebargainingan
dindustrial relations.(4th ed.). McGraw-Hill HigherEducation.
2. Padhi,P.K.(2019).Industrial relations.(4thed.).PrenticeHall India.
3. Ratnam,C.S.V.(2006).Industrialrelations:textandcases.Delhi,India:OxfordUniversityPress.
4. Sinha,P.R.N.,Sinha,I.&Priyadarshini,S.(2019).Industrialrelations,tradeunionsandlabou
rlegislations(3rd ed.). Pearson Education.
- 5..MamoriaC.B.,DynamicsofIndustrialrelationsinIndia,HimalayaPublishingHouse,NewDelhi.
- 6.BangooK.S.,DynamicsofIndustrialrelations,Deep&DeepPublications,NewDelhi.

Course Title: Indian Financial System
CourseCode:C-12
CourseCredit:4

[illegible]

Units	CourseContents	L	T	P
UnitI (15Marks)	Overviewoffinancialsystem:-IntroductiontoFinancialSystem –Features, Constituents of Financial System; Financial Institutions;FinancialServices;FinancialMarketsand FinancialInstruments.	12	2	2
UnitII (15Marks)	FinancialInstitutions:-CharacteristicsofFinancialInstitutions,Broad Categories – Money Market Institutions and Capital MarketInstitutions.ObjectivesandFunctionsofIndustrialFinanceCorp orationofIndia,IndustrialDevelopmentBankofIndia,NationalSmallIn dustrialDevelopmentCorporation,NationalIndustrial DevelopmentCorporation,RBIMeasuresforNBFCs.	12	2	2
UnitIII (15Marks)	FinancialServices:–Meaning,Objectives,Functions,Characteristics; Types of Financial Services - Merchant Banking –Functions and Operations, Leasing, Mutual Funds, Venture Capital&Credit Rating; Functions of Stock Exchange; Stock Market Operations - Trading,SettlementandCustody(BriefdiscussiononNSDL&CSDL); BriefdiscussionofBSE,NSE	12	2	2
UnitIV (15Marks)	Financial markets and instruments:- Meaning and Definition, RoleandFunctionsofFinancialMarkets,ConstituentsofFinancialMark ets;MoneyMarketInstruments,CapitalMarketandInstruments; SEBI guidelines for Listing of Shares and Issue ofCommercialPapers.	12	2	2
	TOTAL	48	8	8

L= Lectures, T= Tutorialsand P= Practical

Total Classes= 56 (L= 48, T=8/2, P=8/2)

Modesof SemesterAssessment 40 marks

Twosessionalexamination

10markseach

- Others(any oneof the following)
- Visitanyfinancialinstitutionandprepareareport regardingitsstructure,functionsand performance.
- Presentingthereportinaclassroomseminar.

10markseach

ReferenceBooks

- L.M.Bhole,FinancialInstitutions&Markets,McGrawHill
- Khan,M.Y, Indian FinancialSystem,McGraw Hill
- Sharma,Meera,ManagementofFinancial Institutions,EasternEconomy Edition
- BholeandMahakud, Financial InstitutionsandMarkets–Structure,Growthand Innovations,McGraw Hill
- Guruswamy, S.,FinancialServicesandSystem,McGrawHill
- Edminister.R.O,FinancialInstitutions,Markets&Management,McGrawHill
- Khan.M.Y, Indian FinancialSystem,VikasPub.House
- H.RMachiraju, Indian FinancialSystem,Vikas Pub.House
- E.Gorden&K.Nataraj,FinancialMarketsandServices,HPHNote:Latest edition oftext books may beused.

6thSemester
CourseTitle:CompensationManagement
Course Code: C 13
NatureoftheCourse:Core
TotalCredit:4
TotalMarks:60(EndSem)+40(In-Sem)

Course Objective: The objective is to equip students with comprehensive knowledge in compensation management, its principles, designing compensation system in the organizations and contemporary strategic compensation.

CourseOutcome:

- CO1: Demonstrate knowledge of basic legal framework envisaged under the statutes for compensation and welfare of employees in different modes.
 - ✓ LO1.1: Explain the various laws and provisions stated in respect of compensation of employees.
 - ✓ LO1.2: Explain various laws and provisions stated in respect of employee welfare.
- CO2: Demonstrate comprehension of environmental factors that have an impact on pay structure of an organisation.
 - ✓ LO2.1: Explain the internal environmental factors influencing the compensation structure of employees.
 - ✓ LO2.2: Explain the external environmental factors influencing the compensation structure of employees.
- CO3: Demonstrate comprehension of the various principles involved for the granting of bonus, wages, and minimum wages to workers.
 - ✓ LO3.1: Distinctively characterize the various components of compensation.
 - ✓ LO3.2: Discuss the principles and major considerations in payment of each of the components of compensation.
- CO4: Demonstrate knowledge of employee compensation and performance.
 - ✓ LO4.1: Explain the relationship between employee compensation, satisfaction and performance.
 - ✓ LO4.2: Discuss the role and process of the Performance Management System.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	Create
Factual knowledge	CO1	CO1				
Conceptual knowledge		CO1,CO2, CO3		CO2,CO3, CO4		
Procedural knowledge		CO4		CO4		
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

[illegible]

UNITS	COURSE CONTENTS	L	T	P
I (15Marks)	Introduction to Compensation Management: Nature and Objectives of Compensation, Factors affecting Compensation Policy, Concept of Wages and Salary, Minimum Wages, Fair Wages and Living Wages; Understanding Elements of Compensation Structure- Fixed Pay, Variable Pay, Cash Benefits, Incentives, Executive Compensation, Stock Options; Understanding Salary Slip	13	2	-
II (15Marks)	Concept of Social Security: Evolution of Social Security of workers in India ; Introduction to Provident Fund; Employees State Insurance; Gratuity; Superannuation; Bonus; Reward Systems; Retirement; VRS/ Golden Handshake Contemporary Issues: OPS, NPS, UPS	12	2	2
III (15Marks)	Laws relating to Social Security: The Workmen's Insurance Act; The Worker's State Insurance Act; The Maternity Benefits Act, 1961; The Workers Provident Fund Act, 1952; Payment of Gratuity Act, 1972	12	2	2
IV (15Marks)	Relationship between Compensation and Employee Performance ; Performance Management System: Introduction and Objectives of PMS; Determinants of Performance; Diagnosing the Causes of Poor Performance Performance Appraisal: Uses of Performance Appraisal; Methods of Appraisal – Traditional Methods and Modern Methods	13	2	-
	TOTAL	50	8	4

Where: L=Lectures, T=Tutorials, P=Practical

Total Classes= 56 (L= 50, T=8/2, P=4/2)

Modes of In-Semester Assessment:

(40Marks)

- Two Sessional Examinations
- Other (Any Two)
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant topics

10 x 2 = 20 Marks

10 x 2 = 20 Marks

Reference Books:

1. S.K. BHATIA, New Compensation Management in Changing Environment: Managerial Remuneration and Wage & Salary Administration: a Professional Manual, Deep & Deep Publications PVT. LTD
2. Dev Tapomoy: Compensation Management, Text and Cases, EXCEL BOOKS, A-45, Naraina, Phase-I, New Delhi-110028
3. Singh B.D.: Compensation & Reward Management, EXCEL BOOKS, A-45, Naraina, Phase-I, New Delhi-110 028
4. Richard Henderson: Compensation Management: Rewarding Performance.
5. Milkovich, G., Newman, J. & Ratnam, C.S.V. (2009). Compensation. Tata McGraw Hill, Special Indian Edition.

6thSemester
Course Title: Labour Laws
Course Code: C-15
Nature of the Course: Core
Total Credit: 4
Total Marks: 60(End Sem)+40(In-sem)

Course Objective: The objective of the course is to apprise the students about the various labour related issues of India and International perspective.

Course Outcome:

- CO1: Demonstrate the evolution of labour legislation and its significance in the managerial world.
 - ✓ LO1.1: Trace out the history of labour legislation with special reference to India.
 - ✓ LO1.2: Explain the significance of different labour laws for different sectors of the economy.
- CO2: Demonstrate the understanding of different matters related to workers in factories.
 - ✓ LO2.1: Explain the role of trade unions in respect of safeguarding and representing the labour front in industries.
 - ✓ LO2.2: Discuss the different types of issues that need to be addressed by trade unions.
- CO3: Design and understand the disciplinary measures and grievance mechanisms of Minimum Wages, bonus and gratuity payment.
 - ✓ LO3.1: Explain the disciplinary measures that can be taken in case of any unjust practice with regard to compensating workers in an industry.
 - ✓ LO3.2: Describe the legal provisions restricting and prohibiting malpractices towards labour compensation and other labour issues.
- CO4: Analyze the legal structure provided for handling the industrial disputes.
 - ✓ LO4.1: Explain the causes and parties to an industrial dispute.
 - ✓ LO4.2: Discuss the functioning of different dispute settlement bodies.

Cognitive Map of Course Outcomes with Bloom's Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO1, CO3	CO4				
Conceptual knowledge		CO1, CO2, CO4				
Procedural knowledge				CO4		CO3
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	S	S	M	M	S	S	M	M	M	M	M
CO2	S	S	M	M	S	S	M	M	M	M	M
CO3	S	S	S	S	S	S	S	S	M	M	M
CO4	S	S	M	M	S	S	M	M	M	M	M

UNITS	COURSE CONTENT	L	T	P
I (15Marks)	Constitution of India VIS- a VIS Labour Law, Emergence and objective of Labour Laws Basics of Labour Legislation in India, Principles of Labour Legislation, Usefulness and Importance of Labour Legislations.	13	2	-
II (15Marks)	Factories Act, 1948: Objective, Provision, Penalties and Procedure Plantation Labour Act 1951	12	2	2
III (15Marks)	The Minimum Wages Act 1948, The Payment of Bonus Act 1965, The Payment of Gratuity Act, 1972, Payment of Wages Act	12	2	2
IV (15Marks)	The Trade Union Act 1926 and current amendment, Industrial Relation Code, 2020	13	2	-
	TOTAL	50	8	4

Where: L=Lectures, T=Tutorials, P=Practical
Total Classes= 56 (L= 50, T=8/2, P=4/2)

Modes of In-Semester Assessment:

(40 Marks)

- Two Sessional Examinations 10x 2=20 Marks
- Other (Any two) 10 x 2=20 Marks
 - Group Discussion
 - Assignment
 - Seminar Presentation on any of the relevant Topic

Reference:

1. Mamoria, C.B., Mamoria, S., & Gankar. (2010). Dynamics of Industrial Relations. Delhi, India: Himalaya Publishing House.
2. Monappa, A. (2012). Industrial Relations and Labor laws. Delhi, India: Tata McGraw Hill Edition.
3. Monappa, A., Nambudiri, R., & Selvaraj P. (2012). Industrial Relations and Labour Laws. Delhi, India: Tata McGraw Hill Education.
4. Padhi, P.K. (2019). Industrial Relations and Labour Law. Delhi, India: PHI Learning.
5. Sharma, J.P. (2018). Simplified Approach to Labour Laws. Delhi, India: Bharat Law House.
6. Sinha, P.R.N., Sinha, I.B., & Shekhar, S.P. (2017). Industrial Relations, Trade Unions and Labour Legislation. Delhi, India: Pearson Education.
7. Srivastava, S.C. (2009). Industrial Relations and Labour Laws. Delhi, India: Vikas Publishing House

FOUR YEAR UNDER GRADUATE PROGRAM (FYUGP)
INCOMMERCE (HUMAN RESOURCE MANAGEMENT)
DETAILED SYLLABUS OF 8th SEMESTER

SEMESTER-VIII
Title of the Course: Business Ethics
Course Code: C-20
Nature of the Course: Core
Course Credit: 04 Credits
Distribution of Marks: 60 (End Sem) + 40 (In-Sem)

- Course Objective:**
- 1. To acquaint the students with the meaning of ethics, values, norms, and belief.
 - 2. To make the students familiar with Business Ethics, social responsibility, and ethical thoughts of eminent Indian thinkers.
- Course Outcome:**

- CO1: Understand the concept, nature, and importance of ethics and business ethics, identify their sources and types, and analyse factors influencing ethical decision-making.

LO1- Developing a comprehensive understanding of ethics and business ethics, recognizing their significance in corporate decision-making, and assessing the impact of factors on ethical business practices.
- CO2: Analyse the meaning and role of values, norms, and beliefs in ethical decision-making, examine moral standards and dilemmas, and apply ethical theories.

LO1-Understanding the significance of values, norms, and beliefs in shaping ethical decision-making, critically evaluating moral standards and dilemmas, and applying ethical theories through case studies.
- CO3: Evaluate the objectives and practices of ethical management, ethics compliance, and company codes, and analyse managerial dilemmas and ethics training.

LO1-evaluating the objectives and practices of ethical management, assessing the role of ethics compliance, and analyzing managerial dilemmas and the impact of ethics training through practical case studies.
- CO4: Analyse the concept and objectives of social responsibility in business, examine broader ethical issues like corruption and corporate crime, evaluate CSR practices in India, and explore ethical perspectives from Gandhi, Vivekananda, and JRD Tata.

LO1-analyzing the concept and objectives of social responsibility in business, critically examining broader ethical issues, evaluating CSR practices in India, and exploring the ethical perspectives of Gandhi, Vivekananda, and JRD Tata through case studies.

Cognitive Map of Course Outcomes with Bloom’s Taxonomy

Knowledge decision	remember	Understand	apply	analyze	evaluate	create
Factual knowledge	CO4,	CO1				
Conceptual knowledge		CO1	CO4	CO1, CO2,CO3, CO4	CO2,CO3	
Procedural knowledge			CO2	CO3		
Metacognitive knowledge						

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	M	M	M	M	M	M
CO2	S	S	M	S	M	M	M	M	M	M
CO3	S	S	M	S	M	S	S	S	M	M
CO4	S	S	M	S	M	S	S	S	M	S

Block	Contents	L	T	P
1 (15Marks)	Meaning Ethics- definition of ethics and Business Ethics	3		
	Objectives, nature, and sources of ethics- Types of ethics-Need for business ethics-importance of business ethics	5		
	Factors influencing business ethics-business and ethical responsibility. (Practical – Case Studies)	2		2
2 (15Marks)	Values, Norms & Beliefs- meaning of values – a comprehensive view of values	4		
	Morality-moral standards-moral dilemma Beliefs and their role	4		
	Ethical codes- theories of ethics-ethical reasoning (Practical – Case Studies)	6		2
3 (15Marks)	Ethical Management- objectives of management ethics – Ethical activities	4		
	Ethics compliance management – company codes	4		
	Codes of ethics- Managerial Dilemma- Ethics Training (Practical – Case Studies)	6		2
4 (15Marks)	Social Responsibility of Business-Objective, social responsibility concept. Broader ethical issues in Society – Corruption, Bribery, Blackmarketing, Corporate Crime.	6		
	Corporate Social Responsibility CSR in India	4		
	Ethical thoughts of Gandhi, Vivekananda and JRD Tata. (Practical – Case Studies)	4		2
	TOTAL	52		08

L= Lecture, T= Tutorial, P= Practical
Total Classes= 56 (L= 52, P=8/2)

Suggested Readings:

Reference Books :

- 1. Oswald A.J. Mascarenhas, Doris D’Souza, E. Abraham, J.R.D. Tata: ORATIONS ON BUSINESS ETHICS, Rupa Publications India
- 2. Institute Of Directors India , Directors Handbook on Business Ethics, Institute of Directors, India
- 3. Br. Prasanna Swaroopa;T. D. Chandrasekhar , Good Values, Great Business, SAGE Publications India Pvt Ltd